



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

Juthaporn Kankaew

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Master of Business Administration in Hospitality and Tourism Management
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Thesis Title Examination of Thailand as international volunteer tourist destination: Profiling of the market and motivations, strength and weaknesses

Author Miss Juthaporn Kankaew

Major Program Hospitality and Tourism Management (International Program)

Major Advisor

.....
()

Examining Committee:

.....Chairperson
(Assoc. Prof. Dr.)

.....
(Assoc. Prof. Dr.)

.....
(Asst. Prof. Dr.)

The Graduate School, Prince of Songkla University, has approved this thesis as fulfillment of the requirements for the Master of Business Administration Degree in Hospitality and Tourism (International Program)

.....
(Assoc. Prof. Dr.)

Dean of Graduate School

This is to certify that the work here submitted is the result of the candidate's own investigations.

Due acknowledgement has been made of any assistance received.

_____ Signature

()

Major Advisor

_____ Signature

(Ms. Juthaporn Kankaew)

Candidate

I hereby certify that this work has not been accepted in substance for any other degree, and is not being currently submitted in candidature for any degree.

_____ Signature

(Ms. Juthaporn Kankaew)

Candidate

Thesis Title	Examination of Thailand as international Volunteer Tourism Destination Profiling of the market and motivations, strengths and weaknesses
Author	Miss Juthaporn Kankaew
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ABSTRACT

The purpose of this study is to examination of Thailand as International Volunteer Tourism Destination: Profiling of the market and motivations, strengths and weaknesses. The data was collected from a sample of 19 international volunteer tourists of 4 provinces Phang-Nga, Phuket, Krabi and Songkla from January 2013 to January 2014. The data was collected by semi-structure interviews. This research used non-probability sampling due to its small-scale sample size. Non probability snowball sampling was adopted. Information collected were personal demographic, volunteer core behaviors, volunteer classification/types, strengths and weaknesses, future intentions, and volunteer motivations. Central to this topic is the collection of in-depth information about profiles and motivation of international volunteer tourist.

The results were separated into four parts. The first part is profiling of the market, and it was found that the one who come to be an international volunteer tourist always contributed their own financial resources and time to be a volunteer outside their original country with leisure and humanitarian being the main purposes. Most of them were “Shallow Vacation Minded” who donate some part of their vacation to volunteer. While in the second part, “attractive destination”, “culture/local people”, “desire to help”, “friend/relative” and “project itself” were the five main motivations of total thirteen existing motivation to participate in volunteer tourism in Thailand. Moreover, in the third part the strengths of Thailand as a volunteer tourism destination included friendliness of Thai people, beautiful destination, unique culture, safety, cheap cost, and work flexibility. However, the fourth results pointed out that little awareness and support in preservation in Thai society of Thai people, lack of volunteer promoting, English skill, accommodation and lack of professional staff were weaknesses of Thailand as a volunteer tourism destination. Most of international volunteer tourists preferred to come back to Thailand for travelling more than for volunteering in the next three years. Valuable

information and advice are provided to host community, non-government organizations and tour operators who are interested in promoting volunteer tourism in Thailand.

Key words: volunteer tourist, motivation, core behavior, strengths, weaknesses,
volunteer tourism, Thailand

ชื่อวิทยานิพนธ์	การศึกษา การตลาด แรงจูงใจ จุดเด่นและจุดด้อยของประเทศไทยในฐานะแหล่งการท่องเที่ยวเชิงอาสาสมัคร
ผู้เขียน	นางสาวจุฑาภรณ์ กาทแก้ว
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ปีการศึกษา	2559

บทคัดย่อ

วัตถุประสงค์หลักของวิทยานิพนธ์เพื่อศึกษาพฤติกรรมหลักของนักท่องเที่ยวอาสาสมัครชาวต่างชาติที่อยู่ในประเทศไทย รวมทั้งจำแนกประเภท แรงจูงใจในการมาเป็นอาสาสมัครชาวต่างชาติ การประเมินจุดเด่นและจุดด้อยของประเทศไทยจากมุมมองนักท่องเที่ยวอาสาสมัครชาวต่างชาติ โดยวิธีการสัมภาษณ์เชิงลึกกับนักท่องเที่ยวอาสาสมัครชาวต่างชาติจำนวน 19 คน ในจังหวัดพังงา ภูเก็ต กระบี่ และ สงขลา ระหว่างเดือนมกราคม ปี พ.ศ. 2556 - เดือนมกราคม ปี พ.ศ. 2557 โดยผู้วิจัยใช้การสัมภาษณ์แบบกึ่งโครงสร้างในการเก็บข้อมูล และใช้วิธีเลือกกลุ่มตัวอย่างแบบลูกโซ่ คำถามหลักในการสัมภาษณ์ครอบคลุมข้อมูลส่วนบุคคล พฤติกรรมหลัก กิจกรรมที่ทำและแรงจูงใจในการมาเป็นอาสาสมัครชาวต่างชาติในประเทศไทย เพื่อวิเคราะห์และนำไปสู่การจำแนกประเภทของนักท่องเที่ยวอาสาสมัครชาวต่างชาติ นอกจากนี้ งานวิจัยได้เน้นศึกษาจุดเด่นและจุดด้อยของประเทศไทยในฐานะที่เป็นแหล่งท่องเที่ยวเชิงอาสาสมัครและแนวโน้มการกลับมาเป็นอาสาสมัครครั้งต่อไป

ผลจากการศึกษาสามารถสรุปได้เป็น 4 ประเด็นหลักดังนี้ พฤติกรรมหลักของนักท่องเที่ยวเชิงอาสาสมัคร คือ เป็นบุคคลที่ทุ่มเททั้งทรัพยากรเงินและเวลาเพื่อมาเป็นอาสาสมัครในต่างประเทศ แต่อาสาสมัครส่วนใหญ่ที่เข้ามาในประเทศไทยนั้นจัดอยู่ในประเภทอาสาสมัครที่เน้นการท่องเที่ยวเป็นหลัก โดยมีวัตถุประสงค์หลักคือเน้นการผนวกรวมการมาพักผ่อนและการช่วยเหลือเพื่อนมนุษย์ นอกจากนี้ แรงจูงใจหลักในการเข้ามาเป็นอาสาสมัครในประเทศไทยประกอบด้วย จุดหมายปลายทางที่น่าดึงดูดใจ วัฒนธรรม/คนท้องถิ่น ความต้องการที่จะช่วยเหลือผู้อื่น คำแนะนำจากเพื่อนหรือญาติ นอกจากนี้ ประเทศไทยนั้นมีจุดเด่นที่สำคัญหลายประการ เช่น ความเป็นมิตรและมนุษยสัมพันธ์ที่ดีของคนไทย สถานที่ที่สวยงาม ความแตกต่างของวัฒนธรรม ความปลอดภัยและราคาข่อมเยา ความเป็นอันหนึ่งอันเดียวกันของสังคมไทย และ ความยืดหยุ่นในการทำงาน ทำให้ชาวต่างชาติสามารถใช้ชีวิตด้วยความสะดวกและรู้สึกปลอดภัย แต่ทั้งนี้จุดด้อยที่สำคัญของประเทศไทย คือคนไทยในสังคมไทยขาดการตระหนักและสนับสนุนการอนุรักษ์สิ่งแวดล้อม รวมทั้งยังขาดการประชาสัมพันธ์กิจกรรมท่องเที่ยวเชิงอาสาสมัครให้เป็นที่รู้จัก ทักษะการสื่อสารภาษาอังกฤษของบุคลากรในองค์กรอาสาสมัคร มาตรฐานที่พัก และขาดพนักงาน

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LIST OF ABBREVIATIONS

UNWTO	World Tourism Organizations
TAT	Tourism Authority of Thailand
UK	United Kingdom
USA	United State of America
UNDP	United Nation Development Program
HDI	Human Development Index
GDP	Gross Domestic Product
NGO	Non-Government Organizations
UNESCO	United Nations Educational, Scientific, and Cultural Organization
CCIVS	Coordination Committee for international Voluntary Service
IVS	International Voluntary Service
SCI	Service Civil International
TIA	The Travel Industry Association of America
PEPY	Protect Earth, Protect Yourself
TCP	Travel Career Pattern
WFFT	Wildlife Friend Foundation Thailand
ISV	International student volunteer
ICYE	International Culture Youth Exchange
NVDA	Network for Voluntary Development in Asia
GDP	Gross Domestic Product
NGOs	Non-Government Organization
TECDA	Thailand Environment and Community Development Association

CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

Since the year 2000 there have been 1,600 studies conducted in Thailand regarding the hospitality and tourism industry. They focused on the areas of tourism, hospitality, types of tourist, private organizations, and local communities (Sangpikul, 2012). Current studies in this field are quite similar to past studies and do not cover new topics. Recent studies tend to use the same topics and simply change the new target groups or increase the scope of the studies (Sangpikul, 2012). It is very hard to find creative studies on hospitality and tourism industry which have been carried out in the last 10 years. In addition, creative studies should be conducted on focus groups on tourism such as niche markets, green tourism medical tourism, volunteer tourism, food tourism, long stay tourism, film tourism and new product development or service innovation (Sangpikul, 2012).

In particular, “The Little Big Project”, a volunteer tourism project funded by the Tourism Authority of Thailand (Tourism Authority of Thailand or TAT, 2013), was promoted to try to encourage more volunteers to visit Thailand. TAT expected the volunteer tourism market to grow to at least 70 million people or at the increased rate of 25-30% per year. TAT has collaborated with related organizations such as Mono Travel Co., Ltd., Andaman Discoveries Thailand, Wildlife Friend Foundation Thailand (WFFT), Gap Year Thailand, New Heaven Dive School, Eco tour Thailand, icare Thailand Foundation and other international organizations such as International Student Volunteer (ISV), Open Mind Project, Plan My Gap Year.co.uk, Universal Giving, Volunteering Solution and Kaya Responsible Travel. Volunteer tourism is gradually gaining more international interest than other forms of tourism. Volunteer tourism can be linked to the focus groups mentioned above because the primary activities undertaken in environmental volunteer tourism can be categorized as “Green tourism business”. Additionally, the length of stay for volunteer tourists in some organizations is quite long and comes close to the definition of “Long stay tourism”, in which tourists stay for a period of one month to one year (Hongsrnagon, 2006). Volunteer tourism is a sub classification of a niche tourism market (Callanan & Thomas, 2003).

In Thailand, there is a few research studies on volunteer tourism, despite the fact that the country was rated in the top 10 destinations for volunteer tourists (Table 1.1). Volunteer tourism projects have spread widely in both developed and developing countries around the world, but the projects hold the most value when undertaken in developing countries.

Table 1.1 Top volunteer tourism destinations

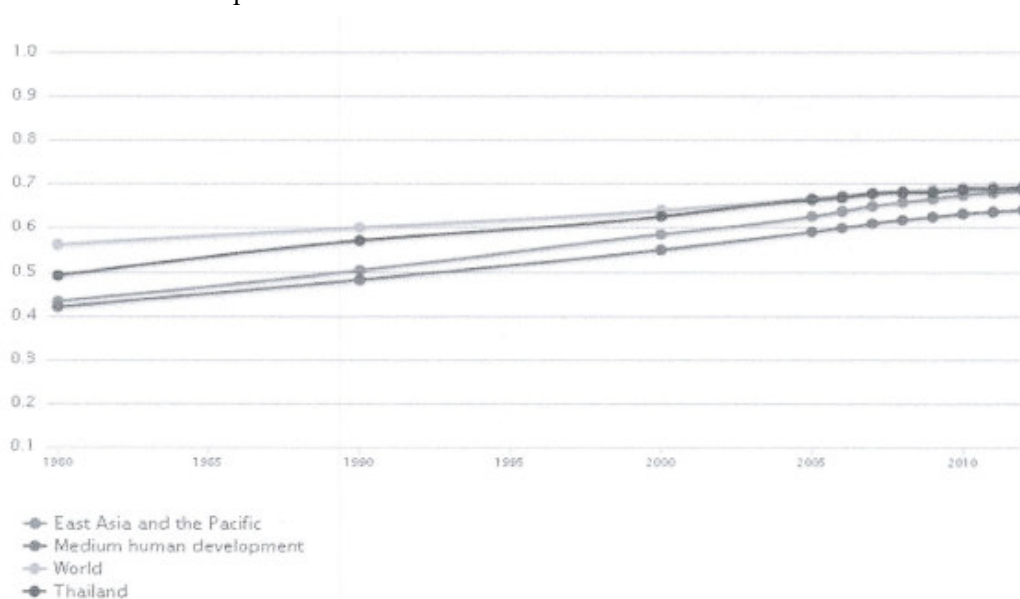
Ranking and countries		Number of projects
1.	India	241
2.	Costa Rica	201
3.	Peru	193
4.	Ecuador	188
5.	Kenya	183
6.	Thailand	176
7.	Ghana	171
8.	South Africa	148
9.	Nepal	144
10.	Brazil	96
Total		1,741

Source: Tomazos and Butler (2009)

Volunteer tourism is defined as a tourism activity that incorporates both volunteering and travelling elements. In terms of volunteering works, they may be related to issues about environment, culture and humanitarian that benefit the host community as well as tourists themselves (Brown, 2005). It can be associated with the developing countries which need to progress in terms of the Human Development Index (HDI) measuring life expectancy, quality of life, quality of education, and literacy. The HDI is a standardized way of measuring well-being and child welfare. (United Nations Development Program) (UNDP, 2013; Tomazos & Butler, 2009; Tomazos & Butler, 2010; Tomazos & Butler, 2012). There is about 51% of the global population live in countries with 'medium human development', and for the years 1999 – 2010, Thailand was categorized as 'medium human development' country, as shown in Figure 1.1 (UNDP, 2013).

Volunteer projects are designed to directly increase well-being in the places where it is most needed. Some examples include reconstruction and support project for Tsunami victims, community development and childcare projects, supporting the elderly and the disabled, human rights projects, teaching English in rural schools and so on (Callanan & Thomas, 2003). Volunteer tourism projects are important as they offer much needed assistance to the communities.

Figure 1.1 Hunan development index : Trends 1980 - 2010



Source : UNDP (2013)

The HDI is a standardized way of measuring 'well-being'. The score is influenced by three factors including health, education and income. Between the years of 1980 and 2012, Thailand experienced an increase of 1.5% annually, from 0.490 to 0.690. Thailand is currently ranked 103rd out of 187 countries.

Nowadays, tourism has become a major source of revenue in many countries around the world. In Thailand, tourism plays an important role in the Thai economy, contributing about 7% of the total country's GDP in 2013 (TAT, 2013). TAT has been working hard to promote Thailand by regularly promoting new activities, organizing tourism exhibitions, implementing online advertising and communication and holding road shows. TAT paid particular attention to the increased influx of tourists from countries such as Russia, China and India when introducing

customized marketing campaigns to target new tourists. These tailor-made approaches include celebrity advertising for China, honeymoon and scuba diving packages for India and medical and luxury tourism for China. TAT has been customizing packages according to their target group's preferences.

1.2 Background of the Study

Tourism is a social phenomenon which has changed drastically since the 1950's. Volunteer activities have been increasing together with altruistic and missionary activities since the 19th century. Both the volunteer and tourism sectors grew dramatically in the late 20th century, and in these recent years numerous tour operators and non-profit organisations have partnered to create adventure holidays which also serve as fundraising events (Callanan & Thomas, 2003; Mariott, 1999).

Thailand is one of the fastest-growing volunteer tourism markets, but is also a popular destination for leisure tourists. Volunteer tourists are considered new type of tourist who is not interested in standardized package holidays but instead wants an alternative which will provide a new type of experience and potentially give back to the local community. All over the world people go to work, get paid, and then use that money on personal travel, however volunteer tourists are the groups of people who work, take their money, and then travel as volunteers to foreign countries. Their motivations along with their behaviors are noteworthy to examine, hence they are the focal point of this current study.

1.3 Aims and Objectives of the study

1.3.1 Aims

The research aimed at exploring several aspects of international volunteer tourists including their profiles and motives to spend their own money to travel to Thailand to volunteer. Strengths and weaknesses of Thailand as a volunteer tourism destination are also examined as well as the future intention to re-visit and repeat their volunteer experience in Thailand.

1.3.2 Objectives

There are three objectives of this research:

- 1) To obtain a profile of international tourist volunteers in Thailand in terms of their core behaviors, background, and motivations.
- 2) To assess the strengths and weaknesses of Thailand as a destination for volunteer tourism.
- 3) To examine the future intention among volunteer tourism participants who visit Thailand.

1.4 Research Questions

- 1.4.1 What are the international volunteer tourists' motivations?
- 1.4.2 What are behaviors of international volunteer tourists?
- 1.4.3 What are the strengths and weaknesses of Thailand as a destination for volunteer tourism?
- 1.4.4 Do volunteer tourists intend to re-visit and volunteer in Thailand again?

1.5 Significance of the Study

1.5.1 To provide valuable information and advice to organizations where are interested in promoting volunteer tourism in Thailand, including insights into how to motivate international tourist to volunteer. These organizations may include the host communities, non-government organizations and tour operators.

1.5.2 More awareness on tourist motivations can be obtained and will be provide further understanding of the travel patterns of individuals so that tourism marketers can better develop products which match tourists' desires and needs.

1.5.3 Help tourism organizations, NGOs and travel agencies to identify and understand their market and introduce more volunteer tourism products in Thailand

1.5.4 To help organizations better understand the motivators behind volunteer tourism and make tailor-made tours and new promotion / market strategies which result in more travelers opting to volunteer.

1.5.5 Volunteer tourism includes environmentally friendly activities, social contributions and other activities which have a positive impact on Thailand as a whole. Hopefully

a better understanding of volunteer tourism will result in its proliferation and a positive effect on Thai society.

1.6 Key terms and their definitions

1.6.1 Volunteer tourism

Volunteer tourism refers to any voluntary service which involves spending time and no financial return to do something for the host community either in terms of environment, humanitarian and other good causes (Davis, 1995; Uriely, Reichel, & Ron, 2003; Lyons, Hanley, Wearing & Neil, 2012; Uriely, Reichel, & Ron, 2003; Brown and Lehto, 2005; Hawkins, Lamoureux, & Clemmons, 2005; Millington, 2005; Marta, Guglielmetti, & Maura, 2006; Holmes and Smith, 2009; VolunTourism.org, 2009).

1.6.2 Volunteer tourist

Volunteer tourist in this study refer to those who travel to other countries with an intention to work, help others for good causes without compensation in return. They however want to take an opportunity to travel and partake in leisure activities (MacCannell, 1976; Sylvan, 1985; Wearing 2001; Brown and Moriison, 2003; Wearing, 2004; Brown and Lehto, 2005; Callanan and Thomas, 2005; Coghlan, 2006; Intel, (2008); Chen, 2011)

1.6.3 Motivation

They are reasons both internally and externally driven that make one to decide to volunteer in other countries.

1.6.4 Strengths

They are positive features of Thailand as a volunteer tourism destination.

1.6.5 Weaknesses

They are negative features of Thailand as a volunteer tourism destination.

1.6.6 Core behavior

They are activities that international volunteer tourists do while they are volunteering in Thailand.

CHAPTER 2

LITERATURE REVIEW

This chapter explains the basic concepts, relating to the objectives of this research, for the factors that motivate international tourists to participate in volunteer tourism, as well as the strengths and weaknesses of Thailand as a tourism destination.

This chapter is primarily concerned with literature covering the following topics:

- 2.1 History of volunteering
- 2.2 Background of volunteer tourism
- 2.3 Global trends of volunteer tourism
- 2.4 Definition and classifications (Volunteer tourism)
- 2.5 Definition and classifications (Volunteer tourist)
- 2.6 Development of volunteer tourism in Thailand
- 2.7 Motivation
 - 2.7.1 Motivation concept: Intrinsic and Extrinsic motivation
 - 2.7.2 Travel and tourist motivation theory
 - 2.7.3 Volunteer motivation approach
- 2.8 Related organizations with volunteer tourism
- 2.9 Tourist behaviors and volunteer tourist behaviors
- 2.10 Strengths and weaknesses of Thailand as international volunteer tourism destination
- 2.11 Conceptual framework

2.1 History of volunteering

Volunteering has a long history. “Volunteering” is defined as activities which involve time spent, no compensation in return and want to do good things for other people either individually or the whole group or help to save the environment (National Council for Voluntary Organizations 2009; Smith, 2014). In addition, volunteering can be classified in two ways as informal

and formal volunteering (Cnaan, Handy and Wadsworth, 1996; Hall, Lasby, Gumulka, and Tryon, 2007).

Volunteering activities are often related to not-for-profit organizations (Volunteering Australia, 2005) or public and private sector organizations (Holms & Smith, 2009). Presently, there are a lot of environmental, humanitarian NGOs and tour operators, academic groups offering opportunities for travelers to partake in projects of community development assistance, cultural restoration and ecological and scientific research (Wearing, 2004; Wight, 1993). In addition, according to Handy, Cnaan, Brudney, Ascoli, Meijs & Ranade (2000), Merrill (2006) and Yang (2005), definitions of volunteering should also take into consideration type of organisations they work with, and six forms of volunteering can be summarised (Brudney, 2009; Australia, 2006):

2.1.1 Transnational, cross-national or international volunteering: They are those individuals that travel from their home country to another country hoping have a better understanding in the culture they volunteer and contribute to the country they visit.

2.1.2 Volunteer tourism: This is a combination of volunteering and travel. Some may refer it as alternative tourism, ecotourism, sustainable tourism, and other similar activities. Generally, there are three important forms: VolunTourism, vacations, and gap year.

2.1.3 Episodic volunteering: Macduff, Millgard, & Ricketts (1991), and Hustinx and Lammertyn (2004) meanwhile define this style as a reflexive type of volunteering for individuals demanding high mobility level, flexible involvement and primary function-oriented. Episodic volunteering could exist in any organizations, however, the unpaid-worker such as volunteers will make various different contributions to the organizations.

2.1.4 Cyber, virtual and online volunteering: This form of volunteerism can take place anywhere, anytime. It allows people to volunteer even though they are disabled or unable to travel (Merrill, 2006; Rochester, 2006).

2.1.5 Family and intergeneration volunteering: this form of volunteering allow individuals to volunteers with their family making it possible for those who have family obligations to contribute to the society (Hegel & McKechnie, 2003; Australia, 2006). Volunteering as

a family could be an amusing and worthy activity to make the utmost benefits from limited family time.

2.1.6 Workplace, corporate, employer-supported or employee volunteering: an employee being invited to volunteer by their employer. This can be individually, or as a group of employees. These initiatives can be arranged and initiated by way of companies giving supports to their employees to contribute their own time to volunteer in the pre-arranged volunteering activities. The companies may provide their usual salary or additional day-offs for the participating employees.

In this study, the researcher will focus heavily on volunteer tourism but will also refer to some of the related definitions on international volunteering for specific areas of the study.

2.2 Background of volunteer tourism

Volunteer tourism or Volunteerism includes activities which can be implemented anywhere, anytime and in any place around the world by the main organizations which take responsibility for international volunteering. An example of such organization is the “Coordination Committee for international Voluntary Service” or CCIVS. This organization is based at part of UNESCO (United Nations Educational, Scientific, and Cultural Organization), another highly regarded organization in many nations including Thailand.

Volunteer tourism includes international activities undertaken by volunteers who work and travel at the same time. The role of participants in working as volunteers and joining in with volunteer tourism should follow regulations from CCIVS and UNESCO: the participants who are calling themselves volunteers have to work not more than 6 hours a day with related organizations, and the organizations should give the volunteers 2 days off a week. The free time after work and during the 2 days off a week are when the volunteers can enjoy traveling with the local people, learning the culture of the area they are visiting and exchanging their experience of work with other volunteers (Volunteer Spirit Association: VSA Thailand, 2014).

The history of volunteer tourism started after WWI, the same time the “International Voluntary Service (IVS) movement, which was born in 1920. The first project was created by Mr. Pierre Ceresole, an engineer from Switzerland, under the name of “Service Civil International”, or

SCI, which held their first project near Verdun in France where various volunteer groups from European countries came to rebuild a ruined village. The subsequent history of volunteer tourism is shown in Table 2.1.

Table 2.1 History of volunteer tourism

Year	Details
1920	International Voluntary Services (IVS) movement was born.
1948	The international work camp organizations conference took place and the Coordinating Committee for international camp was established and based at UNESCO headquarters in Paris.
1950	The number of volunteer organizations increased all over the world, touching different thematic from de-colonization to peace, from disarmament to health and human rights.
1965	CCIIVS began to make contacts with youth organization in socialist countries of Eastern Europe
1970s and 1980s	Served as a crucial neutral platform which enabled volunteer youth exchanges between east and west to be organized
1971	CCIIVS was also associated with the creation of United Nation Volunteers
1980s	The number of East-West projects across the “iron curtain” increased
1987	CCIIVS was awarded the title “Messenger of Peace” by UN Secretary General, Perez de Cuellar

Source : Sherraden, Stringham, Sow & McBride (2006)

At the beginning of 1990s, Asia-Europe and North-South America inter-relationship became materially important. Since then, CCIIVS became well-known for its position as a forum for the enhancement of quality standards for exchange programs as well as for the discussion on the development of the International Voluntary Service activities. Nowadays, the member of CCIIVS

work related to five key topic; Intercultural Dialogues, Development with Sustainability, Heritage of the World, Conflict & Health Transformation.

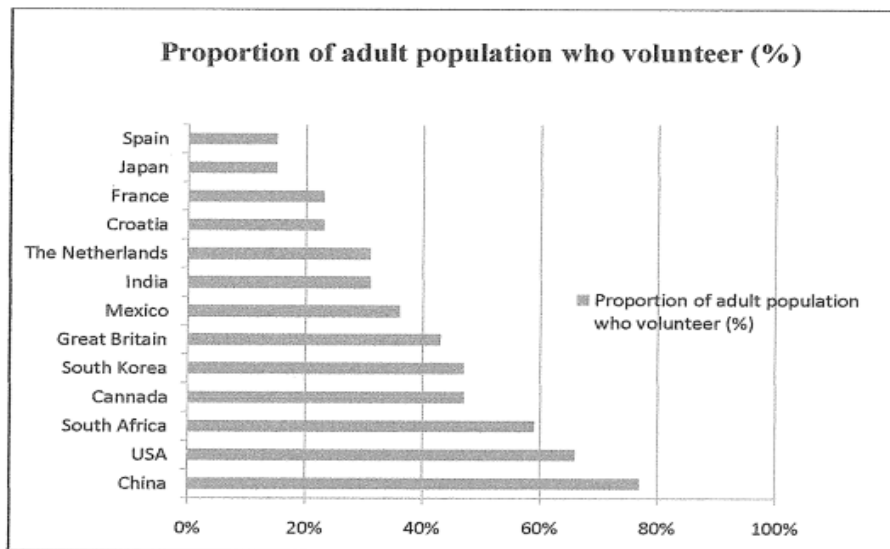
Moreover, many organizations were born at this time, such as ICYE (International Cultural Youth Exchange) and NVDA (Network for Voluntary Development in Asia) with different objectives and activities. However, all these organizations share a focus to foster better understanding of the culture of local community, share experiences of voluntary work with other volunteers, and traveling when time allows.

2.3 Global trends of volunteer tourism

Volunteer tourism is originated from “volunteerism” which refers to any individuals who offer their contributions in order to make changes to the society. In other words, people are willing to participate in goodwill activities. This practice is growing rapidly in Western countries, becoming an interesting field for researchers (Wearing, 2001; Sherraden, Lough & McBride, 2008; Stebbins, 2009; Sin, 2009). Figure 2.1 shows the volunteer participation rates by country.

The world has a population of about 7,000 million people; 140 million people are volunteers. China has the most volunteers, followed by India, the USA, Indonesia, Brazil, Pakistan, Bangladesh, Russia, Volunteer Land, Nigeria and Japan respectively (Salamon, Sokolowski, & Haddock, 2011). Figure 2.1 depicts that the participation rates across many nations with considerable gaps of difference. A noticeable high participation rates are seen in Great Britain, Canada and other English-speaking nations in the West. This further supports the rise of interests among the academia on this particular field of studies (WVS Database, 1999-2004).

Figure 2.1 Percentage of adults participating in volunteering



Source: WVS Database (1999-2004)

Volunteer tourism yet remains a relatively new format or style of tourism. It is new business structures, new motivations for travelling, new experience and new types of tourist are emerging (Wearing, 2004). Volunteer tourism shift is seen from 'fun' emphasis to 'how' to make contributions to host communities (Coghlan, 2007a). Also, world volunteering organizations have been established following disasters such as the 911-World Trade Center, Tsunami in Asia and Africa, Hericane Katrina in Louisiana. During the 20th century, there have been many groups formed, made up of people who care about the well-being of victims and who call themselves volunteers.

The Travel Industry Association of America (TIA) reported that the statistics of volunteer tourists grew from 6% in 2005 to 11% in 2007 by volunteerism context (Bakker & Lamoureux, 2008). The results also revealed that more than a half of respondents (55%) around the world were aware of volunteering and were interested in getting new experiences of this kind of tourism, and 20% of them volunteered before and intend to participate in volunteer tourism again on their next vacation (Bakker & Lamoureux, 2008).

The results from these studies confirm that the proportion of volunteer tourists continues to increase with the diversification of volunteer programs. One of the examples of successful volunteer programs was the Aruba Reef Care Project in 2007 which had a history of 14 years in operations and attracted participants from all over the world. PEPY (Protect Earth, Protect Yourself) involved riding a bicycle from Nepal to Cambodia and which is regarded as one of the ways to raise funds for education, environment, and health projects for Cambodian society. A lot of volunteer tourists come to participate in Bestfriends.org (Utah's Best Friend Animal Sanctuary Foundation), the biggest foundation that looks after animals. They have more than 1,500 types of animals on their responsibility.

Earthwatch Institute is for volunteers who love to do research in various fields. Change Ambassador has activities which are managed by Travelocity, a well-known website dealing with registration for volunteer tourists and booking of voluntourism trips. Fairmont Hotel in Winnipeg Canada cooperates with Habitat for Humanity, an association for helping the homeless and ensuring well-being for human life, to arrange discounted accommodation for volunteer tourists. Sky Way Guesthouse in Cambodia manages a place for volunteer tourists to teach English and computer skills to orphans, and Tauck is the tourism company who arrange trips for tourists to be volunteers in Yellowstone National Park (www.volunteerspirit.org, 2014).

2.4 Definitions and classifications of volunteer tourism

Volunteer tourism is a niche type of tourism which has been tied to the concepts of ecotourism, tourism with sustainability, development with sustainability, alternative tourism (Wearing, 2001, 2004; Callanan & Thomas, 2005; Wearing & Faulkner, 2011).

According to Callanan and Thomas (2005), volunteer tourism is rooted from "volunteerism" which means any individuals who offer their contributions in order to make better change to the society. To put it simply, people are willfully eager to participate in goodwill activities.

To further define volunteer tourism, Callanan & Thomas (2005) suggested that volunteer tourism consists of many related components as indicated below in Figure 2.2.

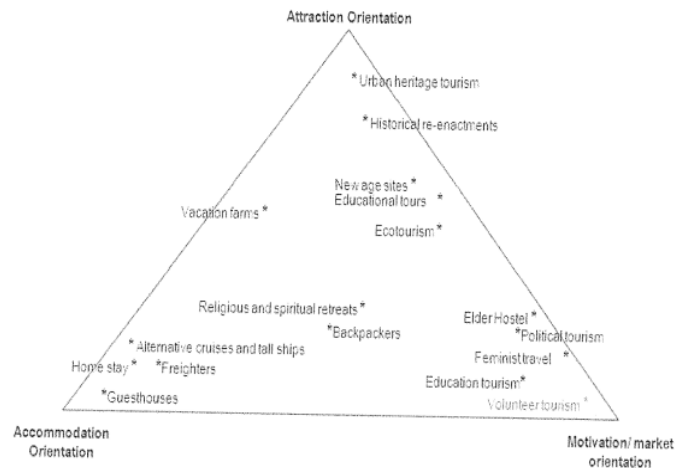
Figure 2.2 Categorizing volunteer tourism



Source: Callanan and Thomas, (2005)

From the work of Wearing (2001), voluntary tourism can be considered as one of alternative tourism. It is believed to offer an alternative direction where profit is less important than the altruistic desire to help people while traveling. This kind of tourism also has some association with other forms of tourism which are social tourism (McIntosh, 1977), charity tourism, moral tourism (Butcher & Smith, 2010), as well as serious leisure (Stebbins, 1982) because they are not ordinary tourists who also work on local projects with local groups. Figure 2.2 shows sub-types of volunteer tourism which varies depending on their orientation towards destination, accommodation and motivations.

Figure 2.3 Types of alternative tourism



Source: Weaver (2006)

Wearing (2001) suggests that volunteer tourism includes varied arrangements of experiences as well as settings which attract tourists to participate with no financial returns nor compensation. Moreover, another unique characteristic of volunteer tourism is by no doubt associated with non-profit organizations in social, environmental and religious and others. Similarly, Smith and Holmes (2009) defined volunteer tourism as a complex concept with multi-dimensions including extensive activities, various projects with diversified objectives, volunteering contributions and the likes.

Taking all these viewpoints of volunteering contribution and activities, three major forms of volunteer tourism can be classified which are volunteer tourism, volunteer vacation and gap year volunteering.

Giving a few days of a whole trip to volunteering is commonly called "Voluntourism" (volunteer tourism). An example of this is when a UK tour operator ran a program called "Go differently" in 2005 which was specifically focused on volunteering for the Tsunami. The volunteers traveled to Thailand to work with local partners. The entire trip was scheduled for 2

weeks, and the group devoted the last 5 days of their program volunteering with a tsunami relief project. Brown and Lehto (2005) called these volunteers 'vacation-mind' holiday makers. Seeing the sights is combined with a few days of aiding the locals. In conclusion, this model emphasizes both leisure and volunteering.

The second type of volunteer tourism is "volunteer vacation". Brown and Lehto (2005) define this as a 'volunteer-minded' mission. Participants spend most of their time, or even the entire trip, volunteering. Trips range from 1 week to 3 months. Volunteer vacation gains much focus from most researchers.

The last type is 'Gap Year Volunteering'. This kind of tourism covers a period ranging from 3 months to 24 months when participants would work and travel on the same trip (Potter, 2004). The term "Gap year" is commonly used in Britain to describe a break before or after attending university. These students are relatively young aged 18-24 years old. The popularity of Gap year volunteering is also increasing in other countries including Australia, USA, New Zealand in the United States. In addition, older people are also interested in taking gap year volunteering. These give rise to new segments of gap year volunteers which are career breakers (aged between 25-49) and new life gapers' (aged 50 or baby boomers). (Mintel, 2008).

These broad definitions of volunteer tourism and classification from previous studies are presented in Table 2.2.

Table 2.2 Previous studies on *volunteer tourism*: Definitions and Classifications

Authors	Volunteer tourism definition	Classification of volunteer tourism	Characteristics
Davis (1995)	“any activity which involves spending time unpaid to do something which aims to benefit someone (individual or groups) other than or in addition to close relatives, or to benefit the environment”	-	-
Uriely, Reichel, & Ron, (2003)	“new form of tourism, for example “alternative”, “real”, “ecological”, “responsible” tourism (p.61)”.	-	-
Potter (2004).	-	Gap year volunteering	Travel and work/volunteer, and/or study
Wearing, (2004, p.214)	“Make use of holiday-makers who volunteer to fund and work on social or conservational projects around the world and aims to provide a sustainable alternative travel that can assist in community development, scientific research or ecological restoration”	-	-

Table 2.2 Continued

Authors	Volunteer tourism definition	Classification of volunteer tourism	Characteristics
Brown and Lehto, (2005,p. 490)	“Volunteer tourism is clearly a tourism activity incorporating volunteer service that is concerned about environmental, cultural, or humanitarian issues and intends to benefit not only tourists but also locals”	‘vacation-minded’ holiday ‘volunteer-minded’ mission	- -
Hawkins, Lamoureux, & Clemmons (2005, p.13)	“Where travelers dedicate a portion of time to rendering voluntary service to a destination – its residents, environment, or infrastructure – in an effort to have a positive impact upon the destination”	Voluntourism	-
Millington (2005)	-	Gap year	This is when a person decides to postpone their studies or working so that they can travel
Marta, Guglielmetti, & Pozzi (2006, p.222)	“A specific type of sustained, planned, prosocial behavior that benefits strangers and occurs within an organizational setting”.	-	-

Table 2.2 Continued

Authors	Volunteer tourism definition	Classification of volunteer tourism	Characteristics
Sampson (2016)	“Voluntourism is the integrated combination of voluntary service to a destination with the traditional element of travel and tourism – arts, culture, geography, history and recreation – while in the destination”	-	-
Holmes and Smith (2009,p.6)	Those who volunteer and travel	VolunTourism Volunteer vacations Gap year volunteering	Synonym of volunteer tourism, where only a small part of a trip is devoted to volunteering This is where most of or the entire trip is devoted to volunteering ‘Gap year’ is a British terms which refers to a break either before or after university study
VolunTourism .org (2009)	“Volunteer service and travel are both emphasized”	Voluntourism	-

Although there may be some previous studies relating to volunteer tourism, there is yet to be a single universally accepted definition. Based on the above information, 'volunteer tourism' is operationally defined in this study as:

Any voluntary service which involves spending time with no financial returns, to do something which aims to benefit someone, in combination with traditional travel at those service destination and more concern on environmental, cultural, humanitarian to make a positive impact upon the locals and the tourists themselves.

The classification of this tourism is separated into two groups, "Vacation-minded volunteers" in which the holiday makers devote little time and resources for volunteering, and "Volunteer-minded mission" in which the mission taker devote most o the whole part of their trip for volunteering.

2.5 Definitions and classifications of volunteer tourist

Volunteer populations are different in proportion from country to country. Wearing, (2001) defined volunteer tourists as individuals who act as, "...for various reasons, volunteers in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environment or research into aspects of society or environment". Callanan and Thomas, (2005) grouped them into three groups: "shallow", "intermediate", and "deep". They differ in terms of the volunteers' trip duration, their qualifications and skills, degree of involvement (passive or active), focus of experience (altruistic or self-interest), and the degree they would contribute to local communities. Brown and Morrison (2003) referred two types of volunteer tourists: volunteer-minded tourists and vacation-minded volunteer. The former is those who plan to devote most or the whole trip for volunteering, while the latter are those who spend a few days of their vacation for volunteering. Wearing, (2001) and Callanan and Thomas, (2005) had the same two main forms of volunteer tourism: VolunTourism and Voluntee-vacations. Moreover, there also are many previous studies defining Volunteer Tourism (Table 2.4) but for the purpose of this study the classification of Wearing and Callanan and Thomas (2005) will be adopted.

Table 2.3 Previous studies on volunteer tourist: Definition and Classifications

Authors	Volunteer tourist definition	Classification of volunteer tourist	Characteristics
MacCannell (1976)	-	Shallow	Who focus predominantly on their self-development and how their experience can be used for academic credit, enhancing their curriculum vitae and for ego-enhancement
		Intermediate	Who focus on both altruistic and self-development motives
		Deep	Where self-interest motives are secondary to altruistic ones
Sylvan (1985)	-	Shallow ecology	More concerned about the welfare of human alone than nature as a whole
		Intermediate	
		Deep	
Wearing (2001)	“tourists who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into the aspect of society or environment”	-	-

Table 2.3 Continued

Authors	Volunteer tourist definition	Classification of volunteer tourist	Characteristics
	Volunteer tourists who act as a people who invest their time, budgets and manpower at a destination far from home to gain cultural, environmental and spiritual experiences	-	-
Brown and Morrison (2003)	-	'Volunteer-minded'	Tourists who are willing to spend most or all of their vacation volunteering
		'Vacation-minded'	Volunteer tourists who devote only some of their vacation time to volunteer work
Wearing, (2004)	Volunteer tourists are "persons seeking tourist experience that is mutually beneficial, that will contribute not only to their individual development but also positively and directly to the social, natural and economic context in which they are involved	-	-
Brown and Lehto (2005)		'vacation-minded' Holiday	Choose their volunteering location based on destination and promotions

Previous studies point out that there are different types of volunteer tourists varying on various factors. These factors include commitment of volunteering, length of time participating in volunteering works, skills and knowledge of volunteers, availability of financial resources, and ages of volunteers (MacCannell, 1976; Sylvan, 1985; Wearing 2001, p.1; Brown and Morrison, 2003; Wearing, 2004, p.214; Brown & Lehto, 2005; Callanan and Thomas, 2005; Coghlan, 2007b; Mintel, 2008; Chen & Chen, 2011). Based on these previous studies, international volunteer tourists are defined as :

They volunteers in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments, or research into aspect of society or environment by investing their time, budgets and manpower at a destination outside their original countries. Travelling is also their main motivation.

- *Shallow vacation minded*---“who focus predominantly on their self-development and how their experience can be used for academic credits, enhancing their curriculum vitae and career/ academic achievement and for ego-enhancement than the welfare of local community or the project itself. The volunteer element is not always the primary motivation for travel and the main activities undertaken at the destination may involve both volunteering and travelling”

- *Intermediate volunteer*---“who focus on both altruistic and self-development motives”

- *Deep volunteer minded*---“where self-interest motives are secondary to altruistic ones and willing to spend most or all of their vacation volunteering”

According to the previous studies the researcher will use the deep commitment from (MacCannell, 1976) as factor to classify volunteer tourist type in this study.

Table 2.4 The commitment of volunteer tourists

Main Commitment	Shallow vacation minded	Intermediate volunteer	Deep volunteer minded
Importance of the destination	The destination is important in the decision-making	Focuses on both the project and the destination	More attention is given to the project than the destination
Duration of participation	Short-term, typically less than 4 weeks in duration	Medium-term typically less than 6 months in duration	Medium to long-term, 6 months or intensive shorter term projects
Focus of experience: altruistic v. self-interest	Self-interest motives are more important than altruistic ones	Self-interest motives are of similar importance to altruistic ones	Altruistic motives are more important than self-interest one
Sills/ Qualification of participants	Offer minimal skill or qualification	May offer generic skills	My offer some technical/ professional skills and experience and/ or time
Active/ Passive participation	Tend to be more passive in nature	Mixture of passive and active participation	Tends to be more active in nature
Level of contribution to locals	Minimal direct contribution to local area	Moderate direct contribution to local area	High level of direct contribution to local area.

Source: MacCannell (1976)

2.6 Development of volunteer tourism in Thailand

Voluntourism in Thailand has a history dating back more than 30 years. It was started by private organizations in Thailand that helped foreigners to act as volunteers and help the local community before continuing their own private travels once finished. Volunteer tourism became widely known after the Tsunami disaster in 2004, as the Tsunami Volunteer Center was established in Phang-Nga Province. This center has brought 3,500 international volunteers from 51 countries around the world, aged between 19-67 years old. Volunteering activities involved building projects, teaching English, and repairing boats. Moreover, in that year Phi-Phi Dive Camp in Krabi was also founded, which has drawn more than 4,000 international volunteers to clean beaches and give help to the victims of the Tsunami (Home & Smith, 2009).

In Thailand, international volunteers are not only active when the country experiences a serious disaster. Voluntourism has become a new trend for tour operators who offer 'volunteer package tours' for those international volunteers to study and contribute to the local community, or what is called "Educational Tourism & Voluntourism". "Track of the Tiger" has been operating in Chiang Mai since 1990, and "North by North East Tour" has been operating in Nakornpanom since 1997 (Home & Smith, 2009).

Since there is still relatively little information about this form of tourism and related organizations, George Washington University's International Institute of Tourism Studies (IITS) and the United Nations World Tourism Organization (UNWTO) designed the website "DANTEL" to act as a channel for exchanging information about voluntourism between related organizations from any country. In the Voluntourism and Voluntourism Forum, they defined voluntourism as an integration of volunteering services at a non-home destination with other forms of tourism, particularly leisure activities (Sampson, 2013).

This definition is in line with the characteristics of voluntourism packages from 'Track of the Tiger' and other companies who are selling these tourism products. They are a combination of traveling in the form of special interests (Ecotourism, Educational Tourism/Culture, Geography, History, agro-tourism and team building) and doing work which is meaningful to the communities they visit; for example, teaching English or constructing buildings. Itineraries can be tailor-made with travel companies offering different activities to meet their volunteers' needs and

wants. The following target groups are of no less importance than the others: individuals, high-end tourists, voluntourists who have special skills, gap year students, universities, school groups, small tour groups, families, corporations (team building and community service activities) (Holme & Smith 2009).

In the tourism industry, voluntourism has become the type of tourism where participants donate not only their time but also their money to participate, the same as any other “package tour”. From the costing’s perspective, those who volunteer usually have to spend more than they would have to pay for their typical holidays. (Wearing, 2011). These additional costs are usually contributed to help projects they will work for.

'Track of the Tiger' participation costs cover accommodation, meals, transportation, training, insurance and the cost for project management. The total cost is itemized and explained directly to the volunteers since they have decided to participate in voluntourism. When comparing the cost between different voluntourism packages in terms of service/person/day, it was found that Thailand is significantly cheaper than the United States of America or the United Kingdom as shown in Table 2.5.

Table 2.5 Comparison of cost of voluntourism between Thailand, American and England.

Voluntourism Organization in America and England	Length of stay	Cost in America/ England	Cost in Thailand from Track of the Tiger company
i to i	1 week (7 day)	42,897 baht	12,844 baht
Cross Cultural Solutions	2 week (14 days)	90,782 baht	28,044 baht
Alliance Group Abroad	4 week (28 days)	77,900 baht	56,088 baht
Global Citizens Network	2 week 3 day (17 days)	74,100 baht	32,832 baht
Youth Challenge International	5 week (35 days)	110,200 baht	65,664 baht

Remark: 1 US\$ = 38 Baht (Year 2004)

Source: Tourist information handbook in Northern Part of Thailand (2004)

In terms of the tourist income generated, the average income from leisure tourists is 4,057 baht per day per person while the volunteer tourists spend 2,003 baht: half of the average of leisure tourists. However, the impact of volunteer tourists could be greater as they usually stay for a longer period.

In 2007, educational tourist voluntourism bloomed after it was found that the younger tourists from 6 countries (England, Australia, America, Japan, Singapore and Malaysia) were attracted by this style of tourism; the TAT expected this market to grow by at least 70 million people or 25-30% per year. The market has been focused primarily on attracting tourists from American and Europe. Thailand's 'Track of the Tiger' tour operator, based in Ching Mai, points out that the average spending per 'voluntourist' is around 2,000 baht per day, and the average length of stay is between 1 and 2 weeks.

Recently the Tourism Authority of Thailand (TAT) have been promoting Volunteer Tourism or Voluntourism as a popular new option for the modern traveler who are seeking for more value from their holidays abroad than just 'fun & sun' alike. The TAT promotes this growing model of tourism to the travel industry and has called this campaign "THE LITTLE BIG PROJECT" to invite people seeking for "A Purposeful Vacation". Voluntourism to the Kingdom of Thailand has gained much popularity from teenagers and young travelers from Europe and the U.S. According to TAT (2013), these groups of travelers were the kind of people who are desirous to create a better place for the world in addition to seek something really meaningful when they make a journey. TAT believes that this project will attract people who look for new ways of travelling and seek for a life-changing experience. "THE LITTLE BIG PROJECT" was one of the TAT's strategic plans for the international tourism markets in 2013. These plans focus on tourism with a variety of special interests, with voluntourism being one of the cornerstone programs. The purpose of this tourism is to allow closer connection between tourists and local community. By being involved in the volunteering projects, tourists would have a chance to learn local culture, lifestyle and immerse themselves in the community (TAT, 2013).

In accordance with the statistics by the country's Ministry of Social Development and Human Security, it was found that there were about 10.6 million international volunteers classified as follows:

- 3.2 million people volunteer in 25 government sectors.
- 7.4 million people volunteer in 30 non-government organization sectors.

The organizations which support volunteer activities around Thailand run to about 392 entities, located in Bangkok (143 organizations) and in the other regions (249 organizations). They were responsible for about 1.6% of the country's total Gross Domestic Product (GDP) in 2009. In 2011 there were more male volunteers than female volunteers; most were aged between 30-49 years old, with over-50's comprising the second-largest group and under-30's the smallest group. There were 5 senior volunteers who were aged over 70; 4 persons aged less than 20 years old. The average length of service was about 3.4 days per person and 42 people per month. So 142.8 man-days of volunteering per month.

International tourists who volunteer in Thailand came from over 42 countries and were divided among a large number of different regions in Thailand. However, very few studies are done in the area of voluntourism in Thailand, so the current study aims to focus on this group of volunteers more closely to gain knowledge and understanding of this growing market of tourists.

2.7 Motivation

Motivation can be defined as psychological impulse powerful to determine the direction of a person's behavior in an organization, the level of effort of a person and the level of persistence when one is facing obstacles (Mountinho, 1987).

Motivation provides explanations why people act the way they do in the organization. In the same way, motivation can also shed the light into reasons international volunteer tourists need to pay their own money to the organizations for others without wanting something in return. What inspire people to travel and touring seem, at first thought, to be easy to comprehend, however it is not always straightforward. It can even be more complicated when the motivations come from the international tourists who are working unpaid with non-government organizations in

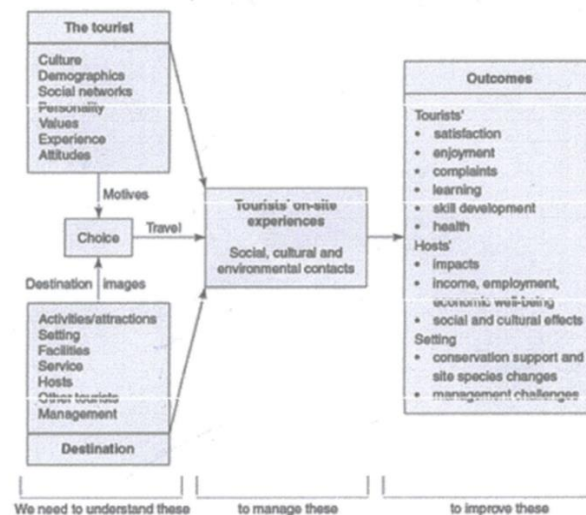
different areas from where they come. While we all instantly understand why people choose to go holidays, it is rather difficult to imagine why people opt to work without pay, the area extensively studied by psychologists.

Motivation issue is the important part of this study. Theories of motivation that have been used in the previous studies on a similar field are to be discussed in order to identify the reasons behind the very rare tourism such as volunteer tourism.

Understanding what motivate them to work for free outside their countries has major economic consequences. Not only working unpaid, they yet have to pay for very high cost to be employed with the non-government organizations. Appropriate approaches to market and manage these niche tourists can be proposed if better understanding about their motivations are obtained

One quite interesting way to observe the tourists' behavior to a wider significance: To thoroughly consider the tourists and their motives in selecting a destination, modes of transportation and their interaction with the destination, the study of Pearce (2005) mapped out in Figure 2.4

Figure 2.4 Tourist behaviors



Source: Pearce (2005)

2.7.1 Motivation Concept: Intrinsic and extrinsic motivation

Intrinsic motivation is usually referred to motivation or drive prompted by the interest in or enjoyment from the task itself and it is the ongoing drive within the individual rather than the external ones. People with intrinsic motivation take pleasure in an activity rather than work towards an external reward (N/A, Psychology Dictionary). Behavior of intrinsic motivation is performed for its own sake. Wearing (2004) suggested that intrinsic motivations are their inner needs that drive people to travel.

Extrinsic motivation is derived from outside of the individual or behavior that is performed hoping to gain rewards or avoiding negative consequences. Common rewards for extrinsic motivation are money and grants, coercion and threat of punishment for instances. Competition is extrinsic motivation as it urges the performer to win and beat the others, and not the enjoyment of intrinsic rewards from the activity. Trophies as well as a crowd cheering on the individuals are extrinsic incentives.

Motivation can be driven from intrinsic or extrinsic sources. Thus, extrinsic motivation may be influenced by family, standard and norms set by the society and community (Wearing, 2004). Below are the factors that could shape intrinsic or extrinsic motivation:

1. Workers' personal characteristic
2. The nature of their job
3. The nature of the organization

Regardless of whether people are intrinsically, extrinsically, or prosocial motivated, they join and are motivated to work in the organizations to obtain certain outcomes. An outcome is anything a person gets from a job or organization. The outcomes in different motivation are:

The outcome from intrinsic motivated behavior: autonomy, responsibility, sense of accomplishment and pleasure from doing interesting or enjoyable work.

1. The outcome from extrinsic motivated behavior: pay, security in job, benefits and vacation.
2. Other outcome: improvement in lives or well-being of other people, doing good by lending hands to others.

Organizations employ people to achieve important inputs. An input includes anything an individual contributes to the job or organization as effort and education, time, experience, skills, knowledge and actual work behaviors.

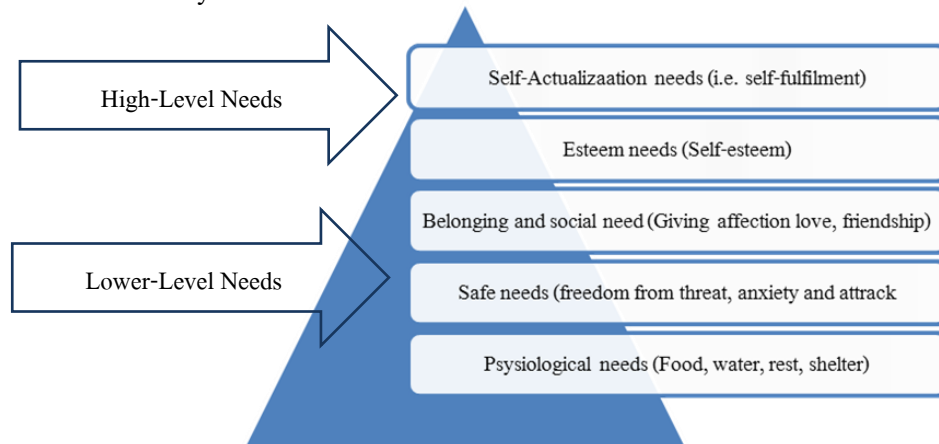
Management can use the desirous outcomes to motivate workers to contribute their inputs to the organization. Contributions and good performance are well aligned with the interests of the workers and goals of the organization as a whole. Therefore, when workers do whatever is good for the organization, the workers personally benefit themselves.

The most popular ideas on motivation such as Maslow's hierarchy of needs has been used (Maslow, 1954). Maslow's model is not necessarily ideal since the needs of the study do not relate to hierarchy in reality as some needs may occur simultaneously. However, the purpose of this is about tourist motivation and also to identify the factors that the NGOs motivate the regular international tourists to work with them. Therefore, the Maslow's hierarchy becomes the factor for consideration after collecting data as a part of theoretical framework for the researcher, and it will be more useful when the Maslow's hierarchy emphasizes the human's development needs whereas individuals are striving toward personal growth, a model well understood in a tourism context. Cooper, Fletcher, Gilbert and Wanhill (1993), however, argued that the model can be applied to work and non-work contexts such as tourism and leisure.

2.7.2 Maslow's hierarchy model and tourist motivation

Maslow's hierarchy is basically based on the principle of ranking or hierarchy of individual's needs (Figure 2.6), based on the hypothesis that self-actualization is a level which people are inspired to actualize themselves. Maslow argues that people are dominantly motivated by basic needs, that if and only if the lower levels of needs are fulfilled, then people would be motivated by the next levels of needs.

Figure 2.5 Maslow's hierarchy of individual needs



Source : Maslow, 1954

Maslow's work has been used and developed since 1950s. In the interim, the work was continued in order to identify specific motivation apart from the need 'to get away from it all', for instance, the 'push' vs. 'pull' factors. As the names suggest, the 'push' factors motivate individuals to seek holidays while the 'pull' factors attract individuals to spend holidays at the specific tourist resorts offering promotion. 'Push' factors in comparison with the 'pull' factors.(see Table 2.6)

Table 2.6 Maslow's developed work since 1950s, Push and pull factors are used to explain

Push Factors	Pull Factors
<ul style="list-style-type: none"> • Escape • Socializing • Fun/excitement • Relaxation • Prestige • Educational motives 	<ul style="list-style-type: none"> • Ease of access • Cost of travel • Promotional images of destination • Tourist attractions/ events • Suns, sea, sand

Source : Maslow, 1954

Ryan (1998) developed the idea of travelling career ladders by building on Maslow's hierarchical system and has five motivation levels:

1. Biological Needs
2. Safety and security needs
3. Relationship development and extension needs
4. Special interest and self-development needs
5. Fulfilment or self-actualization needs

Later, Pearce (2005) provided greater importance to reformulated travel career pattern (TCP) approach than the hierarchical element of a ladder.

2.7.3 Travel and Tourist motivation theory

Not every theory in tourist motivation can be applied owing to the complicated implication of the psychological factors and the universally-accepted theory that have been tested and proved in various tourism contexts (Wearing, 2011). The various approaches conclude and confirm that there is no common agreement or approach (Wearing, 2011). Table 2.7 demonstrates the large number of previous studies of tourist motivation since 1970s, and Table 2.8 adopts different theoretical and conceptual standpoints.

Over the years, a number of theories of tourism motivation have been developed with the objective towards a better understanding of the reasons behind individuals' decision to

travel. The famous theories that have been quoted in this regards are from (Dann, 1981) and (Crompton, 1979)

Crompton (1979) emphasizes that socio-psychological motives can be found along a continuum which explain why certain tourists take certain types of travel. On the contrary, Dann (1981) grouped core elements of tourist motivation into a series of propositions (i.e. general statements to characterize tourists) including:

1. Travel as a response to what is lacking, yet desired
2. Destination pull is in response to motivation push
3. Motivation may have a classified purpose (this is the focus of many earlier studies of motivation)
4. Motivation typologies
5. Motivation and tourist experiences

MacIntosh and Goeldner (1990) further simplified these into:

1. Physical motivators
2. Cultural motivators
3. Interpersonal motivators
4. Status and prestige motivators

They did a significant contribution in proposing the “push” and “pull” factors of motivation. Dann (1977) states that anomie and ego enhancement is the reasons that motivate individuals to travel, both of which are “push” factors. From the work of Crompton (1979), push factor or socio-psychological motives covered escaping from a boring everyday environment, exploring and evaluating oneself, recreation, fame, regression, relation expansion with kinship, facilitation for social interaction. Pull factors (cultural motives) were innovation and education, and features of destination that attract tourists to make a visit to satisfy their needs and wants. Other authors also offered similar views to include desire to escape and travel in push motives (Brown & Lehto, 2005; Crompton, 1979; Dann, 1977; Snepenger et al., 2006). These forces describe how individuals are pushed by internal variables and how they are pulled by a travel destination (Uysal & Hagan, 1993).

Ryan (1991) identified a range of reasons commonly cited to explain why people travel to tourist destination for holidays by analysis of tourist travel motivators (excluding business travel). The reasons are as follows:

1. A desire to escape from a mundane environment
2. The pursuit of relaxation and recuperation functions
3. An opportunity for play
4. Strengthening of family bonds
5. Prestige, since different destinations enable one to gain social enhancement among peers
6. Social interaction
7. Educational opportunities
8. Wish fulfillment
9. Shopping

Figure 2.6 Theoretical approaches to tourist motivation

Needs-based approaches

- Assumes that tourist select destination to satisfy their needs
- Sees pleasure-related travel as being designed to meet tourist needs
- Epitomized by need-based motivation research such as Maslow (1943, 1954)
- Argues that human needs motivate human behaviour based on vary generic hierachy of human needs.

Values-based approaches

- Highlights the importance of human values on tourist motivation and why tourist seek to consume certain experiences
- Used widely in consumer behaviours research and embodied in the VALS study by Mitchell, (1993) on values and lifestyles
- Used to segment tourists into group to help understanding

Benefits sought or realized approaches

- Focuses on causal factors in terms of what benefit a tourist expects to gain from travel and holidays
- Typical approaches have looked at the attributes of a destination and the benefirs it may offer the psychological benefits which a tourist may gain from a service holiday.

Expectancy-based approaches

- Uses developments in employment motivation research based upon job preferences and satisfaction
- Is based upon the assumption that the concept of attractiveness of achiving an outcome is the prime motivator
- Is characterized by Witt and Wright's (1992) study.

Other approaches

- Push pull factors

Source : Pearce & Lee (2005)

Table 2.7 Key publications on tourist motivation

Studies	Contributions
Lundberg (1971)	Use 18 motivation statements to assess key travel motives”
Cohen (1974)	Discussion of what a tourist is and creation of typologies using different tourist roles
Crompton (1979)	Devise a classification of tourist motives for pleasure travel
Dann (1981)	Review of the tourism studies published in the late 1970s and the role of push and pull factors
Iso-Ahola (1982)	A response to Dann’s (1981) study; present a social psychological model of tourist motivation
Witt, Wright, Johnson and Thomas (1992)	Review of the literature and contribution which expectancy theories can make motivation research
Harril and Potts (2002)	A review of the main social psychological models of tourist motivation
Pearce and Lee (2005)	“A study in which Pearce readjusts his concepts of the travel career ladder to the travel career pattern which concludes that ‘a core of travel motivation factors including escape, relaxation, relationship enhancement, and self-development seem to comprise the central backbone of motivation for all travelers’ (p.226)”
Bowen and Clarke (2009)	A collection of articles that reviews current research and thinking on tourist motivation
Prentice (2004)	A useful synthesis of the field challenging some of the main assumptions on tourist motivation
Pearce (2005)	An update of his 1992 book and a new synthesis of the tourist behavior field with a focus on motivation
Pearce (2013)	First major review of the field to examine the different motivational researches up to the early 1980s and importance of social psychology

Source : Hall & Page (2014)

In the Travel Career Pattern (TCP), Pearce (2005) suggested that tourists will, over their life cycle, have various differential motivation patterns influenced by their experience of travelling. This indicates the complexity of understanding tourist motivation. Pearce (2005) concluded three layers of travel motivation which are:

1. Layer 1, the common motives at the core of the TCP: novelty, escape, relaxation, enhancing and maintaining human relationships
2. Layer 2, a series of moderate important motivators related to self-actualization (i.e. focus on the inner self) that surrounds this core set of motivation and a number of externally focused motives such as interaction with the host society and environment
3. Layer 3, an outer layer with lesser including motives such as nostalgia social status

2.7.4 Volunteer motivation approach

Voluntary Functions Inventory (VFI)

Volunteers may be motivated by altruistic reasons (though they are hardly altruistic) or by productive reasons. There are a range of approaches to measure volunteer motivation in addition to a number of motivation sales which have been developed. A basic question to ask is 'why they volunteer' (Holmes & Smith, 2009; Holmes, 2009). The common answers like: to help the communities/others, personal activities, family activities, to do something worthwhile, personal satisfaction, social contacts are found by the Voluntary Work Australia (2007). The Volunteer Function Inventory (VFI) (Clary et al., 1998; Snyder, Clary, & Stukas, 2000) is a more complex approach, yet widely adopted. VFI separates all volunteering motives into many groups.

Volunteer motivation approach

VFI is the instrument of The Functional Approach to measure the volunteers' motivations. Clary et al. (1998) adopted a modified version of the Voluntary Functions Inventory (VFI) scale and it has been widely used by researchers (Clary et al., 1998; Snyder & Cantor, 1998; Carlo, Okun, Knight & de Guzman, 2005). Volunteer Function Inventory which assesses motivation for, and rewards (functions) of, volunteering- or volunteer motivation has a main assumption as follows:

Assumptions

People usually plan, are purposeful and directed by goals --- Volunteers engage in volunteer works to satisfy important goals of life.

Similar things that people do are driven by different reasons – In the nutshell, volunteers performing in the same organization in the same volunteer activity probably have different reasons for volunteering.

A person may be motivated by many needs or goals – A volunteer may be making efforts to satisfy many motives thru an activity in an organization.

Outcomes will be dependent on the good matching of needs & goals to the opportunities offered by the environments – Hence, successful volunteer recruitment, satisfaction and retention are necessarily tied to the ability of the volunteer’s experience to fulfill one’s important motives.

The Voluntary Function Inventory (VFI) scale developed by Clary, Snyder, Ridge, Copeland, Stukas, Haugen and Miene in 1998 suggested that people maintain their voluntary behavior provided they fulfill one or more of six individual functions as postulated by Clary et.al (1998). The six different functions that exist in unique degree of interest for each individual are:

1. Value – addressing the altruistic and humanitarian concerns for others, often distinguishing volunteers from non-volunteers, or the chance to use skills or knowledge that would otherwise go unpractised. (e.g. reinforcement or expression of personal values);
2. Understanding – creating opportunities to permit new learning experiences, or the chance to use skills or knowledge that would otherwise go unpractised. (e.g. personal growth)
3. Social – concerns relationship with others and addresses the need to be with one friend or create new relationships. (e.g. be part of a group);
4. Career – suggests that avenues of volunteering have the possibility to assist career opportunities in the future. (e.g. work skills and contacts);
5. Protective – serves to protect the self from negative thoughts of perhaps being more fortunate than others. (e.g. increasing confidence); and

6. Enhancement – offers the ego positive growth and development often used in contrast to the protective function which aims to eliminate negativity, whereas the enhancement function aims to promote a positive environment. (e.g. learning)

Anderson and Cairncross (2005) studied to understand and manage volunteer motivation in two regional tourism cases by using Volunteer Function Inventory (VFI) to measure both management and volunteer perceptions as they relate to motivation. Their study reports that the motive of the volunteers is the “understanding function” and ‘I can explore my own strengths’ get the highest scores in the understanding function while “career function” proved to be the least relevant.

2.8 Related organization with volunteer tourism

Torkildsen (2005) summarized voluntary organisations both national and international levels. The range of organizations is wide and diversified and there is no adequate classification has yet been made to cover all that exists. Several types of grouping are listed in Table 2.9

In Thailand, if any organizations want to become local or international associations or foundations, all of them have to be registered with one of these institutions: The Ministry of Finance, The Ministry of Interior, and The Ministry of Social Development and Human Security institutions.

In Thailand’s history, NGOs have participated in developing various activities for over thirty years in Thailand. The first Thai NGOs focused its activities on health, literacy and economy as a means to promote human development as a whole. Their activities mainly targeted on rural areas. In late 80’s, there were increasing concerns over the natural resources, thus involving the NGOs in the philosophy of sustainability in the use of resources. The close tie of livelihood and environmental degradation has attached the environmental aspects to community development.

While many NGOs are concentrated on agriculture, other NGOs focus on natural resources and environmental management. In fact, NGOs play a vital role to protect the natural resources and environments. Some deal with policy (e.g. Foundation for Ecological Recovery).

Others set up expertise groups (e.g. Wildlife Fund Thailand) while the others are more research-oriented (e.g. Thailand Environment Institute) or even raising environmental awareness (e.g. Thailand Environment and Community Development Association, TECDA).

It is not certain how many NGOs Thailand has, probably 30 international organizations and about 10,000 local NGOs. As Thai non-profit organizations include official and unofficial groups, temporary ad-hoc and permanent in nature, it is therefore rather difficult to estimate the accurate number of development-oriented organizations at any specific period. New organizations are set up while the old ones simply disappear constantly. Nevertheless, the number of foreign NGOs has declined during the last 2-3 years due to the fast economic development in Thailand. Most NGOs run their activities in the Northern and Northeastern regions of Thailand. Their activities were originated in the 60's.

In recent years, Thailand strongly supported NGOs in their assistance to the national development which united the participation from private sector in the national development process. Non-government organizations and local communities actively take part in the forum discussing the impacts on natural resources and environments as well as participating in public hearings. As a result, the NGOs signify key role in monitoring the government's performance. Despite the official aspect of NGOs, the relationship between the State and the non-profit sector has been inevitably strained. So far, the government has not put up strategies to monitor NGOs' activities. The government look at the NGOs, the grassroots and advocacy NGOs in particular, with suspicious eyes, however, it allowed advocacy groups to operate since 1992.

Nowadays many NGOs are registered as foundations or associations and established rapidly, and also have increasing in broad areas including: charity projects for animals, organizations for children and youth, community development projects, organizations for disable, environment protection organizations, health and disaster relief organizations, human right organizations, religious organizations, organizations for women, and many others. In the past, the environmental organizations and community development projects are mostly concerned with NGOs. Nevertheless, in the recent years the organizations for children and youth are more important than those of environmental while those of community development are still the same. Most of them are

involved with international volunteer tourists who donate their money and time to work and participate to give help in any foundations or associations.

Table 2.8 Range of voluntary organizations

Community organizations	Community associations, community councils
Community action groups	“National Council for Voluntary Organizations, Inner City Unit, Inter-Action Trust Limited, Gingerbread”.
Children’s groups	“Pre-school Playgroups Association, Toy Library Association”
Youth organizations	“Scout Association, Girl Guide’s Association, National Council for YMCAs, National Association of Youth Clubs”
Women’s organizations	“National Federation of Women’s Institutes, National Union of Townswomen’s Guilds, Mother’s Union, Women’s Voluntary Service (WVS)”
Men’s groups	“Working men’s clubs, servicemen’s clubs”
Old people’s groups	“Darby and Joan Clubs, Senior Citizens”
Disabled groups	“Gardens for the Disabled, Disable Drivers’ Motor club”
Adventure organizations	“Outward Bond Trust, Duke of Edinburgh’s Award, National Caving Association”
Outdoor activity organizations and tour groups	“Camping Club of Great Britain and Ireland, Youth Hostels”
Sport and physical recreation	“Association, Central Council of British Naturism, Ramblers’ Association, British Caravanners’ Club”
Organizations	“Keep Fit Association, British Octopush Association, National Skating Association of Great Britain, Cycle Speedway Council, GB wheelchair Basketball league”

Source: Torkildsen, (2005)

2.9 Behaviors of international volunteer tourists

Core behavior is the important part of this study. Theories of behaviors that have been used in previous studies on similar fields are discussed so as to examine main behaviors of this kind of tourists. The ultimate goals of gaining better understanding of their behaviors are to profile them into groups with similar behaviors, and to tailor appropriate products and services for this lucrative and promising market.

Based on the previous studies, their behaviors do vary depending on their socio-economic characteristics. According to the study of Kovačič (2015), the profiling of cycling tourists is categorized based on their socio-economic aspects and behavior patterns. In the work of Odunga and Folmer (2004), socio-economic was found to differentiate tourist's behaviors while Shaw, Deery and Jago (1997) examined volunteer profiles and found 4 major categories which are socioeconomic status, interpersonal networks, demographic characteristics, and traits. The following sections explain these categories in details.

Socioeconomic status

The finding of socioeconomic status has link between education and volunteering. Found in the study of Pold (1990) as 35% of Canadian volunteers who volunteered in arts and culture, were university graduates. Further results mentioned that blue-collar volunteers opt to volunteer in religious, unions and sport organizations, whereas the middle and upper classes were inclined to volunteer in much wider ranges of organizations such as education, politics, business and professional, service, and cultural (Cousens, 1964).

Interpersonal networks

Previous studies pointed out that advice from friends and family are influential in the likelihood for ones to join volunteer activities. These findings are also supported by Pearce (1993) that new volunteers are suggested to join by friends, family members or colleagues. Ostrander (1984) also agreed that people from the upper class groups are likely to volunteer as there is a continuing practice in their family in terms of volunteering. In the findings of Williams, Dossa and Tompkins (1995), people with past experiences volunteering have intentions to continue their volunteering behaviours.

Demographic characteristics

Other important determinants of volunteer behaviors are their demographic characteristics, particularly age and gender. In the study by Tedrick (1990), people aged below 50 are more inclined to join volunteering activities and their interest starts to decline as they get older. Similarly, Pearce (1993) claimed that volunteering activities rise among teenagers and arrive at peak when they are aged between 40 to 55 years.

In terms of the relationship between behaviors and gender, Pearce (1993) argued that male volunteers tend to join organizations that are perceived to be useful for their careers, and female volunteers have interests in joining religious-related or service organizations. For example, Miller, Powell and Selzer (1990) found that only a small number of volunteers in health care services were men. Mitchelson and Slack (1982), and Pold (1990) argued that a large proportion of volunteers in sporting events are male.

Personality

Another aspect which is linked to the volunteering behavior, is personality. Specially, more confident and sociable individuals are eager to volunteer (Pearce, 1993). Those with political interests are also likely to join volunteering activities. Wells (1996) supported that interests to join volunteering are common among people with strong commitment to a religious organization.

2.10 Thailand as an international volunteer tourism destination

Volunteer tourism is recognized to be beneficial to Thai economy and tourism in many ways. Tourism Authority of Thailand (2010) found that volunteer tourism helps Thailand to gain more variety of tourism products choice, called “Innovative Tourism Product”. It builds a bigger focus group on market segmentation which is linked between tourism and doing volunteer activity for the local community that they visited. Secondly, volunteer tourism is such as an activity which directly benefits to the local community such as teaching English, growing trees, building schools, and helping orphanage. Thirdly, volunteer tourism helps increasing direct income for the local community as volunteer tourists spend money for local food, accommodation, transportation and tour

packages. Fourthly, volunteer tourism stimulate cultural and language learning among visitors and local.

However, Tourism Authority of Thailand (2010) mentioned that as volunteer tourism is relatively new form of tourism in Thailand, there is no any research to support. Secondly, no specific way to support and promote this kind of tourism because of lacking of knowledge for appropriate products and services. Tourism Authority of Thailand (2010) pointed out other problems to include:

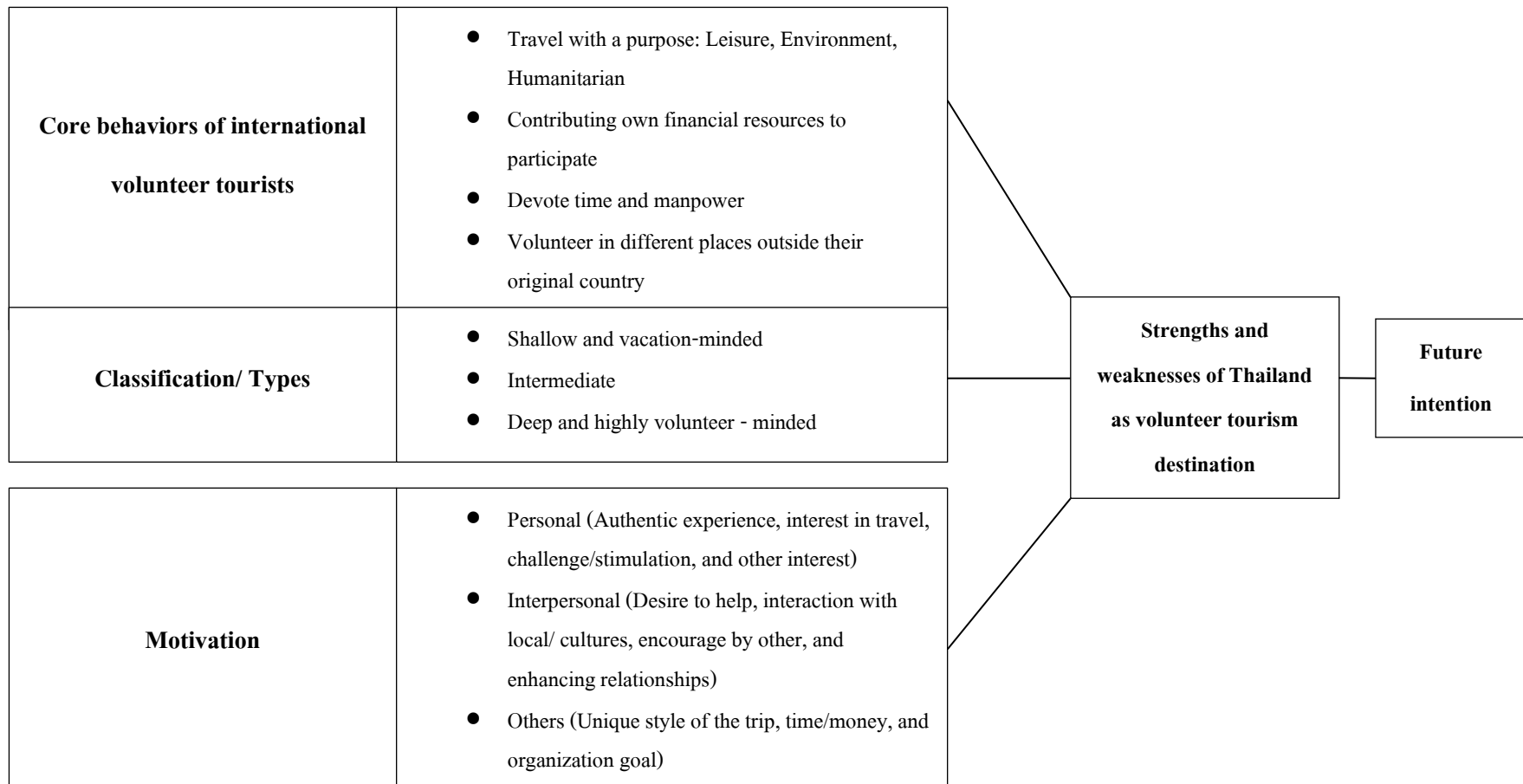
- Vague money donation managing process of Non-Government Organization (NGO) where received an international volunteer tourists
- Recently, many NGO organizations that recruit international volunteer tourists may not be registered under the Department of Tourism
- No standard among those tour companies that accept outbound markets for volunteer tourism.

In addition to these, as a tourist destination Thailand also have its strengths and weaknesses. For instance, Ngamsom (2001) found that Thailand is perceived to have beautiful architecture, interesting culture, friendly people, and highly accessible. This is in line with previous studies that confirmed the strengths to be culture, friendliness of local people and diverse food, low cost of living and variety way of nightlife and entertainment (Henkel, Henkel, Agrusa & Tanner (2006); Nattavuthisit (2006); Tapachai & WarysZak, 2000). Similarly, Suthreetorn and Nitikasetsunthorn (1998), and Wannaprasert (1999) agreed that tourists to Thailand were motivated to travel to Thailand thanked to the natural attractions, Thai cuisine, shopping, accommodation, value for money, culture, heritage and traditions, and facilities and services.

On the other hand, the country being crowded traffic jam, and pollution are among the country's weak points. Moreover, English communication is another common problem faced by tourists when travelling in Thailand. Unclean food and beverage was also found to be one of the weaknesses (Nuttavuthisit, 2006).

2.11 Conceptual framework

Figure 2.7 Conceptual Frameworks of International Volunteer Tourist, Classification and Motive



CHAPTER 3

METHODOLOGY

This chapter describes the methodology used in this study. This includes population, sample size, research instrument, data collection, and data analysis.

3.1 Scope of the Study

This research looked into the international volunteer tourism which is considered as a relatively new area of studies where much attention is needed.

3.1.1 Scope of time

The collection of primary data was carried out during January 2013 – January 2014.

3.1.2 Scope of Geography

In Thailand, the Ministry of Social Development and Human Security collected the statistics of the number of volunteers in Thailand in 2011. It found that there were about 10.6 million international volunteers classified as follows:

- 3.2 million people volunteering in 25 government sectors
- 7.4 million people volunteers in 30 non-government organization sector
- 614 people of international volunteers, volunteer in 4 organization sectors

There are about 392 organizations supporting volunteer activities around Thailand including 143 organizations in Bangkok and 249 in other parts of Thailand.

However, as the current study focused on international tourist volunteers, key volunteer organizations that worked with TAT on volunteer tourism were also included which consisted of: Andaman Discoveries Thailand, Wildlife Friend Foundation Thailand (WFFT), Gap year Thailand, New Heaven Dive School, Eco tour Thailand, Open mind project and Icare Thailand Foundation.

Snowball sampling was adopted allowing informants to suggest another informant to take part in the study. Andaman discoveries Thailand and Open mind Project were involved in the study and provided recommendations other alike organizations in southern part of Thailand to take part. No further interview is needed when data was saturated.

3.1.3 Scope of Demography

The demographics of this study is made up of international volunteer tourists:

International volunteer tourists in this study refer to those who volunteer in a specific organization for free hoping to contribute something to the society and usually engage in travelling when there is a free time.

3.2 Research Instrument

Chen (2011) applied the methods of qualitative research to assess motivations of tourists who committed volunteering services in overseas. Chen (2011) also suggested that the main efficient question in their previous research is, “Why do people join and expect from international volunteer tourism trips?”

In this study, the questions from Chen (2011) were combined with several additional questions were added, and the interview questions composed of six parts:

Part 1: Personal demographic characteristics

Part 2: Volunteer core behavior

Part 3: Volunteer classification/types

Part 4: Strengths & Weakness

Part 5: Future intention

Part 6: Volunteer motivation

The interviews were conducted at the work site of the informants. At the beginning of each interview, the researcher gave a brief explanation regarding the background of the research, objectives of the study and definition of key terms.

3.3 Data Analysis

3.3.1 In-depth interview transcripts

Primarily, content analysis was adopted to identify important themes or patterns relating to motivations of the target of this study, international tourists who volunteer in other countries outside

their home. (Patton, 1990) Content analysis is one of the widely used qualitative technique in attempts to find key patterns.

3.3.2 Qualitative data analysis steps

- Reduction of data
- Display of data
- Concluding by identifying key contents

3.3.3 Coding was identified by looking at a statement/key phrase or important statements that were significant to research questions and objectives of the study.

3.3.4 Descriptive – key area and framework to analyze the motivation factors of international volunteer tourists, the core behaviors and classification, strength and weakness of Thailand as the volunteer tourism destination.

CHAPTER 4

RESULTS

This chapter presents the results from this research according to the objectives of the research, which are as follows.

1. To examine profiles of international volunteer tourists in Thailand in terms of their core behaviors, types and their motivations.
2. To assess the strengths and weaknesses of Thailand as the destination for volunteer tourism.
3. To examine future intention of the international volunteer tourist to participate in the volunteer tourism in Thailand.

4.1 Interview with international volunteer tourists

4.1.1 The key informants

The key informants of this study were international volunteer tourists of the selected organizations by the Tourism Authority of Thailand (TAT, 2013) which attended “The Little Big Project”. The study used a snowball sampling method to find out nineteen target informants of international volunteer tourist; four informants from an eco-marine conservation project, eleven informants from teacher projects, two informants from the Gibbon Rehabilitation Project, and two informants from the Andaman Discoveries project. The profiles of informants are shown in Table 4.1

Table 4.1 Profiles of the informants

Informants	Project type	Age	Gender	Nationality
1	Eco marine conservation	21	Female	Europe
2	Eco marine conservation	19	Female	Europe
3	Eco marine conservation	16	Male	Europe
4	Eco marine conservation	26	Male	Africa
5	Teacher	22	Male	Europe
6	Teacher	22	Female	Europe
7	Teacher	22	Female	Europe

Table 4.1 Continued

Informants	Project type	Age	Gender	Nationality
8	Teacher	19	Female	Asia
9	Teacher	24	Female	Asia
10	Teacher	19	Female	Europe
11	Teacher	21	Female	Europe
12	Teacher	26	Male	Europe
13	Teacher	26	Male	Europe
14	Teacher	22	Male	North America
15	Teacher	21	Female	Asia
16	Gibbon Rehabilitation Project	21	Female	Europe
17	Gibbon Rehabilitation Project	24	Female	Europe
18	Andaman Discoveries	25	Female	North America
19	Andaman Discoveries	32	Female	North America

4.1.2 Demographic profiles

Demographically, 14 out of 19 informants were aged between 21 – 26 years old; the average age was 23 years old. 13 out of 19 informants were female and 6 informants were male. In the part of nationality, 12 out of 19 informants were from Europe region, 3 informants are from North America region (Informant 14,18 and 19), more 3 informants are from Asia region (Informant 8,9 and 15) and 1 informant (Informant 4) is from Africa region. 2 out of 19 (Informant 5 and 16) have been in Thailand. Only one informant had volunteer experience in Thailand, and 6 out of 19 informants had volunteer experiences in other places. In other words, majority of 12 informant have never had volunteer experience and selected Thailand as the destination for their 1st time volunteering.

4.1.3 Locations of informant's organizations

This research focused on the informant's organizations in southern part of Thailand. This included 6 organizations in 4 provinces in Phang-Nga, Phuket, Krabi and Songkla.

Table 4.2 Location of participating organisations

Location	Informants	Total	Organization
Phang-Nga	Informant 4,6,18 and 19	4	Organization A (Informant 4), Organization B (Informant 6), Organization C (Informant 18,19)
Phuket	Informant 16,17	2	Organization D (Informant 16,17)
Krabi	Informant 1,2,3 and 5	4	Organization G (Informant 1,2,3 and 5)
Songkla	Informant 7,8-15	9	Organization F (Informant 7,8-15)
Total		19	6

4.2 Core Behaviors

Table 4.3 depicts the length of stay, duration of work per day and working days per week, and their approximate costs while volunteering in Thailand. The results found that international volunteer tourists devoted at least 6.7 hours a day and 5.2 day per week for volunteering. In terms of financial supports, a few informants obtained a partial support from their families (Informant 3,10, 11 and 16) and three informants (No. 14,18 and 19) received scholarship.

Table 4.3 Length of stay, duration of volunteer work per day and week including volunteer costs

Informant	Length of Stay (Months)	Length of work per day/ hours	Length of Day per week/ day	Finance	Cost/Month (Baht)
1	1.3	7	5	Full self-supported	120,570
2	1	7	5	Full self-supported	100,475
3	1	6	5	Partial family supported	120,570
4	2	4	5	Full self-supported	20,000
5	7	4.3	7	Full self-supported	40,000
6	0.5	6	7	Full self-supported	10,047
7	1	8	5	Full self-supported	12,000
8	1	8	5	Full self-supported	12,000
9	1	8	5	Full self-supported	12,000

Table 4.3 Continued

Informant	Length of Stay (Months)	Length of work per day/ hours	Length of Day per week/ day	Finance	Cost/Month (Baht)
10	1	4	5	Partial family supported	12,000
11	1	6	5	Partial family supported	12,000
12	1	7	5	Full self-supported	12,000
13	0.5	6	5	Full self-supported	8,000
14	12	6	5	Scholarship/ organization supported	30,000
15	0.5	5	5	Full self-supported	30,000
16	3	8	5	Partial family supported	7,500
17	1	8	5	Full self-supported	44,000
18	48	8	5	Scholarship/ organization supported	-
19	48	8	5	Scholarship/ organization supported	-

On average, the spending per month for volunteering is 113,871 baht with 120,570 is the maximum spending and two volunteers were on full scholarship.

Table 4.4 reports the main 4 main purposes of participating in the volunteers in Thailand. Majority of the informants participated in volunteering because of the leisure and humanitarian purposes.

Table 4.4 Purposes of international volunteering

Purpose	Frequency
Leisure	16
Humanitarian	11
Environment	9
Animal	5

Remarks: The number exceeds total number of informants because multiple purposes are possible.

4.3 Types of international volunteering

In this part, types of international volunteers were analyzed. In the first instance, six key main factors were investigated by using content analysis where six key main factors were examined. These included duration of participation, importance of the destination, focus of volunteering experience, skills and qualifications of volunteers, level of participation (either active or passive), and contribution levels to the local community.

4.3.1 Duration of participation

Table 4.5 Duration of participation

Factor (1)	MacCannell (1976)		Frequency	Percentage (%)
	Type of Volunteers	Definition		
Duration of Participant	Shallow vacation minded	Short-term duration with an average stay of 4 weeks	3	15.8
	Intermediate volunteer	Medium-term duration with an average stay of 6 months	12	63.2
	Deep volunteer minded	Longer term, usually 6 months or the same duration of a project they take part	4	21.1
Total			19	100

As shown in the above table, 63.2% of the informants (Informant 1-4, 7-12, 15, 16 and 17) were ‘intermediate volunteers’. Other two types of international volunteers were shallow vacation minded (15.8%), and 21.1% of informant (Informant 5,14,18 and 19) were ‘deep volunteer minded’

4.3.2 Importance of the destination

In terms of the “Importance of the destination”, 57.89% of the informants (Informant 4-6,10-13,15, and 17-19) were “Shallow vacation minded”, while “Intermediate volunteers” and “Deep volunteer minded” were 21% each.

Table 4.6 Importance of the destination

Factor (2)	MacCannell (1976)		Frequency	Percentage (%)
	Type of Volunteers	Definition		
Importance of the destination	Shallow vacation	Emphasis on the destination	11	57.89
	Intermediate	Pay attention on both a project and the location of the project	4	21.05
	Deep volunteer	Essence of the project is more important than the destination	4	21.05
Total			19	100

When exploring their reasons of choosing Thailand, “shallow vacation minded” volunteer tourists made their decision because of Thailand being a beautiful country. As the informants said:

“When I was young I wish to come to Thailand. I see on the movie and I see the beautiful place, the people are very friendly, so I want to come.”

“I choose to come to Thailand because I have already been to many countries in Asia so I know a little bit about culture and my friend has told me that it is a very beautiful country and everybody is kind. So, I choose to come here”

“Because I want to go abroad and far away from my country and some of my friends come to volunteer in this organization before and they said that Thailand is a beautiful country and beautiful culture. So, I want to try”

“Because I love Asia, this is my first time in Thailand but I will go to many more places in Asia.

“I want to go for the South East Asia trip. So, Thailand is easy to start, so I try to start with travelling around Thailand and other countries Laos, Cambodia, Vietnam.”

For the group of “Intermediate volunteers”, both of the project and destination are important to their decision making as the informants said:

“Because my sister wants to do a humanitarian job and I find the operator in the Internet and we found that Thailand has the job like this. I study Biology, and she asked me whether you want to go to a conservation marine biology or not. So, this company offers both humanitarian and conservation biology marine project.”

“Actually, I want to go to Vietnam but the project there was not interesting like in Thailand and this project has a lot of volunteers. So, I choose this project and at the beginning I want to go to Asia but I don’t know where in Asia, and the project coordinator recommended me to come here”

“I’m interested in Asia countries. Also, I’m studying in architect and the building project fits with my skills and I want to see Thailand buildings as well.”

“I got 4 reasons 1. I have a lot of Thai friends that why I’m interesting in Thailand. 2. I want to come to south east Asia. 3. My special interests are to go into the local school and make an organic farm. 4. I don’t need to make a visa to come here. I want to do science project especially environmental science, then I found this program as we can do an organic farm”

For the “Deep Volunteer minded” volunteers, they are more attracted to projects than destinations especially on the eco marine conservation projects as they stated.

“because I want to go to Asia somewhere, and the project is concerned with diving. That sounds interesting to me and I want to protect the nature, deal with animals, and deal with natural and anything”

“because in this project we go diving and I never try diving before and I was interested in beaches of Thailand...So, I decide to come here.

“Because I like teaching a lot and to see the country and experience the culture”

“I love Thailand because it is such as a beautiful country when I came last time and I said I want to come back. So, now I finished my university, and I'm free I come to get some work experience in the gibbon project.”

4.3.3 Focus of volunteering experience

Table 4.7 Focus of volunteering experience: Altruistic or Self-interest

Factor (3)	MacCannell (1976)		Frequency	Percentage (%)
	Type of Volunteers	Definition		
Focus of volunteering experience	Shallow vacation minded	Interested in satisfying their own interest more than wanting to help others (altruistic).	13	68.42
	Intermediate volunteer	Both self-interest and altruistic motives are equally important.	2	10.53
	Deep volunteer minded	Wanting to help others are of greater important than self-interests.	4	21.05
Total			19	100

4.3.4 Skill/Qualification of volunteers

The fourth factor to measure volunteer type is skill and qualification of volunteers. There are 5 out of 19 informants (No. 1,8,9,11 and 15) are students, while 4 of them (Informant 4,7,13 and 14) are employed by the organisations at home. Other informants either have already graduated, are on their gap year or unemployed.

In terms of their skills, the informants have a variety of special skills and background of education. These include biology, teaching skill on science area, engineering, international relation development. Their skills were also found to be helpful for their volunteering as they stated:

“... I do a lot of building; I do a lot of structure stuff so I can help to building the house.”

“Yes, I have my teaching skill”

“Actually, I do not do many things in my job, but I have some skills in building, renovation...I can teach well because I do that all the time when I'm at home”

“I worked in a train station, and I was in army before... I got some social skills.”

“Before I came here... I did a sociology degree and I have a lot of skills, and I teach in school, and also have communication skills.”

On the other hand, there are some informants who admitted that they did not have any special skills or their skills were not in line with their volunteering works as per the below quotes.

“...before I came to Thailand I work about finance, I don't have any special skill, I got just financial skill...”

Table 4.8 tabulates the informants in terms of their skills and qualifications with types of volunteers.

Table 4.8 Skills/Qualifications of volunteers

Factor (4)	MacCannell (1976)		Frequency	Percentage (%)
	Type of Volunteers	Definition		
Skills/ Qualifications	Shallow vacation minded	Offer minimal skill or qualifications	16	84.21
	Intermediate volunteer	May offer generic skills	0	0
	Deep volunteer minded	May offer some technical/professional skills and experience and or time	3	15.79
Total			19	100

About 84.21 % of informants fitted with the category of “Shallow vacation minded” as they did reveal that they only offer minimal skills or qualifications and some of them also took the opportunity to learn new experience from volunteering in Thailand. About 15.79% of informants are likely to fit with “Deep volunteer minded”

Some of the “Shallow vacation minded” volunteers never give but earned from volunteering experience for example;

“It is totally different from what I have I learn the new thing here”

“No, I don’t use any skill but I gain more a lot of skills when they teach me a lot”

“I think most of the skills that I use in Thailand, I learn them when I stay in Thailand”

“I learn a lot when I’m a volunteer here. I learn a lot about working with local government about Thailand and the culture and how the government here are working, and the community development. I never know any of them before I came here.”

Some of them offer minimal skills as they mentioned as:

“...yeah, but it is very simple thing when compared to engineering work. It is not too difficult, I just apply some techniques and easy techniques to work here”

“Yes, my job needs just simple renovation skills”

Some of them have offered some technical/ professional skills and experience and/or time for volunteering in the organization, for example;

“I know about animal physiology because I’m studying about this area”

“...because everything I do is based on teaching, and it is what I do at home. It’s what I’m expert on in my country.

“And I’m teachers who come from the place that use English as an official language.”

“I’m teaching in the school in my country so I know how to teach.”

4.3.5 Active/Passive participation

Other factors measuring types of volunteers are the extent that they become an active or passive participant, and their level of contribution to the local.

Table 4.9 Active/Passive participation

Factor (5)	MacCannell (1976)		Frequency	Percentage (%)
	Type of Volunteers	Definition		
Active/ Passive participation	Shallow vacation minded	Tend to be more passive in nature	8	42.11
	Intermediate volunteer	Mixture of passive and active participation	5	26.32
	Deep volunteer minded	Tends to be more active in nature	6	31.58
Total			19	100

4.3.6 Level of contribution to locals

Table 4.10 Level of contribution to locals

Factor (6)	MacCannell (1976)		Frequency	Percentage (%)
	Type of Volunteers	Definition		
Level of contribution to locals	Shallow vacation minded	Minimal direct contribution to local area	8	42.11
	Intermediate volunteer	Moderate direct contribution to local area	5	26.32
	Deep volunteer minded	High level of direct contribution to local area	6	31.58
Total			19	100

As presented in Table 4.11, when taking all the above six factors into consideration, there are 11 out of 19 informant fitted with the classification of “Shallow vacation minded”, only 1 informant was “Intermediate volunteer”, 4 informants were “Deep volunteer minded”, and the remaining 3 informants did not fit with any of the three types of volunteers.

Table 4.11 Dominating behaviors of international volunteer tourists

Informant	Shallow vacation minded	Intermediate volunteer	Deep volunteer minded	Dominant Behavior
1	xx	xx	xx	Unclear
2	xx	x	xxx	Deep
3	x	xx	xxx	Deep
4	xxx	x	xx	Shallow vacation
5	xx	xxx	x	Intermediate
6	xxxxxx	-	-	Shallow vacation
7	xxx	xx	x	Shallow vacation
8	xxx	xx	x	Shallow vacation
9	xxxx	xx	-	Shallow vacation
10	xxxxx	x	-	Shallow vacation
11	xxxxx	x	-	Shallow vacation
12	xxxxx	x	-	Shallow vacation
13	xxxx	xx	-	Shallow vacation
14	x	-	xxxxx	Deep
15	xxxx	xx	-	Shallow vacation
16	x	x	xxxx	Deep
17	xxxxx	x	-	Shallow vacation
18	xx	xx	xx	Unclear
19	xx	xx	xx	Unclear

4.4 Motivations

This study identified the various motivational profiles of international volunteer tourists who participated in 6 different organizations (Organization A, B, C, D, E, F & G) in 4 different kinds of projects (Eco marine conservation, Teacher, Gibbon rehabilitation and Andaman). Table 4.12 reports their motivations in participating in international volunteering in Thailand.

Table 4.12 Motivations in participating in volunteering in Thailand

No.	Motivation	Frequency	Percentage %	Motivation Factors by
			N=19	Chen (2011)
1	Attractive Destination	18	94.74	Personal
2	Culture/Local people	14	73.68	Interpersonal
3	Desire to help	12	63.16	Interpersonal
4	Friend/Relative	11	57.89	Interpersonal
5	Project itself	10	52.63	Other
6	Unique style of the trip	9	47.37	Other
7	Self-development	7	36.84	Interpersonal
8	Social media	4	21.05	Other
9	Interest in Travel	4	21.05	Personal
10	Escape from their environment	3	15.79	Personal
11	Company goal	3	15.79	Other
12	Authentic Experience	2	10.53	Personal
13	Time/money	1	5.26	Other

The following sections will explain each motivation in details.

4.4.1 Personal factors

4.4.1.1 Attractive destination

One of the most frequently mentioned reasons attracting international volunteer tourists to join in this trip was that they perceived Thailand as the attractive destination. For example, the informants said:

“I know about the landscape was amazing and know like there a lot of place that you can go diving ...so I looking for to come here”

“...Thailand is a beautiful country and beautiful culture so I want to try”

“Nothing in my mind I know just this place is a very famous destination for tourists”

“I think when I was young I wish to come to Thailand I see on the movie and I see the beautiful places”

4.4.1.2 Culture/Local people

International volunteer tourists also described a desire for interaction with new people and cultures as their motives. They wanted to interact with local, other travelers, cultures during their volunteering in Thailand. For example, several informants mentioned that

“I want to check out by myself in other country in other culture, meet people in this country”

“I came here because it is very far from where I live, and the culture in Thai is very different. So, instead of going to Canada or staying in England or somewhere in Europe which would be similar so I come here to see how the culture is totally different”

“I am interested in Asia countries especially I want to talk with local people.. So, I choose here, not a big city and I want to know the Thai cultures”

“I want to experience another culture”

4.4.1.3 Unique style of the trip

They also chose this trip because of the uniqueness of their trips from other normal packaged tours as they mentioned

“Because I don’t want to be a tourist, I want to discovery the country”

“Travel never helps you to see the real country, Thai life style. Volunteer is better than travel”

“Because when you travel, you can't discover the culture and it will be better if you stay longer in one place and realize how the life is here”

“Because it is not like a touristwe did the good thing to the country that we are visiting with the new eye. Not just sitting on the beach and sun bathing. We meet real local people, children. If we are just tourists, we can’t go in deep of the culture.”

4.4.1.4 Interest in travel

They also viewed their volunteering trip as an opportunity to travel as one of the informants said

“Before I become a volunteer, I would like to visit around with my backpack. So some people advised me to come to Thailand because it is very easy to move, people are very welcoming and the views are very beautifulthat why I choose Thailand”

4.4.1.5 Escape from their environment

Only 15.79 % has mentioned that they just want to escape from their environment by going abroad. For example, the informants mentioned

“I want to slow down because life in England is very fast paced.”

“Because I want to go abroad and far away from my country”

4.4.1.6 Authentic experience

Some of them also wanted to experience something new or see something new as they mentioned:

“...I want to open my idea and know a little bit more about the world, and I never come to Asia before”

“...As I say I want to grow up, I want to meet new people. I want to discover the way to be a good teacher, then I jumped in and exchanged”

4.4.2 Interpersonal factors

4.4.2.1 Desire to help

Another strong motivation is their desire to help those who are in need as many informants revealed as per the below.

“because I think we got a lot of supports in our country. Germany don't have that many problem, so I want to help people here.

“I want to do something meaningful while I'm on holiday before going back”

“I participate in volunteer groups when I'm in the university and sometimes I volunteered in Japan after the earthquake. I try to find out more where I can help...so I choose here”

4.4.2.2 Friends/Relatives

Advice from friends/families/relatives also played an influential role in motivating them to participate in the international volunteering in Thailand. This is supported by the following quotes.

“Because my sister wants to do a humanitarian job and I find the operator in the Internet and we found that Thailand has the job like this. I study Biology, and she asked me

whether you want to go to a conservation marine biology or not. So, this company offers both humanitarian and conservation biology marine project.”

“I have a few friends they are in Africa, working for other volunteer organizations, and they did influence me to join in this trip.”

“I met a friend in Phi Phi Island and we talked about it. She is working as an volunteer in this organization before and she told me a lot and it is interesting thing to do in Thailand.”

4.4.2.3 Concepts and essence of the volunteering projects

Several informants were motivated by the ideas and concepts of the project that they were participating as they reported.

“...and the project because of the diving that sound interesting to me and to protect the natural, deal with animal, and deal with natural and anything... because of the diving most of all because of I want to really learn how to dive”

“I saw the project of Thailand, I really like it by just watching so I decided to come here and I’m really happy... because in this project we go diving and I never try diving before”

“Main reasons I volunteer in Thailand because I want to work with animal possibly in UK, possibly in a different country. So, I need experience, so I like to volunteer because it makes me feel like I can do something worthwhile.”

4.4.2.4 Self-development

Many informants also regarded their participation in volunteering in Thailand as ways to improve their skills which are believed to be useful when returning home. As they stated:

“One of the most important is motivation reason it because I want to improve my English.”

“it is very important to communicate in English and it will help me to improve when I’m back to my institute”

“Actually, my major is international relations and especially I am interested in the international development countries in South East Asia, or Africa. I will start again my university, so I want to do something that is connected to my majors.”

4.4.3 Other factors

4.4.3.1 Social media

Many informants were influenced to become a volunteer by social media as they stated:

“I choose this project by looking in the internet”

“I did search on google for the different projects in different companies and I saw this one it is pretty good”

“I saw people posting this volunteering in Facebook”

4.4.3.2 Company commitments

A few informants stated that it was somehow compulsory for them to come to Thailand as it was the requirement by their sponsoring organisations as per the below quotes.

“I got the scholarship from the volunteer company in America and they partner with Perce village and other company around the world and this is one of their trips”

“I come to Thailand through the American Peace Corps Volunteer organization, and they send me to Thailand. They have many volunteers around the world.”

“The American government sent me to Thailand and told me to come to Thailand”

4.4.3.3 Time/Money

Some of informants were taking a break from school or work to do volunteering works in Thailand as they said:

“I want to come to Thailand as a lot of my friends travel here before and love that...”

4.5 Strength of Thailand as international volunteer tourists' destination

The strengths of Thailand as the international volunteer tourist destination are very diverse. Table 4.13 shows that most informants agreed that Thai people are very friendly, kind and helpful. Secondly, Thailand has a beautiful weather, beaches and food are also delicious. Thirdly, cost of living in Thailand was relatively low.

Table 4.13 Strengths of Thailand as international volunteer tourist destination

Strength	Frequency
Friendly of Thai people	8
Beautiful Destination (weather, food, safe, good public transportation and nice beaches)	8
Unique culture	4
Safe & Cheap	2
Strongly purpose of Thai community	1
Work flexibility	1

The below section reports each of the strengths in great details.

4.5.1 Friendliness of Thai people

One of the strongest strengths of Thailand is related to friendliness of Thai people as they stated:

“The people are very kind and welcome you even they don’t know you

“I like Thailand people they are very friendly, so it is really nice country to stay”

“The real life of Thai people and the way they greeting they always smile and help foreigner, it is very welcoming.”

“...people are very kind when you want something you just said. They will give you free and never asked for any money. It is different from my country”

“...most people here is helpful, you can get help and I don’t need to be shy to ask help, I think it is really nice”

4.5.2 Beautiful destination (weather, food, safe, good public transportation and beaches)

The results also confirm that physical conditions of Thailand are another strength of Thailand. This is supported by the below quotes.

“...the food is really good, and the weather is better than my country...”

“I think Thai people are very generous and they accept the foreigner people who want to come help the country.”

“... and I think Thailand is very safe place for volunteering”

“I think Thailand is the best place to travel, nice people, beautiful environment.”

“Thailand is a good choice and very safe, good public transportation and if you don’t have a lot of money you can live for a little while.

“For me it is the weather because I come from a cold country. Everybody wants to come here because Thailand is a tourist destination. Nice country”

4.5.3 Unique of culture

Another strength of Thailand is related to the uniqueness of Thai culture as supported by the following quotes from several informants.

“...it is very good to be here for volunteering because your culture. I love your culture...”

“Thailand is a tourist destination. It made me know about Thai culture and different. We can see and meet a lot of culture as we are closer to Thai people”

“Thai culture is really interesting. I’m from the west, so it is completely different from here so it is really interesting to discover.”

4.6 Weaknesses of Thailand as international volunteer tourist

Table 4.14 reports the key weaknesses of Thailand as an international volunteer destination. Interestingly, the first weakness is also related to Thai people, particularly their views about preservation. The following sections will discuss each weakness in turn.

Table 4.14 Weaknesses of Thailand as international volunteer tourist destination

Weaknesses	Frequency
Little awareness and support in preservation in Thai society	5
Lack of volunteer promoting	4
English skill	3
Accommodation	3
Lack of professional staff	2

4.6.1 Little awareness and support in preservation in Thai society

It was found that informants were frustrated with Thai people as they viewed that most Thai people care so little with the preservation. This is supported by the following quotes:

“On beach right now I see wild animals on the street, the police do what they can but sometimes they can’t solve the problem of animals from the street. A lot of Thai tourists come and throw the garbage and sometimes they didn’t collect. At the waterfall, it makes me sad because it would be destroying environment.”

4.6.2 Lack of promoting volunteering activities

They also recommended that more promotion about volunteering in Thailand is needed as per the followings:

“Maybe more communication in order to invite more people to come here, put more advertisement”

“you should promote more volunteering in Thailand”

4.6.3 English skill

Another difficulty the international volunteers faced while staying in Thailand is the communication with Thai using English.

“Sometimes it is complicated to speak English with Thai people.”

“It is very difficult for Thai to speak English, so I just want Thai people to learn more language.”

“Actually, I don’t know other volunteering organization in Thailand I know only here. I think everyone here should to improve an English. They should to study more an English.”

4.6.4 Lack of professional staff

Better organization in the volunteering organization is also another problem as they reported:

“I think it need to improve..... I just thing about how volunteer organization could do so a lot of more communication school here because the kid has a different of the basic level, so I will take a lot a lot of work”

4.7 Future intention

Table 4.15 Future intentions to volunteer in Thailand

Future intention						
Answers	Recommend	Percentage %	Next volunteer trip in Thailand	Percentage %	Other purpose	Percentage %
Yes	19	100	5	26.32	16	84.21
No	0	0	4	21.05	0	0
Maybe	0	0	10	52.63	3	15.79

All informants strongly recommended volunteer tourism in Thailand to the other because:

“.....because it is a great thing to do with great feeling to help and you will learn a lot when you participate in volunteer”

“I think it is a good experience and it is helpful for the future to do something like this. I will definitely recommend this trip to my friend.”

About 26.32% of informants wanted to participate in volunteer trips in Thailand for next 3 years while 21.05% of informants who refuse to do more volunteering in Thailand 2 in the near future. Interestingly, about 84.21% of informants want to come back to Thailand for holiday.

“.....I may find other country in South East Asia for volunteering”

“I have no idea it depends, but I don't think so because I will be in the university to study, I will not be travelling.”

Chapter 5

Conclusions and Discussion

This chapter summarizes key conclusions and recommendations for future implications. Conclusions are reported in accordance with the objectives of this research. In the last section, recommendations relating to main international volunteer core behaviors, types, motivation, strength and weaknesses of Thailand as international volunteer tourist and future intention are provided.

5.1 Conclusions

Key findings are as follows:

A : Profiles of international volunteer tourists

Most of them contributed their own financial resources and time to be a volunteer outside their original country with leisure and humanitarian being the main purposes. Most of them were “Shallow Vacation Minded” who donate some part of their vacation to volunteer.

B: Motivations of international volunteer tourists

Key motives were “attractive destination”, “culture/local people”, “desire to help”, “friend/relative” and “project itself”.

C: Strengths and weaknesses

Strengths of Thailand as a volunteer tourism destination included friendly of Thai people, beautiful destination, unique culture, safe and cheap, and work flexibility.

Weaknesses were little awareness and support in preservation in Thai society of Thai people, lack of volunteer promoting, English skill, accommodation and lack of professional staff were weaknesses of Thailand as a volunteer tourism destination.

D: Future intentions

Most of international volunteer tourists preferred to come back to Thailand for travelling more than for volunteering in the next three years.

5.2 Discussions

5.2.1 Objective 1: Core behaviors, type and motivations of international volunteer tourists

In term of core behavior the study existing four main core behaviors according to their main volunteer purpose. There is leisure, humanitarian, environment and animal which is contrast to the study of Callanan and Thomas (2005) as animal is one of the environmental research and education purpose where learning about looking after the environment and animal.

In this study, all 3 types of international volunteer tourists were identified. Majority of them are “Shallow vacation minded”. A plausible reason for Thailand to attract more shallow vacation minded international volunteers is related to social conditions of Thailand. Unlike other countries in Africa where people suffer from hardship, starvation and shortage of resources, Thailand is considered a stable country with abundant resources. Thus, the country is not really a target country for those who have a strong determination to help others. On the other hand, Thailand is an excellent choice for those who want to do something good for others and at the same time travel when time permits.

In summary, thirteen themes of motivations were identified which were categorized into three groups including personal, interpersonal, and others. There are four themes within personal factors: attractive destination, interest in travel, escape from their environment, authentic experience; four themes within interpersonal factor: culture/local people, desire to help, friend/relative, self-development and five themes within other factors: project itself, unique style of the trip, social media, company goal and time/money. According to Lo and Lee (2008), there are five motivations in joining volunteer trips which are similar to the 4 motives found in this study. These four similar motives include learning local cultures and better interaction with host communities; wanting to contribute to others; escape from everyday life, and giving educational opportunity for younger learners. Only religious involvement was not found in this study even though the interviewee are from Europe region where the most of them are Christian.

5.2.2 Objective 2: Strengths and weaknesses of Thailand as a volunteer destination

In this part of the study, strengths and weaknesses of Thailand were identified. The result showed that the friendly of Thai people and the beautiful of the destination are the most mentioned among international volunteer tourist, following with unique culture, safe & cheap trip, strongly purpose of Thai community and work flexibility.

5.2.3 Objective 3: Conclusion and discussion on future intention of international volunteer tourists

Most of the international volunteer tourist strongly recommend their volunteer trip in Thailand to the others, while their future intention of volunteer trip in Thailand in next 3 year is unclear because it on their future plan some of them want to continue their study and starting their career. The result in this part has confirmed that Thailand is suitable for travelling instead of volunteer. Moreover, Thailand is not the country where lacking of four requisites or poor country same as Ethiopia so that why their answers seem like to be a tourist than a volunteer.

5.3 Recommendations

Based on the results of this study, a number of recommendations for relevant organisations responsible for volunteer tourism are as follows:

- Maintain the strengths of Thailand, e.g. allow more Thai to be involved in the program as local interaction is one of their motives and by doing so it allows the volunteers to experience Thai culture and people
- Solve the weaknesses of the country, for example promoting more awareness and support in preservation in Thai society among Thai people
- Promote more volunteer tourism in Thailand
- Improve English and organization skills of those who work in volunteer tourism organizations

5.4 Limitations and future studies

As convenience sampling and snowball sampling were applied to recruit informants, the result are less likely to be generalizable to the whole organizations providing volunteer tourism. The interviews were carried out with international volunteers from different backgrounds and varying volunteer tourism experience.

None of the studies have examined Thailand as international volunteer tourism destination: profiling of the market strength and weaknesses. For more comprehensive understanding of international volunteer tourist in Thailand, research should also be done to examine the motivation of “Shallow vacation minded”, “Intermediate volunteer” and “Deep volunteer minded” to more deep identify the similarities and differences between three group in more details. In addition, future studies may attempt to investigate whether different motivations do occur between groups of volunteers. It may help to develop different of market strategies to promote Thailand as international volunteer tourism destination. Future studies can look at volunteer who are participate in Medical, Business development, Community welfare and those organized different types of organization in the same field of this study.

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APPENDIX A

No: _____

INTERVIEW QUESTION



Interview Questions with the international volunteer tourist

**Examination of Thailand as international volunteer tourist destination : Profiling of the market
and motivation, strengths and weaknesses**

Dear Respondent,

The purpose of this questionnaire is to collect data and information for a research of the Business Administration in Hospitality and Tourism Management (International Program) at Prince of Songkla University, Phuket Campus, Thailand. The data collected in these questionnaires will be **utilized for academic purpose only** as well as a tool for examination of Thailand as international volunteer tourist motivation: profiling of the market strengths and weaknesses. All individual information will be kept confidential. I would deeply appreciate it if you could spare your available time to cooperate this survey for examination of Thailand as international volunteer tourist destination. Your cooperation on this matter should be highly appreciated.

Ms. Juthaporn Kankaew

Date Interviewed: ____/____/20__ (dd/mm/y)

Interviewee: _____

Place Interviewed: _____

Interviewer: _____

Please write down the answer in the blank, tick in the which corresponds to your answer.

Part 1: Personal Information

1.1 Gender Male Female

1.2 Age: _____ years

1.3 Nationality: _____

Part 2: Volunteer Core behavior

2.1 Where are you from ?

2.2 Have you ever been to Thailand before ?

2.3 Have you ever volunteered in other countries ? if yes, Where and When

2.4 How many times have you participated in volunteer activities in Thailand? If many times, Where and When ?

2.5 Why do you choose to come to Thailand

2.6 What is the main purpose of your trip to Thailand at this time ?

2.7 What are you doing now in Thailand?

2.8 Who pay for your trip to Thailand ?

2.9 How much did you pay ?

2.10 Do you get any pay from the organization you are working with ? if yes, how much ?

2.11 Who support your daily expenses?

2.12 What are your daily work/ responsibilities in these organizations?

2.13 How long do you work per day ?

Part 3 : Volunteer classifications/type

3.1 Why do you choose to volunteer in Thailand ?

3.2 How long do you plan to stay in Thailand ?

3.3 What do you expect to get from this trip ?

3.4 In additional to volunteer activities, what else do you intend to do in Thailand?

3.5 What is your job in your country?

3.6 Do you have any special skills from your permanent job in your company ?

3.7 Do these skill help you to do volunteering activities in Thailand ? if yes, how do they help?

3.8 What make you impressed the most when participating in this volunteer trip?

3.9 Where do you do volunteer work ? Office or Outdoor work?

3.10 Can you explain your feelings about this volunteering experience in Thailand ?

Part 4 : Strengths and Weaknesses of Thailand as international volunteer tourist destination

4.1 What is your opinion about volunteering in Thailand ?

4.2 What are positive side of Thailand as the volunteering destination?

4.3 Are there anything that we should improve if we want to promote our country as the volunteer destination? Please explain

Part 5 : Future intention

5.1 Would you recommend other to come to Thailand and join volunteer trip? Why?

5.2 Will you come back to Thailand for volunteering in next three years?

5.3 Would you come back to Thailand for other purpose? If yes, please explain.

Part 6 : Volunteer motivation

6.1 What is the main reason to join this trip?

6.2 How did you hear about volunteering in Thailand ?

6.3 What did you know about Thailand ?

6.4 What are your expectations about Thailand?

6.5 Could you tell me how the overall experience changed your current lifestyle?

6.6 Could you tell me why you choose the particular project?

6.7 Why did you choose Thailand as your destination for volunteering ?

6.8 Why did you want to go abroad instead of doing volunteer work within your own country?

- 6.9 Would you describe me how the volunteering changed yourself?
- 6.10 Why do you want to pay in volunteer travel instead to pay for travel only?
- 6.11 What do you want to do after this volunteer trip when back to your country?
- 6.12 What were your expectation about Thailand before volunteering? And then?
- 6.13 Would you contact any friend or organization employee from your volunteer trip after back to your country? If yes, How
- 6.14 Do you have any friend or family work in volunteering organization? If yes, are they influence you to join in this trip ?
- 6.15 Any social media influence on your decision making to volunteering? If yes, What kind that social?
- 6.16 How much volunteering experience satisfy your expectation ?
- 6.17 Why did you choose to go abroad?
- 6.18 Do you have any volunteer organization did the same thing that you apply for in your country? If yes, why won't you participate there?
- 6.19 What experiences did you expect to learn and/or see from this experience?
- 6.20 Were the experiences satisfactory in the end? Could you explain?

Thank you very much for your cooperation.

APPENDIX B

The Name List of Target Interviewees

ECO MARINE CONSERVATION	
INTERVIEWEES	ORGANIZATION
INFORMANT 1	PROJECT ABROAD
INFORMANT 2	PROJECT ABROAD
INFORMANT 3	PROJECT ABROAD
INFORMANT 4	OPEN MIND PROJECT
TEACHER	
INFORMANT 5	PROJECT ABROAD
INFORMANT 6	VOLUNTEER TEACHER THAILAND
INFORMANT 7	VSA (VOLUNTEER SPIRIT ASSOCIATION)
INFORMANT 8	VSA (VOLUNTEER SPIRIT ASSOCIATION)
INFORMANT 9	VSA (VOLUNTEER SPIRIT ASSOCIATION)
INFORMANT 10	VSA (VOLUNTEER SPIRIT ASSOCIATION)
INFORMANT 11	VSA (VOLUNTEER SPIRIT ASSOCIATION)
INFORMANT 12	VSA (VOLUNTEER SPIRIT ASSOCIATION)
INFORMANT 13	VSA (VOLUNTEER SPIRIT ASSOCIATION)
INFORMANT 14	VSA (VOLUNTEER SPIRIT ASSOCIATION)
INFORMANT 15	VSA (VOLUNTEER SPIRIT ASSOCIATION)
GIBBON REHABILITATION PROJECT	
INFORMANT 16	GIBBON REHABILITATION PROJECT
INFORMANT 17	GIBBON REHABILITATION PROJECT
ANDAMAN DISCOVERIES	
INFORMANT 18	ANDAMAN DISCOVERIES
INFORMANT 19	ANDAMAN DISCOVERIES

ECO MARINE CONSERVATION	
LOCATION	ORGANIZATION
KRABI	PROJECT ABROAD
KRABI	PROJECT ABROAD
KRABI	PROJECT ABROAD
PHANG-NGA	OPEN MIND PROJECT
TEACHER	
PHUKET	PROJECT ABROAD
PHANG-NGA	VOLUNTEER TEACHER THAILAND
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
SONGKLA	VSA (VOLUNTEER SPIRIT ASSOCIATION)
GIBBON REHABILITATION PROJECT	
PHUKET	GIBBON REHABILITATION PROJECT
PHUKET	GIBBON REHABILITATION PROJECT
ANDAMAN DISCOVERIES	
PHANG-NGA	ANDAMAN DISCOVERIES
PHANG-NGA	ANDAMAN DISCOVERIES

APPENDIX C

Certificate



VITAE

Name Juthaporn Kankaew

Student ID 5430120003

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor of Art (Tourism Business)	Suan Dusit Rajabhat University (Bangkok, Thailand)	2008

Work – Position and Address

Corporate Information Executive At Blue Canyon Country Club

165 Moo.1 Maikhao, Thalang, Phuket 83110

cis.executive@bluecanyonphuket.com

List of Publication and Proceeding

Kankaew, J. & Jarumaneerat, T. (2014). *Examination of Thailand as International Volunteer*

Tourism Destination: Profiling of the market and motivation, strengths and weaknesses”.

The 5th National and International Hatyai Conference 2014, May 16, 2014,

Hatyai, Songkla.