

ENGLISH CAMP: STAFF AND STUDENTS' LEVEL OF SATISFACTION

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ABSTRACT

English camp is one of the best ways to improve students' level of communication. English communication skills development is very important for them to be competitive in the globalization. Suan Sunandha Rajabhat University aims to enhance English training programs every year. In fact, the success rate of the trainings depends on the level of satisfaction of activities from English camps. The purposes of this research were to conduct the survey investigation of level of satisfaction from English camps during the first quarter of year 2018 and to offer some recommendations to improve the training programs. In order to find the results of research objectives, this study utilized both qualitative and quantitative method to offer the answers. About 12 staff members was chosen for an in-depth interview and about 120 students were randomly selected from many different English camps to be sample group for quantitative method. Data collection was done by using an interview questionnaire. Statistical analysis was performed by using SPSS program. Mean, and standard deviation were mainly used for data analysis and obtaining results. The result of this investigation was reported that the majority of students seemed to have a high level of satisfaction on various activities of English camps. Entertainment mixed with activities had a higher rate of satisfaction as well as higher rate of attendance than purely academic activities. The recommendations from this study included to offer more entertainment mixed activities to motivate students to have high level of satisfaction such as music & game activities, sport activities, fitness activities, and contesting activities.

Keyword: Level of Satisfaction, English Camps, Staff and Students, English Communication

Introduction

Nowadays the level of competition in higher education is very intense. It is important for higher education and university to provide extra training programs to their students to be ready for globalization employment. English camp training is one of the necessary and vital ways to properly prepared modern students to enter the global market. Therefore, it is important to have a training program to be able to reap the benefit ability to communication in English for global job market. Higher educational institutions are very concerned that many students and parents of many universities of Thailand will not understand this vital educational opportunities. In fact, students are the first priority of human capital that must be trained in order to use their training knowledge in the near future. English communication is important for Thai students and their future. However, English camp provide an important opportunity and technology of learning to be implemented to Thai students in order to take the advantage of high income employment abroad.

It is important to understand the important reasoning. From this mindset, it is imperative that Thai students need to improve the communication skills of English and the ability to understand E-Learning to catch up with many other countries. The improvement and development of knowledge of learning technology will help Thai students to enter the world market in the near future successfully. Certainly, there are many benefits of implement English camp training, for instance, it can be more cost and time effective to deliver to a big size training classrooms than traditional based training classrooms. The bonds can be conducted between students and trainers during the activities. This paper was aimed to focus on the level of satisfaction of activities of English camp learning in order to obtain the findings to enhance the future activities and understanding ways to benefits English camp learning in the future.

Methodology

The population of this study included all students who registered and participated in the English camps with Suan Sunandha Rajabhat University. Since the success rate of the English camp trainings depends heavily on the level of satisfaction of learning and activities. The aims of this research were to have the survey investigation of level of satisfaction from English camps during the first quarter of year 2018 and to seek for some recommendations to enhance the English camp training programs. In order to answer of research objectives, this study focused on utilized both qualitative and quantitative method. About 12 staff members was selected for an in-depth interview and 120 students were randomly selected from many different English camps to be sample group for quantitative method. Data collection was conducted by utilizing an English interview questionnaire. Statistical analysis was conducted with the using SPSS program. Mean, and standard deviation were mainly used for data analysis and obtaining findings that lead to recommendations. For data collection, the questionnaire consisted of three parts of an English questionnaire which are questions of demographic such as gender, age, education, income, and occupation, questions about the level of satisfaction of English camp training and activities. Finally, there are questions about comments and opinions of the respondents. In additions, in order to obtain validity and reliability, the questionnaire had been read and commented by three experts in the field of English study and communication skills research.

Findings

The first findings of the study reveal the important of demographic findings where male and female respondents were at the same proportion. Up to eighty percent of the respondents were students from the first years of many different faculties. Most were interested in improving their English skills, especially speaking and listening skills. Most of them came from the family with an income per month between 20,001- 30,000 Baht per month. Up to 65 percent reported that their frequency have extra training at least one time a year. The findings also revealed that the marketing factor influence the main decision for the respondents to choose to participate in English camp. Also, the findings indicated that the first three market factors influencing the decision of the respondents to choose to participate English camp were better English communication skills, more international friends and connections, and free of training expenses during the camp.

Moreover, the result of this investigation was reported that the majority of students in every English camp reported to have a high level of satisfaction on various activities of English camps. They reported that they were learning better with fun activities and relax atmosphere of the training camp classroom. Entertainment and fun games mixed with positive activities resulted that students had a higher rate of satisfaction as well as higher rate of attendance than purely academic activities. They enjoyed very much being in the English training with new friends. The recommendations from this study included to offer more entertainment mixed activities to motivate students to have high level of satisfaction such as music & game activities, sport activities, fitness activities, and contesting activities.

TABLE 1. IMPORTANCE OF FACTORS OF SATISFACTION IN ENGLISH CAMP TRAINING

	Mean	S.D.	Rank
Factors			
1. Activities and Games	3.67	0.98	1
2. New Friends and Networks	3.54	0.72	2
3. Innovative Learnings	3.35	0.77	3
4. High Quality of Trainers	3.44	0.93	4
5. Motivation Techniques	3.32	0.85	5

From the findings of table 1, importance of factors of satisfaction in English camp training, it can be reported as follow: the first in the ranking of important factors of satisfaction is “Activities and Games” with the mean of 3.67 and standard deviation of 0.98. The second in the ranking of important factors of satisfaction is “New Friends and Network” with the mean of 3.54 and standard deviation of 0.72. The third in the ranking of important factors of satisfaction is “Innovative Learning Method” with the mean of 3.35 and standard deviation of 0.77. The fourth in the ranking of important factors of satisfaction is “High Quality of Trainers” with the mean of 3.44 and standard deviation of 0.93. Finally, the fifth in the ranking of important factors of satisfaction is “Motivation Technique” with the mean of 3.32 and standard deviation of 0.85.

From the table 1, the respondents had rated the activities and games was the most important factors for their level of satisfaction of the English training camps. There are many important reasons for this ranking. First, there were many different activities that were very fun and aimed to have students learning English without any stress. Second, the atmosphere were created to be positive, fun, and enthusiastic. Third, the activities was designed to have a little competition and there were many rewards for almost everybody who participated in the games. When there were high level of fun, students reported high level of satisfaction as well as high level of learning and gain some new knowledge and new friends.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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