SATISFACTION OF ENGLISH CAMP III: A CASE OF STUDENTS' CAMP AT HUA-HIN, THAILAND

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Abstract - The English camp was an important training for Thai students to enhance their English ability. The purpose of this research paper was to investigate the level of satisfaction of the students who participated in English Camp III, Hua-Hin, Thailand. The population of this study included all the students of Suan Sunandha Rajabhat University who participated in the training and activities of the English Camp III during September, 2016. A total of 40 students who answered the questionnaire, the collected data was analyzed by using SPSS program. Percentage, Mean and Standard Deviation were utilized in analyzing the data. The findings revealed that the average mean of satisfaction was 4.56, and standard deviation was 0.7901. Moreover, the mean average can be used to rank by using the level of satisfaction from each of the following factors: Gain network and new friends, gain new knowledge, and gain new effective learning method.

Index Terms - Satisfaction, English Camp, English Enhancement.

I. INTRODUCTION

English communication is one of the most important skills and knowledge that modern students need to learn and be certain to improve. The English camp is also the way to train students how to enhance their English communication. The ASEAN Economic Community (AEC) is the single market of ASEAN nations and the formal language to be communicate is English, therefore, business English is very important for all member countries. Therefore, it is necessary for these ASEAN nations to provide sufficient training to enhance their ability of human capital to be able to productive and gain benefits of the coming ASEAN single market [1] [2]. In fact, international organizations are quick to look for the students who are great communicators, visionary thinkers, and those who can get things done and be able to follow through. This means this attribute are desirable in the modern world of business and modern international business and management. Students today are important human capital that must be trained in order to train other people such as staff and students to take full advantage of the coming AEC. Ability in English communication is important for Thai students and Thai faculty members. Surely, many leaders today must have a world class strengths in many areas, therefore, students today who will be the leaders in the future needs to enhance their factors of success, skills, and experiences in order to be successful in the future. Without proper training, they will not have a chance to practice and have most potential for growth.

From this concept, it is imperative that Thailand needs to improve the strengths of quality of education and the ability to understand effective communication to catch up with ASEAN neighbors. The improvement and development of knowledge of communication will assist Thai faculty members to train their students for proper entering the ASEAN market in the near future successfully [3]. There are four basic concepts that students need to learn and be smart with this concept which are trust, compassion, stability, and hope [4]. This research paper was aimed to focus on the level of satisfaction of activities at English camp in order to use the findings to improve the future activities and understanding of the students' improvement in communication in English in the future.

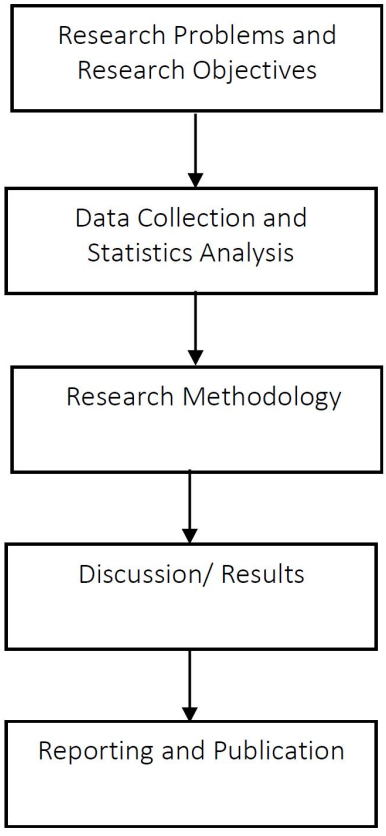


Fig. 1. Framework of the Research Study

II. RESEARCH OBJECTIVES

The aim of this study was to investigate the level of satisfaction of faculty members about the benefits of E-learning they received from enrolling and participating in the ASEAN camp. The purpose of this research paper was to investigate the level of satisfaction of the students who participated in English Camp III, Hua-Hin, Thailand.

III. RESEARCH METHODOLOGY

The population and sample size of this study was all students both Thai students and international students which consisted of 250 respondents who participated in the ASEAN camps in Thailand during the year of 2016. The English camp was set up and was an important training for Thai students to enhance their English ability and capacity. The purpose of this research paper was to investigate the level of satisfaction of the students who participated in English Camp III, Hua-Hin, Thailand. The population of this study included all the students of Suan Sunandha Rajabhat University who participated in the training and activities of the English Camp III during September, 2016. A total of 40 students who answered the questions and list of an open end questions, the collected data and information received was analyzed by using SPSS program. Percentage, Mean and Standard Deviation are the important method of statistics were utilized in analyzing the data. The ASEAN camp at Hua-Hin was selected as a main area of research study for this study because it provided many ASEAN training activities and education. The sample size of was determined by Taro Yamane table [5].

IV. FINDINGS

The major purpose of the finding section in this research paper were to report sample characteristics and the main results of the data analysis from the research questions as well as the level of satisfaction from evaluating the benefits of E-Learning at the ASEAN camp. A demographic profile indicated that more female than male faculty members at the camp and were sampled with a ratio of 75:25. In terms of education level, the Ph.D. group made up 12 percent of the sample population and the Master degree group made up 86 percent, whereas, the bachelor degree group was only 2 percent.

TABLE 1 Level of Satisfaction of English Camp

Satisfaction Items	Mean	S.D.	Rank
1. The satisfaction from topics of study and training.	4.66	0.99876	4
2. The satisfaction from time management.	4.54	0.8917	5
3. The satisfaction from gaining new friends and new networks.	4.77	0.9894	1
4. The satisfaction from gaining new knowledges.	4.75	0.8986	2
5. The satisfaction from gaining new effective learning methods.	4.64	0.7588	3
6. The satisfaction from the quality of services.			
7. The satisfaction from the quality of facilities and equipment.	4.41	0.9844	6
8. The satisfaction from the transportation method.	4.30	0.6998	7
	4.00	0.5874	8

From TABLE 1, the mean score can be used to rank the highest to the lowest concerns as follows: 1) The satisfaction from gaining new friends and new networks, 2) The satisfaction from gaining new friends and new networks, 3) The satisfaction from gaining new effective learning methods, 4) The satisfaction from topics of study and training, 5) The satisfaction from time management. 6) The satisfaction from time management, 7) The satisfaction from the quality of facilities and equipment, and 8) The satisfaction from the transportation method.

V. LIMITATION AND FUTURE STUDIES

The main limitation of this paper came from small population and sample group which only 250 respondents of students in one ASEAN camp which may not represent all the other participants in the other ASEAN camps. As a consequence, the findings may not be proper to generalize. Therefore, future research should use more respondents with random sampling to get more variety of people from all the camps. Also, future studies should cover not only the level of

satisfaction in the benefits but also the reasons that participants were satisfied or were not satisfied with each benefits of English communication in each category (Wongleedee, 2013).

CONCLUSIONS

From the study of investigation of the level of satisfaction. In general the overall satisfaction were rarted very high in each categories. The findings can be summed up that the average mean of satisfaction was 4.56, and standard deviation was 0.7901. Moreover, the mean average can be used to rank by using the level of satisfaction from each of the following factors: Gain network and new friends, gain new knowledge, and gain new effective learning method.

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