

PROJECTS ABROAD GOES FLEMISH

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International Communication & Media



ProjectsAbroad

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Summary

This thesis is the last part of my bachelor International Communication and Media at the Hogeschool of Utrecht. I chose to write it for Projects Abroad. They are a leading international organizer of overseas voluntary work placements. They have more than 140 different kinds of projects in 26 different destinations. They offer several services such as trips for a gap year, summer vacation projects, internships and sabbaticals. They are able to arrange something for everybody. Because I already knew this company I was able to start immediately and help them with their research.

The main question they gave me was to research how they can empower Projects Abroad in Flanders to attract more 16 to 25 year olds from Flanders to apply with Projects Abroad?

To realize the goal of the dissertation and to answer this question, several research methods were used. Information on voluntary work abroad or other relevant topics has been retrieved from books, articles and the internet. For some elements however, desk research was not sufficient enough and it was necessary to undertake some field research by means of questionnaires and interviews. Several theories relevant for this topic were researched. The ones used for this thesis relate to the following subjects: trends, motivations, the decision making process, cultural differences and building brand equity. Moreover the generation that the target group is in was researched.

The purpose of the questionnaire was to investigate how the target group reacts to the proposition of voluntary work in general, voluntary work abroad and how they gather information concerning these subjects.

For the qualitative research several interviews were done within the target group. Besides that the country director was interviewed to ensure that the thesis answered all his questions and his assumptions were understood. Furthermore, two specialists were interviewed. One was a Belgian mother who has both lived and worked in The Netherlands and Belgium and another person who is a sociologist and specialized in how young generations differ from older generations.

The results of the questionnaires and interviews showed that people from Flanders are very interested in doing volunteer work abroad, especially after finishing University. They are highly motivated because it is a way for them to work on personal development and a way to make a contribution to society. Moreover the parents play a very large role in the decision making process of the target group. They use internet and especially social media to search for information about the subject. The most important characteristic that came up for an organization is that they have to be very reliable.

When empowering Projects Abroad in Flanders, they have to make sure that they are aware of the cultural differences between the Dutch and the Flanders. Furthermore they should promote the Gap Year more for people who have finished their studies. People from Flanders are more interested in doing volunteer work after their studies than after finishing secondary school. Other recommendations given are: use social media, make sure the parents agree and feel comfortable, make a special "submenu" on the Dutch website for people from Flanders and optimize search engine visibility and advertising.

It will be a very interesting challenge to expand Projects Abroad in Flanders!

Foreword

After my graduation of secondary school I got the chance to go abroad before studying. I wanted to do something very different so I contacted Projects Abroad. Through this organization I have had some of the most impressive moments of my life. Working with children and helping them through my knowledge was such rewarding work.

With this positive experience I was very excited to start my studies at the HU together with other international students in my ICM class. The first two years were very varied and bases of friendships were made. We learned a lot about communications and media. We made our own magazine, learned about marketing and communication plans and made our own movies. After the second year everybody went their own way around the world. However in our fourth year it was like we had never left. The classes were separated between communications and media and the end of ICM came closer. A very nice but at the same time somewhat sad feeling.

At this moment we were graduating students and time had come to start thinking about our dissertation: what interested us and where we could write it. After having thought about it for some weeks I knew I wanted to do it at Projects Abroad; a company that is very close to my heart. One of the most impressive things I have done in my life Projects Abroad had made possible. Laurens Vos, the Dutch Country Director was immediately very enthusiastic and helpful about me doing research for them, which gave me a lot of confidence and made me even more enthusiastic about the company. Several options were given, it was difficult to choose from. In the end I chose to research the possibilities for Projects Abroad in Belgium. This topic was international but also had some Dutch aspects to it, so it interested me personally.

The road to the final version of this thesis was a long one. However I had some good times and I learned a lot from it. The days that I worked at the office of Projects Abroad helped me a lot and made me see what happens behind the scenes.

In the end I would like to thank some people who have been very important for me during this dissertation and during the last period of my studies at the HU. First I would like to thank Hanneke Ponten. Not only in this last period of ICM but during the whole journey has she been the best help for me and for everybody doing ICM. Her door was always open and she was always very eager to help me.

I also want to say a special thanks to Laurens Vos who immediately gave me an opportunity to write my dissertation at Projects Abroad. Besides that he has helped me not only with my dissertation but also with who I am. He has always seen the best in me! Moreover I would like to thank Lieke en Claartje for their help and support.

Last but not least I want to thank my classmates who helped me, my family who dragged me through this period (especially my father) and my buddy at Projects Abroad Lotte Wesselink.

The end is near and I therefore hope you enjoy reading my thesis. It was an exciting, tough but meaningful experience in my life.

Nicoline Laman Trip

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Chapter 1: Introduction

In this introduction the company and their problem is being explained briefly. Also, the research design with the policy, research and sub questions are formulated and the methodology is outlined together with a list of terms.

1.1 Introduction to the Projects Abroad organization

Projects Abroad is the leading international organizer of overseas voluntary work placements. They have more than 140 different kinds of projects in 26 different destinations. They offer several services such as trips for a gap year, summer vacation projects, internships and sabbaticals. They are able to arrange something for everybody. Their wide range of projects, including Teaching, Care, Conservation & Environment, Medicine & Healthcare, Sports, Community projects, Business, Law & Human Rights and Journalism, are designed specifically for the needs of the communities in which they work, whilst giving the volunteers the very best experience of volunteering abroad.

Their goal is their own vision: “help yourself by helping others”. In helping others to find a way to realize their dreams, they help themselves by creating a bigger database, more name recognition and more word of mouth advertising.

The strategy of Projects Abroad is to offer a full service package for the volunteer going abroad, with guidance every step of the way. The package they offer consists of the project, accommodation, food, back-up and insurance. There is a total price for the package they offer.

Projects Abroad is an international company with offices all over the world. This thesis is written for the recruitment office of Projects Abroad in The Netherlands. The main goal of this thesis is to increase numbers of volunteers from Flanders (Belgium) participating in Projects Abroad. This will be organized from the office in The Netherlands. The French part of Belgium (Wallonia) is organized from the recruitment office in France and is subsequently not covered in this thesis.

Over the last couple of years students from Flanders have applied to Projects Abroad. This number is growing even without any specific strategy dedicated towards this target group. Projects Abroad hopes that this thesis will give new strategic direction towards the Flemish target group.

The management of Projects Abroad already implemented some of the recommendations from this thesis even before its completion. . This immediate implementation of the results is arguably due to the fact that the research was carried out in the Netherlands office and the recommendations were shared with staff members before the thesis was completed.

In terms of numbers of volunteers sent abroad, Figure 1 (below) shows that in 2009 Projects Abroad Netherlands send more than 300 volunteers to 26 different countries; 16% of whom came from Belgium (Flanders).

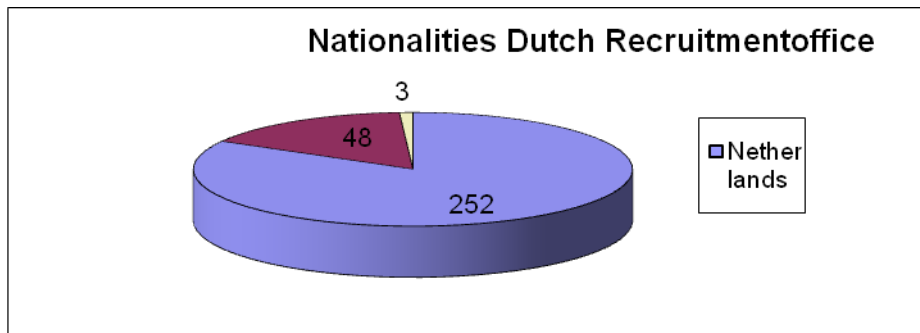


Figure 1: Nationalities applying at the Dutch recruitment office
source: Study of Claartje van Wayenburg looking at volunteers of 2009

Nationalities of Dutch Recruitment office	Numbers	percentages
Netherlands	252	83
Belgium	48	16
Other	3	1
Total	302	100

Table 1: Nationalities applying at Dutch recruitment office in percentages
Source: Study of Claartje van Wayenburg looking at volunteers of 2009

1.2 Motivation for this thesis

In January 2006, when I was 19, I went to Ghana for a period of 4 months to do voluntary work in an orphanage and at a school. This was a very satisfactory experience for myself and, I think, for the children I worked with. I went to Ghana as I wanted to do something to help others and have the experience to travel around the world.

To do this I wanted to go to Africa. I decided to go to Ghana which is an English speaking country and which is politically stable. Therefore it was safe to go there. Because my parents weren't really pleased with my decision they wanted me to go there with an organization that would arrange my project, my stay and that offered support at the destination. I chose Projects Abroad,

During the first two months I worked as a volunteer at a small orphanage. This orphanage was a home for 15 children between the ages of 1 to 15 years old. For me it was very satisfactory to see how much the children enjoyed being with me. They were always very interested in my life in Europe. However I was not the first Obruini (white girl) they had ever seen.

After these two months I started working as an English teacher at a local school. This school had 3 small classes each with 15 children aged from 5 to 9 years old.

My time in Ghana was a once in a life time experience. I learned a lot and it really helped me in my own personal development.

In my opinion, doing voluntary work is becoming more and more important in life when you become mature. More and more people are interested in making a contribution to society. People are curious about it especially when it can be done abroad in a new and friendly country where it is possible to learn a lot; both for personal development and to help develop useful skills and experiences to strengthen a CV.

Therefore when starting with my thesis I thought about a company that really interested me. After my time in Ghana I kept in contact with the Dutch recruitment office of Projects Abroad. Because I enjoyed my time in Ghana so much and because I was really positive about this organization, I thought this would be a very suitable subject for me.

Doing voluntary work abroad changed my life. I contacted Laurens Vos and at the first moment he had a subject that interested me: recruiting more people from Flanders to go abroad to do voluntary work. In my opinion everybody should do voluntary work for some period. Therefore, helping Projects Abroad to also give the Flanders people this experience really captured my attention.

1.3 The research design

1.3.1 Policy Question

How can we empower Projects Abroad in Flanders to attract more 16 to 25 year olds from Flanders to apply with Projects Abroad?

1.3.2 Research Question

How do young people from 16 to 25 years old from Flanders think and feel about voluntary work abroad?

1.3.3 Sub Questions

Motivation

- What motivates young people from 16 to 25 years old from Flanders to do voluntary work abroad?

Decision making process

- Who influences young people from 16 to 25 year olds from Flanders to do voluntary work abroad and how do they take their decisions?

Cultural differences

- In The Netherlands people are very enthusiastic about voluntary work abroad. How can we achieve this in Belgium using The Netherlands as an example? Do we have to consider any cultural differences?

Branding

- What are the criteria to choose organizations who offer voluntary work abroad and how do the volunteers from 16 to 25 year olds from Flanders find organizations such as this?
- How is Projects Abroad going to build its brand equity in Flanders?

1.4 The Methodology

To realize the goal of this dissertation and to answer the policy question, several research methods were used. Information on voluntary work abroad or other relevant topics was retrieved from books, articles, and the internet. For some elements however, desk research was not sufficient and it was necessary to undertake some field research by means of questionnaires and interviews.

To answer the sub questions about the young volunteers of 16 to 25 years old a number of methods were used: desk research, quantitative research in means of a questionnaire and qualitative research with interviews. Both were social research styles to attain more information that would be used for the thesis. On occasions the author's own experiences were also used as a source of information for the background research of Projects Abroad. It has not been used as a source for the overall conclusion nor for the research about Flanders.

1.4.1 Desk research

Literature

Literature research is used in any type of research in order to obtain background knowledge. When working on the theoretical framework of this thesis a literature research was carried out. In terms of suitable literature there were a range of areas to focus on: about doing voluntary work, going on a Gap Year, motivation, cultural differences and the branding of a company. These subjects were easily found in the library of the HU which was a great help.

Internet

During the research for this thesis, the internet has been a very good research tool. However also internet has his limitation especially when looking at the reliability of the source used in the articles (Denscombe, 2007). Despite this, the internet has such a wide range of information. If searching in the right direction much information on the topic can be found. Furthermore it is necessary to be careful that the articles founded on the internet are not too large in volume which makes the essence of the article hard to find. It is necessary to select the suitable articles one can use. In the case of this thesis, internet was mostly used to research the background information of certain topics.

1.4.2 Quantitative research

Quantitative research is mostly used to gather data that is absolute and numerical. With this kind of research it is possible to easily separate items so they can be counted and modeled statistically (McGuigan, 2010). Therefore quantitative research will always lead to exact conclusions with specific number (Denscombe, 2007).

The questionnaire:

The questionnaire was on one hand based on many discussions with the colleagues of Projects Abroad and on the other hand based on literature found in the library if the HU and from academic articles from the internet. It was very difficult to select the proper questions and choose an order so that the respondents followed a logical thinking path. Before sending out the questionnaire it was tested by at least 10 individuals, and consequently adapted in line with their remarks.

➤ **Description of population**

The possible target group for the questionnaire was well over 700,000 individuals. The numbers were:

- Belgium population: 10,666,866
- Of which Flemish: 6,161,600

- Of which children between 15 en 24: 724,508

These numbers are the figures of a research done on 1-1-2008 by the Belgian Federal Government (Economie, 2009). Numbers of 2009 were not published at the time of writing the thesis. In terms of response rates to the questionnaire for this thesis, there were exactly 100 people who responded. The questionnaire was conducted among Flemish people between 16 and 25 years old. The questions asked were related to the topic and made sure that in the end there was an overall idea of the motivation and the decision making process of the volunteers who indicated going abroad.

➤ **How was the sample made?**

Through conducting a questionnaire it is possible to easily and quickly collect data from a large amount of respondents. It is easy to analyze and does not cost a lot of money.

Next to that when obtained the information required can divide these in two categories: factual information or opinions. Therefore the researcher has to make sure that he / she will see the difference in these two different kinds of information (Denscombe, 2007).

In this thesis the use of an internet questionnaire was based on the expectation that it was the best way to get highest possible response. The questionnaire was sent to the potential respondents via an attachment to an email. In this way the design of the questionnaire could be more appealing than when sending it as an email itself. However a disadvantage of this way, is that it takes more effort for the potential respondent to open the attachment and start filling out the questionnaire (Denscombe, 2007).

A researcher cannot collect data from everybody who is in the category being researched. Therefore it is necessary to use sampling to obtain a representative portion of the whole target group. For this questionnaire the “probability sampling technique” was applicable. According to Denscombe (2007): “probability sampling is based on the idea that the people chosen as the sample are chosen because the researcher has some notion of the probability that these will be a representative cross-section of people in the whole population being studied”. The probability sampling technique used in this questionnaire was “cluster sampling” which means to attain a sufficient sample it is necessary to search for a representative cluster of the population being researched. This way the researcher can save time and money (Denscombe, 2007).

➤ **To whom was the questionnaire sent?**

To get a sufficient number of responses the questionnaire was sent to 600 Flemish people aimed at the target group of 16 to 25 year olds:

- 300 questionnaires have been at random sent to a generic Flemish website where people can apply if they are interested in voluntary work. This website offers a wide variety of voluntary work both in Belgium as well as in other countries. Therefore the potential respondents are potentially interested in doing voluntary work but not specifically voluntary work abroad.
- 200 questionnaires were also sent to the 2 higher classes of 2 different secondary schools in Flanders.
- 100 questionnaires were also sent via my own network starting with 4 Flemish friends who each sent it on within their own network of friends.

➤ What was the actual response

Response rate is the single most important indicator of how much confidence can be placed in the results of a mail survey. However, Jones and Lang (1980) point out that increasing the response rate does not necessarily improve the precision of survey results (Walonick, 1993).

In the book "Mind the Gap" Van der Grinten (2007) states that it is difficult to say how many respondents are necessary for reliable results. Van der Grinten (2007): "For those who want to play it safe, one hundred respondents is the magical number for reliability. Even more important than the size of the random sample survey is that the respondents form a good representation of the interest group."

Of the 600 questionnaires that have been send out 300 went via the Flemish internet site of which 40 people responded. The other 300 questionnaires were filled out by 60 people.

In this questionnaire 100 people participated. Unfortunately when checking the results it was obvious that there had been a mistake. People who answered the first question ("Would you be willing to do voluntary work abroad?") with "NO" where not asked to answer the subsequent questions except for two. As a result of this they did not answer the three final questions on sex, age and language. Therefore the questionnaire does not give an answer on which type of participants were not interested in this service. Analyzing all the contributions lead to 86 respondents who had filled out all the questions according instructions. Therefore this is the basis for further analyses.

1.4.3 Qualitative research

After the quantitative research via a questionnaire, qualitative research in means of interviews has been done. This as a parallel next to the questionnaire. Besides that interviews were done because more information was needed on how the people of the target group really felt on a more cognitive base. When doing qualitative research one tries to research in words spoken en written, and visual images. As Denscombe (2007) describes: "Using qualitative research will lead to logic discovering things from the data, of generating theories based on the data and moving from the particular features of the data towards more generalized conclusions and theories". "Qualitative research seeks out the 'why', not the 'how' of its topic through the analysis of unstructured information" (Ereaut, 2007).

Interviews

Interviews are a very effective way to collect information about people from the target group addressed. During an interview one is able to conduct a conversation. However an interview goes much deeper than a conversation. When conducting an interview the interviewer is able to really look at how the interviewee reacts on certain questions. The interviewer can find out the cognitive feelings of the interviewee. Conducting an interview will make it possible for the researcher to gain insight into things like people's opinions, feelings, emotions and experiences (Denscombe, 2007).

For this thesis semi-structured one-to-one interviews were used. According to Denscombe (2007): "The researcher still has a list of questions and issues to adress. However the researcher is prepared to be flexible in terms of the order in which the topics are considered and let the interviewee develop own ideas and speak for himself".

To get into more detail of the research results of the questionnaire, the qualitative research consisted of 12 semi- structured, one-to-one interviews with:

- The target group 10 people. The first 3 people were people that I found myself via a friend of mine in the Netherlands. The last 7 people interviewed I found via people that I met in Edinburgh during my minor abroad. Person 6 was studying in Edinburgh as well. Therefore this has to be considered when looking at the research results in chapter 4.
- The country director to make sure that the thesis answered all his questions and his assumptions were understood.
- Two specialists. One who is a teacher who has both worked in The Netherlands and Belgium with my target group. And one who is a specialist in information about different generations. This interview will not be shown in the research results but will be referenced in the context.

Preparation and location

- The target group. For the first 3 interviews, the interviewees could choose the place they wanted to do the interview. This way they could choose a place where they would feel comfortable and where thus they would answer easier. Therefore I had to travel to Belgium to do these interviews. I prepared by making the questions and starting the conversation not talking about the topic yet but just about their life. This was to make the interviewee feel at ease. However the last 7 interviews had to be done via Skype. The reason for this was because they had to be done during my minor abroad in Edinburgh. For these interviews the interviewees could choose their own time suitable for them.
- The country director was interviewed at his office. This was the most easy because we both worked at that office. This interview went really smooth because we already knew each other and thus felt comfortable being around each other.
- The specialist could also choose her own locations. Because she was in Belgium I travelled to Belgium to do the interview. Most of the time I tried to plan it on the same day so that I could stay there. The same with the target group I started with a conversation about their life and not immediately about the topic. This way she could feel at ease before the real interview started.

1.4.4. Restriction to the research

- The main restriction for this research was the difficulty to find unbiased people (which is actually never possible) to answer the questionnaire. A lot of schools that I approached did not want to send the questionnaire to their students. In the end I approached one of the students to send the questionnaire to other students and one teacher who sent it to her students.
- Besides that I have sent the questionnaire to 4 Flemish friends which was therefore also biased.
- One other restriction was the not fully filled in questionnaires. Unfortunately of the 100 people who answered the questionnaire did not fill it in completely. Therefore I had to delete 14 of the answered questionnaires.
- The last restriction was the fact that I had to do the interviews from Edinburgh via Skype. The reason for this was because I still had to do my minor abroad and in this time also finish my thesis.

1.5 List of terms

Most important terms used (all terms are further explained in the thesis itself):

Brand equity

The value- both tangible and intangible that a brand adds to a product or service

Developing countries

All the countries in the third world who need support from the countries in the western world.

Flanders

The Dutch speaking part of Belgium.

Gap Year

Is defined as any period of time between 3 and 24 months which an individual takes 'out' from formal education, training or the workplace, and where the time out sits in the context of a longer career trajectory (Jones, 2004).

Generation Y

Is the generation of the target group between 16 and 25 years old. They call it the largest and most educated generation in history. Technology has been ingrained into the daily lives of Generation Y people, and they expect its use to be effective and efficient. Based on a large self-esteem they desire to impact the world and give back to their communities and demand immediate access to leadership (Schlitzkus, Schenarts, & Schenarts, 2010).

Motivation

The primary motivation is the intensity and direction of behaviour to achieve a goal in a specific situation (Shafizadeh, 2007). It is the reason for the action; that which gives purpose and direction to behavior.

Trend

Trends are middle or long term developments that are expected to influence society at large. This is in contrast to hype, which is more short term. Trends try to slowly change the norms and values of society. They have permanent consequences and are divided into 3 different levels (Bakas & Schweig, 2006), mega, maxi and micro trends.

Social Media

Social media are primarily Internet- and mobile-based tools for sharing and discussing information among human beings

Students

In this thesis "students" covers all male and female young people between 16 and 25.

Voluntary work

Is donating your time, knowledge and skills to charity, without receiving any salary. Voluntary work can be done in hospitals, public organizations, schools, environment collective work and other socially important fields.

Volunteer tourism

Combines vacation travel with volunteer activities. It is far from a new concept since it already exists for a very long time. Missionaries, healers and/or medical practitioners, and explorers in the past also combined travel and voluntary services. "In a more refined and balanced approach, volunteer tourism is the integrated combination of voluntary service to a destination with the traditional elements of travel and tourism - arts, culture, geography, history, and recreation - while in the destination" (Clemmons, 2009).

'The generic term "volunteer tourism" applies to those 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 aspects of society or environment' (Wearing, 2001).

Chapter 2: The company and its markets

In order to understand the purpose of this thesis it is important to fully understand Projects Abroad internally. On top of that the market and competitors in Flanders is discussed.

2.1 The internal analyses of Projects Abroad

2.1.1 History

The company Projects Abroad was founded in 1992. In 1999 the first UK office was opened which led to many more offices all over the world. The office in The Netherlands is situated in Dordrecht and was opened in 2004. The number of volunteers that applied for a program with Projects Abroad started with 26 and has now grown to 5,000 people per year, worldwide. The company was set up when some students were looking for a break from their studies – a "gap year". They approached their geography professor, Peter Slowe, about the possibility of travelling and working in Eastern Europe. It was hard to find opportunities for travel combined with work experience, so Mr. Slowe arranged for the students to teach English in Romania where he knew some fellow geographers. They created the name Teaching Abroad, which later became Teaching and Projects Abroad and which is nowadays Projects Abroad.

The recruitment office in The Netherlands has been growing from the start. In 2008, 212 volunteers were sent abroad and in 2009 this was 302.

2.1.2 Current Mission and Vision

Mission

"You matter to us at Projects Abroad. We care about you, your values, your character, your personality. We also care very much about the communities where we work and our partners all around the world. Our job is to match you to their needs" (Peter Slowe, Founder of Projects Abroad).

As being part of the world economy Projects Abroad wants to help and support the local communities to which they send their volunteers. For Projects Abroad it is also important that they help the employees at the destination and thus help them explore their talents and knowledge. Through the knowledge and help of the volunteers the local community is able to use the qualities of these volunteers coming from more prosperous countries. Furthermore the organization also aims to help the volunteers explore themselves and gain new experiences in a specific field. Projects Abroad believes that in the 21st century mutual respect is what cultural exchange is all about.

Vision

The vision of Projects Abroad is to help making a better world with volunteers who gather a life time experience in a developing country. "Help yourself by helping others".

By sending volunteers abroad Projects Abroad tries to help the less privileged people in the world to build a better future for themselves. In addition, the volunteers have many different (cultural) experiences through which they learn and further develop themselves. The organization cares both about their volunteers and about the people in the local communities. Their goal is to bring these two together and help them both.

2.1.3 The company profile

The best way to understand the profile of Projects Abroad is by using the Four C's model (Kotler & Armstrong, 2010). It was also possible to use the 4 P model (Kotler & Armstrong, 2010).

However the four C's model was more applicable for this dissertation because it can be used to explain the marketing mix at a more consumer oriented level and is composed of the 4 C's which are: customer solution, cost to customer, convenience and communication.

Customer solution

The first C covers everything that Projects Abroad offers to the customer, including the design, the name and logo. At Projects Abroad this is arranged in two ways. On the one hand they have recruitment offices in and around Europe, the USA and Australia where they recruit new volunteers and help them organize doing voluntary work abroad. On the other hand, Projects Abroad has offices in the countries where the voluntary work is done. In these countries they mostly work with local people who search for new volunteer projects and host families. In addition, they try to support the volunteers working in their country. These are two totally different "services" that Projects Abroad has to offer.

In this thesis the recruitment offices are the most relevant because they make sure that there will be enough volunteers at the projects, which is why it will mainly focus on this part of Projects Abroad. Projects Abroad offers 140 different kinds of projects in 26 different countries. They also offer internships or thesis places for students who want to get some work experience. The 140 different projects are divided into categories which are: care, teaching, sports, medicine and healthcare, culture, law, language courses, archeology, business, conservation and environment, journalism and animal care. If volunteers choose to apply with Projects Abroad they can combine projects but also choose to go to different destinations. There are only a very few projects for which you need special skills. An example would be a specific business or law project.

As mentioned above, a service offered by Projects Abroad includes the support of the volunteers at the destination from the moment they arrive in the country until they depart. The local people meet the volunteers at the airport, bring them to their host families and introduce them at their projects. They also try to give support during their project work and organize meetings for the volunteers during their free time. This helps the volunteers not to feel alone in an unknown country and culture.

The 26 countries where these services are offered are in central Europe, Asia, South America and Africa.

To give an indication of the projects and destination which are being chosen by the volunteers, Table 2 below shows the top 6 Dutch projects and destinations for 2009 when 302 volunteers were sent abroad by the recruitment office in Dordrecht.

Top 6 projects		Top 6 destinations	
1. Care & Community	30%	1. Ghana	20%
2. Medicine	20%	2. Peru	10%
3. Teaching	15%	3. Nepal	10%
4. Sports	10%	4. South Africa	10%
5. Care	5%	5. Argentina	5%
6. Rest of the projects	20%	6. Tanzania	5%

Table 2: Top 6 projects and destinations

Source: Study by Claartje van Wayenburg using volunteers of 2009

According to Laurens Vos (2010), country manager of the recruitment office in The Netherlands: “These countries are so popular because of several things; on the one hand volunteers strengthen each other in their choice.

If a lot of volunteers went to Ghana, new volunteers will use this as their reference. However on the other hand, the climate, the language and the state the country is in, are also very important factors for choosing the destination”.

Cost to customer

Projects Abroad is a profit organization. They earn their money by charging a fee to the volunteers. These fees are supposed to cover all the costs except the travel costs of the volunteers themselves.

People who travel with Projects Abroad have to pay a fee to do voluntary work. The fee covers all the costs that are made by Projects Abroad as well as food and accommodation of the volunteers and it also includes travel insurance. The projects where the volunteers work do not pay a fee to be part of the program of Projects Abroad (Brochure Projects Abroad, 2008).

Table 3 shows an example of the costs for one destination. The costs differ per destination and per project.

Senegal	2 weeks	1 month	2 months	3 months	Extra month
Teaching	n.a.	€1.845	€2.195	€2.595	€595
Care projects	€1.695	€1.845	€2.195	€2.595	€595
Sports	€1.695	€1.845	€2.195	€2.595	€595
Medicine		€1.845	€2.195	€2.595	€595
Journalism		€1.845	€2.195	€2.595	€595
Law		€1.845	€2.195	€2.595	€595
Language course		€1.845	€2.195	€2.595	€595
Language course – 14 hours	€195				
Language course – 60 hours (combined with projects of 3 months)	€895				

Table 3. Costs for projects in Senegal

Source: Dutch brochure Projects Abroad, 2010

Projects Abroad finds it important to be transparent about their cost structure. In their brochure they indicate how their costs are divided (figure 2).

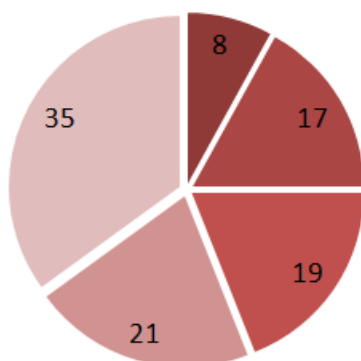


Figure 2. Costs divided, in percentage

Source: Dutch brochure Projects Abroad 2008

Development of new projects	8%
Recruitment of volunteers worldwide	17%

Administration	19%
Support and 24 hour backup from local staff and staff in NL	21%
Food, accommodation and insurance	35%

As can be seen in table 3 it is expensive to participate with Projects Abroad. However other organizations also charge comparable fees. It is difficult to compare these organizations in their cost/offering relationship.

Some organizations are much less service oriented and the volunteer is less accompanied or supported during their voluntary work. Other companies have much fewer projects or destinations. Another reason why it is difficult to compare the costs is that some organizations are non-profit while others are profit organizations. To give an indication of these differences below are two example organizations which can be compared to Projects Abroad:

- Dutch profit organization Activity International (Brochure Activity International, 2010). A comparison is made with Kenya since they do not have projects in Senegal (table 3).

Their projects are only possible for 2,4,6 or 8 weeks. Their volunteers sleep in special volunteer houses and the starting date is every first Monday of the month. Their prices do not include visa, flight, travel insurance or vaccinations costs:

- For 2 weeks 1050 euro
 - For 4 weeks 1530 euro
 - For 6 weeks 2010 euro
 - For 8 weeks 2490 euro
- Non-profit organization SIW (SIW,2010). A comparison is made with Kenya since they do not have projects in Senegal (table 3).

They have different projects in different countries. The volunteer can choose between a shorter or longer period to do voluntary work. The costs for a project of at least two months in Kenya are:

- For the first month 213 euro's
- For the following months staying 165 euro's per month.

These costs include housing, breakfast, dinner, and basic living conditions.

This indicates that Projects Abroad is similar in cost to other profit organizations. The non- profit organization is less expensive because it is subsidized by the Flanders government.

Convenience

Projects Abroad uses direct marketing, which means it will “connect directly with carefully targeted individual consumers to both obtain an immediate response and cultivate a lasting customer relationship” (Kotler & Armstrong, 2010). Through the website and the internet the volunteer can register for one of the projects at a particular destination. Moreover, Projects Abroad tries to “connect” with the volunteer during information evenings and days at school and universities, and by sharing the experiences of alumni volunteers to attract more new volunteers.

Channels which are used for the recruitment of volunteers are: the website, the brochure and the recruitment office. Because the volunteers always use the internet to search for options to spend a Gap Year, the most important channel is the internet. Given this importance, Project Abroad's website needs to give a relevant overview of the products and services offered. Projects Abroad spends a lot of effort on their website to ensure that the recruitment office can answer email questions actively.

The first impression must show the student the comfort and high level of quality that Projects Abroad delivers ("you don't get a second chance to make a first impression").

In many cases students also ask for a brochure. It is essential that this brochure has exactly the same information as the website. The brochure is often used to make a comparison with other offers and also to convince family and parents during the decision making process.

Communication

As communication is essential to reach volunteers, each recruitment office of Projects Abroad receives a yearly budget from the head office for it. The budget that was available for the Dutch office for the communication and marketing in 2009 was €8.000.

Because this was a fairly tight budget for Communications and Marketing, most of the communications process is done via the internet; so called online marketing. Projects abroad uses several approaches for their online marketing campaign. First of all having a clear and appealing website is essential for Projects Abroad. Moreover, it is very important to have an internet site that is highly ranked in the Google search engine. This is called Search Engine Optimization. Organizations can hire a company to help them build their website in such a way that it is highly ranked in the search engines on the internet and especially on the Google search engine. Typing 'projects abroad' into Google the company Projects Abroad immediately is ranked first. Moreover when typing voluntary work in the Dutch Google, Projects Abroad is ranked on the sixed place. Still this can be improved.

Projects Abroad also gives a lot of attention to Search Engine Advertising. This means that when people search for typical words, Google will make sure that Projects Abroad is also highly ranked in the search results. However, one downside is that when people then click on the link of Projects Abroad, Projects Abroad has to pay Google.

In addition, Projects Abroad uses PR, press releases. This is a cheap and effective way to reach a large audience. The employees of Projects Abroad have contacts with several magazines in which an article can be posted about someone's experience after which special notice is made of Projects Abroad. An example of this was a story written about his experiences in Ghana by Jan van Hovell in the Dutch magazine, YES (2006).

Another online method that Projects Abroad uses to promote and make people curious about their organization and about voluntary work abroad is social media. Social media is an online platform where people can share stories and experiences and expand their network, such as Netlog, Facebook and Twitter. Projects Abroad uses several social media platforms with which they try to attract new volunteers. Even though most of the communication consists of all these internet sources, word of mouth is also a very useful tool for Projects Abroad. Therefore keeping up a good relationship with past volunteers can be very valuable.

The last marketing tool that Projects Abroad uses is personal sale. Projects Abroad is often present at information days of universities and secondary schools. During these informative gatherings Projects Abroad gives presentations and old volunteers share their experiences. They also organize information evenings themselves, to which potential volunteers are invited. In addition, Projects Abroad arranges open days together with Kilroy Travel and Don Quijote throughout the year. Kilroy travel and Don Quijote are companies that also arrange filling for a Gap Year. This joint venture creates the opportunity of being able to reach a larger target group.

2.1.4 Organization

Projects Abroad is an organization with approximately 57 full time employees in the general management and the local recruitment offices.

Apart from that there are more than 250 employees for Projects Abroad at the different destinations.

The company is managed from the head office in Sussex, England. The general manager and founder of Projects abroad is Peter Slowe. The head office employees oversee the administration team to ensure that all the applications are taken care of. The headquarters also has a team that is responsible for managing the different recruitment offices all over the world. The task of these recruitment offices is to make sure that volunteers keep applying to Projects Abroad.

The recruitment offices are located in:

- Italy (Napels)
- The Netherlands (Dordrecht)
- Germany (Berlin)
- France (Grenoble)
- Ireland (Galway)
- America (New York)
- Canada (Toronto)
- Australia (Adelaide)
- South - Africa (Cape Town)
- Denmark (Copenhagen)
- Japan (Yokohama)
- Sweden, Norway and Finland (digital offices)

These offices usually have one to three employees. The country manager in The Netherlands is Laurens Vos and he manages the office with two assistants. The 26 different destinations to which the volunteers are being sent also have several employees which usually are local people that support the volunteers.

The organizational chart can be explained as follows. In appendix 1, one can find an explanatory chart:

The Headquarters in the UK: overall responsibility and responsibility for the recruitment office in England.

The Administrative Department: responsible for ensuring the smooth running of the arrangement of the volunteer placement, from receiving applications to arranging visas, flights and insurance.

The Overseas Department: responsible for ensuring projects and offices overseas are operating well. They also prepare volunteers before they leave and support them while they are away.

The Flight Department: can arrange flights to the different destinations. However volunteers can also book their own flight.

The Design Department: responsible for the design of all the marketing material. This department is not located in the UK but in Mexico.

The IT Department: responsible for the website and shared database. This department is not located in the UK but in Romania.

The Local Recruitment Offices: responsible for the marketing and sales of the projects. They also have an important role in advising potential volunteers on projects that might suit them. They are always available on the phone during office hours and queues are rare.

2.2. The market in Flanders and the competitors

2.2.1 Target Group

Projects Abroad offers projects that are suitable for people, between 16 and 76 years old. However the biggest target group of Projects Abroad are volunteers between 16 and 25 years old (table 5, age volunteers Projects Abroad NL, 2009). Therefore Projects Abroad mostly focuses on this specific age range, which is also the range used for this thesis. This age segment consists of both students who are at the end of their secondary school as well as college and university populations.

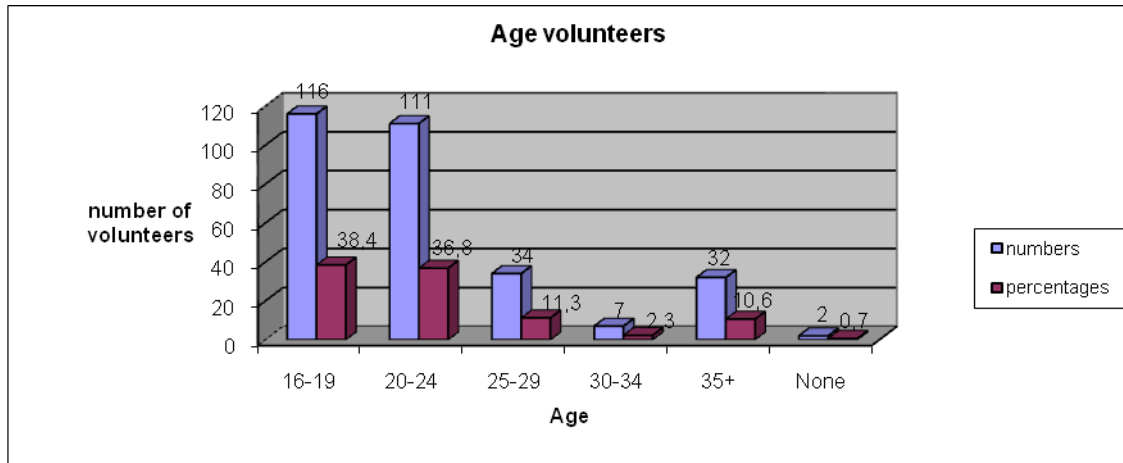


Table 4: age groups Projects Abroad NL 2009 (none = not none)
Source: Study by Claartje van Wayenburg about volunteers of 2009

By promoting their “Gap Year” programs Projects Abroad aims to reach and attract their target group. It is assumed, based on previous applications, that in Flanders this is the same target group as in The Netherlands. In The Netherlands, Projects Abroad especially attracts the undergraduate and pre-university population choosing to take a Gap Year and become a volunteer at Projects Abroad (see table 5). These two educational phases of the students are the two largest (together 66%) of the population applying with Projects Abroad. This dissertation focuses on the target group in Flanders as this is a manageable task for a dissertation of this size and, moreover, one which is beneficial to Projects Abroad as little data exists about this group. .

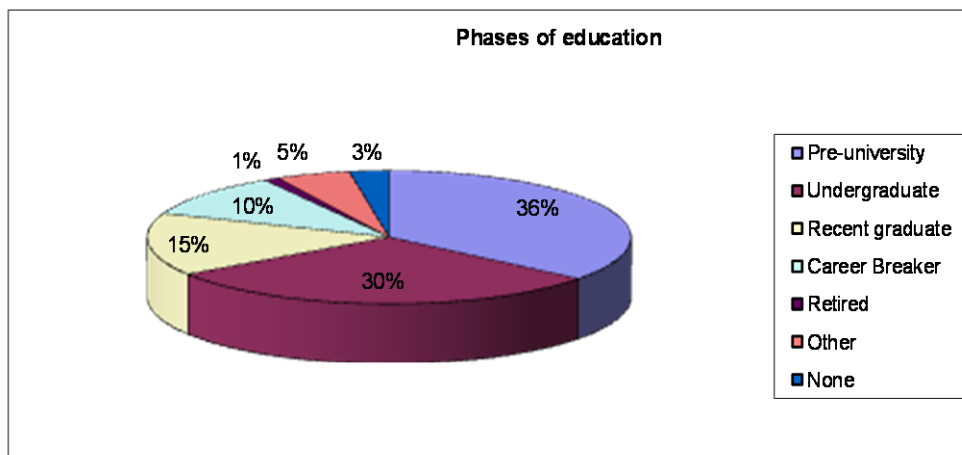


Table 5: Phases of education
Source: Study by Claartje van Wayenburg about volunteers of 2009

Another way of looking at the target group is based on their gender. As can be seen in table 6 most of the volunteers who applied for a project with Projects Abroad Netherlands in 2009 were female.

Male vs Female	Numbers	percentages
Male	82	27%
Female	220	73%
Total	302	100%

Table 6: Deviation men and women in 2009

Source: Study by Claartje van Wayenburg about volunteers of 2009

Laurens Vos (2010): “the term voluntary work seems to attract women more than men. This word scares boys. It is not cool enough for them. In every country where Projects Abroad has a recruitment office, girls apply more often than boys.”

2.2.2 Generation Y

Since the largest target group of Projects Abroad are people between 16 and 25 years, it is important to further study the needs of this generation.

According to Schlitzkus, Schenarts and Schenarts (2010) this age group is called the Net. Generation, the Millennials or Generation Y. They call it the largest and most educated generation in history. A generation that is drawn by cell phone, computer and other technological tools. A 2007 survey of more than 7,000 American Generation Y students (Schlitzkus, Schenarts, & Schenarts, 2010) indicated that 97% of students owned a computer, 94% owned a cell phone, and 56% owned an MP3 player. Three quarters of those surveyed used instant messaging, and 92% multitasked while instant messaging. Students spoke with their parents an average of 1.5 times a day about a wide range of topics.

Several events have influenced this generation throughout time. Events such as the impact of the economic crisis as well as the discussion about global warming have had an important influence on this generation. Therefore Generation Y has been affected by globalization, diversification, terrorism, and international crisis. They are products of the self-esteem movement in which self esteem was treated as the root of mental health (Hurd, 2004). In America the situation with child education, and extra-curricular activities in the past was to declare every time a winner (Schlitzkus, Schenarts, & Schenarts, 2010). Children's activities no longer have winners and losers or first, second, and third place; every child receives a participation trophy. Even though children were raised to be a team player, their parents always told them that they were special as an individual.

Technology has been ingrained into the daily lives of Generation Y people, and they expect its use to be effective and efficient. Based on a large self-esteem they desire to impact the world and give back to their communities and demand immediate access to leadership (Schlitzkus, Schenarts, & Schenarts, 2010).

In order to understand whether generation Y is also applicable to the Flemish people the specialist Henk Vinken was contacted. He is a sociologist who focuses on exploring the driving forces of youth and how they engage in the workplace, in education, and civil society (Vinken, 2010). Mr Vinken addresses how young generations differ from older generations and how their desire to have flexible life courses influences most of their choices (Vinken, 2010). His answer to this question is: “One can't generalize the theories over different countries and cultures; every country has its own major events influencing their culture.” However “as a working hypothesis one can assume that the generation differences in Flanders are very comparable to those in The Netherlands.”

When looking at the report written by Frans Jacobs and Wim Veen (2005) the Dutch talk about the Net. Generation. In Holland they are also known with this generation type. (Veen & Jacobs, 2005)

	Matures	Baby Boomers	Generation X	Net Generation
Birth Dates	1900–1946	1946–1964	1965–1982	1982–1991
Description	Greatest generation	Me generation	Latchkey generation	Millennials
Attributes	Command and control Self-sacrifice	Optimistic Workaholic	Independent Skeptical	Hopeful Determined
Likes	Respect for authority Family Community involvement	Responsibility Work ethic Can-do attitude	Freedom Multitasking Work-life balance	Public activism Latest technology Parents
Dislikes	Waste Technology	Laziness Turning 50	Red tape Hype	Anything slow Negativity

Table 7: Characteristics of the Net. Generation

Source: electronic book Educating the Net. Generation by: Oblinger D. and Oblinger J. (2005)

As Oblinger and Oblinger say (2005): “One of the most striking attributes is the attitude toward the Internet. For the Net Generation, the Internet is like oxygen; they can’t imagine being able to live without it.”

According to Veen and Jacobs (2005) Characteristics of the Net. Generation are:

- Networking
- Digital communication is their “life style”
- Multitasking has become a verb
- It has to happen now and quickly
- Developed a new language
- New media are an integral part of life
- Children educated parents on social networks etc.
- Self control leads to confidence
- Anyone can hide behind different identities
- Work together in various teams

In 2000, when the eldest group of the Millennial generation were approximately 18, Howe and Strauss described the Millennials as having seven distinguishing traits.

Only time will tell if Millennials’ persona will evolve from the following (Kowske, Rasch, & Wiley, 2010):

- 1 Millennials are special, vital, and full of promise, not only for themselves, but also for the future of our society and world.
- 2 They are sheltered, having been smothered with safety rules and devices.
- 3 They are confident as a result of their trust and optimism.
- 4 They are team-oriented, having been raised on sports teams and group learning.
- 5 They are achieving, the result of higher school standards and an instilled sense of accountability.
- 6 They are pressured and feel the need to excel and do well.
- 7 They are conventional, rather than rebellious.

Some of the traits that Howe and Strauss (Kowske, Rasch, & Wiley, 2010) and Jacobs and Veen (2005) described are relevant to this dissertation . Especially trait 1 (full of promise) leads to investing time in society and trait 3 (trust and optimism) gives them the conviction that their investments will help. However trait 2 (sheltered) might make them less suitable for exchanges. A program with Projects Abroad might seem too adventurous for them. On the other hand this could be positive for an organization that aims to deliver high comfort and care. Nonetheless, according to the seven traits, Generation Y’s ambition for results is obvious in traits 5 (achieving) and 6 (need to excel).

A review of the popular literature suggests that the Millennials “want it all” and “want it now,” in terms of good pay and benefits, rapid advancement, work/life balance, interesting and challenging work, and making a contribution to society (Ng., Schweitzer, & Lyons, 2010).

Although Generation Y seems relatively American, young Europeans have adapted accordingly (Vinken, 2010). This could be a reason why Projects Abroad is successful in The Netherlands. The motivation of Generation Y people seems very much in line with the services offered by Projects Abroad. Since Generation Y wants to be sheltered and needs to feel safe the close contact between the volunteers and the employees that Projects Abroad offers at the destination is of huge importance. Of course the need of Generation Y to contribute to the future of society is the initial reason to choose to do voluntary work during their Gap Year.

2.2.3 The market in Flanders

There are several reasons for concentrating on Flanders in this dissertation. First, Flanders has the same language as The Netherlands and therefore quite a number of volunteers from that part of Belgium have already applied to Projects Abroad in The Netherlands. People can communicate in their own language with the Dutch recruitment office. Every year the number of applicants from Flanders has risen with 100%. In 2008 there were 24 applications from Belgium and in 2009 the number had grown to 48. Moreover half way through 2010 Projects Abroad already had 37 applicants from Flanders (Lieke Terlouw employee of Projects Abroad, 2010). So they are already doing some things right! The reason for this thesis is to see if it is possible to increase this number as the result of a dedicated strategy. So far this dedicated strategy has not been followed.

Second, Projects Abroad is convinced that the Flanders market for voluntary work abroad is growing (see results of questionnaire in chapter 4). As discussed below (in chapter 3.4), the Belgian culture is in theory different than the Dutch culture but the Generation Y influence in Flanders has undoubtedly been growing over the years. As an example one can see that the youth is using much more social media (Limburg, 2010).

The third reason for Projects Abroad to want to expand to Belgium (Flanders) is because of the large population of “younger” people that live in Flanders. The target group of Projects Abroad is therefore well represented. The population of Belgium is 10.666.866 people. Of this amount 6.161.600 are Flemish. Of the Flemish population 724.508 are between 15 and 25 years old. This means that 12% of the Flemish population is between 15 and 25 years old (Belgian Federal Government 2008, cited in Economie, 2009).

Based on these three reasons Projects Abroad has decided to research how they can best expand in the Flanders market.

2.2.4 The competitors

The fact that the market for voluntary work in Flanders is both significant and growing has also been noticed by the competitors of Projects Abroad.

There are two types of organizations that participate in the particular market of targeting 16 – 25 year olds for voluntary work: the non-profit and the profit organizations.

NON-PROFIT

EVS (European Voluntary Service): (Youth In Action, 2010) Belgium

Purpose:	'It seeks to develop solidarity, mutual understanding and tolerance among young people, thus contributing to reinforcing social cohesion in the European Union and to promoting young people's active citizenship'
Target group:	Between 18 to 30 years old
Participants:	62 participants in 2009 (Ponsaerts, 2010)
Destinations:	They only have projects within the EU. With a maximum stay of twelve months
Restrictions:	EVS youth in action requires close cooperation between the volunteer, a host organisation and a sending organisation. 100 volunteers can participate in the same project. Co-financing from (non)profit organisations is needed.
Marketing:	Through companies and participants they send out flyers and posters. Furthermore they also give information workshops.
Other Projects:	Many different projects via different organizations.
Strengths:	Relatively cheaper because subsidized by European Committee.
Weaknesses:	Only projects in Europe and minimum age is 18. No guarantee for a back-up from the home organisation.

AFS (American Fields Service): (AFS, 2010) Belgium

Purpose:	'To help people develop the knowledge, skills and understanding needed to create a more just and peaceful world'
Target group:	Aged 18 and above.
Participants:	On yearly basis they have 30 to 50 volunteers (Gap year: meer dan een tussenjaar, 2009).
Destinations:	18 destinations all over the world. Mainly in South-America.
Restrictions:	None
Marketing:	Marketing is mostly done through alumni volunteers and employees, via schools and information days.
Other projects:	Secondary school programs.
Strengths:	Very well known in Flanders. International company and they have back-up employees at the destinations of the projects.
Weaknesses:	Not specialized in voluntary work but more in Secondary school programs and minimum age is 18

SIW Internationale Vrijwilligersprojecten: (SIW, 2010) Dutch

Purpose:	To stimulate international contacts, cultural exchange, voluntary work and personal development.
Target group:	between 18 and 35 years old.
Participants:	400 volunteers a year (Gap year: meer dan een tussenjaar, 2009).
Destinations:	26 destinations, mostly in Europe. Volunteers can go from 2 to 12 months.
Restrictions:	Deadlines in February and September.
Marketing:	Information days, ads in university magazine and on the internet via Google Adwords and forums.
Other projects:	Only a few other projects.
Strengths:	Specialised in voluntary work, already 50 years of experience.
Weaknesses:	Minimum age is 18 and you have to pay an entrance fee. There are now employees of their own for back-up at the destinations.

PROFIT

YFU-vrijwilligers werk: (YFU, 2010)

Purpose: YFU wants to stimulate international understanding and world peace.
Target group: Between 15 and 22 years old.
Participants: Not known.
Destinations: Has projects in more than 30 different countries.
Restrictions: Their voluntary work projects are only in South Africa and France. Next to voluntary work they also arrange other activities.
Marketing: Via alumni volunteers, information meetings and internet.
Other Projects: Secondary schools and au pair schemes.
Strengths: International.
Weaknesses: Voluntary work in only 2 countries. No guarantee of back-up from the home organisation.

Activity International: (Activity International, 2010) Dutch

Purpose: Give as many people as possible an opportunity to experience an adventure abroad
Target group: between 18 and 45 years old.
Participants: Yearly they have 900 volunteers of which in 2009 35 were from Flanders (Bosch, 2010).
Destinations: 20 destinations all over the world.
Restrictions: No guarantee that volunteers will get their first choice project and the compulsory preparation day is only given 3 times a year.
Marketing: Information meetings, presentations and press releases.
Other projects: Secondary schools, language courses and au pair schemes.
Strengths: Large organisation, also using partner organisations and have employees of their own for back-up at the destination itself.
Weaknesses: Minimum age is 18 and no flexible starting dates

Travel Active: (Travel Active, 2010) Dutch

Purpose: To give people a unique experience combined with voluntary work or doing something 'good' for others.
Target group: 18 years and above.
Participants: Yearly between 400 and 500 volunteers (Gap year: meer dan een tussenjaar, 2009).
Destinations: 30 destinations all over the world.
Restrictions: Some projects can only be done for a restricted period of time.
Marketing: Word of mouth advertising, Google, and information days.
Other projects: Secondary school programmes and language courses.
Strengths: Very large organisation, using many partner organisations.
Weaknesses: Minimum age is 18 and no flexible starting dates. They have back-up at the destinations itself but they are not employees of Travel Active.

Bouworde: (Bouworde, 2010) Belgium

Purpose: Make people aware of the problems in the world and help them, through building projects.
Target group: between 15 and 30 years old.
Participants: Yearly around 1200 participants (Marche, 2010).
Destinations: 28 different destinations, mostly in Europe.
Restrictions: To go outside of Europe volunteers need to be at least 21. Before volunteers go on a project with Bouworde they have to attend a preparation day. Most of the projects are not for a longer period than two weeks.

Marketing:	The alumni volunteers arrange certain activities and they have information booths at schools and universities.
Other projects:	None.
Strengths:	They are specialized in building projects (camps) and always have employees going with the students on a camp.
Weaknesses:	Volunteers can only do voluntary work outside of Europe when they are 21 years old. Moreover they have to raise money before starting their project to buy products at the destination.

Projects Abroad tries to distinguish themselves from their competitors by having several USP's (Unique Selling Points). As stated in an interview with Laurens Vos (2010), Country Director of the Dutch recruitment office of Projects Abroad, these are:

- One can choose their own starting date: flexibility
- Constant back-up at the destination of their own employees: safety
- The minimum age is 16 years old
- One can choose from many different destinations and projects
- Work experience is not obligatory

Furthermore, several other characteristics of Projects Abroad are:

- Variety of projects
- Two weeks off after 3 months
- Self development and CV building
- International volunteer community
- Two weeks projects

However, besides the profit organisations mentioned there are many more. Travel active and Activity international are the largest ones in The Netherlands. Because these two organisations are high in the Dutch search engine ranking, people from Belgium contact them as well. Both are profit driven and their main goal is to make a profit and "sell" as many programs as possible. However, all organizations claim to have the same mission which is working together to get a better world. Non-profit organisations are relatively cheaper and thus often popular. However the fact that they have less destinations outside Europe can be seen as a disadvantage. Moreover, the above competitor analysis arguably shows that Projects Abroad is the only organisation together with YFU that allows volunteers younger than 18 years old to participate for a longer period (with Bouworde you can participate in a camp of maximum 2 weeks for 15 – 17 year olds).

Chapter 3: Theoretical framework

To answer the question whether Projects Abroad should adapt a specific strategy for further growth in the Belgium (Flanders) market one needs a theoretical framework to construct further research. This framework consists of relevant trends in society which indicate that a Gap Year is becoming more popular and that there is an increasing need for spending that year contributing to society. New forms of tourism replace exciting forms; people want to spend their money less on goods and services and more on an experience.

There are multiple socio-psychological motives, which will be explained later in this chapter, to fulfill the desire to go on a holiday. Volunteer tourism fits a lot of these motives. Besides that it is important to analyze the decision making process people follow when deciding to go on a holiday. Deciding where to go and what to do is influenced by people's needs and motivation which is described both in the Maslow's pyramid theory and also by the theory of Andrew Jones (2004) which is more specifically applicable to taking a Gap Year.

Moreover the Elaboration likelihood model explains the way the target group and their parents take decisions and get persuaded about the volunteer tourism experience.

The experience in The Netherlands with volunteer tourism is also relevant for Belgium but certain cultural differences do need to be taken in to account. For instance there is the difference in power distance, the more masculine culture in Flanders and their need for "uncertainty avoidance".

Once the decision to enter the Belgium (Flanders) market is taken Projects Abroad has to be established in the relevant target group, both directed at students as well as parents. To make sure that this is successful the brand equity model of Keller is a useful tool. Projects Abroad has the ambition to be a global brand with specific product propositions per country i.e. the countries where the students come from and the countries where the students go to.

3.1 Trends

Trends are middle or long term developments that are expected to influence society at large. A trend is not the same as a hype, which is more short term oriented. Trends try to slowly change the norms and values of society. They have permanent consequences and can be divided into 3 different levels (Bakas & Schweig, 2006):

Megatrend (social level) – The trend is not important for everyone but it does influence everyone. It is on social level and it is influenced by culture, politics, economics and technology. Examples are: globalization, individualization and feminization. This will last for a long period of approximately 10 to 30 years.

Maxi trend (consumer level) – This is a consequence of a megatrend and is on the consumer level. This type of trend makes sure that consumers are aware of a certain need and will stay aware of it for about 5 to 10 years. Examples are: the mix of cultures in a certain country and consumerism (individual consumer opinions) in products.

Micro trend (market/product level) – This is a trend on the product or market level. People become aware of the mega trend and will be prepared for new developments at the micro level. The micro trend is a consequence of a maxi trend and will last around 0 to 5 years. The success for this type of

trend is often difficult to predict. Examples are: oriental food products, individual products and services.

Of course there is a combination of mega, maxi and micro trends. A good example is globalization (mega), different cultures in a country (maxi) and oriental food products in western countries (micro).

Trend pyramid:

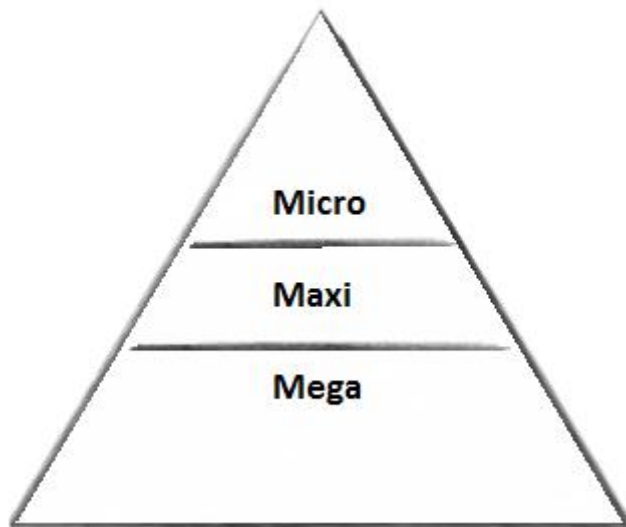


Figure 3: Trend pyramid

Source: Trend presentation Elvira Joldersma, 2009

Trends influence the behaviour of people. There are a lot of different trends in society, but the ones relevant for this thesis are postmodernism and the experience economy. Both are megatrends because they take place on the social level and influence everybody. People who want to take a Gap Year will especially be influenced by new forms of tourism (post modernism in tourism) and the theory on experience economy leads to an increasing need for a relevant experience instead of receiving goods and services. This will be explained in the next paragraphs.

3.1.2 Postmodernism in tourism

The present cultural and/or economic conditions of society are generally described as post modernity. Originally the term “postmodern” was used to describe changes in architecture, arts and literature but nowadays it is being used to name developments in society, economy and culture. It was a reaction to modernism, largely influenced by a great feeling of disillusion in Western Europe after World War II. It is a western-based concept and should therefore only be used when talking about Western based tourism.

The Stanford encyclopaedia of Philosophy says the following about post modernism in 2005: “That postmodernism is indefinable is a truism. However, it can be described as a set of critical, strategic and rhetorical practices employing concepts such as difference, repetition, the trace, the simulacrum, and hyper reality to destabilize other concepts such as presence, identity, historical progress, epistemic certainty, and the univocity of meaning”.

This means that knowledge depends on ones perspective and there is no absolute truth; there is no grand narrative and the reality is created by the social context.

Post modernity in tourism can be found in new forms of tourism that may replace or at least change existing forms of tourism or even change fundamental structures of tourism.

New motivation to travel is an important aspect in this process. This is visible in the case of volunteer tourism where the motivation factor evolves from pure leisure motivation towards an altruistic motivation to travel.

According to Mustonen (2005) this mixture of modern and pre-modern forms of tourism is clearly visible when linking volunteer tourism with pilgrimage and conventional backpacking, in which volunteer tourism is “very close to conventional backpacking tourism and therefore even mass tourism, but also at least theoretically very close to traditional pilgrimage” (Mustonen, 2005).

According to Uriely (Mustonen, 2005) there are two different ways to see postmodernism in tourism. The first dimension refers to the “hyper real” experiences provided. Very applicable to volunteer tourism where people are in search for ‘the real life’ by helping people who are suffering from famine, natural disasters or live below poverty line. Another point is that it can be assumed that the destinations where volunteers tend to travel to are not deliberately built for tourists

‘Other’ postmodern tourism is the second dimension presented by Uriely (Mustonen, 2005) which emphasises the growing appeal of concepts such as alternative, real, ecological and responsible tourism. The link to volunteer tourism in this dimension is the fact that it is part of alternative tourism and is often seen as a reaction on the mass tourism products provided.

To put this trend into perspective and relate it to the theory of the trend pyramid it is clear that post modernism is the mega trend because it is on social level. It is not important for everybody but it does influence a lot of people. It also affects architecture, arts and literature. The fact that tourism is also affected is a maxi trend because it is on the consumer level. It makes sure that consumers are aware of a certain need. As a consequence multiple organizations started to offer voluntary work during a Gap Year and this is the micro trend of the trend pyramid. Projects Abroad started early during this trend development in 1992. Its founder started offering volunteers teaching children abroad even before it was a trend. Apparently this trend has already been developing over the last 15 years and the demand for volunteer projects is growing ever since. This micro trend apparently develops more than 1-3 years and seems very consistent.

Participating in volunteer activities during a holiday seems to fit perfectly in a postmodern lifestyle. A search for something new, something meaningful and something real combines with being on a holiday. On top of that there is a trend that people want to spend less on consumption and more on having a real experience during a holiday, which will be explained in the next paragraph.

3.1.3 The experience economy

As children of consumerism, we crave and need change, we don’t want satisfaction, we want to live in a constant state of desire, for new things to consume, new technologies, new experiences. Gilmore (2003) observed that there has been a shift from an Agrarian Economy based on extracting commodities, to an Industrial Economy based on manufacturing goods, to a Service Economy based on delivering services, and now to an Experience Economy based on staging experiences. An economy in which all production and services are aiming at satisfying emotional needs. People are no longer only concerned with buying goods and services but they also long for engaging experiences. This means that our economic activities are concentrating on life as a world of fun and happiness. (Gilmore, 2003 and Piët, 2003).

People want to spend their money less on goods and services and more on the experience. For the tourism business this experience economy has been a very positive shift. Tourism companies can really get more profit out of this. For them it is important to offer people the real experience that they are looking for.

Piët (2003) outlines several waves in the experience economy some of which have had an influence on the popularity of voluntary work;

- From “product” to “experience”; The product is not important anymore. It is all about the experience around the product.
- From “living is fun” to “fun is functional”; Holidays are meant to be fun and a means to relax. With volunteer tourism it is functional and fun at the same time.
- From “money” to “add meaning”; People who live in a wealthy society and have money to spend, but haven’t felt that they have been of any means for their fellow-men. They have the money, the networks, the experience and knowledge but are searching for meaning in their life.
- From “national” to “international”; Due to globalization, the blur of political and economic borders, everybody is living in one big ‘world-village’ in which everybody is related to each other and should take care of one another.

Several waves in the experience economy described by Piet (2003) are very relevant waves in relation to volunteer tourism in developing countries. It is an experience, it can be fun and functional, it will add a meaning and it is international.

In this trend the hierarchy of the trend pyramid can be described as followed, the megatrend is individualism which develops in younger generations where people’s individual motivations have become more important. The maxi trend is the experience economy where people are less interested in goods and services and more in having an individual experience. The product offered by Projects Abroad is a so-called real experience and thus it fits as a micro trend of the trend pyramid.

3.2 Motivation

How do young people think when they are planning a Gap year? What motivates them to take decision to become a volunteer? The next paragraph tries to elaborate the theories on tourism motivation, holiday motivation and the decision making process to go on a holiday. All these theories find a place in the overall Maslow pyramid theory.

Understanding tourism motivation is important since it represents the whys and the wherefores of travel. Besides that it is important to understand why people want to do voluntary work and why they want to go abroad. For Projects Abroad these motivations are very important. By understanding these motivations the organization can take them in to account in their objective of getting more volunteers going abroad. Understanding the motivation of the volunteers in Flanders is the most relevant for this thesis.

The primary motivation, which is the intensity and direction of behaviour to achieve a goal in a specific situation (Shafizadeh, 2007), can be separated in two different kinds of motivation: intrinsic and extrinsic motivation. For the target group of this thesis intrinsic and extrinsic motivation are very important and thus need to be explained.

Intrinsic motivation: One is intrinsically motivated when the motivation is from inside. According to Afzal, Ali, Aslam Khan, & Hamid, (2010): “Intrinsically motivated students keenly engage themselves in learning out of oddity, interest, or enjoyment, or in order to achieve their own scholarly and personal goals. One will not need any type of reward or incentive to instigate or complete a task.” Intrinsic motivation is the desire to perform a task for your own sake.

Extrinsic motivation: An extrinsically motivated student engages in learning purely for attaining a reward or for avoiding some punishment. One is extrinsically motivated when doing it because it is necessary or because of a certain purpose. Lepper (Afzal, Ali, Aslam Khan, & Hamid, 2010) states that extrinsic motivation means: “to obtain some reward or avoid some punishment external to the activity itself such as grades, stickers or teacher approval”.

Many researchers have tried to interpret the motivations of tourism in different scales and theories. Among them are theories and models of Crompton, Van Raaij, Maslow and Andrew Jones.

3.2.1 Maslow's pyramid

When doing voluntary work people have to really be motivated. Are the Flemish people so motivated that they want to help others? What are their motivations for choosing voluntary work? When looking at the last question the theory of Maslow's pyramid can be taken into consideration.

This theory concerns the ranking of the individual needs through importance. The hierarchy pyramid lays out the stages of need that people have, with the base of the pyramid the physiological needs. As we work our way up the pyramid, the needs start to become more complex, and include safety needs, belongingness and the need for love, esteem needs, and finally, at the very top, we have self-actualization (Poston, 2009).

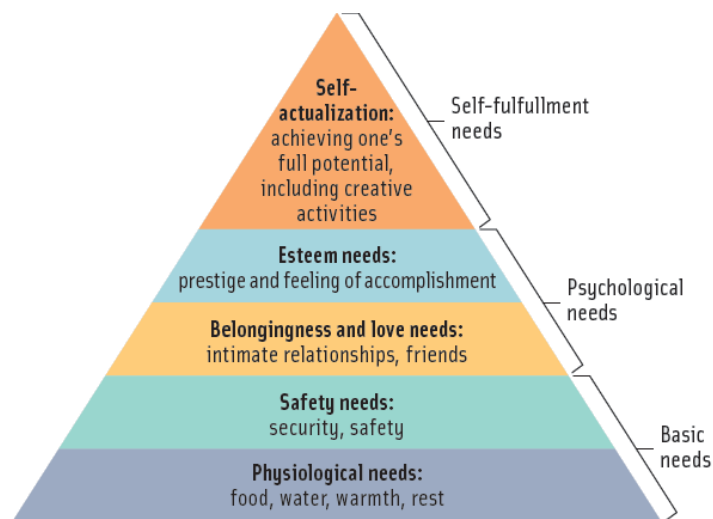
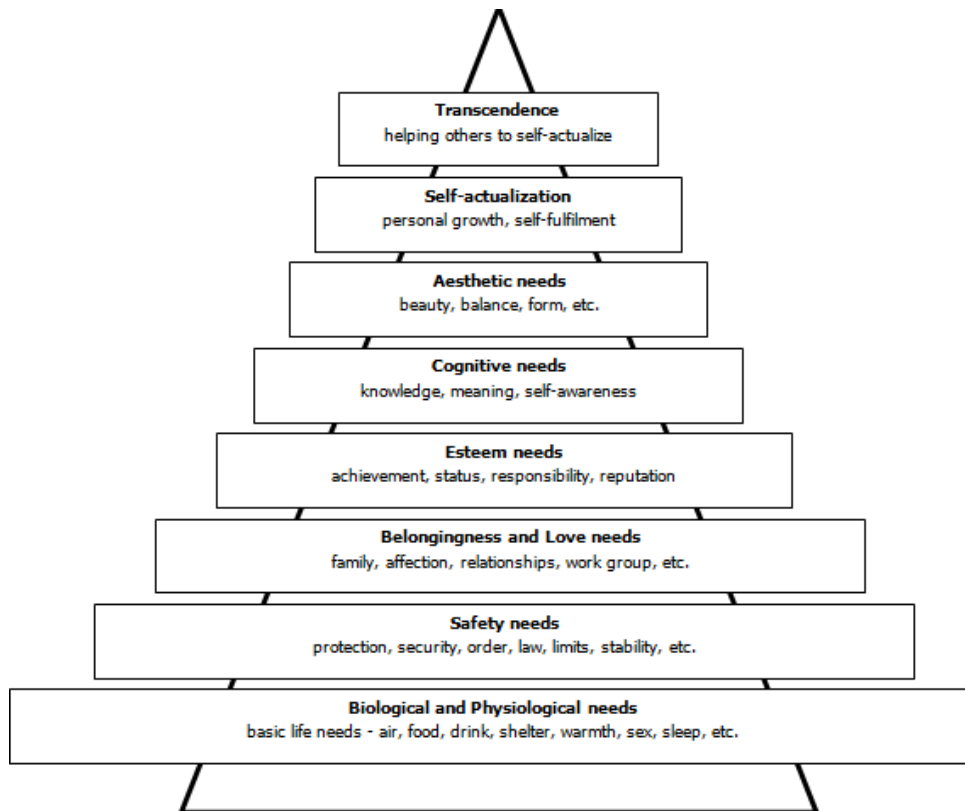


Figure 4: The original Maslow's pyramid
Source: (Poston, 2009)

Maslow's pyramid can also be used to find out more about human motivation. The theory already exists for several decades and was made by Abraham Maslow in the 1940-1950's. When considering the different stages, most likely self-actualization will be the main motive for the target group to choose to do voluntary work abroad. However throughout the years the theory of Maslow has been extended after different interpretations by other people. One extension suits this specifically. The pyramid is built out of 8 instead of 5 stages. These 8 stages make it more detailed and focused towards the topic of voluntary work.



© design alan chapman 2001-7 - adapted by persons unknown based on [Maslow's Hierarchy of Needs](http://www.businessballs.com/maslow.htm)

Figure 5: The extended Maslow's pyramid

Source: <http://www.businessballs.com/maslow.htm>

Biological and Physiological needs: these are the daily necessary needs such as oxygen, water and food which keep the body alive. Maslow addresses the psychological need as: “the need for the body to work in unison to accomplish the task of basic survival”. When these basic needs are met, people move on the more complex needs like safety and behavior.

Safety needs: this is the need to feel secure, which is important throughout one's whole life. It is a type of psychological need. The kind of safety can be different per person. A child of 8 years old needs to have the feeling of safety and secureness from its parents while the meaning of safety for somebody who is 28 is based more on security on the streets and in the city. Furthermore “safetyness” exists at different levels. For one person it is important to have a job which brings security while for another social security is more important in life. However, social security can also refer to belonging, which is the next need on the pyramid.

Belonging and love needs: according to Maslow it is important for people to have others around that love them. People who they can belong to. These can be friends, family, a husband/wife or children. This need does change during different stages in life. Children have the need to belong to their parents and family while adults have become more independent from their parents and need to feel they belong to one person in the form of a partner. On top of that social belonging is also very important, in the sense of belonging to a social group of friends and having an own stake in that group.

Esteem needs: when previous needs are met, self-esteem becomes very important. The need for self- esteem consists of two levels, namely the higher and the lower level. The lower level of self esteem consists of the need to be respected by others. When having low self esteem people can be very insecure. The higher level of self-esteem addresses self-respect. A person needs to respect him before he can respect others. Self respect often grows by doing things that one can be proud of.

This will give respect from others as well. For voluntary work the esteem needs are very important since it is work that is respected by many people. In this sense voluntary work can help people to be proud of themselves and thus contribute to their self-esteem.

Cognitive needs: this need is about the knowledge that people acquire. Receiving new knowledge can be one of the motives for doing voluntary work. Voluntary work abroad will bring a lot of new knowledge on other cultures and other people. On top of that one will learn a lot about oneself.

Aesthetic needs: these needs are about someone's physical appearance. Many people want to look nice, have a reasonable weight and dress nicely. These needs are mostly focused on image and other people. Often people want to look better to show others that they are confident about themselves.

Self actualization: this need is based on the individual self and focuses on accomplishing things a person wants for himself. When other needs are met people can focus on the individual needs and what one really wants to accomplish. Better yourself, focus on helping others and really widen your own horizon. "The real definition to self-actualizing is getting to know oneself, while being okay and unconditionally accepting of whatever it is that he or she discovers" (Poston, 2009).

Transcendence: if a person feels confident about himself, he is able to help others. This need focuses on helping others in order to also help yourself.

After analyzing the needs and the extended pyramid of Maslow, not only the self actualization need can be seen as a motive to go abroad but also the cognitive and the transcendence need. These three needs really focus on developing someone as a human being. When people are fully developed they can help others which will give someone a lot of self-esteem. Based on the Maslow pyramid it can therefore be concluded that volunteer tourism becomes a fulfillment of the needs in the top end of the pyramid. This indicates that, for people who choose to do voluntary work abroad, the needs at the bottom end of the pyramid are apparently sufficiently fulfilled some of which are also fulfilled by Projects Abroad which ensures people to really step in to the self actualization part of the pyramid.

Another way to see the Maslow pyramid is by focusing on the behavior that people show at each different level (Chapman, 2010):

- physiological - health, fitness, energizing mind and body, etc.
- safety - order and structure needs met for example by some heavily organized, structural activity
- belongingness - team sport, club 'feeling' and relationships
- esteem - competition, achievement, recognition
- self-actualization drivers - challenge, new experiences, love of art, nature, etc

In this "hierarchy of behaviour" one can see that volunteer tourism fulfils challenges and new experiences and therefore is once again part of the top of the pyramid.

3.2.2 Holiday motivation by Crompton

The theory that tries to understand the importance of volunteer tourism is the holiday motivation theory by Crompton (1979). Volunteer tourism is a concept which is getting more popular and known among the tourism business. In the past, volunteering abroad was an extended investment in time, requiring people to spend several weeks or even months at a volunteer destination. Nowadays tour operators make it possible for (volunteer) tourists to choose between several options, from volunteering for

months, weeks or even volunteer for a couple of days within a holiday programme. They make it a part of their tourism proposition.

According to Wearing (2001) Volunteer tourists are: "those 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 aspects of society and environment". It is interesting to find out the motivations of people to go on a holiday also known as "consumer tourist behaviour".

Crompton (Brown, 2005) identified nine motives for travelling. The first seven motives are push factors which means that they are social-psychological motives that drive the desire to travel. The other two are classified as pull factors; external factors that affect where a person travels to, to fulfil the identified needs or desires (Gnoth, 1997).

7 push factors (the desire to go on a holiday, socio-psychological motives):

- Escape from environment: people always seek for a temporary change of one's own mundane environment. A holiday is the perfect way to do so.
- Exploration and evaluation of self: by going on a holiday people can discover more about their own personality and how they reacts to a new and unknown situation.
- Relaxation: people choose to go on a holiday because of physical exhaustion and fatigue after hard work and home issues. Going on a holiday can be a way to relax and to repose.
- Prestige: used to be one of the primary factors to go on a holiday. People with higher prestige and more money were in the past the ones going on a holiday. However nowadays this is not applicable anymore. It does not give you additional prestige anymore because everyone can go on a holiday nowadays.
- Regression: people think that during a holiday they can do things you can't do at home. During a holiday people can escape from normal life without your family and friends knowing about it.
- Enhancement of relationships: during a holiday people get closer. Especially when going on a holiday with family or friends. When being on one spot for a longer period with the same people they are forced to interact with each other and thus get to know each other better.
- Social interaction: for some people going on a holiday is a way to meet new people. This means that they have chosen for a specific holiday because of the people instead of the place.

2 pull factors (to explain the choice of destination). It has to do with the more elaborate central route of the elaboration likelihood theory (see 3.3).

- Novelty: to have new experiences and adventures in the place you are visiting. This can be organised through a tour operator or by finding it out yourself. Most people use tour operators because of safety.
- Education: people also think that it is important, especially for children, to learn something from the holiday. For instance by looking at the culture of the destination. Therefore the destination one chooses is important.

For every individual these nine factors can and shall play a role on different levels of importance. The more rational people will most likely seriously consider some of these factors such as the pull factors (novelty and education).

Of course meeting new people and establishing new relationships can for some individuals be a persuasive argument. Later in the thesis this will be explored with the Elaboration Likelihood model of Petty and Cacioppo.

F. van Raaij (1986) has developed a theory about the decision making process which people go through when they consider going on a holiday.

3.2.3 The decision making process to go on a holiday

When choosing a holiday people will always consider what travel agencies' offer or look at their own or friends previous holiday experiences. The decision making process is often difficult because there is such a wide range of offers to choose from.

F. van Raaij (1986) proposes five stages to describe the decision making process of consumer tourist behavior:

- 1) Generic decision:** this is about whether to go on a holiday or not. People with low income will think longer about this decision than people with a higher income. Moreover the size of the family is also very important. A large family with a lower income might only be able to afford one holiday per year. While going on a holiday with only one child or just with two people is much cheaper. Age is also a determining variable. Older people tend to stay home while younger people are very eager to travel. In the generic decision making process family, income, lifestyle, values and having your own boat/caravan are very important.

More and more young people consider a kind of sabbatical period before they start serious studies at university, after secondary school or during their studies. The reason for this is often to have a break during the constant pressure of academical performance.

- 2) Information acquisition:** The second stage is about searching for vacation alternatives. According to F. van Raaij (1986) people choose a destination and then find good accommodation. Thus information acquisition is not only related to whole package deals but can also only be for destination or accommodation.

This stage is very important for organizations who offer volunteer tourism. Because this is a relatively new option, organizations have to provide enough and good information. The information should both explain the potential of the volunteers' contribution as well as the fact that this experience is supplied by an organization who charges a fee.

- 3) Decision making:** Based on the information that has been found, people make a decision about what kind of vacation they want to go on. This decision is mainly "sincretic". A decision between husband and wife. As Jenkins (Raaij, 1986) found, husbands tend to dominate the decisions about the length and period of vacation and the amount of money to be spent. Whether to take the children, the mode of transportation, kind of activities, selection of lodgings, and selection of destinations are often joint decisions. For some consumers, the decision-making process can be a long sequence of information acquisition and comparison of alternatives. For others, choosing a holiday may be an impulsive "last minute" decision.

Choosing if one is going to do voluntary work is also a joint decision. In the first place the student itself must decide whether he/she wants to go abroad to do voluntary work and in the

second place often the parents will have to pay the bill so they will take part in the decision making process. They will want to feel comfortable with the quality delivered in relation to the price paid (Jones, 2004).

- 4) **Vacation activities:** This stage takes place during the actual vacation; one of the most important stages. Travel agencies mostly focus on the decision making process which is definitely important but the actual vacation and the planned activities are what determine the final opinion of the holiday. If the activities were good and versatile the holiday will usually have been successful. Activities can be active versus passive, group versus individual or classified in to various other dimensions. But in the end, the preference for particular vacation activities indicates what the consumer's preference is for a holiday.

So if a tour operator or organization is offering voluntary work abroad, they really have to explain the activities that are being offered. Based on this information the student and/or the parents will not be disappointed or surprised by the actual experience (Jones, 2004).

- 5) **Satisfaction and complaints (evaluation):** This is the last stage in the process of choosing a holiday. It is an important stage for the final evaluation. It resembles the gap between the consumers' expectations and the actual performance of the holiday. F. van Raaij (1986) indicates that people who are dissatisfied usually blame external factors, travel agents and accommodation. On the other hand when people are satisfied this is often experienced as being due to internal factors and one's own abilities. Dissatisfied customers are always seen as problematic because they have the tendency to tell other people.

Apart from the evaluation of the quality of the voluntary work it is also important that the students are enthusiastic about their experience. This creates advertising by word of mouth which can be a good way to attract new students.

This theory of van Raaij has been written in 1986. As Bronner & de Hoog (2008) point out is that the 3rd stage of this decision making process can be different these days. Because the only thing that could have been changed since then, is probably the relationship between the husband and the wife. The women are much more developed and independent than in the 80's. Therefore the decision making process within a married couple has altered. However this will not influence the outcome of the decision to do voluntary work.

The decision making process by van Raaij (1986) explains that each stage is relevant in the case of this thesis. Students who want to take their decisions carefully will spend a lot of time in the information phase and the decision making phase.

Next to the more general theories of motivation and decision making, there is a specific study on the motivation to go on a Gap year done by Andrew Jones (2004).

3.2.4 Motivation to go on a gap year by Andrew Jones (2004)

As the biggest target group of Projects Abroad is between 16 and 25 years old and these people choose to do voluntary work for a year, the term Gap Year is often used and thus very important. But what motivates these younger people to go abroad on a Gap Year? Why do they choose voluntary work for a year? Are they influenced and by whom? The Maslow pyramid has already indicated why people choose to do voluntary work. But where the motivation for a Gap Year comes from could be explained by the theory of Andrew Jones (2004).

According to Jones (2004) the term “Gap Year” can be defined as “any period of time between 3 and 24 months which an individual takes ‘out’ from formal education, training or the workplace, and where the time out sits in the context of a longer career trajectory”.

However Simpson (Jones 2004) has a more narrow view of a gap year which he defines as “a period of time when young people travel, often abroad, for at least part of the time and are also engaged in some kind of work of a voluntary or paid nature”. Both these researchers say that the target group for the Gap year consists of younger people from 16 to 25 years old (Jones, 2004).

How does one choose to go on a Gap Year and what to do on a Gap Year (Figure 6)? Jones has divided choices that need to be made for a Gap Year into two layers. The first choice to make is whether to take a Gap Year in one’s home country or to go abroad. Next one has to choose to go either with an organization (structured), to just go with the flow, and not arrange anything before leaving or to arrange a couple things before hand through family, friends or internet. After that one has to choose what to do during the gap year.

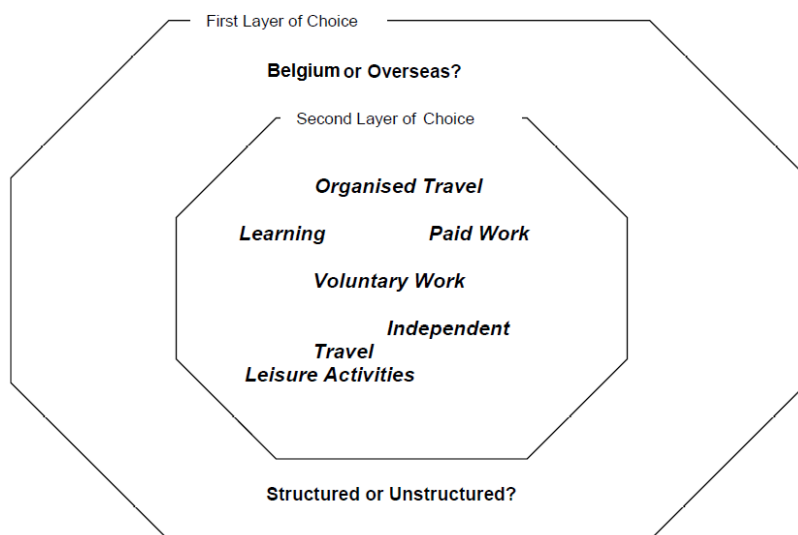


Figure 6: Choosing a Gap Year
Source: Jones, 2004

The decision that young people have to make to go on a Gap Year can be influenced by other people. However the first person who has to be convinced is the student himself. On top of that Jones (2004) makes a distinction between the 3 most important parties who can influence such a decision.

- Firstly the institution (secondary school or university) that the students are connected to can have a large influence on the decision. Especially for the organizations who offer Gap Year trips, this is very important. Projects Abroad has specific material for informing secondary schools and universities.
- Secondly according to Jones (2004) the peers are very important. Especially when looking at peers who have already done a Gap Year. They can give advice and help in making the decision. Peers stand right by you and know how you feel.
- Thirdly of course the family and the family background is important. Especially the parents who help in making the decision. They can ‘make’ or ‘break’ it considering the financing and/or their own opinion. However when going abroad with an organization this organization has the obligation to inform family properly.

What can be motivations to go on a “Gap Year”? According to Jones (2004), the following are examples of important motivations to go on a Gap year:

1. the desire to take a break from formal education or work
2. to gain a broader horizon on life
3. to experience different people, culture and places
4. to gain personal life skills
5. to enhance CV in relation to gaining university entry or employment (in a general sense)
6. to earn money
7. to make a contribution to society (civic engagement)
8. to help people (altruism)
9. religious belief

Most of these summarized motivations are intrinsic motivations. They are motivations based on internal values and are aimed at achieving personal goals. However the motivation to enhance a CV (5) or to earn money (6) are extrinsic motivations because they are focused on obtaining a certain reward.

The type of motivations varies per person. However after reading a lot of stories of people who went on a Gap Year, they all mention the following: it is a once in a life time experience. As Jones (2004) stated: “they want to gain a very individual experience”.

In the end these motivational theories are all very important. After being motivated people have to decide whether to do voluntary work abroad, or just at home, which projects and which country? Making these types of decisions is very important and the way in which this process takes place will be explained according to the Elaboration Likelihood model.

3.3 The Elaboration likelihood model

Now that we have looked at trends and the arguments and motivation for making decisions it seems interesting to spend time on the theoretical framework of making decisions in general. Therefore we look at the model of Petty and Cacioppo (1986).

This model is based on the idea that attitudes are important because attitudes guide decisions and other types behavior. While attitudes can result from a number of things, persuasion is a primary source. The model features two routes of persuasive influence: central and peripheral (Twente, 2004).

- When people are motivated and able to pay attention, they take a logical, conscious thinking, central route to decision-making. This can lead to permanent change in people's attitudes as they adopt and elaborate upon the speaker's arguments.
- In other cases, people can take the peripheral route. Here they do not pay attention to persuasive arguments but are swayed instead by surface characteristics such as whether they like the speaker. In this case although people do change, it is only temporary (although it is to a state where they may be susceptible to further change).

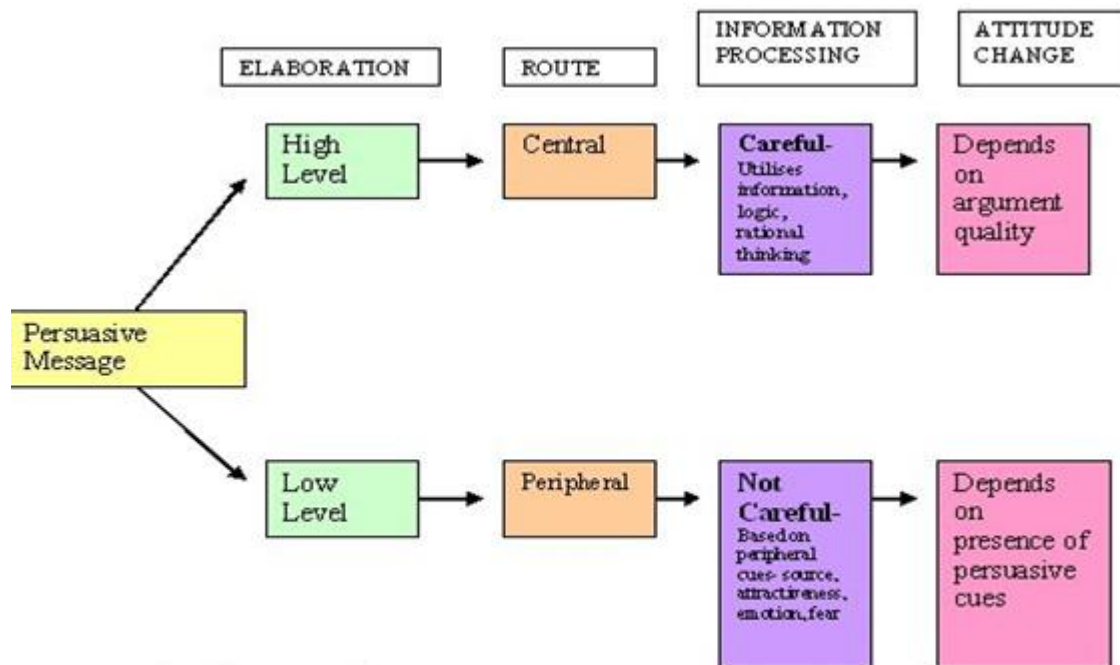


Figure 7 : Elaboration Likelihood model
Source: (Vaughan & Hogg, 2005)

Central route: This route leads to consideration of both arguments for and against, after which a choice is carefully considered. Motivating people to take the central route can be done by making the message personalized. Some people have a higher need for cognition, deliberately thinking about more things than people with a lower need. These people with a higher need for cognition are more likely to choose the central route. Fear can also be effective, but only if it is moderate and a solution is also offered. Strong fear will just lead to fight-or-flight reactions.

Peripheral route: People who are feeling good, will want to sustain this and will avoid focusing on things that might bring them down again, so they are more likely to take a more cursory, peripheral route. People in a negative or neutral mood will more often take the central route (Petty & Cacioppo, 1986).

Whether Projects Abroad will expand to the Flemish market depends on the number of students who decide to choose Projects Abroad for doing voluntary work. The decision of these students is partly their own and, as explained in the previous paragraph, depended on the influence of their peers and the opinion of their families. The decision of their parents, if they pay for the trip, is of extreme importance. It is interesting to analyze the way decisions are being made and what elements persuade the students. The above explained theory indicates two global approaches which differentiate on the elaboration of the arguments.

Because the decision to go on a Gap Year is an expensive one, one can assume that all the arguments and information are carefully examined. Rational thinking must lead to a balanced decision. This is a good thing because voluntary work, which can sometimes be a tough experience, needs a strong commitment and endurance. If the elaboration is not very thorough and the decision is based on peripheral considerations, the risk of a less committed individual is very high. It seems that the Elaboration Likelihood model indicates that the decision will then be taken on the bases of persuasive cues.

If the message of Projects Abroad is too enthusiastic it might bring the risk of wrong individuals taking a decision to travel with Projects Abroad and become a non effective volunteer. These people will then be disappointed.

All these arguments are relevant for both the students as well as the parents. The initiative to go on a Gap Year and do voluntary work can be taken by the student, close friends, teachers or by the parents. If the parents or other peers take the initiative to propose such an adventure for their child, they will probably have thought this through on a rational basis. It is likely that they will inform the student with material which they have already researched and discussed.

If the student has taken the initiative there is a chance that the parents will challenge the arguments and want to be convinced about the quality of the program and the organization which provides the program. Therefore it can be concluded that in the marketing information provided the logic and rational arguments must be explained strongly. In all cases either the parents or the student needs this information to come to a balanced and committed decision.

The costs for a Gap Year play an important role in the quality of the decision making process. The more expensive it is the more rational the decision making process will be.

It is established that the message towards students and parents is a delicate one. The recipient should understand the message properly and the proposition should fit the culture of the recipient. The marketing message of Projects Abroad has proven to be successful within the Dutch culture. Should the message in the Belgium (Flanders) be different? Therefore below an analyses of the cultural differences that can be found.

3.4 Cultural differences

According to Tylor (O'neil, 2006) culture is: "that complex whole which includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by man as a member of society. Culture is the full range of learned human behavior patterns."

According to Hofstede (1991) culture is as a many-layered concept shown in the onion diagram:

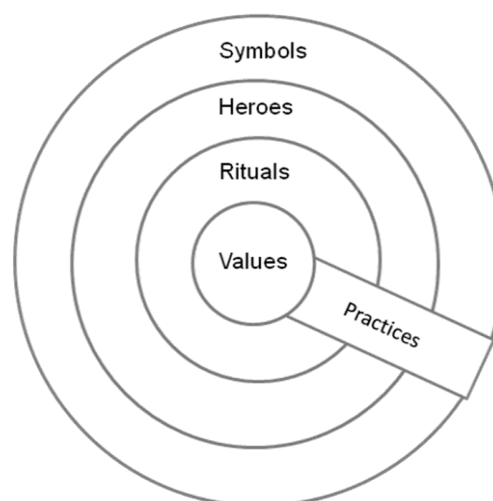


Figure 8: many layered onion diagram
Source: Hofstede, 1991

Culture is the way people behave and think. Culture differs per family, region, country or continent. To describe differences Hofstede (2001) has used five elements in his onion diagram. At the heart you have the values which are the most important part of culture followed by the rituals, heroes and symbols. The practices cut through all these layers and indicate the norms of behavior that occur in each layer.

To explain differences in culture Hofstede (1991) created 5 cultural dimensions. These dimensions explain what the culture communicates externally and show the norms and values of the culture.

- Small versus large power distance – how is the power distributed in the country. This refers to power inequality and authority relations in society. It has a reflection on how organisations and families are set up. For example, is there a hierarchy in the community? (Soares, Farhangmehr, & Shoham, 2007)
- Individualism versus collectivism – refers to the degree to which individuals are integrated into groups and the relationship individuals have in each culture. Do the people in the culture look after themselves and think their own sake is more important or do they live in a group and think about others as well? (Soares, Farhangmehr, & Shoham, 2007)
- Masculinity versus femininity – refers to the distribution of roles between the genders within the society. According to Soares, Farhangmehr, & Shoham (2007) “Dominant values in masculine countries are achievement and success and in feminine countries are caring for others and quality of life”.
- Weak versus strong uncertainty avoidance – deals with a society’s tolerance for uncertainty and ambiguity. When do people feel comfortable or uncomfortable in certain situation? According to Hofstede (1991) it is: “The extent to which people feel threatened by uncertainty and ambiguity and try to avoid these situations”.
- Long versus short term orientation – the importance that people attach to the future versus the past and the present. (Hofstede, 2001).

For Projects Abroad it is very important to understand the difference between the Dutch and the Flanders culture, since Laurens Vos the Country Director of Projects Abroad in The Netherlands is going to set Projects Abroad up in Flanders. Therefore it is important for him to know the difference between the two.

When looking at the Flanders and Dutch culture they could be regarded as being the same since they speak the same language. As Tatsuki (2001) stated in her article about culture and language: “a language plays such a strong role in constructing reality. One can never come even close to understanding the reality of another until one uses the same words to construct similar images. Language permeates virtually every aspect of culture and cultural learning”. However speaking the same language does not mean you have the same culture.

Table 8 shows a graph taken from the website of Hofstede (2010) showing the differences in the five cultural dimensions between The Netherlands and Belgium. As you can see they differ a lot.

The 5D Model of professor Geert Hofstede

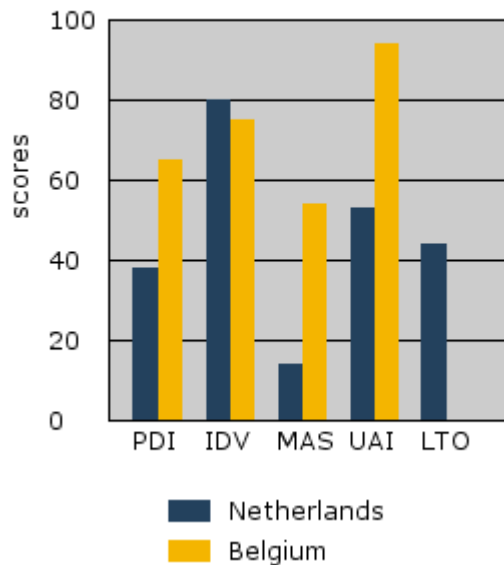


Table 8: Difference between the culture in The Netherlands and Belgium
Source: Hofstede, 2001

The biggest differences in the 5 dimensions between the Dutch and the Flanders are (table 8):

- **Small versus large powerdistance (PDI)** - There is a big difference between the Flanders and Dutch (Claes & Gerritsen, 2002). The graph shows that the difference in powerdistance in Flanders is much higher than the Dutch which means that there is a big distance between certain groups of people. Status and social hierarchy are more important in Flanders while the Dutch regard it as less important and they see everybody as equal.
- **Individualism versus collectivism (IDV)** - According to Hofstede (Claes & Gerritsen, 2002) there isn't a large difference in this area between the Dutch and the Flanders. They are both individualistic. However the Dutch are more individualistic than the Flanders. Flanders find the group and personal relationships more important while Dutch think honesty is more important than keeping the peace.
- **Masculine versus Femininity (MAS)** - The Dutch are less masculine than the Flanders. In feminine cultures personal relationships are more important than money while in masculine cultures assertiveness and 'show them what you are capable of' is important. Feminine cultures have more empathy for the weaker person and want to help them (Claes & Gerritsen, 2002). In this case it is not a surprise that organizations arranging volunteerwork abroad are very well known in The Netherlands.
- **Weak versus strong uncertainty avoidance (UAI)** - The Flanders score much higher on the uncertainty avoidance than the Dutch. This means that the Dutch add less value to rules than the Flanders. They are used to punctuality. They are scared for the unknown. This could be a critical factor for Projects Abroad.

- **Long versus short term orientation (LTO)** – This is not shown in table 8 because the initial study of Hofstede (1991) did not research this issue. Later research of Oriëns and Hofstede, (Claes & Gerritsen, 2002) shows that there is no difference between Flanders and The Netherlands regarding their time orientation.

The overall conclusion is that the cultures between Belgium (Flanders) and The Netherlands are quite different. The main differences are the power distance, the uncertainty avoidance and the femininity. In Flanders authority and power distance play a much more important role than in The Netherlands. This has two elements which suggests that the influence of the parents is more important and that the authority of the marketing message can be more powerful.

The people in Flanders seem to be more scared for the unknown which can be a threat for the adventure that Projects Abroad offers. It will be difficult to avoid this problem because the appeal of the program is the adventure itself. This can be a serious threat for entering the Flanders market. But also an opportunity, since Projects Abroad offers ways to go abroad in a more controlled way. Everything is organized, they take away a lot of the insecurities. Besides that, the more masculine culture in Flanders leads to a higher degree of assertiveness and leads to the fact that one makes a contribution to society by working hard as a volunteer.

Overall it seems that once Projects Abroad is introduced in Flanders the marketing message should be adapted and a personal network to promote the product should be established. The marketing message needs a “Flanders” touch. One can question whether this is possible under the same brand as is used in The Netherlands; Projects Abroad. Therefore we need a theoretical approach towards branding.

3.5 Branding

The purpose of this chapter is to find out if the Dutch brand can be copied in Belgium (Flanders). For this we use the brand equity model of Keller (2001).

When looking at Projects Abroad, former volunteers know that it is a good brand. Therefore it is interesting to research how Projects Abroad realized this. When having a “profitable” brand you have customer satisfaction and thus a positive image.

The Power of the brand lies in what the customers have learned, felt, seen and heard about the brand over time. “The challenge for marketers in building a strong brand is ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs so that the desired thoughts, feelings, images, beliefs, perceptions, opinions, and so on become linked to the brand” (Keller, 2001).

Therefore the power of the brand resides in the mind of the customer. How can this “brand knowledge” be created and the brand-building process be handled (Keller, 2001)?

Searching for the brand equity means searching for the value added to a product by its brand name.

How can we measure the brand equity?

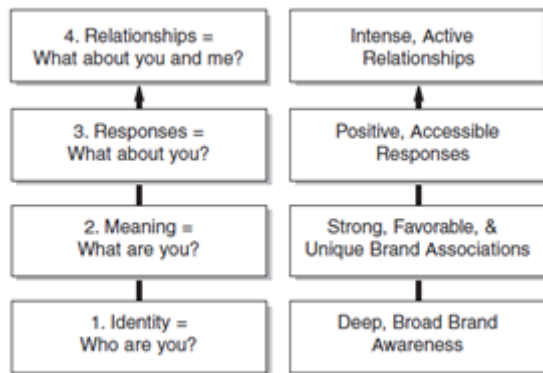


Figure 8: Four steps of brand building
Source: Keller, 2008

The four steps of brand building (equity) according to Keller (2001) are:

- Who are you (brand identity/ awareness)
- What are you (brand meaning/ understanding)
- What about you? What do I think or feel about you? (brand responses/ opinion)
- What about you and me? What kind of associations and how much of a connection would I like to have with you? (brand relationship)



Figure 9: Building blocks for brand equity
Source: Keller, 2008

To provide structure it is important to establish six building blocks with your customers. Figure 9 indicates the position of the 6 building blocks. The meaning of each one is the following (Keller, 2008):

1. **Brand salience:** The company has to make sure that the brand is known. How is the awareness of the brand within the customers mind? Is the brand recognized? The brand awareness has to lead to the right brand identity. Do the customers link the brand to all the aspects the brand wants to give away. In the end brand awareness is important to make sure that the customers know what to expect and what the brand provides.
2. **Brand performance:** It is very important to make sure that the brand performs well. That is what customers will hear from others, what employees tell others and what makes sure the brand can exist. When the brand performs well and satisfies customer needs this creates brand loyalty.

According to Keller (2008) there are five important attributes and benefits that underlie brand performance:

- Primary ingredients and supplementary features.
 - Product reliability, durability and serviceability.
 - Service effectiveness, efficiency and empathy.
 - Style and design.
 - Price.
3. Brand Imagery: Does the brand meet the psychological or social needs of the customer? This is about the way people see the brand abstractly and objectively rather than how they really experience it. Brand image is thus very intangible. It is what customers associate the brand with such as:
- User profile of the brand. Like certain psychographic factors customers can associate the brand with; which gender and age group uses your brand and what is their income.
 - Purchase and usage situations. Under what type of conditions or situation should one use the brand? For example on internet, which channel on TV or at which store. Moreover when is the product used? Which part of the day, week or month?
 - Personality and values. Sometimes a brand takes on personality traits or values. This is done in order to have people associate themselves with it. Examples are: sincerity, excitement, sophistication or competence.
 - History, heritage and experiences. Brands can also be associated with events from the past or its history. If certain events were a success this can be used to show off or be given as an example.
4. Consumer Judgments: What is about the opinion and evaluation of the consumer. What do they think of the brand? According to Keller (2008) there are 4 types of brand judgements:
- Brand quality – the attitude of consumer towards the brand based on the perception of the value and satisfaction of the consumer.
 - Brand credibility – the judgement about the company of the brand; the trustworthiness, perceived expertise and likeability.
 - Brand consideration – is not only about the awareness of the brand but also about the consumer thoughts to buy the product. Do they consider purchasing the brand?
 - Brand superiority – Do consumers see your brand as better than other brands. How does the consumer regard the brand in comparison to the competition?
5. Consumer Feelings: What are the emotional feelings and reactions of the consumer towards the brand (mild, intense/ positive, negative)? What feeling does the brand wants to evoke of the consumer? Examples of brand building feelings are warmth, fun, social approval, security and self respect
6. Brand resonance: The last and most important brand building block is brand resonance, which takes place when all the other blocks have been fulfilled. When brand resonance is reached customers express a high degree of loyalty towards the brand, in such a way that they actively interact with the brand and share their experiences with others.

There are four types of brand loyalty which combined will become the brand resonance:

- Behavioural loyalty
- Attitudinal attachment
- Sense of community
- Active engagement

The sub-dimensions of the 6 building blocks are drawn up in the figure below.

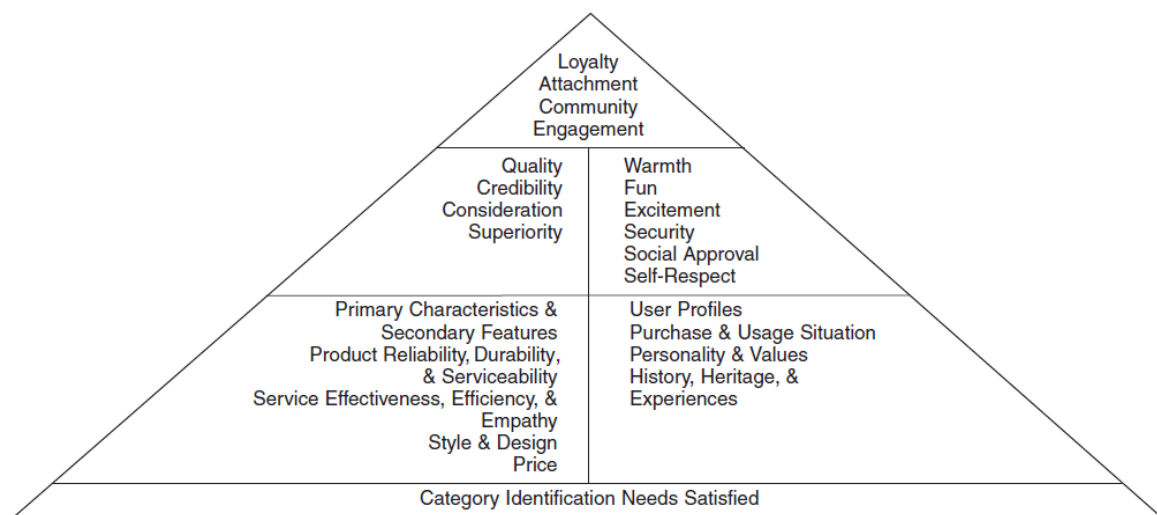


Figure 10: Sub-dimensions of brand building blocks
Source: Keller, 2008

All the above elements are relevant for the brand equity both in The Netherlands and in Belgium (Flanders). In the current situation the brand, Projects Abroad, has been firmly established in The Netherlands. Because of the fact that the target group mostly uses internet for their research and a lot of information is shared through word of mouth, Projects Abroad is already known within Flanders. The use of the Dutch language on the Projects Abroad website in The Netherlands makes it easier for the people from Flanders to understand the proposition and to communicate with the office. The brand already has a starting position in Flanders and now has to build brand equity like they did in The Netherlands.

In this chapter the theories used were explained to link to my research findings and in the end to come to a conclusion. In the next chapter my research findings are being explained.

Chapter 4: Research results

This thesis wants to give an answer to the question:

How can we empower Projects Abroad in Flanders to attract more 16 to 25 year olds from Flanders to apply with Projects Abroad?

It is not sufficient to answer this question only from a theoretical perspective. The other side of the research is with the potential target group itself. Two means are used. In the first place a questionnaire for the quantitative research. In the second place with interviews getting more information from members of the target group and the other relevant knowledgeable individuals.

This chapter will describe the conclusions from this quantitative and qualitative research. Only the most important research results and findings are being showed. In appendix 2 and 3 the questions and results of the questionnaire will be given.

4.1 Questionnaire research results

In this chapter the methodology used for the quantitative research is described. The purpose of this questionnaire is to find out how the target group reacts to the proposition of voluntary work in general, voluntary work abroad and how they gather information concerning these subjects. Below the results of the questionnaire and the profile of its participants are being explained. The charts of the results in Dutch of the questionnaire can be seen in the appendix 3.

- *Profile participants:*
 - Age: Three quarters of the participants are between 16 and 24 years old, evenly spread over the ages.
 - Sex: 82% of the participants are female.
 - Language: 100% of the participants speak Flemish at home.
- *Motivation for voluntary work:*

First of all 90% of the 86 participants of the questionnaire have answered YES to the question if they want to do voluntary work abroad. The following results will only be based on the participant who gave yes as an answer. This was the case with 77 participants. What is there motivation?

- 77% (59 persons) of the 77 respondents thinks personal development is one of their motivations.
- For 80% (62 persons) of the 77 respondents making a contribution to society is part of their motivation.
- 65% (50 persons) think having an exciting adventure is the reason why they want to do voluntary work.
- Only 5% says that they have to fill up an intermediate time period.
- Other arguments to do voluntary work abroad are:
 - Building the CV
 - Getting to know a new culture
 - Contributing as a religious person
 - A nice ending of my life as a student

- *Destinations and projects:*

Destination	Percentage	Numbers
South-Africa	43%	33
Peru	39%	30
Brazil	39%	30
India	31%	24
Nepal	29%	22

Table 9: *Popular countries of the positive respondents.*

Source: Questionnaire

Because the questionnaire was for people from Flanders the country of Togo was added to the list of destinations because Togo used to be a colony of Belgium. 15% of the respondents were interested in Togo.

Projects	Percentage	Numbers
Work in orphanage	71%	55
Teaching	64%	49
Conservation and Nature	56%	43
Work in hospital	43%	33
Building projects	40%	31

Table 10: *Popular projects of the positive respondents.*

Source: Questionnaire

- *Timing:*

Most of the respondents have answered that they want to do the voluntary work after they have graduated from University. 58% of the 77 respondents indicated that they would like to do voluntary work abroad in that stage of their life.

- *Companions:*

40 respondents indicate that they want to travel alone and meet other volunteers at the project. 35 respondents want to travel together with somebody else.

- *The decision making process:*

As one can read in the theoretical framework, students between 16 and 25 years old do not make the decision to do voluntary work abroad on their own. Therefore it is interesting to find out who they consults when making this decision. The questionnaire shows that asking advice from parents or family is very important. It clearly shows that for the target group of students between 16 and 24 years old parents play an important role (42 respondents). For the students between 21 and 24 years, the opinion of their friends is also very important next to the opinion of their parents.

- *Search for information:*

Currently internet is the most popular medium to search for information. 100% of the respondents have confirmed this in the questionnaire. Some respondents think that family and friends who have experienced voluntary work abroad can give good information as well. 28% thinks that information days and information evenings at universities or secondary schools is also effective to get relevant information.

Examples of words respondents of the questionnaire use to look for information on internet are:

- Voluntary work abroad
- Voluntary work + the destination one is interested in
- NGO
- Voluntary work + project

- *Competitors:*

Projects Abroad has a lot of competitors, in Belgium but also in The Netherlands. Which competitors are known by the respondents? It is very clear that AFS is the best known organization in Flanders (50% of respondents). However Projects Abroad is the second best known (42% of the respondents). All the mentioned competitors are known by the respondents.

- *Characteristics:*

Which characteristics a volunteer will focus on when choosing an organization to travel with. For the students in the target group trustworthiness of an organization is the most important (50 respondents). The type of projects which are offered is the second most important characteristic (47 respondents). A third important element is the costs involved. Less important are the countries which are being offered and the fact that they have their own staff in the receiving countries.

4.2 Interviews research results

For the qualitative research several interviews have been done. Ten interviews in the target group, the country director to make sure that the thesis answered all his questions and his assumptions were understood and two specialists. One to have a teacher who has both lived and worked in The Netherlands and Belgium and who is a mother and one that is a sociologist who is specialized in how young generations differ from older generations. However this interview is used for the Theoretical Framework and the explanation of the target group. In appendix 4,5 and 6 the transcript of the interviews are shown separately.

4.2.1 Interviews target group:

- *Profile*

For this thesis ten people from Flanders have been interviewed within the target group. The first five of them are women and the last five are men. They are between 17 and 25 years old.

- Person 1 who is 17 years old is still in an international school. She is the youngest of a large family and lives in Flanders, Kapelle. Close to Antwerp.
- Person 2 who is 20 years old lives in Antwerp and is studying communication for one year now.
- Person 3 who is 24 years old, lives in Leuven and studies Medicine for 4 years now.
- Person 4 who is 20 years old and studies Business Management in Leuven.
- Person 5 is 22 years old, lives in Brussels and studies Journalism.
- Person 6 is a guy who now studies Business Management in Edinburgh.
- Person 7 who is studying Business Management, lives in Aarschot and is 21 years old.
- Person 8 who is the oldest male interviewee. He is 25 years old and is a youth animator studying in Brussels.
- Person 9 who is 21 years old, lives in Leuven and studies Accountancy.
- Person 10 who is 21 years old and studies Sociology in the university of Leuven

- *Motivation*

Of the ten interviewees person 2,7 and 10 are not interested to do voluntary work abroad while the other seven are very interested. The reasons for their motivations are enrichment of life and helping other people. This way one can feel better about themselves and together help other people enrich their lives and building a better future. Other motives were: discover new cultures and learn from that, work in a team, personal development, adventure and a real break after their secondary school. Moreover person 1 and 4 also mentioned that going abroad for a few months helps you getting more independent. You have to do it all alone. Therefore it is an advantage to have a back-up from the employees of Projects Abroad. Person 8 thinks that an advantage of voluntary work can be that people get more insight in what the wants and needs are of people in developing countries. Knowing this someone can really make a change.

The interviewees who are not interested in voluntary work abroad have different opinions. Person 2 doesn't like to work in an unknown country and is afraid of undertaking such an adventure on her own: "I have little experience with working at all and therefore it will be very difficult to start working in an unknown country" (person 2, 2010). In the interview with person 7 it came clear that he wants to have a big career. He thinks that doing voluntary work will not contribute to that and will even make you forget the things you learned during university. Person 10 thinks it will not help the country especially not with a profit driven organization.

The motivations of the people interviewed is very much in line with the questionnaire and confirms strongly that there is an emotional need for enrichment of life and helping other people. This also makes you feel good about yourself and is helpful to get more independent from your parents.

- *Destination and Projects*

The positive interviewees have different opinion about the destinations. Person 3 would like to do voluntary work in one of the former Belgium colonies because she is interested in the history of the genocide. While person 1 thinks that this could be hostile because of the genocide and history with Belgium. She also says that her parents would never allow this kind of destination. The other interviewees all think Africa would be a very interesting continent to do voluntary work. Person 4 (2010) says: "I also want to travel and see more of the world, especially in Africa". However they would not prefer to go to the former colonies of Belgium. This would not be a criteria for them.

Person 3 would like to teach the English language, not only because it is good for her own knowledge but also to help the local people: "I would love to see those happy faces when I'm in the class room teaching them something!". On top of that she thinks it is a good development for herself to stand in front of a class room and develop leadership and exchange knowledge on an understandable way. Moreover person 1 would also like to develop a project on her own. Person 4,5,6 and 8 would all like to do projects with children and person 9 would like to help children with education and to higher their living standards.

This outcome shows that preferences for destinations and projects are very individual because the questionnaire has a different outcome than these interviews.

- *Timing*

Person 3,4,5 and 8 would like to finish university first and then do voluntary work abroad which is in line with the outcome of the questionnaire. Person 1 thinks it is a good idea to do voluntary work before going to university and after finishing secondary school which is a minority response from the questionnaire. This interviewee thinks more for a project of two months instead of half a year because she would like to see how it is to live in different circumstances and on her own.

Person 9 would like to do it during her summer holidays because she is a full time student and person 6 would like to do it for a shorter period because of financial grounds.

- *Decision making*

According to person 3 her parents have played a very big role in her decision making process. However nowadays when she is a student at university this is not the case anymore. She makes her decisions herself while for person 1 the parents opinion is very important. As she says: "They are the ones who have to pay". The other people who would like to do voluntary work abroad think the parents do have influence but they make their decisions themselves. Only person 6 thinks that he would rather ask his friends or former volunteers for their opinion than his parents.

When looking on the interviewees (person 4-10) decision making process it was researched if they would take the central or the peripheral route of persuasion (chapter 3.3). Therefore the interviewees were asked if they would base their decision on rational arguments or if they would be persuaded by commercials. Most of the interviewees would use the rational arguments. However person 5 would be attracted by commercials but will base her final decision on rational arguments. She thinks that going abroad to do voluntary work is to help others but also help yourself. Therefore the interviewees would take the central route to make a decision like this.

- *Search for information*

All the interviewees think internet is the best medium to search for information about voluntary work abroad which is in line with the outcome of the questionnaire. Moreover for person 1 the opinion and experience of friends and semi friends are also very important. Person 8 thinks that the stories of volunteers who have already done voluntary work is the most valuable way of finding information.

In the interviews the social media have been discussed extensively. In Flanders the main social media are Facebook, Netlog and Twitter. These media in Flanders are used by 360.000 of which Facebook is used by 350.000 people. The strong element of these media is that they share experiences and are close to our target group. Therefore it is of extreme important for the gathering information phase of prospects and their families.

In all the interviews social media is seen as a good source of information about voluntary work and especially about experiences from former volunteers. Only person 6 would rather concentrate on the volunteer work and then share his own story.

- *Characteristics*

Person 1,3, 4, 5, 6 and 9 think it could be very helpful to use a company to organize your voluntary work abroad. Person 3 has a friend who has already done some voluntary work abroad. If she would go also she would rather do it without the help of an organization. The most important criteria for her is the amount of money one has to pay to organize your trip. Next to this person 3 thinks the reputation of the organization and experiences from volunteers is important for her choice. Person 9 thinks that it is important to do voluntary work with an organization because they have the experience and they are reliable.

Only person 8 would like to organize the voluntary work herself. This because using an organizations will cost her a lot of money and she thinks this is not in line with doing voluntary work.

Person 2 who does not want to do voluntary work is, if ever interested, very positive about going abroad with an organization.

She would also think that her parents would appreciate this and would make them feel comfortable. Of course this would cost a certain amount although it is weird that one has to pay to be able to do voluntary work.

- *Trend*

All interviewees think that voluntary work abroad is a trend at the moment. It is contagious because a lot of young people talk about it. Besides that, the world is becoming much more internationally oriented. People want to see more from the world and because of the internet people are more interlinked with each other. This results in people going abroad to help. Moreover person 1,2 and 3 all mention that the trend is coming from The Netherlands and influences the people in Flanders. Only person 9 thinks that voluntary work abroad is becoming less popular. Person 10, who does not want to do voluntary work, is concerned about the moving trend. He thinks that the trend of individualization is motivating people to do voluntary work more for themselves than for others.

The outcome of the interviews is in quite a few places in line with the theoretical framework which has been presented in chapter 3. It shows that the Generation Y motivation of making an impact and contribution to the world is an important argument for considering voluntary work abroad. On top of that the move from leisure motivation towards an altruistic responsibility in post modernism is part of the responses of the questionnaire as well as the interviews. The theory of the experience economy is strongly confirmed because the target group wants to engage in experiences and satisfy their emotional needs. When one looks at the response of all sources there is a strong feeling, especially in the interviews, that voluntary work is trendy. The huge young generation feels that they need to contribute in making a better world.

4.2.2 Specialist Flanders

Marita Deamen, 40 years old, mother of two children, is born in Belgium and has lived in The Netherlands for the last 17 years. She is a teacher at a secondary school for children with serious behavioral problems.

Her first reaction is that the target group in Belgium (Flanders) is less adventurous than the Dutch and that they normally spend their money for a study and housing. This is in line with the conclusions of Hofstede (2001) where the Belgium have a more masculine culture but Marita Deamen says that this is changing and that in the year 2010 the enthusiasm will increase in supporting developing countries, engaging towards poverty and environmental awareness. As is explained in the theory of Generation Y.

Another important element of this interview is the fact that Belgium students live mostly with or close to their parents. The independence of the students is much less than in The Netherlands. On top of that the need for a proper guidance during a visit abroad is essential. Good housing and safety are extremely important in the judgment: "housing and safety must be excellent!!" (answer of question 6 in the interview).

Marita Deamen confirms that as far as the timing is concerned voluntary work abroad after finishing the studies is more useful. It is interesting to note that she considers it risky to go earlier because "do you still want to sit in a class room after such an experience?".

She is not aware of the existence of Projects Abroad as well as her competitors because her children are only 3 and 1 ½ years old.

Chapter 5: Conclusion

5.1 Introduction

The purpose of this thesis is to find an answer to this question.

How can we empower Projects Abroad in Flanders to attract more 16 to 25 year olds from Flanders to apply with Projects Abroad?

In order to develop a logical approach towards this answer the following five sub questions have been defined in chapter 1:

1. What motivates young people from 16 to 25 year olds from Flanders to do voluntary work abroad?
2. Who influences young people from 16 to 25 year olds from Flanders to do voluntary work abroad and how do they make their decisions?
3. In The Netherlands, people are very enthusiastic about voluntary work abroad. How can we achieve this in Belgium with The Netherlands as an example? Do we have to consider the cultural differences?
4. What are the criteria to choose organisations who offer voluntary work abroad and how do the volunteers (16 to 25 year olds) from Flanders find organisations like this?
5. How is Projects Abroad going to build brand equity in Flanders?

This chapter tries to integrate the theory and the opinions of the involved people. The opinions of these people have been collected via a questionnaire and interviews.

5.2 Conclusion

- ❖ *What motivates young people from 16 to 25 year olds from Flanders to do voluntary work abroad?*

Voluntary work abroad is certainly a current trend. Everyone interviewed feels that way, and more and more people do this type of work during a gap year or holiday (half of the people asked were young people who were searching for voluntary work on the internet). It is part of the mega trend postmodernism and, more explicitly, postmodernism in tourism. The product that multiple organisations have developed to offer voluntary work during a gap year is the micro trend in the trend pyramid.

On top of that, people are faced with the experience economy. This means that people want to spend their money less on goods and services and more on an experience. This is confirmed by the interviews of the target groups and the outcome of the questionnaire. The interviewees were asked if they agreed that doing voluntary work abroad was becoming a trend. They definitely agreed with this question. They think that it is a trend from the Dutch and that it is very upcoming these days.

In volunteer tourism, the motivation spreads from pure leisure motivation towards an altruistic motivation to travel. The questionnaire shows that 57% of the respondents think that personal development is one of their motivations and 80% want to make a contribution to society.

In the Dutch experience Projects Abroad has sent out hundreds of students. Among the volunteers, most of these are intrinsically motivated which of course makes their experience often more effective both in relation to their work as well as their own rewards.

Extrinsically motivated students are less convinced about their choice and often less effective in their contribution. This is concluded from my own experience and from talking to ex-volunteers of Projects Abroad.

Why are people motivated to help others? Maslow's pyramid gives a hierarchy of needs and a hierarchy of behavior. Three of these needs focus on developing yourself as a human being and once one is fully developed, one can help others, which will give someone a lot of self esteem. In the Maslow pyramid, not only the self actualization need would be a motive to go abroad but also the cognitive and transcended need. The needs in the bottom of the pyramid are apparently sufficiently fulfilled by the students, which one can conclude also from the questionnaire where the outcome of the question "why do you want to do voluntary work abroad?" 80% want to make a contribution to life, and 77% thinks it is good for their personal development.

Besides that, during the interviews the interviewer could also ask more about the cognitive motives of the potential volunteers. Person 1 had a notable opinion on this. She really sees this as an adventure; to get more independence from her parents even though it is scary to start this on your own. Person 8 when doing volunteer work would be interested in getting more insight in what the people in developing countries want and need. Knowing this someone can really make a change.

According to Crompton (1979) there are nine motives for travelling, amongst which are, meeting new people and establishing new relationships, pushing towards voluntary work. Experiencing new things and getting an education are pulling towards a volunteer adventure. The results from the interviews also show these factors as motivations to go abroad. Meeting new people and personal development are mentioned by several. Also when asked if they would do it on their own, some wouldn't mind because they know they will meet new people easily.

The theory of Andrew Jones (2004) gives important motivations to go on a Gap Year:

- the desire to take a break from formal education or work
- to gain a broader horizon on life
- to experience different people, culture and places
- to gain personal life skills
- to enhance CV in relation to gaining university entry or employment (in a general sense)
- to earn money
- to make a contribution to society (civic engagement)
- to help people (altruism)
- religious belief

According to the questionnaire this is also the case for the Flanders students when looking again at the question why they would like to do voluntary work abroad.

To conclude, there are a lot of reasons to motivate young people to undertake a voluntary work adventure, both from real motivational arguments as well as current trends and behavior.

❖ *Who influences young people between the ages of 16 of and 25 from Flanders to do voluntary work abroad and how do they make their decisions?*

All people take decisions according to certain patterns. Petty and Cacioppo (1986) have developed the theory of the Elaboration Likelihood model with the central and peripheral route towards a decision. The age of the target group is such that most of the students need financing and or the approval of their parents. The decisions made by parents will almost certainly be made on a rational basis. If the elaboration is on too low a level and the decision is based on peripheral considerations, the risk of a less committed individual is very high.

Therefore it would be preferable for Projects Abroad and others to have very convincing arguments for their case. 70% of the respondents agree that asking the parents or family is very important. In the Elaboration Likelihood model this means that the more elaborate/central route must be taken to convince the family and reassure them for uncertainties abroad. Also when researching this in the interviews people would use the more central route and rational arguments to decide if going on a Gap Year. However person 5 would first be attracted by commercial and base her final decision on rational arguments.

To understand how the students take their decisions mister F. Van Raaij (1986) has explained five stages of the decision making which are:

- a. Generic decision: whether to go on a vacation or not
- b. Information acquisition: looking for vacation alternatives
- c. Decision making: which kind of vacation one wants to go on
- d. Vacation activities: which activities does one choose to undertake
- e. Satisfaction and complaints: the evaluation

This theory has an important influence on the way the product is presented to the target group. This will be considered further in this thesis when we talk about Keller's brand equity model.

Another element in their decision making process is the timing when they will want to leave to do their voluntary work abroad. From looking at the Gap Year research by Andrew Jones (2004) one can see that most of the people want to go abroad after their Secondary school. In The Netherlands, this most certainly is the case. However after evaluating the results of the questionnaire with students from Flanders, they would rather go after finishing their university. Most of the interviewees also confirm this.

- ❖ *In The Netherlands people are very enthusiastic about voluntary work abroad. How can we achieve this in Belgium with The Netherlands as an example? Do we have to consider the cultural differences?*

In the last six years, the number of volunteers has risen from 45 to more than 300 (of which 48 are from Flanders) per year (Study by Claartje van Wayenburg, 2010). The conclusion is that in The Netherlands the programme has been growing rapidly and is seen as a growing success.

Based on the interview with the country director, the unique selling points of the Dutch approach are:

- As of 16 years old
- Select your own starting date and term
- Choose from many countries and projects
- Work experience is not obligatory

Are these USP's also applicable for Belgium? One needs to consider the cultural differences between Belgium and The Netherlands. In the theory of Hofstede (1991) these differences have been analysed and the overall conclusion is that the cultures of Belgium and The Netherlands are quite different. The main differences are the power distance, the uncertainty avoidance and the masculinity.

In Flanders, authority and power distance play a much more important role than in The Netherlands. This has two elements which suggests that the influence of the parents is more important and that the authority of the marketing message can be more powerful.

The people in Flanders are a bit more hesitant of the unknown, making this a threat to the proposals of Projects Abroad.

It will be difficult to avoid this problem because the appeal of the proposition is the adventure in itself. This is a serious threat and consideration for entering the Flanders market. This is also confirmed by the interview of Marita who feels that the trend is changing nowadays, in 2010.

Besides that, the more masculine culture in Flanders leads to a high degree of assertiveness and showing that someone makes a contribution to society by working hard as a volunteer. This is in line with the Generation Y theory and is also confirmed by Marita in the interview.

- ❖ *What are the criteria to choose organisations who offer voluntary work abroad and how do the volunteers (16 to 25 year olds) from Flanders find organisations like this?*

When someone has taken a decision to consider voluntary work abroad, they have to investigate which organisations offer these kinds of products and services and how they compare.

In the questionnaire it is obvious that the internet is the most used medium to search for information (100% score). Next to that, 28% think that open days and information evenings at university or secondary school are also relevant for gathering information. Apparently the school does not play an important role in the gathering information phase. The interviews confirm the outcome of the questionnaire.

Examples of words that respondents use to look for information on this topic in Dutch are:

- Voluntary work abroad
- Voluntary work + the destination one is interested in
- NGO
- Voluntary work + project

The questionnaire is very explicit about the criteria the individuals consider in comparing different organisations. 80% look at the trustworthiness and the type of projects they offer. 70% look at the costs and only 50% look at the countries which are offered and if they have their own staff at the destinations they offer. It is very possible that the low percentages valuing the range of destinations on offer is the result of the fact that nearly all organisations are very comparable in this respect.

In chapter 2, an extensive competitors analysis is being discussed. A very important difference is profit and non-profit organisations where non-profit organisations are subsidised by multiple governments and NGO's. Other differences are the ages at which someone can apply, the destinations offered by the organisation and the subsidies which are received.

- ❖ *How is Projects Abroad going to build brand equity in Flanders?*

Keller's brand equity model (2001) consists of six building blocks of which all are applicable in this situation even while projects Abroad is part of a worldwide organisation. In Flanders, the organisation must use the same brand as is used in all the countries; both in the recruitment offices as well as in the offices of destinations. On top of that, the target group uses the internet for their research and therefore a global brand strategy is essential. Therefore one needs to follow the international branding strategy.

In chapter 6 this question will be further explained in means of recommendations.

Chapter 6: Recommendations

Expand Projects Abroad in Flanders!!

Focus on the target Group of 16 to 25 year olds. Try to find out how to trigger them to go abroad and do voluntary work.

The number of Flanders students already participating with Projects Abroad has been growing since 2008. This is the case even without a dedicated strategy and thus totally the result of the work of the Dutch recruitment office. If a dedicated strategy is implemented the expectation is that the number of students will grow significantly. The Dutch recruitment office of Projects Abroad has the sources with enough money and employees for the work that needs to be done in The Netherlands. Within the following recommendations the Dutch recruitment office of Projects Abroad has to make sure that in their media they focus on the motivations and the way of decision making of their target group.

Therefore the following recommendations are given:

1) Internet and online marketing

a) Develop a Projects Abroad internet site .be.

This recommendation has already been followed since the research started six months ago. The .be site opens up a French, German and Dutch option with a click through option. This internet site should be focusing on stressing the intrinsic motivation of the volunteers.

b) Add a Flanders “submenu” to the .nl site.

On this Flanders page information is given on the following subjects:

- Top 5 countries and top 5 projects plus Togo as an ex colony
- How to apply as someone from Flanders via the Dutch recruitment office
- Which social media are actively referring to experiences of volunteer from Projects Abroad (maybe ask a few ex participants to help in this area).

c) Optimize search engine visibility.

Keep working on the search engine optimization. This is very important if you want to be ranked highly in the search lists of Google. This way the internet site will be very visible for people wanting to do voluntary work abroad. On the Dutch website of Google, Projects Abroad is already very highly ranked when searching for voluntary work (number 2 of the search engine list “voluntary work abroad/ vrijwilligers werk buitenland”). However for the Flanders market this must be improved (at this moment number 7 of the search engine list “voluntary work abroad/vrijwilligers werk buitenland”).

d) Optimize search engine advertising.

Make sure that the position of Projects Abroad in the sponsored links is the same in Belgium as in The Netherlands. Projects Abroad should use one of their employees to implement and maintain this. This will then be an extra element of the job of the employee.

2) Personal sale

a) Participate in information days at Universities.

The Universities are the main source of new recruits for the company. Most of the participants are expected to join after finishing their studies. Via this, the brand awareness needs to grow and new leads will then be attracted.

It would be wise to do these information days before the summer and before the students finish their university in June/July. Former volunteers could help during these information days by telling their experiences.

b) Participate in information days at secondary schools.

Secondary schools are important for developing brand awareness and creating a trustworthy image both to the prospects as well as their parents. A selection of the new clients will come out of this group. These information days for secondary school students could best be given before the summer. During these months the students have to decide what to do after secondary school. For this information day it would also be a good idea to ask former volunteers to talk about their experience.

c) Organize exclusive Projects Abroad information meetings.

In the Flanders culture it seems necessary to convince prospects and their families about the safety of the different aspects of Projects Abroad offering. Because most students of different ages live with or close to their parents, the location of these meetings should be centered in areas with high potential, for instance Antwerp, Gent, Brugge, Hasselt and Leuven. This could be done in a special office space in the centre of one of these cities. This way it is easier to attend for people from Flanders.

3) Other media

a) Make a specific leaflet.

When a student from Flanders asks for a brochure (this could be via the website, phone or information days and evenings) Projects Abroad could insert a special information leaflet for people from Flanders. This can simply be one side of A4 on which they could explain and promote the same elements as on the specific Flanders “submenu” (recommendation 1a). On top of that it is also important to really highlight that projects can also be done after your studies. The Gap Year for students between 21 and 24 needs extra promotion together with the internships and graduations assignments.

b) Actively participate in Flemish social media.

The generation of our target group is very active in technological developments and social media. Active participation from the Projects Abroad office in Netlog, Facebook and/or Twitter will lead to a very trendy image as well as a quickly growing brand awareness and prospect network. This way, people from Flanders can read experiences from people living in their own country.

c) Create press moment.

It is possible to issue a press release on the new .be site of Projects Abroad and combine this press release with stories of participants of Projects Abroad from the last few years (from Flanders).

4) Cultural differences

The Projects Abroad message in Flanders can be the same as in The Netherlands. The same USP's should play an important role but there are a few cultural differences one needs to pay attention to:

a) Parents play a very important role.

More so than in The Netherlands, parents influence our target group.

This means that the media used should also be directed towards them and that the content of the message should be very straightforward and trustworthy.

b) Uncertain adventures are not appreciated.

Information should always highlight that the adventures are well controlled and have been developed in practice over the last 15 years. Mention which percentage of trips went without any dangerous experiences. Be explicit about the risks and the ways they can be managed.

c) Loneliness abroad is feared.

Projects Abroad is one of the few companies which have an extensive network of dedicated employees in the receiving countries. The Dutch recruitment office has to make sure that they publicize this and that this element will be stated on the website and in the leaflet for people from Flanders.

5) Branding Projects Abroad in Flanders

a) Create a clear brand image.

The focus of the Flanders strategy should be on making sure that the brand is sufficiently known and that the reputation develops in a positive direction based on the specific Flanders culture. If that is the case, the brand will perform well and the brand is perceived as being trustworthy. The social networks should be used extensively by the participants and by the organisation to influence the opinion and evaluation of the prospects. It could be a good idea to conduct market research as soon as possible to establish the opinion of the Flanders public on the brand so that one can relate the future towards a “zero judgement” (how is it now so we can see later on how it has developed).

Over time one strives for a high degree of loyalty and an extensive use of social networks to share experiences with more and more participants.

The Projects Abroad brand already has a position in Flanders because nearly 50 volunteers came from that area. In 2010 on 1st July they already had 37 Flanders applicants and this will no doubt increase. It is worth noting that to reach this local growth, the Dutch office has not yet had to undertake significant work; apparently word of mouth communication has led to these results in this case.

b) Be unique and different.

Because of the world wide branding strategy of Projects Abroad it is very difficult to differentiate the positioning towards cultural differences in relevant countries. Flanders is so small that it will, as mentioned before, always be linked to the Dutch organisation. Differentiating is important and should be done carefully.

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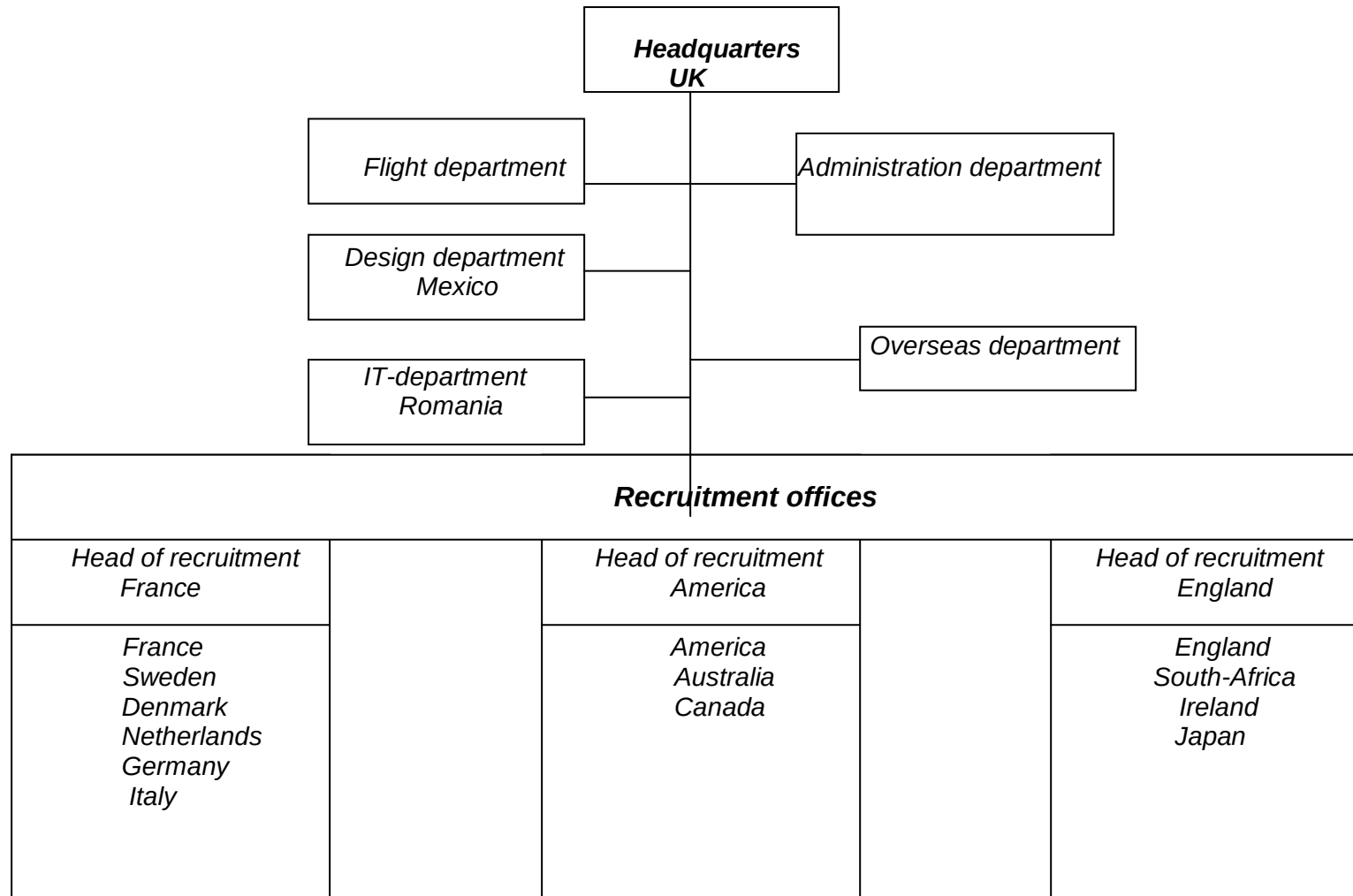
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Appendix 1: Organizational Chart Projects Abroad



Appendix 2: The online questionnaire

Beste allemaal,

In het kader van mijn afstudeeropdracht doe ik een onderzoek naar vrijwilligerswerk in het buitenland. Daarom heb ik jouw hulp nodig. Ik zou het heel erg fijn vinden als je even de tijd zou kunnen nemen om deze vragenlijst in te vullen. Het beantwoorden van de vragen duurt max. 3 minuten!

Alvast heel erg bedankt voor je tijd en medewerking!

Zou je bereid zijn om vrijwilligerswerk in het buitenland te doen?

- ☐ ☐ ☐ Ja
☐ ☐ ☐ Nee

Met wie zou jij vrijwilligerswerk willen gaan doen?

- ☐ ☐ ☐ Alleen en op de bestemming andere vrijwilligers ontmoeten
☐ ☐ ☐ Samen met een vriend/vriendin/collega
☐ ☐ ☐ Samen met familielid/partner
☐ ☐ ☐ Helemaal alleen

Waarom zou je vrijwilligerswerk in het buitenland willen gaan doen? (meerdere antwoorden zijn mogelijk)

- ☐ ☐ ☐ Persoonlijke ontwikkeling
☐ ☐ ☐ Nuttige bijdrage leveren voor de wereld
☐ ☐ ☐ Spannend avontuur
☐ ☐ ☐ Ik moet een bepaalde tijd overbruggen (bijv. als tussenjaar, loopbaanonderbreking of studieonderbreking)

Anders namelijk:

Hoe sta je tegenover mensen die wel vrijwilligerswerk in het buitenland gaan doen?

Waarom zou je niet geïnteresseerd zijn in vrijwilligerswerk in het buitenland? (meerdere antwoorden zijn mogelijk)

- ☐ ☐ ☐ Ik doe liever betaald werk
☐ ☐ ☐ Ik blijf liever in Nederland
☐ ☐ ☐ Het lijkt me erg duur
☐ ☐ ☐ Ik heb weinig tijd
☐ ☐ ☐ Ik wil liever niet alleen op reis
☐ ☐ ☐ Gebonden aan familie/relatie
☐ ☐ ☐ Anders namelijk:

In welk land zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen? Geef maximaal 3 antwoorden.

- ☐ ☐ ☐ Argentinië
☐ ☐ ☐ Bolivia
☐ ☐ ☐ Brazilië
☐ ☐ ☐ Cambodja
☐ ☐ ☐ China
☐ ☐ ☐ Costa Rica
☐ ☐ ☐ Ethiopie
☐ ☐ ☐ Fiji
☐ ☐ ☐ Ghana
☐ ☐ ☐ India
☐ ☐ ☐ Israël
☐ ☐ ☐ Jamaica
☐ ☐ ☐ Marokko
☐ ☐ ☐ Mexico
☐ ☐ ☐ Moldavië
☐ ☐ ☐ Mongolië
☐ ☐ ☐ Nepal

- ☐ ☐ Peru
- ☐ ☐ Roemenie
- ☐ ☐ Senegal
- ☐ ☐ Sri Lanka
- ☐ ☐ Suriname
- ☐ ☐ Tanzania
- ☐ ☐ Thailand
- ☐ ☐ Togo
- ☐ ☐ Vietnam
- ☐ ☐ Zuid-Afrika

Anders namelijk:

In wat voor een projecten zou je geïnteresseerd zijn? (meerdere antwoorden zijn mogelijk)

- ☐ ☐ Helpen in een weeshuis
- ☐ ☐ Helpen in een ziekenhuis
- ☐ ☐ Lesgeven op een schooltje
- ☐ ☐ Sport training geven
- ☐ ☐ Journalistieke projecten
- ☐ ☐ Helpen met dier en natuur
- ☐ ☐ Rechten projecten
- ☐ ☐ Business projecten
- ☐ ☐ Bouw projecten

Anders namelijk:

Wanneer zou je vrijwilligerswerk in het buitenland willen gaan doen?

- ☐ ☐ Na mijn middelbare school
- ☐ ☐ Als stage tijdens mijn studie
- ☐ ☐ Als afstudeeronderzoek
- ☐ ☐ Nadat ik klaar ben met mijn studie
- ☐ ☐ Als loopbaanonderbreking
- ☐ ☐ Na mijn pensioen

Met wie zou jij als eerst over zo'n beslissing praten?

- ☐ ☐ Met collega's
- ☐ ☐ Mijn ouders/verzorger/familie
- ☐ ☐ Mijn vrienden
- ☐ ☐ Mijn leraar/decaan
- ☐ ☐ Met niemand, ik beslis dit zelf

Anders namelijk:

Waar zou jij naar informatie zoeken over vrijwilligerswerk in het buitenland? (meerdere antwoorden zijn mogelijk)

- ☐ ☐ Op internet
- ☐ ☐ Via de school decaan
- ☐ ☐ Op een studie/buitenland beurs

Anders namelijk:

Met welke woorden zou jij in een zoekmachine op internet zoeken naar informatie over vrijwilligerswerk in het buitenland? (meerdere antwoorden zijn mogelijk)

- ☐ ☐ Ontwikkelingswerk
- ☐ ☐ Tussenjaar / Gap year
- ☐ ☐ Vrijwilligerswerk in het buitenland
- ☐ ☐ Vrijwilligerswerk + land naar keuze (bijv. Vrijwilligerswerk in China)

Anders namelijk:

Welke organisaties ken jij die vrijwilligers werk in het buitenland aanbieden? (meerdere antwoorden zijn mogelijk)

- ☐ ☐ AFS Interculturele programma's
- ☐ ☐ EVS Europees vrijwilligerswerk
- ☐ ☐ Projects Abroad
- ☐ ☐ Bouworde
- ☐ ☐ Activity International
- ☐ ☐ YFU vrijwilligerswerk
- ☐ ☐ Travel Active

Anders namelijk:

Waar zou jij op letten als je een organisatie kiest voor vrijwilligerswerk in het buitenland? (meerdere antwoorden zijn mogelijk)

- ☐ ☐ De betrouwbaarheid van de organisatie
- ☐ ☐ De kosten
- ☐ ☐ Het type project dat ze aanbieden
- ☐ ☐ De landen die ze aanbieden
- ☐ ☐ Of ze lokaal personeel hebben die jou begeleiden
- ☐ ☐ Ik kies er voor om het zelf te organiseren

Anders namelijk:

Hoe oud ben je?

- ☐ ☐ Jonger dan 16 jaar
- ☐ ☐ 16 - 20 jaar
- ☐ ☐ 21 - 24 jaar
- ☐ ☐ 25 - 30 jaar
- ☐ ☐ Ouder dan 30 jaar

Wat is je geslacht?

- ☐ ☐ Man
- ☐ ☐ Vrouw

Ben je van huis uit Vlaams of Frans talig?

- ☐ ☐ Vlaams
- ☐ ☐ Frans

Je bent klaar met het invullen van deze enquête. Heel erg bedankt voor je tijd en je medewerking!

Appendix 3: The questionnaire results

As a result of the questionnaire there are a lot of different figures explaining the results. Because these figures are in Dutch one has not included this in the thesis itself but in the Appendix. Below one can see the different figures and tables used for the recommendations of this thesis.

Figure 11: **How old are you?**

Source: Questionnaire

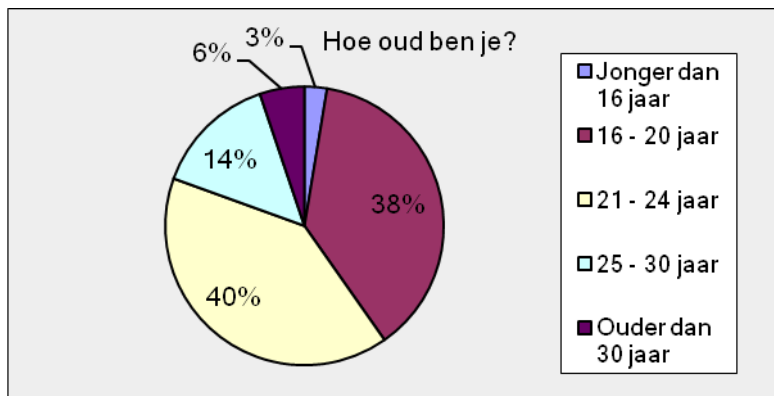


Figure 12: **Why do you want to do volunteerwork abroad?**

Source: Questionnaire

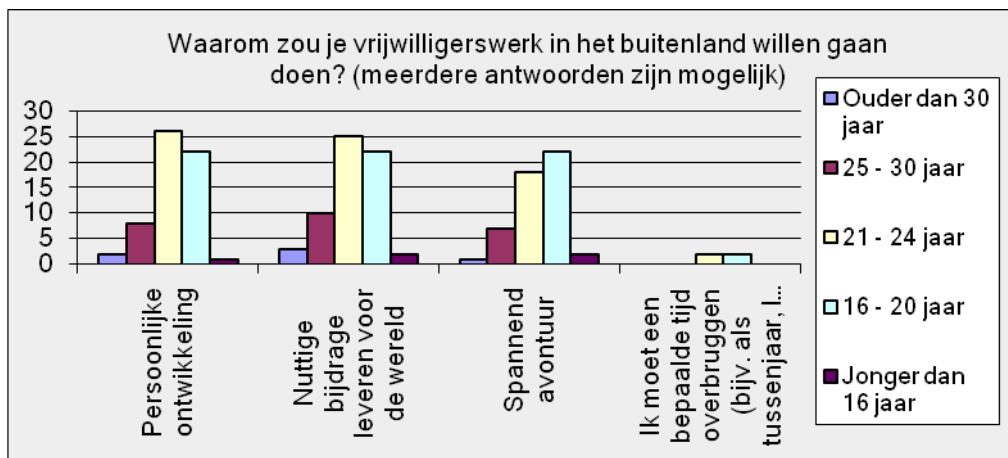


Figure 13: **When would you choose to do volunteer work abroad?**

Source: Questionnaire

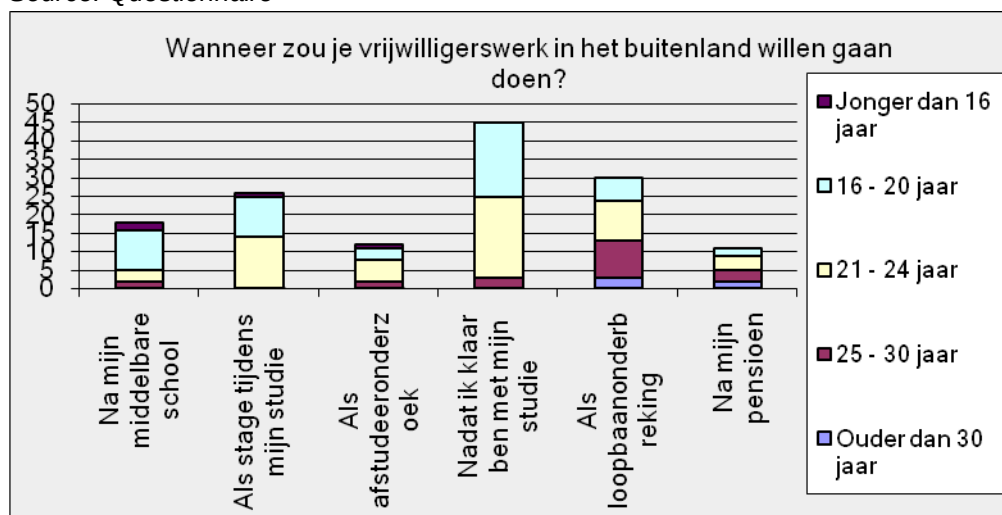


Figure 14: **With who would you like to do volunteer work abroad?**

Source: Questionnaire

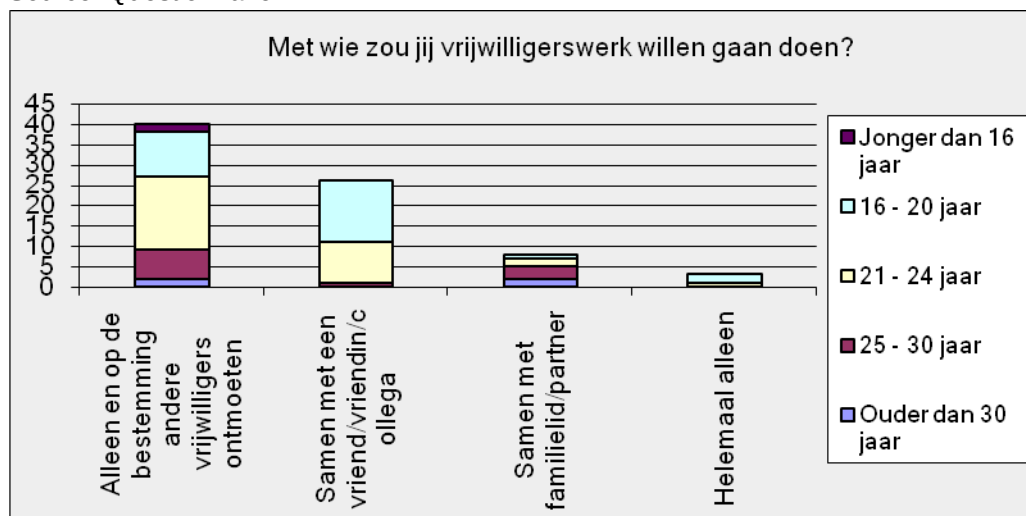


Figure 15: **With who would you discuss the choice to do volunteer work abroad?**

Source: Questionnaire

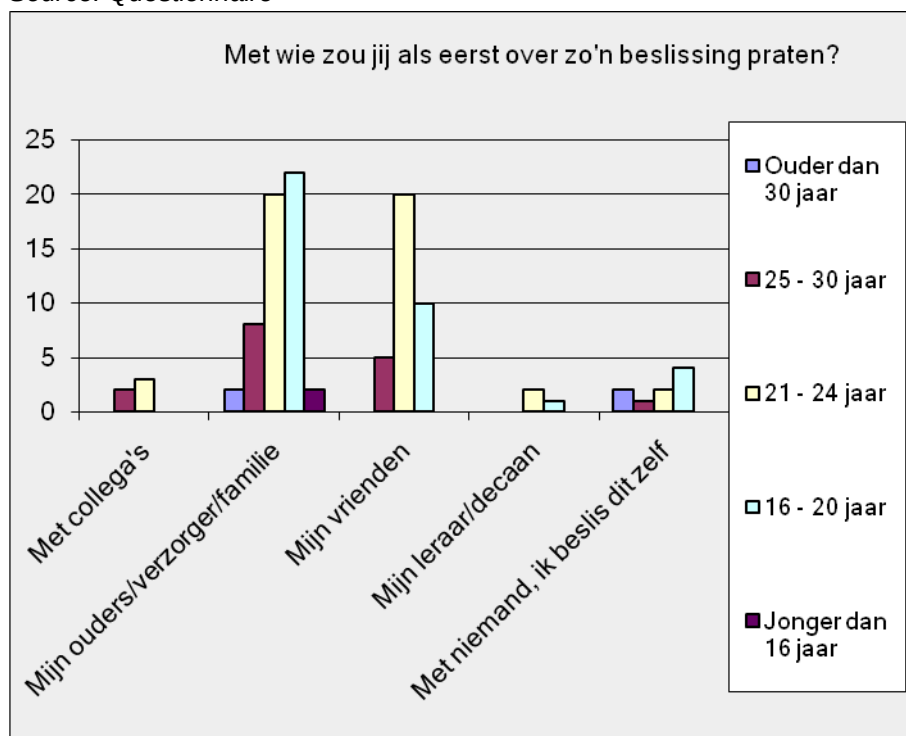


Figure 16: **Where would you look for information on volunteer work abroad?**

Source: Questionnaire

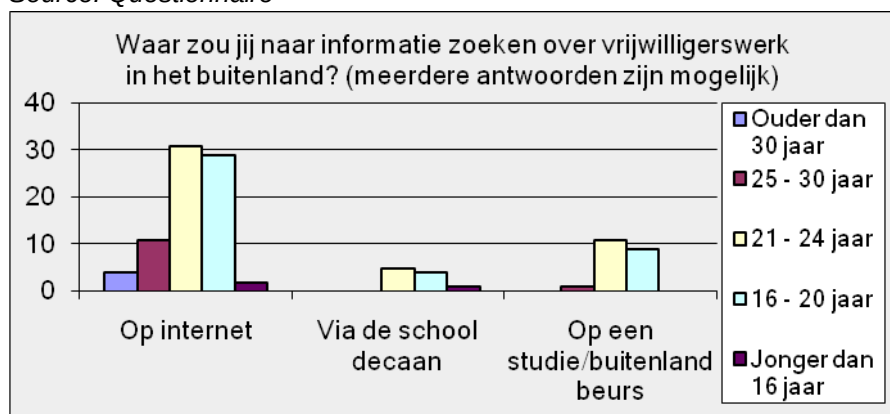


Figure 17: **Which organizations do you know who arrange volunteer work abroad?**

Source: Questionnaire

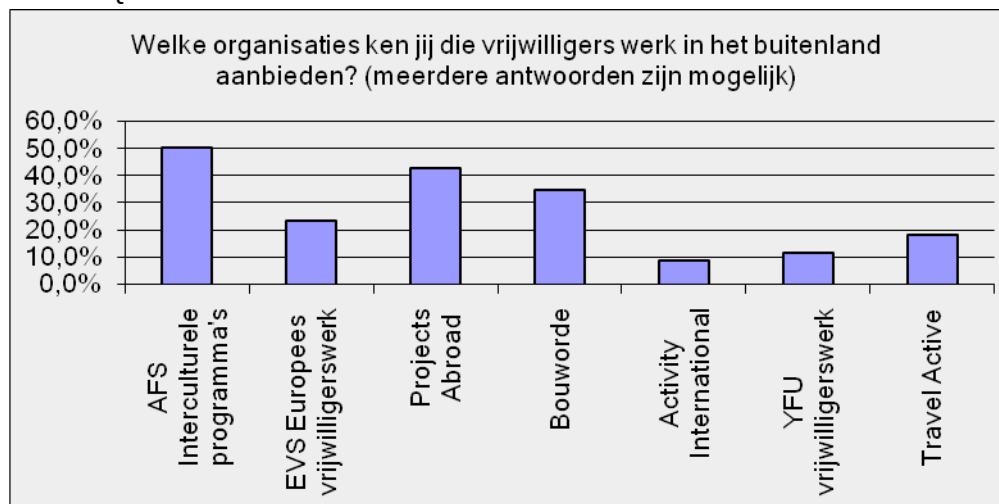
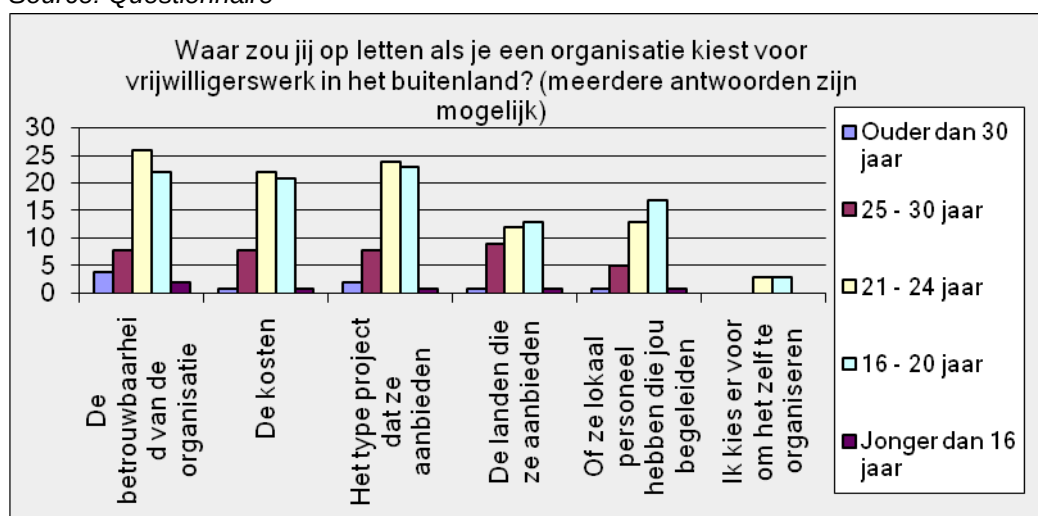


Figure 18: **Which characteristics would you want an organization who arranges volunteer work abroad to have?**

Source: Questionnaire



Appendix 4: The interviews with the target group

The interviews done with 10 people of the target group were done after each other. They were not taped but very carefully written down. I had head line questions before starting the interview.

Interview person 1 (Girl, 17, still at high school)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/ Nee

JA:

2) Waarom lijkt dit je leuk?

Werkervaring op doen, mensen helpen, in contact komen met interessante mensen, een project opzetten. Daarnaast is het ook goed om "los te komen" van je ouders en meer onafhankelijk te worden ondanks dat dit wel best eng is.

Denk je dat jij een verschil zou kunnen maken? Hoe?

Iedereen heeft zijn eigen kwaliteiten en die kunnen ook tot ontwikkeling komen tijdens het werk. Organisatorisch ben ik sterk, zie vaak oplossingen waar anderen mensen geen mogelijkheid meer zien.

3) Wat zou jouw motivatie zijn om vrijwilligers werk in het buitenland, in ontwikkelingslanden, te gaan doen?

Verrijkt je leven, ontdekken van nieuwe culturen, goed leren samenwerken, en even weg na mijn eindexamen!

Zijn er nadelen aan? Wat zijn de nadelen voor jou?

Een nadeel zou kunnen zijn: de groepsamenstelling die je vaak via een organisatie erbij krijgt. Het moet een groep zijn met kwaliteiten. Ze moeten ieder inzet tonen. Wanneer dit niet het geval is, kan het nadelig zijn voor de werk.

Wat zou je voor de mensen daar kunnen betekenen?

Strategisch inzicht, sociaal, harde werker

Hoe denk jij over het leren kennen van een andere cultuur?

Een cultuur leer je kennen door je er in onder te dompelen. Om het te proeven, moet je in hun cultuur duiken. Kennis maken met een nieuwe cultuur is echt leuk en verrijkt je eigen leven.

Wat voor een project zou jij kiezen? Waarom dat?

Project opzetten en les geven op een schooltje.

4) In welke landen zou jij geïnteresseerd zijn? Zou je ook denk aan Congo/Rwanda/Burundi omdat dat ooit kolonies van België waren?

Nee, vooral niet, omdat Congo België nu vervolgt voor oorlogsmisdaden. Hun band is dus een beetje vijandig. Ik zou daar dus niet voor kiezen, hoewel ik het wel interessant vind omdat het een kolonie van België is geweest. Dat maakt wel dat je er meer affiniteit mee hebt, maar ik denk dat mijn ouders dit ook niet zouden willen.

Zou je ook in België of andere Europese landen vrijwilligers willen gaan doen?

Niet in België zelf. Wel in andere landen in Europa.

5) Wanneer zou je dit willen gaan doen en voor hoelang?

Eventueel na mijn eindexamen voor 2 maanden. Na mijn eindexamen wil ik graag even "uitwaaien". Waar kan je dit beter doen dan in een ver land terwijl je mensen helpt.

Zou je liever alleen willen gaan of met iemand samen?

Zowel alleen als samen. Ik kom vaak sterker over wanneer ik in mijn eentje ben rond vreemde, nieuwe mensen. Je maakt ook zo weer nieuwe vrienden wat wel heel belangrijk is als je in een "vreemd" land

terecht komt. Maar door zo'n avontuur mee te maken met andere krijg je een sterke band met deze personen.

7) Wie zijn er belangrijk in jouw beslissing en waarom?

Mijn ouders spelen hier een erg belangrijke rol in. Zij zijn degene die me steunen in de financiën en dus is het belangrijk dat ook zij het goed keuren.

8) Waar zou jij het liefst goede informatie willen vinden over vrijwilligerswerk, waarom daar?

Internet, biedt overzicht met andere organisaties.

Gebruik je veel sociale media platformen zoals Facebook of Twitter?

Ik ben het op dit moment een beetje aan het ontdekken. Ik heb net een Facebook pagina aangemaakt aangezien het steeds populairder wordt hier in België. Het is wel erg leuk want je kan heel makkelijk in contact komen met mensen.

Zou je een sociale media platform als informatie bron voor vrijwilligers werk via Projects Abroad gebruiken? (ervaringsverhalen en informatie over een informatie dag etc.)

Zoals ik al zei moet ik het nog een beetje leren hoe alles werkt, maar als dat eenmaal is gelukt zal ik het wel actief gaan gebruiken. Als er dan ook nog eens een Facebook pagina is met ervaringsverhalen en extra informatie dan zal ik deze zeker gebruiken. Een Netlog zou misschien ook wel erg handig zijn. Dan kan je meteen meerdere ervaringsverhalen zien.

9) Zou je met een organisatie willen gaan of zou je het liever zelf willen regelen?

Organisatie, ik ben toch nog best jong en zou dan de eerste keer heel ver weg zijn. Het is dan fijn dat er mensen zijn bij wie je terecht kan, vooral omdat je toch echt alleen begint.

Wat vind jij belangrijk aan de organisatie die je kiest (criteria) en waarom?

Reputatie, verhalen van mensen die al mee zijn geweest,

Zou je bereid zijn om te betalen voor onderdak en eten?

Ja, maar tot een bepaalde lengte. Moet niet in extreme zijn.

10) Heb je wel een gehoord van Projects Abroad?

- Ja, wat vind je ervan?

Ja, klinkt goed. In mijn omgeving zijn een aantal mensen mee geweest met deze organisatie.

11) Ben jij van mening dat vrijwilligerswerk in het buitenland een trend is deze tijd?

Ja zeker, het is echt een trend aan het worden in België.

Interview person 2 (Girl, 20, studying Communications)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/ Nee

NEE:

2) Waarom niet?

Ik heb het nog nooit gedaan dus ik weet natuurlijk niet hoe het is. Het lijkt me heel dankbaar werk en een super leuke ervaring, maar het is gewoon niet mijn roeping. Het is niks voor mij. Ik heb vooroordelen dat het allemaal erg primitief is waar je terecht komt en dat vind ik minder leuk. Ik ben totaalaal geen sensatie zoeker. Als ik van te voren weet dat het gevaarlijk kan zijn dan hoef ik al niet meer.

Wat vind jij de nadelen van vrijwilligers werk?

Ik heb überhaupt weinig ervaring met werken. En dan vind ik het al helemaal moeilijk om dit te beginnen in een onbekend land. Ik zou ook niet zo snel in mijn eentje willen gaan. Maar met iemand anders? Dan zou ik er wel eerder over nadenken. Maar niet te lang!!

3) Hoe sta je tegenover mensen die het wel doen?

Super gaaf als ze dat doen! Heb er echt respect voor en ben beetje jaloers dat ik die grote stap niet durf te maken!

4) Als de omstandigheden of situatie zou veranderen waar je nu in zit zou je het dan misschien wel overwegen?

Het is nu niet de periode in mijn leven om dit te doen. Ik heb geen Gap Year gedaan en achteraf had ik dat misschien wel willen doen. Die tijd was het beste geweest.

Wat me dan wel heel leuk zou lijken is een project met dieren. Dan heb je een goeie combinatie van lekker vakantie in een mooi en warm land en een beetje werken. Dat is minder primitief en wel een hele leuke ervaring! Ik ben wat dit soort dingen betreft wel een beetje verwend denk ik. Wij gaan altijd op vakantie met de familie naar warme, verre landen. Ik heb dus al wel veel gezien van de wereld dus daar zou ik het niet voor doen.

5) Wat zou jij anders doen als je tijd vrij hebt?

Als ik de tijd zou hebben zou ik in Argentinië een stage doen. Ik zou dan daarnaast misschien wel ook iets goed willen doen voor de mensen daar maar dan niet alleen. Ik wil dan wel echt wat leren qua studie.

6) Zou je wel met iemand samen vrijwilligers werk gaan doen?

Ja ik denk dat ik als het kan wel liever met iemand anders zou willen. Dat maakt het toch makkelijker en vertrouwder. Ik vind het toch moeilijk om in mijn eentje te gaan. Ik ben niet gewend om ergens helemaal alleen te zijn.

7) Ben jij van mening dat vrijwilligerswerk een trend is in deze tijd?

Ja absoluut. Mijn broer (26 jaar) heeft ook zo'n project gedaan en was een van de eerste. Daarna is iedereen uit zijn omgeving ook dit gaan doen. Je steekt elkaar aan door ervaringsverhalen. Mensen gaan of ergens in het buitenland studeren of ergens vrijwilligers werk doen. Gap Year is up coming trend. Vooral hier in Vlaanderen. Je hoort vanuit Nederland dat het wel populairder is maar hier komt het ook steeds meer. Iedereen wil even weg en onafhankelijk worden!

Daarnaast vindt men het ook steeds belangrijker om iets goeds voor een ander te doen. Ik denk wel ook dat veel mensen die vrijwilligers werk gaan doen dit grotendeels voor hun zelf doen. Om zichzelf goed te laten voelen, door iets goeds voor een ander te doen. Dit klinkt heel onaardig maar ik denk wel dat dat de realiteit is. Ze willen daarnaast een combinatie van vakantie vieren in een mooi land en iets goeds doen voor een ander.

8) Zijn er veel mensen in je omgeving die het hebben gedaan?

Ja steeds meer. Zoals ik al zei is het echt een up coming trend. Iemand gaat of studeren in het buitenland of gaat vrijwilligers werk doen.

9) Als je wel zou gaan, zou je dan met een organisatie willen gaan?

Ja ik zou dan met een organisatie gaan want je kent zo'n land niet. Ik zou ook graag met een groepje of ten minste met een iemand anders gaan. Zo'n organisatie zal je ontvangen en je kan altijd bij iemand terecht. Het is gewoon fijn als het van te voren voor je geregeld wordt. Het is veiliger en vertrouwder. Ik vind het belangrijk om te weten waar je terecht komt. Wel erg dubbel dat je dan moet betalen voor een organisatie om vrijwilligers werk te gaan doen, maar ik denk dat stel dat ik het ga doen, mijn ouders het vooral ook fijn zouden vinden als ik met een organisatie ga. Dit zal hun geruster maken. Begrijp ook wel dat als je dit allemaal wilt, dat je daar geld voor moet betalen. De mensen daar moeten ook betaald worden.

Interview person 3 (Girl, 24, studying Medical Science)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/ Nee?

JA:

2) Waarom lijkt dit je leuk?

Vrijwilligerswerk doen in het buitenland is leerzaam, interessant, positief en een culturele verrijking.

Denk je dat jij een verschil zou kunnen maken? Hoe?

Vind ik moeilijk om te zeggen. Je gaat er uiteraard heen met het idee dat je een verschil kunt maken. Dat is een goede instelling, anders zou je niet kiezen om vrijwilligerswerk te gaan doen. Ik heb echter reeds eerder vrijwilligerswerk gedaan en het bleek toch iets te optimistisch om te denken dat je in 1 maand – de periode dat ik vrijwilligerswerk deed - daadwerkelijk een verandering te weeg kunt brengen.

3) Wat zou jouw motivatie zijn om vrijwilligers werk in het buitenland te gaan doen?

Culturele verrijking, reislust, avontuur, nuttige tijdsbesteding, persoonlijke ontwikkeling. Ik wil graag ook een keer echt mijn eigen ding doen en mensen helpen. Zelfstandig worden!

Zijn er nadelen aan? Wat zijn de nadelen voor jou?

Vrijwilligerswerk ga je vaak doen in een arm, derde wereld land, waar de mogelijkheden beperkt zijn. Daarbij is vrijwilligerswerk vaak tijdelijk, en is het moeilijk om op een afstand hetgene wat je ter plekke ondernomen hebt, nog te controleren.

Wat zou je voor de mensen daar kunnen betekenen?

Een positieve kracht zijn. Kennis van het Europese continent overbrengen. Engelse les geven aangezien ik de Engelse taal goed beheers. Enthousiasme. Openheid.

Hoe denk jij over het leren kennen van een andere cultuur?

Is een must voor iedereen. Het verbreedt je horizon. Het leert je relativeren.

4) Welke landen? Congo/Rwanda/Burundi

Waar ik heen zou gaan? Als ik hieruit zou kunnen kiezen: Rwanda. Vanwege de geschiedenis met de genocide. Maar alle drie de landen lijken me ongemeen boeiend.

Zou je ook in België of andere Europese landen vrijwilligers werk willen gaan doen?

Absoluut. Hoewel ik, als ik de keuze zou hebben, toch een ander continent zou verkiezen.

5) Wat voor een project zou jij kiezen? Waarom dat?

Lesgeven, bij voorkeur Engels. Niet alleen draag je hiermee iets bij aan de lokale bevolking, namelijk het onderwijzen van een taal die ze graag willen leren, ook zou dit voor mijzelf erg leerzaam zijn. Ik heb zoveel zin om die lachende kinderen te zien zodra ik in het klas lokaal kom en hun echt wat kan leren! Je leert voor een klas te staan, leiding te geven, kennis over te brengen op een begrijpelijke en aangename manier, en oefent tegelijkertijd je eigen kennis van de taal.

6) Wanneer zou je dit dan willen gaan doen en voor hoelang?

Hangt van mijn vrije tijd af. Voorlopig zit het er nog niet in. Eventueel na het behalen van mijn Masters diploma volgend jaar in juni. Hoewel ik denk dat ik dan eerst een baan ga zoeken.

Zou je liever alleen willen gaan of met iemand samen?

Geen voorkeur. Het zou leuk zijn als er iemand mee kon, maar het is geen must. Je leert sowieso al door zo'n avontuur te begaan veel nieuwe mensen kennen wat ik erg positief vind.

7) Wie zijn er belangrijk in jouw beslissing en waarom?

Mijn ouders hebben lang een belangrijke rol gespeeld bij het maken van beslissingen, maar momenteel is dit niet meer zo het geval. Alles wat zich op dit moment in mijn leven afspeelt is volledig door mijzelf geïnitieerd. Mijn ouders steunen me hierin.

8) Waar zou jij het liefst goeie informatie willen vinden over dit onderwerp, waarom daar?

Internet en persoonlijke ervaringen van vrienden. Het is altijd goed om een bekende of semi-bekende te spreken die het gedaan heeft.

Gebruik je veel sociale media platformen zoals Facebook of Twitter?

Ja zeker, ik gebruik alleen Facebook. Dit is tegenwoordig erg populair.

Zou je een sociaal media platform als informatie bron voor vrijwilligers werk via Projects Abroad gebruiken? (ervaringsverhalen en informatie over een informatie dag etc.)

Naar mijn mening is dat wel een goed idee. Deze sociale media platformen zijn zo populair op dit moment. Je kan hier jongeren goed mee bereiken en ik zou het zeker gebruiken.

9) Zou je met een organisatie willen gaan of zou je het liever zelf willen regelen?

Een vriendin van mij heeft reeds een keer vrijwilligerswerk gedaan in het buitenland, in Vietnam om precies te zijn. Dit was georganiseerd door een organisatie uit Nieuw Zeeland en heette geloof ik Global Volunteer. Ze vond het erg aangenaam. Vooral ook dat ze alles regelden en haar te hulp schoten waar nodig. Maar ik denk dat als ik zou gaan ik misschien zelf zou gaan en ter plekke op zoek zou gaan naar een lokaal project. Dit ook omdat ik al wat ouder ben.

Wat vind jij belangrijk aan de organisatie die je kiest (criteria) en waarom?

Als ik dan toch voor een organisatie zou kiezen: wat ze voor je regelen en de prijs die ze hiervoor aanrekenen. Ik vind persoonlijk dat Gap Year organisaties in onze West-Europese landen veel te veel geld aanrekenen voor een maand vrijwilligerswerk. Ik geloof dat je gemiddeld al snel 700 euro kwijt bent om een maand vrijwilligerswerk te gaan doen. Dat staat over het algemeen niet in verhouding met de levenskosten ter plekke.

Zou je bereid zijn om te betalen voor onderdak en eten?

Ja. Maar de lokale prijzen.

10) Heb je wel een gehoord van Projects Abroad?

- Ja, wat vind je ervan?

Ja. Een vriendin van mij heeft er over verteld. Ze heeft naar hun projecten gekeken toen ze vrijwilligers werk in Vietnam wilde gaan doen. Maar ze vond ze te duur.

11) Ben jij van mening dat vrijwilligerswerk in het buitenland een trend is deze tijd?

Absoluut. Er gaan redelijk wat tieners die de middelbare school hebben afgemaakt een tijdje naar het buitenland om aldaar iets 'goeds' voor de wereld te gaan doen. Dit is voor België een positieve ontwikkeling. Ze worden "aangestoken" door enthousiaste verhalen van de Nederlanders.

Interview person 4 (Girl, 20, studying Business Management)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/Nee

JA:

2) Waarom lijkt dit je leuk?

Je krijgt inzicht in een andere cultuur en doet iets goeds voor de mensheid. Je leert een heleboel nieuwe mensen kennen en het is goed voor je persoonlijke ontwikkeling.

Denk je dat jij een verschil zou kunnen maken? Hoe?

Ik denk dat ik een verschil kan maken door mensen te helpen die het minder goed hebben dan ik. Ik denk dat ieder beetje hulp voor de minder bedeelden verschil maakt.

3) Wat zou jouw motivatie zijn om vrijwilligers werk in het buitenland te gaan doen?

Persoonlijke ontwikkeling, voornamelijk op sociaal vlak. Inzien dat het niet vanzelfsprekend is hoe goed ik het heb. Met beide benen op de grond gezet worden.

Zijn er nadelen aan? Wat zijn de nadelen voor jou?

Het langer weg zijn van huis indien het vrijwilligers werk in het buitenland is. Het neemt veel tijd in beslag die ik ook aan studie zou kunnen besteden.

Wat zou je voor de mensen daar kunnen betekenen?

Ik denk dat in ontwikkelingslanden ieder klein beetje hulp wat voor de mensen daar betekend. Alleen al omdat ze weten dat ze er niet alleen voor staan en dat er geprobeerd wordt om iets aan hun situatie te veranderen.

Hoe denk jij over het leren kennen van een andere cultuur?

Ik ben erg geïnteresseerd in het leren kennen van een andere cultuur.

4) In welke landen zou jij geïnteresseerd zijn? Zou je ook denk aan Kongo/Rwanda/Burundi omdat dat ooit kolonies van België waren?

Ik zal vrijwilligerswerk willen doen in landen die het het hardste nodig hebben, dus in ontwikkelingslanden en ik ben geïnteresseerd in vrijwilligerswerk in Afrika, dus ook in voormalig Belgische kolonies maar niet speciaal om die reden.

Zou je ook in België of andere Europese landen vrijwilligers werk willen gaan doen?

Ik zal liever buiten Europa vrijwilligerswerk willen doen, omdat ik dan gelijk de kans krijg om meer van de wereld te zien, en om in een compleet andere cultuur terecht te komen.

5) Wat voor een project zou jij kiezen? Waarom dat?

Ik zou een sociaal project kiezen, ik zal graag kinderen helpen, maar heb geen medische achtergrond en kan geen lesgeven. Weeskinderen helpen zal me het meest aanspreken.

6) Wanneer zou je dit willen gaan doen en voor hoelang?

Ik zal dit na mijn studie willen doen voor een periode van 4 maanden.

Zou je liever alleen willen gaan of met iemand samen?

Ik zal wel graag met iemand anders uit Nederland willen gaan, maar niet perse iemand die ik al ken. Omdat het fijn is om je belevenissen met iemand te delen die hetzelfde meemaakt.

7) Waar zou je jouw beslissing op baseren? Zou dit zijn omdat je graag dingen goed wil doen voor anderen of zou het vooral zijn voor jezelf? Laat je je leiden door rationele argumenten of laat je je overhalen door reclame?

Ik zou het zowel voor mezelf doen, als om andere mensen te helpen. Al geeft iets goeds doen voor een ander jezelf ook een goed gevoel, dus dat gaat sowieso samen. Ik laat me leiden voor rationele argumenten.

Wie zijn er belangrijk in jouw beslissing en waarom?

Mijn directe omgeving is uiteraard belangrijk, maar uiteindelijk bepaal ik zelf of ik ga of niet.

Bepalen jouw ouders uiteindelijk of je dit gaat doen of niet?

Nee absoluut niet. Gelukkig niet!

8) Waar zou jij het liefst goeie informatie willen vinden over vrijwilligerswerk, waarom daar?

Internet, kan je vrijblijvend zelf rondkijken en vergelijken, later zal ik meer persoonlijk contact zoeken.

Gebruik je veel sociale media platformen zoals Facebook of Twitter?

Ja, zoals volgens mij iedereen deze tijd toch haha?

Zou je een sociaal media platform als informatie bron voor vrijwilligers werk via Projects Abroad gebruiken? (ervaringsverhalen en informatie over een informatie dag etc.)

Ja, hier zal ik zeker op kijken.

9) Zou je met een organisatie willen gaan of zou je het liever zelf willen regelen?

Met een organisatie, dan heb je meer garantie dat het allemaal goed is geregeld.

Wat vind jij belangrijk aan de organisatie die je kiest (criteria) en waarom?

Verhalen van mensen die eerder zijn geweest. Dit is toch vaak het betrouwbaarst.

Zou je bereid zijn om te betalen voor onderdak en eten?

Ik heb geen idee of dit normaal is om te doen bij vrijwilligerswerk, daar hangt het van af. Liever niet.

10) Heb je wel een gehoord van Projects Abroad?

Nee

11) Ben jij van mening dat vrijwilligerswerk in het buitenland een trend is deze tijd?

In mijn omgeving zijn er niet veel mensen die vrijwilligerswerk hebben gedaan, dus nee.

Interview person 5 (Girl, 22, studying Journalism)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/Nee

JA:

2) Waarom lijkt dit je leuk? Denk je dat jij een verschil zou kunnen maken? Hoe?

Ik denk het wel, en dan niet alleen ik persoonlijk maar iedereen die zich er voor in zou zetten.

Het verschil dat ik zou kunnen maken is naast het die mensen zo goed mogelijk proberen te maken, misschien ook er over te rapporteren om bijvoorbeeld de mensen thuis bewust van de situatie in het land te maken.

3) Wat zou jouw motivatie zijn om vrijwilligers werk in het buitenland te gaan doen?

Het lijkt me een erg mooie ervaring. Het is natuurlijk heel erg fijn om iets voor een ander te kunnen betekenen en daarnaast staat het ook nog eens goed op je cv.

Zijn er nadelen aan? Wat zijn de nadelen voor jou?

Misschien, het zou veel geld kunnen kosten.

Wat zou je voor de mensen daar kunnen betekenen?

Engels lesgeven, (seksuele) voorlichting geven, helpen dingen opbouwen.

Hoe denk jij over het leren kennen van een andere cultuur?

Ik vind het erg interessant om te leren hoe mensen in andere landen leven en met elkaar omgaan. Ik zal er wel voor openstaan om een geheel nieuwe cultuur te leren kennen

4) In welke landen zou jij geïnteresseerd zijn? Zou je ook denk aan Kongo/Rwanda/Burundi omdat dat ooit kolonies van België waren?

Ik zou geïnteresseerd zijn in Zuid-Afrika omdat een vriendinnetje van mij daar ook vrijwilligerswerk heeft gedaan en ik daar positieve verhalen over heb gehoord. Ook bovenstaande landen lijken me interessant, maar niet per se omdat het eerdere kolonies van België waren.

Zou je ook in België of andere Europese landen vrijwilligers werk willen gaan doen?

Nee, misschien niet omdat het niet nodig is, maar omdat ik het idee heb dat ik me nuttiger maak als ik het in zeg Afrika of in bepaalde landen in Azië zou doen.

5) Wat voor een project zou jij kiezen? Waarom dat?

Om te werken met kinderen. Ik vind het erg leuk om te werken met kinderen en dan in het liefst in de leeftijd van bijvoorbeeld zes tot en met twaalf zodat je ze voorlichting en les kan geven.

6) Wanneer zou je dit willen gaan doen en voor hoelang?

Na mijn studie en voor een half jaar.

Zou je liever alleen willen gaan of met iemand samen?

Liever alleen, omdat je dan toch meer openstaat voor nieuwe culturen en nieuwe mensen en ik denk dat dat erg belangrijk is als je naar zo'n bestemming gaat.

7) Waar zou je jouw beslissing op baseren? Zou dit zijn omdat je graag dingen goed wil doen voor anderen of zou het vooral zijn voor jezelf? Laat je je leiden door rationele argumenten of laat je je overhalen door reclame?

Ik denk beide; omdat je goed wil doen voor een ander maar ik denk dat het ook jezelf een goed gevoel kan geven. Ik denk dat ik me in eerste instantie zou laten verleiden door reclame, maar de uiteindelijke beslissing wel op rationele argumenten laten baseren.

Wie zijn er belangrijk in jouw beslissing en waarom?

Mijn ouders zijn natuurlijk wel belangrijk in mijn beslissing maar zij zullen niet voor mij bepalen of ik wel of niet zal gaan. De enige die echt de beslissing neemt ben ik zelf.

8) Waar zou jij het liefst goeie informatie willen vinden over vrijwilligerswerk, waarom daar?

Het liefst gewoon goede, uitgebreide informatie op het internet waarbij op de site een telefoonnummer vermeld staat zodat je gelijk contact op kan nemen voor vragen en een e-mailadres.

Gebruik je veel sociale media platformen zoals Facebook of Twitter?

Ja, ik gebruik Netlog en Facebook.

Zou je een sociaal media platform als informatie bron voor vrijwilligers werk via Projects

Abroad gebruiken? (ervaringsverhalen en informatie over een informatie dag etc.)

Ja dat zou erg leuk voor erbij zijn om een goed beeld te krijgen van de situatie. Ook is het erg handig om op deze manier andere mensen te ontmoeten die hetzelfde gaan/ willen doen.

9) Zou je met een organisatie willen gaan of zou je het liever zelf willen regelen?

Ik zou liever met een organisatie gaan, dan heb je toch iets waar je op terug kan vallen als het toch niet allemaal zo blijkt te zijn zoals jij in gedachten had. Ik ga er ook vanuit dat je via een organisatie wat beter beschermd bent en er misschien wat meer naar je omgekeken wordt.

Wat vind jij belangrijk aan de organisatie die je kiest (criteria) en waarom?

Dat het een betrouwbare organisatie is die haar vrijwilligers niet onnodig in gevaar brengt.

Zou je bereid zijn om te betalen voor onderdak en eten?

Ik zou bereid zijn om te betalen voor onderdak en eten, maar het zou niet te duur moeten zijn. Een paar maanden ervoor werken vind ik geen probleem om het te kunnen bekostigen, maar ik zou niet een jaar van tevoren moeten willen werken om vrijwilligerswerk te kunnen doen.

10) Heb je wel een gehoord van Projects Abroad?

Nee, maar ik heb wel eens gehoord van de organisatie Travel Active.

11) Ben jij van mening dat vrijwilligerswerk in het buitenland een trend is deze tijd?

Ik denk het wel, veel mensen die ik ken doen het of hebben het in het verleden gedaan. Ik denk overigens dat daar niks mis mee is zolang ze maar echt gemotiveerd zijn en het om de juiste redenen doen.

Interview person 6 (Boy, 23, studying Business Management)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/Nee

JA:

2) Waarom lijkt dit je leuk? Denk je dat jij een verschil zou kunnen maken? Hoe?

Ik denk dat iedereen een verschil kan maken wanneer iemand vrijwilligers werk in het buitenland doet. Als je samen met een groep een project doet kan dat een regio werkelijk helpen.

3) Wat zou jouw motivatie zijn om vrijwilligers werk in ontwikkelings landen te gaan doen?

Je leert nieuwe mensen kennen, je leert het land en de cultuur ook nog eens. Het is ook een hele ervaring dat je voor de rest van je leven zal behouden.

Zijn er nadelen aan? Wat zijn de nadelen voor jou?

Vaak is het zo dat je veel tijd hieraan moet besteden, de meeste mensen kunnen helaas niet zomaar enkele maanden verlof nemen of even niet naar school gaan. Verder is het ook zo dat dit relatief duur kan zijn. Eerst moet je de vlucht betalen, (eventueel)accommodatie en dan kan het ook nog zo zijn dat je tijdens die periode geen salaris ontvangt van je werk thuis.

Wat zou je voor de mensen daar kunnen betekenen?

Deze mensen hebben vaak weinig sociale contacten buiten de mensen die of in dezelfde wijk wonen of die hun familie zijn. Daarom is het natuurlijk interessant voor hun om nieuwe mensen te leren kennen met andere perspectieven.

Hoe denk jij over het leren kennen van een andere cultuur?

Ik vind het belangrijk dat je andere culturen leert kennen. In een wereld die steeds kleiner word en een Europa die steeds internationaler aan het worden is, is het belangrijk om contact te hebben met mensen met een andere achtergrond.

4) In welke landen zou jij geïnteresseerd zijn? Zou je ook denk aan Kongo/Rwanda/Burundi omdat dat ooit kolonies van België waren?

Dit zijn niet echt de eerste landen waaraan ik zou denken om vrijwilligers werk uit te voeren. Ik denk zelf als ik nog een keer vrijwilligers werk zou doen, zou ik naar Noord Afrika of naar Oost Europa gaan.

Zou je ook in België of andere Europese landen vrijwilligers werk willen gaan doen?

Ik zou het niet erg vinden om in België vrijwilligers werk te doen, maar ik zou veel liever naar andere landen binnen de EU gaan waar ik minder van weet zoals Roemenië, of Polen.

5) Wat voor een project zou jij kiezen? Waarom dat?

Ik zou graag iets waarbij er veel sociale contact is met de plaatselijke bevolking, dus misschien werken in een jeugdcenter, of iets anders met kinderen.

6) Wanneer zou je dit willen gaan doen en voor hoelang?

Ik zou het graag voor een paar weken tot maximaal een maand doen na mijn studie, ik heb niet veel tijd op dit moment dus denk niet dat ik dit langer zou kunnen doen.

Zou je liever alleen willen gaan of met iemand samen?

Ik denk dat het beste is om met een klein groepje te gaan, het maak niet echt uit of ik deze mensen zou kennen, maar ik denk dat het makkelijker is om aan iets samen te werken dan alleen.

7) Waar zou je je beslissing op baseren? Zou dit zijn omdat je graag dingen goed wil doen voor anderen of zou het vooral zijn voor jezelf? Laat je je leiden door rationele argumenten of laat je je overhalen door reclame?

Ik laat me vooral leiden door mijn gevoel in zo'n beslissing. Rationele argumenten zijn dus voor mij het belangrijkste.

Bepalen jouw ouders uiteindelijk of je dit gaat doen of niet?

Nee, mijn ouders hebben niks met mijn beslissing te maken. Ik zou eerder naar mijn vrienden luisteren of mensen die al geweest zijn.

8) Waar zou jij het liefst goeie informatie willen vinden over vrijwilligerswerk, waarom daar?

Internet, dat is toch het makkelijkst te gebruiken vind ik.

Gebruik je veel sociale media platformen zoals Facebook of Twitter?

Ik gebruik enkel een sociale media platform (facebook) maar daar zit ik dan ook wel meerdere keren per dag op.

Zou je een sociaal media platform als informatie bron voor vrijwilligers werk via Projects Abroad gebruiken? (ervaringsverhalen en informatie over een informatie dag etc.)

Ik denk niet echt dat ik dit zou gebruiken van te voren, ik zou liever concentreren op het vrijwilligerswerk, en als ik klaar ben zou ik mijn verhaal achteraf wel persoonlijk willen vertellen.

9) Zou je met een organisatie willen gaan of zou je het liever zelf willen regelen?

Ik zou liever met een organisatie reizen, omdat het veel beter georganiseerd is. Verder, weten zij natuurlijk meer over de plaatselijke bevolking, en weten ze precies wat er moet gebeuren van te voren.

Zou je bereid zijn om te betalen voor onderdak en eten?

Ja, maar ik zou natuurlijk liever gratis verblijven bij bijvoorbeeld een plaatselijke familie.

10) Heb je wel een gehoord van Projects Abroad?

De enigste organisatie die ik ken die dit doet is de Rotary club.

11) Ben jij van mening dat vrijwilligerswerk in het buitenland een trend is deze tijd?

Ja, ik denk dat het een trend is, vroeger zag je het nog niet zo vaak dat iemand zomaar naar een ver land vertrekt om vrijwilligers werk te doen, nu hoor je bijna elke week wel dat iemand ergens zit om dat soort dingen te doen.

Interview person 7 (Boy, 21, Business Management)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/Nee

NEE:

2) Waarom niet?

Ik denk dat het het beste is om wat langer te studeren en dan meteen te beginnen werken. Denk je na je studies en voor je eerste werkervaring aan vrijwilligerswerk doen, vrees ik dat je veel zaken 'verleerd' of 'vergeet' van je opleiding. Dus dan wordt het solliciteren na vrijwilligerswerk wel wat moeilijker.

Wat vind jij de nadelen van vrijwilligers werk?

Ik zou liegen al ik zei dat ik geen ambitieus persoon ben, ik ben dus iemand die echt carrière wilt maken. Dit combineren met vrijwilligerswerk is niet echt mogelijk. Carrière maken in vrijwilligerswerk lijkt me dan ook niet echt mogelijk.

3) Hoe sta je tegenover mensen die het wel doen?

Ik heb enorm veel respect voor mensen die het kunnen opbrengen om tijdens hun leven vrijwilligerswerk te doen. Enkel en alleen om mensen (in nood) te helpen. Ik draag hun een warm hart toe en zou bijvoorbeeld wel te vinden zijn voor het doneren van giften aan liefdadigheidsinstellingen. Dergelijke giften zijn in België trouwens fiscaal aftrekbaar van je belastingen.

4) Wat zou jij anders doen als je tijd vrij hebt?

Als je carrière wil maken offer je sowieso al een deel vrije tijd op om te werken. De overige vrije tijd die dan nog overblijft hou ik dan liever om te sporten en om tijd door te brengen met mijn vriendin en vrienden.

5) Zou je wel met iemand samen vrijwilligers werk gaan doen?

Als het uitkomt zou ik eventueel wel willen bijspringen voor een dag in één of andere organisatie. Maar door tijdsgebrek zeker niet iedere week. Zeker als je dit kan combineren met vrienden of andere interessante personen dan kan het ook nog bijdragen om te netwerken.

6) Ben jij van mening dat vrijwilligerswerk een trend is in deze tijd?

De financieel economische crisis zorgt er voor meerdere ontslagen, hierdoor krijgen mensen meer en meer tijd. Ik kan er dus wel inkomen dat dergelijke personen hun tijd nuttig zouden besteden door het helpen van anderen.

Interview person 8 (Boy, 25, studying for Youth Animator)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/Nee

JA:

2) Waarom lijkt dit je leuk? Denk je dat jij een verschil zou kunnen maken? Hoe?

Ja omdat ik al veel ervaring heb met animatie en ander vrijwilligerswerk in mijn eigen land en dit graag wil overbrengen naar het buitenland. Dan krijg je te maken met verschillende culturen en dat is iets waar ik graag meer van wil weten.

3) Wat zou jouw motivatie zijn om vrijwilligers werk in ontwikkelings landen te gaan doen?

Een bredere kijk op wensen en behoeften van bijvoorbeeld kinderen waarvoor ik het vrijwilligerswerk zou doen. Het leren van andere culturen maar ook zeker andere talen. Waarschijnlijk ook andere weersomstandigheden waarop ik mijn activiteiten aan zal moeten passen.

Zijn er nadelen aan? Wat zijn de nadelen voor jou?

Wellicht de andere weersomstandigheden zoals ik al zei. In België is het weer vaak vrij stabiel, in de zomer kan het gerust eens regenen of minder warm zijn. Als de zomers in het buitenland rond de 45 graden zullen zijn, zal ik toch andere activiteiten moeten bedenken. Maar dit hangt heel erg af van wat voor soort vrijwilligerswerk hier gevraagd wordt.

Wat zou je voor de mensen daar kunnen betekenen?

Ik zou mijn taak als hoofdanimator jeugdwerk kunnen invoeren in het buitenland en me hierin natuurlijk erg aanpassen aan de wensen en behoeften die daar erg spelen.

Hoe denk jij over het leren kennen van een andere cultuur?

Dat is, zoals ik net ook al aangaf, een erg belangrijke factor waarmee ik mijn huidige werk zo kunnen verbreden. Andere cultuur en taal is erg interessant om meer over te weten en vooral mee te werken.

4) In welke landen zou jij geïnteresseerd zijn? Zou je ook denk aan Kongo/Rwanda/Burundi omdat dat ooit kolonies van België waren?

Het lijkt me erg leuk en uitdagend om in een Afrikaans land vrijwilligerswerk te gaan doen, Nigeria, Kenia of Ghana.

5) Wat voor een project zou jij kiezen? Waarom dat?

Ik zou zelf in een soort weeshuis willen werken en dan kinderen, die een erg moeilijke tijd doorstaan, proberen te motiveren om toch positief te blijven. Dit zou ik dan willen bereiken door activiteiten met de kinderen op te zetten, te sporten, te knutselen etc.

6) Wanneer zou je dit willen gaan doen en voor hoelang?

Ik zou dit vanaf volgend jaar na mijn studie in april t/m juni willen doen.

Zou je liever alleen willen gaan of met iemand samen?

Ik zou liever alleen daar naartoe gaan en andere vrijwilligers daar willen ontmoeten die met ongeveer hetzelfde bezig zijn. Als je alleen gaat is het in het begin misschien wel moeilijk, maar denk ik, dat je na verloop van tijd erg trots ben dat je het helemaal zelf gedaan hebt en alles zelf hebt bereikt.

7) Waar zou je je beslissing op baseren? Zou dit zijn omdat je graag dingen goed wil doen voor anderen of zou het vooral zijn voor jezelf? Laat je je leiden door rationele argumenten of laat je je overhalen door reclame?

Ik laat me zeker niet overhalen door reclame, ik ken een aantal mensen die ook vrijwilligerswerk in een Afrikaans land hebben gedaan en dit spreekt mij gewoon ontzettend aan. Vrijwilligerswerk doe ik voor mezelf maar ook zeker om dingen over te brengen naar andere en ik denk dat de kinderen daar het meeste baat bij hebben bij dit soort vrijwilligerswerk.

Bepalen jouw ouders uiteindelijk of je dit gaat doen of niet?

Natuurlijk speelt mijn omgeving een grote rol, mijn ouders, vriendin en vrienden maar uiteindelijk weegt mijn eigen mening het zwaarst. Ik neem natuurlijk wel de mening van mijn medemens mee in mijn besluit.

8) Waar zou jij het liefst goeie informatie willen vinden over vrijwilligerswerk, waarom daar?

Ik zou het liefste met mensen willen praten die dit werk al eens gedaan hebben. Dan weet ik zeker dat de informatie klopt en word ik niet misleid door reclames.

Gebruik je veel sociale media platformen zoals Facebook of Twitter?

Nee, of ik moet op facebook iemand kennen die dit werk al gedaan heeft en er op die manier mee in contact komen.

Zou je een sociaal media platform als informatie bron voor vrijwilligers werk via Projects Abroad gebruiken? (ervaringsverhalen en informatie over een informatie dag etc.)

Ja dat zou ik zeker gebruiken.

9) Zou je met een organisatie willen gaan of zou je het liever zelf willen regelen?

Ik zou het liever zelf willen regelen omdat het bakken vol geld kost, in mijn ogen, om vanuit een organisatie dit werk te doen. Ik heb al eens gekeken bij de vrijwilligersorganisatie 'Be More' maar hier kwamen zoveel kosten bij kijken dat ik het belachelijk vind om een berg geld te betalen terwijl je vrijwilligerswerk komt doen. Natuurlijk is het super om een aanspreekpunt te hebben, iemand te kennen die de buurt kent, die je op komt halen van het vliegveld etc. maar om daarvoor zoveel geld neer te leggen is wat overdreven in mijn ogen.

Zou je bereid zijn om te betalen voor onderdak en eten?

Ik zou het er niet helemaal mee eens zijn om te betalen voor onderdak en eten. Jij komt een goede daad leveren in dit land, vrijwillig en dan mag je best iets terug verwachten. Mijn idee zou dan zijn om vooraf wat geld in te zamelen waarmee er extra dingen gedaan kunnen worden voor een school, weeshuis etc. maar dat er voor jezelf wel onderdak en eten geregeld wordt.

10) Heb je wel een gehoord van Projects Abroad?

Nee

Ken je andere organisaties die vrijwilligerswerk in het buitenland aanbieden?

Ja 'Be More', 'Activity International', 'JoHo'

11) Ben jij van mening dat vrijwilligerswerk in het buitenland een trend is deze tijd?

Ik ben van mening dat dat een trend in deze tijd is, maar niet alleen vrijwilligerswerk. We zijn niet meer gefocust op alleen ons kikkerlandje maar alles wordt internationaal. De technologie werkt daar natuurlijk ontzettend aan mee, de communicatie is wereldwijd erg snel geworden. Door deze veranderingen van de laatste tijd verhuizen mensen naar het buitenland, gaan ze werken in het buitenland, gaan ze studeren in het buitenland en zeker ook vrijwilligerswerk doen.

Interview person 9 (Boy, 21, studying Accountancy)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/Nee

JA:

2) Waarom lijkt dit je leuk? Denk je dat jij een verschil zou kunnen maken? Hoe?

Ja, door mij in te zetten in ontwikkelingslanden en het land een helpende hand te bieden.

3) Wat zou jouw motivatie zijn om vrijwilligers werk in ontwikkelings landen te gaan doen?

Mijn voordelen voor vrijwilligerswerk zijn dat ik mee werk aan een betere samenleving. De motivaties voor mij zelf zijn dat ik mijzelf kan ontwikkelen en mijzelf daadwerkelijk leer kennen, omdat ik zal inzien dat het leven ook heel anders kan zijn, zoals dat is in een ontwikkelingsland.

Zijn er nadelen aan? Wat zijn de nadelen voor jou?

Nadelen voor mij zullen zijn de kosten die ik zal maken voor mijn vrijwilligerswerk zoals het vliegticket etc.

Wat zou je voor de mensen daar kunnen betekenen?

Ik denk dat ik de mensen vooral kan helpen met het opbouwen naar een beter leven.

Hoe denk jij over het leren kennen van een andere cultuur?

Ik sta erg open voor andere culturen en ik zie het leren kennen van andere culturen daarom des te meer als een leuke uitdaging!

4) In welke landen zou jij geïnteresseerd zijn? Zou je ook denk aan Kongo/Rwanda/Burundi omdat dat ooit kolonies van België waren? Zou je ook in België of andere Europese landen vrijwilligers werk willen gaan doen?

Als ik vrijwilligers werk ga doen, zou ik dit het liefst in een ontwikkelingsland willen doen, omdat ik denk dat zij de meesten helpende handen kunnen gebruiken. Natuurlijk weet ik dat er in België ook een hoop vrijwilligersbaantjes zijn zoals in verpleeghuizen, maar gezien de financiële gezondheid van ons land in vergelijking met een land als Rwanda, gaat mijn voorkeur toch uit naar een ontwikkelingsland.

5) Wat voor een project zou jij kiezen? Waarom dat?

Ik zou kiezen voor een project waarmee de levensstandaard van de lokale bevolking kan worden verhoogd. Projecten als onderwijs en het aanleggen van waterputten spreken mij daarom erg aan.

6) Wanneer zou je dit willen gaan doen en voor hoelang?

Ik zou dit graag willen doen in een zomervakantie 2 a 3 maanden, gezien ik al full-time studeer.

Zou je liever alleen willen gaan of met iemand samen?

Ik zou dit graag met iemand samen willen doen, dat maakt de overgang van je vertrouwde leven naar een hele onbekende wereld wat makkelijker.

7) Waar zou je je beslissing op baseren? Zou dit zijn omdat je graag dingen goed wil doen voor anderen of zou het vooral zijn voor jezelf? Laat je je leiden door rationele argumenten of laat je je overhalen door reclame?

Zoals ik al aangaf zou ik graag de levensstandaard van de lokale bevolking in een ontwikkelingsland willen verbeteren en een project dat zich hier op richt zou ik dus kiezen en mijn beslissing baseer ik dus op de informatie over het project.

Bepalen jouw ouders uiteindelijk of je dit gaat doen of niet?

Nee mijn ouders zijn niet belangrijk in mijn beslissing, ik kies zelf voor deze keuze en voor een nieuwe uitdaging, maar het zal natuurlijk wel prettig zijn wanneer zij mij hierin steunen.

8) Waar zou jij het liefst goeie informatie willen vinden over vrijwilligerswerk, waarom daar?

Internet zou ik het eerst op gaan zoeken, vooral omdat je daar ook kan vergelijken.

Gebruik je veel sociale media platformen zoals Facebook of Twitter?

Ik gebruik Facebook.

Zou je een sociaal media platform als informatie bron voor vrijwilligers werk via Projects Abroad gebruiken? (ervaringsverhalen en informatie over een informatie dag etc.)

Ja ik denk dat dat wel een goed referentie kader zou kunnen zijn. Het is altijd leuk om verhalen van eerdere vrijwilligers te horen.

9) Zou je met een organisatie willen gaan of zou je het liever zelf willen regelen?

Ik zou graag willen gaan met een organisatie. Belangrijk is dat zij ervaring hebben en dat het dus een betrouwbare bron achter de reis zit.

Zou je bereid zijn om te betalen voor onderdak en eten?

Zoals ik al aangaf zijn kosten voor mij een nadelig onderdeel van het vrijwilligerswerk. Ik zou wel bereid zijn om te betalen voor onderdak en eten, maar deze kosten moeten niet extreem zijn anders zou ik overwegen om niet te kiezen voor het vrijwilligerswerk.

10) Heb je wel een gehoord van Projects Abroad? Ken je andere organisaties die vrijwilligerswerk in het buitenland aanbieden?

Beide nee.

11) Ben jij van mening dat vrijwilligerswerk in het buitenland een trend is deze tijd?

Nee, ik denk dat vrijwilligerswerk langzaam aan steeds minder populair aan het worden is.

Interview person 10 (Boy, 21, studying Sociology)

1) Zou je geïnteresseerd zijn om vrijwilligerswerk in het buitenland te gaan doen?

Ja/Nee

NEE:

2) Waarom niet? Wat vind jij de nadelen van vrijwilligers werk?

Ik zou niet echt zeggen dat er nadelen verbonden zijn aan het doen van vrijwilligerswerk, maar het lijkt me vreemd dat er een organisatie bestaat die winst maakt op vrijwilligerswerk. Zo wordt vrijwilligerswerk toch gereduceerd tot een soort van toerisme en teert het kapitalistisch systeem dus eigenlijk op de miserie die gecreëerd wordt waardoor ik niet zie dat het probleem uiteindelijk zal oplossen als er een sector op gaat teren.

3) Hoe sta je tegenover mensen die het wel doen?

Ik heb helemaal niets tegen mensen die dit doen maar het lijkt me eerder dat overheden zich meer moeten inspannen om structurele aanpassingen aan te passen. Preventie gaat voor genezen. Op micro-niveau kan je natuurlijk al wat mensen helpen maar het blijft uiteindelijk een druppel op een hete plaat.

4) Als de omstandigheden of situatie zou veranderen waar je nu in zit zou je het dan misschien wel overwegen?

De omstandigheden zouden dan wel heel drastisch moeten veranderen. Misschien als de Staat meer intervenueert in zulke projecten.

5) Wat zou jij anders doen als je tijd vrij hebt?

Als ik vrije tijd heb, ga ik ofwel werken en anders ga ik liever ergens rustig op een cultuurvakantie.

6) Zou je wel met iemand samen vrijwilligers werk gaan doen?

Ik zou dit wel overwegen maar dan liever op vrijwillige basis

7) Ben jij van mening dat vrijwilligerswerk een trend is in deze tijd?

Ik ben ervan overtuigd dat we geëvolueerd naar een "Erlebnisgesellschaft" en dat er weinig intrinsieke motivatie is om de mensen echt te helpen maar dat mens meer zoekt naar een gevoel om zichzelf gerust te stellen. Deze individualiserende trend is zorgwekkend.

Appendix 5: Interview with Marita Daemen

Wat is jouw beroep?

Leerkracht in cluster 4 onderwijs, een middelbare school voor leerlingen met ernstige gedragsproblemen/stoornissen.

Hoe oud ben je? Heb je kinderen? Hoe oud zijn die?

Ik ben 40 j., heb 2 kinderen van 1,5 en 3 j.

Hoe lang heb jij in België gewoond en waar?

Ik ben geboren in Wilrijk, een deelgemeente van Antwerpen. Wij hebben in de stad Antwerpen in Wilrijk, Schilde en Zoersel gewoond. Gedurende 23 jaar heb ik gewoond in België. Daarna ben ik naar Nederland vertrokken om te gaan studeren en nu woon ik al 17 jaar in NL.

Wat is volgens jou het grootste verschil tussen de Nederlandse en Vlaamse cultuur?

Nederlanders hebben een sterk samenhangsgevoel (zowel bij feestelijkheden als bij drama's) en hebben behoefte daar samen uiting aan te geven. Belgen daarentegen zijn veel meer ingetogen en hebben niet de neiging om dat met anderen te delen.

Nederlanders zijn van oorsprong vechters en veroveraars, dat zie je in veel dingen terug. Nederlanders gaan bijvoorbeeld kamperen en gaan eventueel met 100 euro op reis en zien wel waar ze stranden. Ze hebben ondernemersdrift en daarnaast vinden Nederlandse vrouwen een bevalling zonder ruggenprik normaal waar Belgische vrouwen het een must vinden. In Nederland is veel internationaal handelsverkeer, ze zijn verbaal sterk en vaak geassocieerd met brutaliteit, ze gaan graag de discussie aan en gaan snel 'oppervlakkige' vriendschappen aan. Afgestudeerde en/of kinderen die op zich zelf gaan wonen gaan vaak in andere steden wonen. In België blijven deze kinderen vaak in de buurt van ouders wonen. Het zorgstelsel in België is minder gunstig voor ouderen, waardoor 'de kinderen' worden ingeschakeld.

*Belgen hebben eeuwenlang onder het bewind van oa. Spanjaarden, Fransen, Nederlanders, geleefd. Belgen kamperen heel weinig en gaan alleen op reis als ze de zekerheid hebben van genoeg geld. Doordat België opgesplitst is in Wallonië en Vlaanderen, hetgeen veel problemen met zich meebrengt, is er weinig samenhang, sterker nog er is veel haat, wrok en jaloezie. Ze zijn **niet** haantjes de voorsten, ze zijn afwachting in discussies en zullen zelden iemand onbekends tegenspreken. Klikt het met Belgen, dan is het echt!*

In Nederland is het erg populair om vrijwilligers werk in het buitenland te gaan doen voor een aantal maanden, denk jij dat dit in Vlaanderen ook populair zou kunnen worden?

Tja, als je bovenstaande leest is dat twijfelachtig, omdat Belgen duidelijk minder avontuurlijk zijn aangelegd en eerder voor zekerheid gaan zoals studie, huis kopen. Aande andere kant is het bovenstaande wat achterhaald misschien. Ik denk dat anno 2010 er zeker animo voor is. Ook daar zijn jongeren bezig met armoede in ontwikkelingslanden en klimaat problematiek. Dat zijn tenslotte wereldonderwerpen.

Zou jij het goed vinden als een van jouw kinderen naar het buitenland zou willen gaan om vrijwilligerswerk te gaan doen?

Ja, verruiming van de geest, een groot besef dat wij veel geluk hebben, je komt jezelf tegen, je inzetten om anderen te helpen en je wordt er zelfstandig van. Huisvesting en 'bewaking' moeten wel dik in orde zijn!

Wanneer zou jij willen dat ze dit zouden doen? Na hun middelbare school of na of tijdens hun studie?

Na hun studie, dan zijn ze ouder en hebben ze hun studie af. Na zo'n ervaring is het maar de vraag of je nog achterin de schoolbanken wil. Aan de andere kant, als iemand na de middelbare school echt niet weet wat de vervolgstudie wordt of hij/zij is even 'zoekende' (wat nogal eens voorkomt in deze tijd) kan dat een goede, interessante oplossing zijn.

Zou je dan kiezen om een van jouw kinderen met een organisatie te laten gaan? (in NL zijn er meerder organisaties die vrijwilligers werk organiseren voor de klant, net zoals het bedrijf waar ik mijn scriptie voor schrijf.)

Als dat een gedegen organisatie is dan vind ik dat prima, maar ik zou het dan wel even researchen. Dus goede PR en een professionele organisatie naar buiten is heel belangrijk voor gegadigden.

Ken jij Belgische bedrijven die dit soort reizen aanbieden? Zo ja, welke?

Nee, eigenlijk helemaal niet. Omdat mijn kinderen nog zo jong zijn zit ik totaal niet in die scene.

Appendix 6: Interview Laurens Vos

Hoe lang werk je al voor Projects Abroad?

Sinds juli 2004 parttime, sinds 1 januari 2005 fulltime. Ik vond het zo leuk dat ik er wilde blijven werken.

Jij hebt het bedrijf in NL opgezet, wat was jouw motivatie om dit te doen?

Na een mooie tijd met Projects Abroad in Zuid-Afrika, kreeg ik de kans om kantoor NL te openen. Ik wilde graag anderen ook de mogelijkheid bieden op het moois dat ik had ervaren.

Welke doelgroep wilde jij in het begin bereiken? Is dat gelukt?

Ik wilde mij vooral richten op doelgroep 16-25 jaar. Ja dat is gelukt.

Met welke middelen wilde jij deze doelgroep bereiken? Zijn deze nu anders? Had het succes?

Internet, presentaties en beurzen, dit is nu nog hetzelfde. Het heeft inderdaad succes gehad, in 2004 nog 40 vrijwilligers, nu 450.

Welke USP's wilde jij promoten van Projects Abroad?

Je kan je bij ons aanmelden vanaf 16 jaar. Je kiest je eigen start- en einddatum. We hebben de keuze uit veel verschillende landen en projecten. Als laatst heb je bij ons totaal geen werkervaring nodig en je krijgt 24 uur back-up in het land waar je naar toe gaat.

Welke projecten en landen wilde je promoten?

Zuid-Afrika had mijn voorkeur in het begin, nu is er geen voorkeur meer. Dit kwam vooral omdat ik hier zelf ook een project heb gedaan.

Wat zijn nu belangrijke dingen die jij doet om op dit niveau te blijven presteren?

Jezelf scherp houden. Ik probeer ook erg de concurrentie in de gaten te houden. Daarnaast is leren van je collega's erg belangrijk en ik probeer bij te blijven door online "cursussen" te volgen.

In welke periodes melden de meesten mensen zich het meeste aan in NL?

Dit is van Januari t/m mei.

Wat is er zo populair aan de bestemmingen: Ghana, Peru, Nepal en Zuid Afrika?

Goeie vraag. het verstrekt zichzelf – veel vrijwilligers, trekt meer vrijwilligers. Leuke projecten, leuk land, etc. Maar dat is natuurlijk wel moeilijk om te zeggen omdat het erg verschilt per jaar en per land.

Waarom melden er zich meer vrouwen dan mannen aan bij Projects Abroad NL? Is dat ook zo in Engeland en andere landen?

Ook een goeie vraag. ik denk dat het begrip vrijwilligerswerk nog steeds een grotere aantrekkingskracht heeft op de vrouwen. Dit is inderdaad overal het geval.

Welke suggesties heb jij zelf voor Projects Abroad in België in verschil met NL?

Gebruik maken van lokale (online) media, Belgische Representatives gebruiken.

Hoeveel Belgen hebben zich in 2008 aangemeld in vergelijking met de hoeveelheid Nederlanders?

24 Belgen in 2008. En in 2009 was dit het dubbele. Het blijft maar stijgen. We kunnen er daarom veel uit halen.

Word er een speciaal budget voor opzij gezet om België te "veroveren"?

Nee, onderdeel van het totaal budget.

Als laatste vraag, je hebt zelf een dochttertje, zou je deze aanraden om ook vrijwilligers werk in het buitenland te gaan doen?

Beste vraag die me ooit gesteld is. Als echte vader heb ik haar het liefst zo dicht mogelijk bij me, maar mocht ze willen dan mag ze gaan. Of ik het actief zal promoten bij haar? Dat vind ik echt moeilijk om te beantwoorden, zeker nu ze nog zo klein is en ik geen beeld kan vormen hoe ze is als ze ouder is. Mezelf kennende denk ik wel dat ik haar het avontuur gun en het dus wel zal promoten.

Appendix 7 : Contact with Mr. Vinken

2010/8/11 Nicoline Laman Trip wrote:

Beste meneer Vinken,

Enige tijd geleden heb ik u onderstaande email gestuurd. Na niets van u te hebben vernomen hoop ik dat u er alsnog een keer naar zou willen kijken. alvast dank.

Via mijn lerares, Hanneke Ponten, ben ik aan uw naam en email adres gekomen. Zij heeft mij geadviseerd om u een email te sturen met mijn vraag.

Ik ben 4e jaars studente International Communication and Media aan de Hogeschool in Utrecht. Ik ben op dit moment erg druk bezig met het schrijven van mijn scriptie. Dit doe ik voor een internationaal bedrijf, Projects Abroad, dat vrijwilligers werk in het buitenland organiseert. Het onderzoek dat ik voor hen uitvoer is om te kijken of het rendabel zou zijn om naar Vlaanderen uit te breiden en hoe ze dit dan het beste zouden kunnen doen.

Een onderdeel van deze scriptie is een analyse van de grootste doelgroep van Projects Abroad. 75% van de doelgroep in Nederland is tussen de 16 en 25 jaar oud. Na veelvuldig onderzoek vond ik veel informatie over de Generatie Y. Voor mijn gevoel klopte deze beschrijving helemaal bij mijn doelgroep. De informatie die ik heb gevonden op internet komt voornamelijk uit Amerikaanse bronnen. Mijn vraag was daarom ook, kan je deze beschrijvingen overnemen en aannemen dat deze hetzelfde zal zijn in de Belgische (vlaamse) cultuur? In andere woorden, is het mogelijk om informatie over een bepaalde generatie te generaliseren in verschillende culturen?

Ik hoop dat u mij hier mee zou kunnen helpen. In ieder geval alvast ontzettend bedankt voor uw tijd.

Met vriendelijke groeten,

Nicoline Laman Trip
Kromme Nieuwegracht 88b
3512 HM Utrecht

2010/8/11 Henk Vinken wrote:

Dag Nicole,

Net terug van vakantie.

Er is ook Nederlands materiaal dat je misschien al kent mn over generaties en (de echte) verschillen ertussen (zie recent boekje 'Oud en Jong' van Christina Bode en Luca Consoli waarin oa een summary van ons generatieonderzoek; er is ook veel onzin over de 'generatie einstein' en de 'grenzeloze generatie' die ongegeneerd kopietjes uit de VS maken), over civic engagement ook wel (bv over de praktisch idealisten), maar dat is vaak wat speculatief...

En nee, je kan eea niet zomaar generaliseren naar andere landen, vandaar dat ik je aanraad Nederlands materiaal te gebruiken. Vlaams ken ik niet eigenlijk, maar daar zou achter te komen moeten zijn als je kijkt bij de sociologievakgroep van Marc Elchardus aan de Vrije Universiteit Brussel, die doen soortgelijke dingen. Onthoud gewoon dat het nogal uitmaakt welke grote maatschappelijke gebeurtenissen (jonge) generaties hebben meegemaakt die generatievormend zijn. Die gebeurtenissen verschillen van land tot land en ook stapelen die gebeurtenissen in het ene land op andere gebeurtenissen en dus ook daar kan je steeds opnieuw verschillen zien... Als een werkhypothese kan je aannemen dat de verschillen tussen generaties in NL misschien ook in Vlaanderen te vinden zijn. dat weer wel...

Hoop dat dit wat helpt

Gr. Henk Vinken