

Abstract

The empirical investigation examines the organization culture types, job satisfaction and job stress in a survey on travel agents doing the booking and reservation in Bangkok, Thailand. Champoux's relationship among stressors in organization behavior and Cameron & Freeman's model of organization cultures comprising clan, adhocracy, hierarchy, and market were combine and be utilized as the conceptual framework for analysis.

The pilot study was conducted prior to the survey to confirm the sub variables got from the literature review were relevant to this research and no other variables were to be added.

Both the convenient sampling and judgment sampling were used for the sampling procedure. Pearson's Correlation Coefficient and Linear Regression Analysis of SPSS program were used to analyze the data collected from the 465 respondents from travel agencies throughout Bangkok.

The results indicate that the majority of the respondents were from the market organizational culture type. Also there was no relation between job stress and job satisfaction for the clan and adhocracy dominant organization culture type, while there was a relation and significant influence between job stress and job satisfaction for the hierarchy and market dominant organization culture type.

Recommendations for the travel and tour company management, future employees and direction for the further study were also discussed in the research.