## **Question 1**

Analyse the main motivations for participants in volunteer tourism and the benefits they receive from the volunteer experience? Relate your answer to the reference material and theories of tourist motivation and behaviour.

**Interdiction:**

Volunteer tourism is becoming increasingly popular in different parts of the world (sin 2009, p. 480). It was estimated that by 2008 more than 1.8 million tourists were participating in this sector each year (Guttentag, 2009, p. 538). Motivation is important for any forms because successful corporations are no longer measured only by the amount of profits. Therefore, it is important for tourism to know their tourist’ motivates. Volunteer tourists often have a multitude of motivation, however the majority of literature emphasizes the motivation for participant volunteer tourism is altruism and travel/adventure ranked as the highest motivations as seen with the work of wearing (2001). Also there are some benefits; tourists can get from the volunteer experience. This essay will analyse common motives for volunteer tourists and outlines the main benefits of volunteer tourism.

**Volunteer Tourism Defined:**

Volunteer tourism has been an interest to tourism researchers in the past two decades and has been given many different definitions, one definition has been defined by Wearing by looking at volunteer tourism, which volunteer tourism is somewhat distinct from most of the new “forms” of tourism. It is generally acknowledged to involve the undertaking of holidays that involve altruistic actions such as participating in providing physical aid for communities and assisting in environmental and cultural heritage preservation and restoration (Wearing 2001, p. 8). Lyons (2003) argues that not everyone who is involved in volunteer tourism considers themselves volunteers and tourists. In fact, volunteer tourists usually pay more to volunteer while on holiday than what they would pay on a normal holiday to the same location (Wearing 2001, p. 8).

**Motives of Volunteer Tourists:**

To understand volunteer tourism needs the underlying of volunteers’ motivations. Volunteer tourists may be different from other tourists in that their primary and most important motivation is altruism. On the other hand, it is interesting that altruism may not be volunteer tourists’ primary motive considering they are volunteers, as well as tourists (sin 2009, p. 488). As a result of the interview volunteer tourist; sin (2009) founded that the key motivations turn around their self instead of ‘to help others, also the main motivation for many volunteer tourists is to travel (sin, 2009).in fact, this study found that the participants’ desire for a new experience outweighed their desire to help others. According to Maslow’s hierarchy of needs theory, altruism is one of the self-esteem needs and travel/adventure is one of the self-actualisation needs in Maslow’s theory. Therefore, volunteer experience gave tourists a sense of satisfaction because it gave them an opportunity to fulfil personal desires and needs.

However, there are many means of travelling to different destinations; one of these is to get opportunities to immerse oneself in a local culture and to see real people, their lives, and their everyday living environment (sin 2009, p. 497). According to Gary (1970) there are two basics motivations which are sunlust and wanderlust, and it appears that volunteer tourists seem to be a wanderlust because their motivate to explore new culture, different destinations, new educational systems and climate unimportant to them(Cooper & Hall 2008). In addition, Cohen (1972) created tourist types, two of these are the explorer and the drifter. Presumably, volunteer tourists tend to be the explorer and/or the drifter, because they dare to leave their environmental bubble and live in a new destination as a local people (Cooper & Hall 2008).

A further main motivation is the potential for volunteer tourism to volunteer and contribute to the local community, and their contributing not only to the volunteer tourists’ personal development, but also positively and directly to the social, natural and economic environments of the host community (sin 2009, p. 489). Other motivations that have been associated with volunteer tourism, volunteering and tourism include proving their selves because volunteer experiences tested their potential, while others found it is a great opportunity to discover inaccessible place (sin 2009, p. 490). Also Plog classified tourists into two types which are psychocentric and allocentric, hence, volunteer tourists tend to be allocentric because allocentric tend to seek new and exciting destinations and are prepared to take risks (Cooper & Hall 2008).

There is also another motivation that emerged was the desire to give back and reach out to the less privileged. Many participants felt that they had done well in life and wanted to give back. Spending time to help people in need is a good way to just do that a trip with a purpose is appealing to participants because it offers them a chance to help with the less fortunate instead of pure self-enjoyment. One focus group participant referred to using volunteer tourism as a way to seek a purpose-driven life and felt that volunteer vacations served as a means to give back to society (McIntosh & Zahra 2007, P. 546). In fact, volunteer tourists’ motives seem to be varying from each others.

**Volunteer Tourism Benefits:**

There are some benefits of volunteer tourism; tourists can gain from the volunteer experience. Volunteer tourists gain experience and a greater sense of accomplishment than other tourist excursions can ever provide. Some participants learn more about their self and their own potential. And many respondents also had life-changing experiences that made them think about the world or their own lives differently. Also Volunteer tourists had a change in behaviour that improved their satisfaction of self, increased their confidence in their own capabilities, or caused them to have a more enriched lifestyle and meaningful engagement with life. In fact, Volunteer tourism seems to offer the potential to change a tourist’s perceptions about society, their self identity, their values, and their everyday lives (sin 2009, p. 491-493).

**Conclusions:**

Volunteer tourists appear to display several altruistic and selfish motivations. And they are attained a sense of satisfaction from their volunteering from enjoying their volunteer work, from helping others, from gained friendships, or from discovering more about their own lives.

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**References**

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## **Question 2**

Drawing on the reference material, assess the positive and negative impacts of volunteer tourism on host communities. What strategies can be put in place to ensure more favourable outcomes?

**Interdiction:**

The concept of volunteer tourism is gaining popularity (Rogers 2007). It was estimated that by 2008 more than 1.8 million tourists were participating in this sector each year (Guttentag 2009, p. 538). The majority of literature emphasizes the potential positive benefits of volunteer tourism, with the ability to use labour and intellectual resources that may not otherwise be available the attractions (Lyons and Wearing 2008, P. 8). However, there are also strong arguments that as well as advantages to volunteer tourism there are also some significant disadvantages. To assess the potential negative and positive effect of volunteer tourism first stage is to define the concept and consider some of the potential impacts.

**Volunteer Tourism Defined:**

Volunteer tourism has been defined by Wearing by looking at volunteer tourists, which “*volunteer in an organized way to undertake holiday that may involve aiding or alleviating material poverty of some groups in society, the restoration of certain environments, or researching aspects of society or environment*” (Guttentag 2009, p. 538). Therefore, this is a definition which limits the sector to experiences that take place within a vacation or holiday setting, rather than other volunteer work may take place. McIntosh and Zahra (2007) consider the way that volunteer tourism is generally perceived as the nurturing of a mutually beneficial relationship between the stakeholders of the destination and the tourists, as well as the potential to impact on social attitudes to enhance the "give-and-take" concept, in order to create rewarding experience. A large number of nongovernmental organizations (NGOs) have supported the concept of volunteer tourism, seeing it as a cornerstone of the development of sustainable tourism (McIntosh & Zahra 2007, P. 538).

**Potential Negative Impacts of Volunteer Tourism:**

The concepts potential positive aspects you to have overridden many potential negative aspects, and as Fitzpatrick (2007) argues, this is a sector which has received a high level of commercialization but does not have sufficient regulations, which can lead to problems in the way of volunteer tourism is implemented (Guttentag 2009, p. 541).

The concept of good intentions not necessarily converting into positive outputs is noted by Fitzpatrick (2007) and Guttentag (2009). A particular issue may be the way in which volunteer labour may not necessarily have the correct skills, and may result in what it is undertaken and unsatisfactory quality, as result of potential incompetence within the volunteers, and may also hinder the projects. This lack of experience as well as lack of instruction may also result in the way volunteer tourism is undertaken without sufficient consideration of the needs or desires of locals (Guttentag 2009, P. 543). For example, development which is undertaken in a number of communities has the potential to benefit the local community with more than the direct output. For example, the use of volunteer labour may reduce the demand for local labour; if the jobs went to local community members there would be the creation of wages, which would then be utilized within economy in a secular nature, used such as goods from other suppliers and help support the local economy (Guttentag 2009, P. 544). There is also the elimination of potential training and development processes that will help put long-term skills creation.

The way in which projects are managed in the way the output is determined may also be undertaken with insufficient concern for local needs, which results in the position of specific cultural values and ideas from other nations, Fitzpatrick (2007) is argued that With the commercialization of volunteer tourism there comes a converse pressure, where the organizations providing volunteer tourism experience may also need to satisfy some of the needs of volunteer tourists in order to attract them, which may result in works that the volunteers themselves may perceived as worthwhile, but go against the needs, undermining the basic concept of mutual benefit (Guttentag 2009, P. 545). A further negative impact is the potential for volunteer tourism to build and support limited stereotypes in terms of cultural differences, which can in turn rationalize poverty.

**Potential positive Impacts of Volunteer Tourism**

A number of commentators argue for the potential positive impact of volunteer tourism, especially with the principle of the creation of cross-cultural understanding, limited studies have supported this view. For example, this research study that looked at volunteer tourism with the Maori community in New Zealand, where they found the benefits which are contribution young people to their community and they are a proud of their culture and also there is a great interaction between volunteer tourists as well as youth as a result of increased costs onto understanding (McIntosh & Zahram 2007, P. 552-553).

**Strategies:**

With a good planning, it can be avoided the potential negative impacts of volunteer tourism. The first step is that asks local people what they want to do or achieve in their community and give them plenty of chances to show how they can be reliable workers. Also the goal of project should meet the community’s needs. Additionally, organizations should develop programs which will be of genuine value for the local communities. Furthermore, it is important to prepare volunteer tourists with great silks that will enable them to deal with the community’s needs (Guttentag 2009, P. 548).

**Conclusions:**

With these potential problems, the practice of volunteer tourism may help to increase understanding on the part of the tourists, but has the potential to continue creating problems unless the concept of mutual benefit and a greater degree of stakeholder approach is adopted, in order to ensure that local needs and considerations are taken into account.

**References**

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