



Original article

Factors that influencing behavioural towards voluntourism[☆]Ummu Hazirah Abd Rahman^a, Abdul Hafaz Ngah^{b*} Serge Gabarre^c^a Faculty of Maritime Studies, University Malaysia Terengganu, Malaysia, mumue.rahman@gmail.com^{b*} Faculty of Business, Economy and Social Development, Universiti of Malaysia Terengganu, hafaz.ngah@umt.edu.my. Corresponding Author^c College of Arts and Sciences, Department of Foreign Languages, University of Nizwa, Sultanate of Oman, sergegabarre@unizwa.edu.om**Abstract**

Volunteering is defined as an individual's spontaneous act of willingly giving and caring. It is conducted out of concern and volunteers do not expect monetary benefits in return. Volunteerism is a social responsibility attitude where financial profit goes beyond one's fundamental commitments. Although no pecuniary benefits are gained, the number of volunteers during coastal clean-ups, marine debris clean-ups, and sea-turtle rescue operations has increased over the years. In 2017, 80,000 tourists took part in volunteerism activities around the world. In Malaysia, 1073 tourists registered as volunteers in 2017. This number is most probably higher as many volunteers spontaneously join activities without proper registration. Hence, it is crucial to understand the reasons behind the volunteers' willingness to work for free in another country. Although several studies on volunteering have been published, little research has been conducted on the volunteers' intentions to continue volunteering on an island. By adopting the volunteer function inventory, this study aims to identify factors leading to continue volunteering among tourists who visit islands in Malaysia. Using a purposive sampling method, questionnaires data were collected from 121 volunteers on the islands of Kapas, Perhentian, and Tioman. Using Smart Partial Least Squares, the researchers found that the value, social and enhancement factors have a positive relationship with the intention to continue being a volunteer. On the other hand, understanding, protective, and career factors were found insignificant. Beside enriching the literature on volunteerism, this study provides insightful information on tourists' behaviours on volunteerism. It is meaningful to several parties such as volunteerism centres in Malaysia and around the globe.

Keywords: Voluntourism, Volunteer Function Inventory, Behavioural Intention.

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1. Introduction

Malaysia is a world-class famous tourist destination. Rich with beautiful islands, 614,000 km² of water surround peninsular Malaysia (Bernama, 2015, p.1). The World Wide Fund for Nature Marine Programme has declared Malaysia as a maritime country. Malaysia crosses more than 19 degrees of longitude, with more than 4600 kilometres of coastline and borders four major bodies of water (the Straits of Malacca, the South China Sea, the Sulu Sea, and the Sulawesi Sea). Adorned with beautiful islands and amazing beaches, Malaysia is also a location attracting a large number of volunteers. The famous islands of Perhentian, Redang and Tioman, have turned Malaysia into an attractive touristic destination. Holidaying, business, and occupying their leisure time to become volunteers are among the reasons why tourist come to Malaysia.

Volunteer tourism or voluntourism can be defined as the activity carried out by tourists who, for numerous reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating the life constraints of some groups in society. These activities include the restoration of specific environments and research into aspects of society or environment (Wearing, 2001, p.1). Voluntourism can be defined as travel that involve an aspect of altruism or, in other words – it is holidaying with a purpose (other than to just relax or party the nights away). It combines the best parts of travelling with the best parts of human nature, creating unforgettable experiences that are often life changing. The options are diverse and whatever one's age, skill set or interest, voluntourism has an opportunity for everyone to leave their mark whilst vacationing

According to the United Nation Volunteer programme (2018, p.12), a total of 109 million equivalent workers developed the profession in the world industries and 32,700,000 are volunteers who are formally active through organisations, associations and groups. This can be a valuable resource for peace and expansion, however more documentation is essential to understand the value of volunteerism's growth on the economy and culture.

Volunteerism (individual or corporate) has become popular in Malaysia. Recently, several Non-Governmental Organization (NGO) collaborated and

started to be involved in voluntourism activities such as “Trash Hero”, “Save Our Beach”, “International Beach Cleaning Day” and “Beach Clean-up”. Besides these activities, it is possible to find volunteers in bartending or other volunteer work such as cleaning services at residences. The “Juara Turtle Project” and “The Rumah Hijau” at Tioman island, the “Eco-teer” and “Bubbles Turtle and Reef Conservation” at Perhentian island are non-governmental organisations and non-official organizations for beach clean-up. According to Tay (2015, p.1), 4 out of 10 volunteer tourism activities that were conducted on these islands included one of these four organisations. In contrast, on Kapas island, voluntourism activities are organized by the residents. There, the local communities focus on preserving and taking care of the marine life, and at the same time offer voluntourists the chance to interact with the local community while experiencing the Malaysian culture and society.

According to Jones (2018, p.2), 1073 volunteers participated in various volunteer activities, mainly in beach clean-up activities. It is believed that this number could be greater as spontaneous participations remain unrecorded. Interestingly, it is believed that tourists who initially visit such destinations for their holiday, honeymoon or for the purpose of conducting business become voluntourists to benefit the society and the environment in another country. The reasons why this group continues to volunteer or why they take part in voluntourism remains under studied. According to Santos (2005, p.761), applying a transformative learning framework to volunteer tourism suggests that people who contribute to volunteer tourism have continuing positive effects. They also have the intention to engage, encourage and support activism through post-trip social movement activities.

The majority of previous studies investigated the reasons behind voluntourism (Güntert, Strubel, Kals, & Wehner, 2016; Stukas, Hoye, Nicholson, Brown, & Aisbett, 2016), the volunteers' satisfaction (Finkelstein, 2008), and looked into modifying the VFI measurements (Chen, Liu, & Legget, 2019; Brayley et al., 2014). However, there is a lack of study on the intentions to continue volunteerism. Hence, by adopting the original Volunteer Functions Inventory (VFI) (Clary et al., 1998,

p.157), this study tries to identify factors influencing tourists' behavioural intention to continue volunteerism.

The scope of this study is limited to three islands on the East Coast of Peninsular Malaysia. These are Kapas island, Perhentian island located in the state of Terengganu, and Tioman island in the state of Pahang. The findings of this study will help organisers and owners of accommodations understand the factors influencing tourists' behaviours on continuing volunteerism. The findings are not limited to Malaysia, as they also reflect trends in volunteerism activities around the globe.

2. Literature Review

Behaviour towards voluntourism

Continuing voluntourism falls under studies on behavioural intention, a field that is popular in tourism research. Several studies have been conducted to determine tourist behaviours, mostly on visit and revisit intentions. In the discipline of voluntourism, studies can be conducted on intention, continuous intention and also on the impact of voluntourism either for local or international participants, or for the community and the organizers themselves. Numerous factors influence continuing volunteerism among tourists. According to Pan (2014, p.20), continuing volunteering among tourists has a positive impact on the public because it can attract travellers with a sense of altruism and it makes their vacation more colourful. NGOs also rely heavily on this continuing behaviour and on volunteers to sustain their volunteering activities (Aboramadan, Hassi, Alharazin, Dahleez, & Albashiti, 2019, p.407)

2.1 Value function

Volunteering represents an opportunity to express humanitarian values and concerns by providing one's time and energy to helping others. According to Clary et al. (1998), individuals looking for opportunities in humanitarian issues based on altruistic motives are motivated by the values function. The values motive may be most likely satisfied by, or "match," a person's experience of volunteering. For this reason, it crosses a range of activities and contexts. However, the extent to which volunteer tourism manages opportunities for the accomplishment of other functions may depend more on

specific activities that volunteers are involved in and the situation in which volunteering occurs (Clary et al., 1998).

The benefit of relationship building with family and friends connects volunteers who intend to volunteer while travelling both at home and abroad (Brown, 2005). This also benefits the self-image of volunteers (Uriely et al., 2003). Employees who were motivated by the values function and their organizational commitment, had a tendency to continue their volunteerism activity (Aboramadan et al., 2019). Value has been found to have a positive relationship with the behavioural intention of voluntary blood donation (Saha & Chandra, 2018). Hence,

H1: There is a positive relationship between value and behaviour towards volunteer tourism.

2.2 Understanding function

Understanding keeps those who are willing to volunteer, for a significant number of hours or for a continued period, actively involved in the long term (Veludo-de-Oliveira, Pallister, & Foxall, 2015). Ryan et al. (2001) assume that one reason why people engage in voluntary service is to receive the benefits of self-development and knowledge. In this study, volunteers go through a learning process related to the activities they do. This means that volunteers can develop their skills and gain knowledge through their own experiences. The link between progression and care of one's self-identity that potentially discern self-identity, is the motivation to continue seeking previously valued activities. This is a new theme adding to the actual functional category (Brayley et al., 2014). Volunteers who are motivated to learn and gain greater understanding have a positive relation to contribute to multiple projects. This is perhaps due to each project providing them with a fresh opportunity to develop a new perspective or skill (Curtis & Curtis, 2018, p.70). On the other hand, understanding has been found to have a positive relationship with continuing volunteering (Brayley et al., 2015). Thus,

H2: There is a positive relationship between understanding and behaviour intention to continuous volunteer tourism.

2.3 Enhancement function

Enhancement is undertaking for the specific purpose in volunteering of making individuals feel

better about themselves. Volunteering allows an esteem function for the period that it enhances a person's esteem by making the person feel essential and important (Klein, 2016, p.6). As such, people already feeling good about themselves volunteer for the purpose of feeling much better. Individuals seek internal and external constancy for a diversity of reasons such as internal progression driven by the need to preserve one's ego, to maintain self-esteem and as a way of supporting the achievement of needs that build heavily on the personal characteristics of the individual remaining reliable over time (e.g., personality, identity) (Bennett & Hennekam, 2018, p.15). Volunteers may experience an increase in self-esteem from seeing themselves as better off than the parties towards whom their volunteer activities are directed at (Browne, Hoyle, & Nicholson, 2012, p.469). It is likely that volunteers experience high self-regard because helping others enhances their perception of being competent and helpful as well as their sense of social connectedness, which in turn can enhance their self-regard. Enhancement has a positive relationship with the behavioural intention of voluntary blood donation (Saha & Chandra, 2018).

H3: There is a positive relationship between enhancement and behaviour intention to continuous volunteer tourism.

2.4 Protective function

Individuals motivated by protective concerns volunteer to help themselves forget about or escape from negative qualities and feelings (Aboramadan et al., 2019, p.411). Very probably, the emission of such responses allows individuals to save their lives in numerous situations (immediate direct benefit), which shows the survival value of contradictory emotions. However, when people experience joy, the response tendency is less specific and longer lasting especially when they concern others' happiness. The act of volunteering is very helpful to those who have a problem with loneliness and anxiety as it can help in building self-confidence (Clary et al., 1998). It also helps volunteers feel serene when they take part in volunteering activities. The protective function has a positive relationship with behaviour intention among volunteers (Oh, 2017, p.10). Hence,

H4: There is a positive relationship between protective and behaviour intention to continuous

volunteer tourism.

2.5 Social function

Social functions in volunteerism include socializing, giving back to and connecting with one's community, apprenticeship about the natural environment, leaving a bestowal for future generations, absorbing or escaping and exercising, enlightening others, attaching to the environment, ethical environmental caring, and wanting to assuage guilt about human damage to the environment (Asah & Blahna, 2012, p.5). Volunteering can also decrease depression where a positive experience gives people a sense of control over their lives. Through the activity, people are educated on how to designate their feelings. Through volunteering activities, people can identify augmenting meeting with others and cultivate relationships with strangers (Musick & Wilson, 2003, p.262). In the study entitled "Understanding the Reasons for Malaysian Youth Participation in Volunteering Activities" written by Hamzah et al. (2016), it is stated that volunteering activities have a positive relationship with social exchanges which help youths boost their employability, creates new friendships, develop new contacts, create social networks of trust and cooperation, receive more appreciation, fulfil religious requirements, support corporate social responsibilities and contribute to government development policies. Social function has a positive relationship with continuing volunteering (Oh, 2017; Kitney, Stanway, & Ryan, 2018; Aboramadan et al., 2019).

H5: There is a positive relationship between social and behavioural intention to continuous volunteer tourism.

2.6 Career Function

There are volunteers who join activities for the purpose of career advancement, and to demonstrate on their curriculum vitae that they are more than willing to work. The idea of career function was defined by Clary et al. (1998) to describe volunteers who try to prepare for a new career or who seek to obtain career relevant skills. Career function reflects people's habit to engage in a volunteer activity for auxiliary reasons related to their own career advancement. For example, people may volunteer to meet others or to build a network that may benefit

their career growth. Such volunteerism is given more incentive by the intention to help the self rather than others (Brockner, Senior, & Welch, 2014, p.6). The involvement of an individual in volunteer activities will increase their self-performance and the opportunity to find a job through social relationships with other volunteers. Career function was found to have a positive relationship with intention to volunteer (Tiraieyari & Krauss, 2018; Kitney et al., 2016, p.4).

H6: There is a positive relationship between career and behaviour intention to continuous volunteerism.

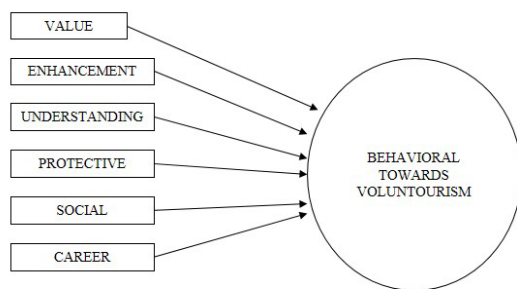


Figure 1: Theoretical Framework

3. Methodology

The target respondents in this study are the persons who have experience as volunteers in island volunteering activities. The three islands that have been selected are the most famous ones for voluntourism activities. The research design follows a survey method with self-administered instruments. A purposive sampling method was used to collect data among 121 voluntourists on the islands of Tioman, Redang and Kapas from January to March 2019. Since the aim of the study is solely to test the veracity of the theoretical effect, a non-probability technique was deemed sufficient (Hulland, Baumgartner, & Smith, 2017, p.4; Hafaz, Thurasamy, Aziz, Ali, & Khan, 2019, p.4). The number of respondents differed for each island. There were 37 respondents from Kapas island, 50 from Perhentian island, and 34 from Tioman island. Data were gathered when voluntourists dined together and during sharing sessions on voluntourism activities.

To measure the exogenous variable representing the VFI functions, the researchers borrowed the scales used by Clary et al. (1998). Each antecedent of volunteers' motivation was measured using a five-

item scale. Responses ranged from 1 (strong disagreement) to 5 (strong agreement). To measure the endogenous variable, the continuing behaviour of voluntourism, the study adopted the instrument from Venkatesh, Brown, and Hoehle (2012), and the responses were ranged between 1 and 7 to avoid the common method variance as proposed by MacKenzie and Podsakoff (2012, p.551; Ngah, Zainuddin, & Thurasamy, 2015, p.362).

4. Data Analysis

Data were processed using the Statistical Packages for Social Sciences (SPSS) 22.0 and SmartPLS 3.0. SPSS 22.0 was used to code and save data, and SmartPLS software was used to analyse the data. Table 1 shows the profile of the respondents of the study.

Item	Frequency	%
Age		
18-25	72	59.5
26-30	31	25.6
31-35	15	12.4
36 and above	3	2.5
Gender		
Female	70	57.9
Male	51	42.1
Country		
Local	81	66.9
International	40	33.1
Education		
High School	19	15.7
Diploma	28	23.1
Degree	64	52.9
Master	8	6.6
PhD	2	1.7
Total	121	100

4.1. Measurement model

As mentioned in the literature, for the structural equation modelling (SEM), two steps should be fulfilled in order to answer the research questions of the study (Hafaz, Jeevan, Salleh, Lee, & Ruslan, 2019, p.483). The first step is the measurement model, which consists of convergent validity and discriminant validity. Convergent validity is established if the loading and average variance extracted (AVE) is higher than 0.5 and the composite reliability is higher than 0.7 (Hair, Risher,

Sarstedt, & Ringle, 2018 ; Ngah, Ramayah, Ali, & Khan, 2019). Table 2 illustrates the results of the measurement model. As all the required values are higher than the threshold values set up by Hair et al. (2018), it can be confirmed that the convergent validity has been established in the study.

Construct	Item	CTV	CR	AVE
Career	CF 1	0.865	0.872	0.579
	CF 2	0.698		
	CF 3	0.654		
	CF 4	0.795		
	CF 5	0.773		
Continue to Volunteer	CTV 1	0.953	0.978	0.936
	CTV 2	0.976		
	CTV3	0.973		
Enhancement	EF 1	0.824	0.908	0.665
	EF 2	0.856		
	EF 3	0.843		
	EF 4	0.867		
	EF 5	0.671		
Protective	PF 1	0.808	0.903	0.699
	PF 2	0.842		
	PF 3	0.839		
	PF 5	0.853		
Social	SS 1	0.896	0.953	0.802
	SS 2	0.911		
	SS 3	0.887		
	SS 4	0.893		
	SS 5	0.891		
Understanding	UF 2	0.818	0.861	0.609
	UF 3	0.774		
	UF 4	0.742		
	UF 5	0.785		
Value	VF 1	0.831	0.852	0.541
	VF 2	0.826		
	VF 3	0.714		
	VF 4	0.740		
	VF 5	0.528		

Note: UF1 has been deleted due to its low loading, PF4, due to cross loading.

Next, the discriminant validity is used to confirm that each construct is distinct from the other constructs (Ngah, Zainuddin, & Thurasamy, 2017, p.169). As suggested by Franke and Sarstedt (2018), discriminant validity is established if all the values for the hetero-trait monotrait-ratio are lower than 0.9. Since all the values are lower than 0.9, discriminant validity has been confirmed in this study.

4.2. Structural model

Prior to testing the structural model, the study should confirm that collinearity it not an issue. As proposed by Diamantopoulos and Siguaw (2006, p. 278; Ngah, Rahimi, & Norzalita, 2018, p. 1279), the variance inflated factor (VIF) must be smaller than 3.3. As illustrated in Table 3, all VIF values are smaller than 3.3, hence confirming that collinearity is not an issue in the present study.

A bootstrapping process with 5000 resamples was used to test the hypothesis of the study. From six hypothesis tested, three were found as supported and another three were unsupported. Value function (VF → CTV, $\beta=0.405$, $t=3.389$), enhancement function (PF → CTV, $\beta=0.317$, $t=1.853$), and social (SS → CTV, $\beta=0.187$, $t=2.432$), representing H1, H3 and H5 were found to be supported. Meanwhile H2, H4 and H6 represented by understanding, protection and career (EF → CTV, $\beta=0.000$, $t=0.004$) (PF → CTV, $\beta= -0.002$, $t=0.024$) (CF → CTV, $\beta= -0.113$, $t=1.146$) were found to be unsupported. Table 3 and Figure 2 illustrate the results of the hypotheses testing.

Table 3: Hypotheses testing

H'ses	Beta	Se	T-Value	Decision	VIF
H1	0.405	0.120	3.375	Supported	2.254
H2	0.000	0.113	0.004	Unsupported	1.990
H3	0.317	0.171	1.853	Supported	3.123
H4	-0.002	0.099	0.024	Unsupported	3.258
H5	0.187	0.077	2.432	Supported	2.090
H6	-0.113	0.099	1.146	Unsupported	2.181

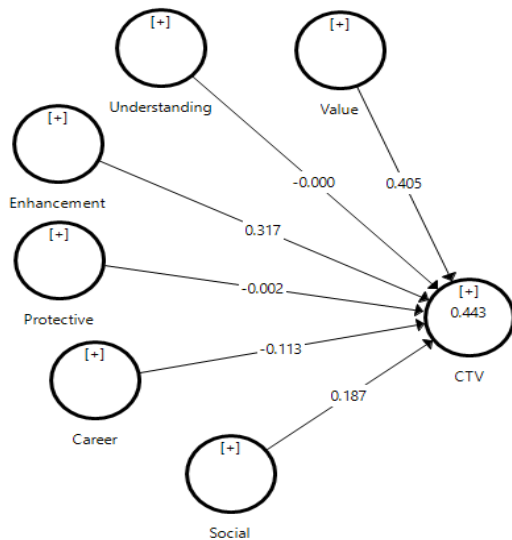


Figure 2: Structural Model

Table 5 presents the assessment of the coefficient of determination (R^2), the effect size (f^2) as well as the predictive relevance (Q^2) of exogenous variables on the endogenous variable in this study. The value for the coefficient of determination (R^2) for CTV is 0.443, suggesting that all six exogenous variables of the study are explaining 44.3% of the continuing volunteerism behaviour. On the other hand, the Q^2 value which is higher than 0 (Hair et al., 2018), suggests that all exogenous variables have a predictive ability over the endogenous variable. Lastly, the effect size (f^2) value has a medium effect size, whereas other variables have a small effect size. Thus, indicating that value is the most important variable explaining continuing volunteerism

Table 5: Coefficient of Determination (R^2), and Effect Size (f^2)

Construct	R^2	Q^2	f^2	Decision
CTV	0.443	0.360		
Value			0.179	Medium
Enhancement			0.058	Small
Social			0.038	Small

6. Discussions and Conclusion

The objective of this study is to identify factors that influence the intention to continue in volunteerism on the islands among local and international tourists. Value has been found to have a positive relationship with the continued intention to take part in voluntourism, thus supporting Saha and Chandra’s (2018) findings who established that value has a positive relationship with

intention to participate in blood donation among volunteers. It indicates that the higher the value of being active in voluntourism, the higher the intention of continuing to be involved in voluntourism activities in the future.

The results also reveal that the enhancement function is also a significant predictor towards the continued intention of being involved in voluntourism, thus supporting findings from Saha and Chandra (2018) who found that value has a positive relationship with intention to participate in blood donation among volunteers. Though, it can be concluded that if tourists believe that there is an element of enhancement in voluntourism activities, the intention to continue to participate in such activities will also be positive. For this reason, it is crucial for NGOs who organize voluntourism activities to be concerned with enhancement to ensure that tourists will continue to become voluntourists in their locations.

The third variable which has a positive relationship with the continued intention to become a voluntourists is social function. The findings are aligned with Oh (2017), Kitney, Stanway, and Ryan (2018) and Aboramadan et al. (2019), thus confirming the importance of social function in determining the continuance of intention to become a voluntourist. The findings show that both local and international tourists are looking for social interactions during their vacation on Tioman, Redang or Kapas island. Therefore, beside voluntourism activities, NGOs who conduct such activities should provide voluntourists with opportunities for social interactions. Even though voluntourists willingly join activities without looking for monetary benefits, it is meaningful for voluntourists to have networking sessions or sharing sessions with others. Consequently, by providing a diner after the session, voluntourists will feel happier and will have the positive intention to continue their voluntourism behaviour in the future.

Beside the three hypotheses that were supported, the study also identified three unsupported hypotheses. The understanding function was unsupported in the relationship to continue volunteerism. Understanding was found to be an insignificant factor towards the behaviour of continuing to be a voluntourist. Understanding must come from the activities which

enrich voluntourists' knowledge in certain areas they might be looking for. This is due to the voluntourism activities in the present study. The activities conducted included beach cleaning which involved collecting trash around the beach, helping the residents tidy around their village, which was already part of their daily activities. These activities failed to enhance their skills and knowledge, consequently understanding was not a significant factor in the study. The findings support similar findings from several studies such as the ones from Saha and Chandra (2018), Tiraieyari and Krauss (2018), and Aboramadan et al. (2019), thus confirming that understanding was not a crucial factor towards continuing being a voluntourist.

The other factor which is unsupported is the protective function. In the context of the VFI, the protective function is concerned by the self-protectiveness from being lonely and other negative feelings of voluntourists. The findings of this study are supported by previous study on voluntourism such as Saha and Chandra (2018), Tiraieyari and Krauss (2018) and Aboramadan et al. (2019). The findings reveal that loneliness or negative feelings are not a factor explaining involvement in voluntourism activities. Furthermore, most tourists were not lonely, as they came in couples of within a group.

Lastly, career function was also found to not support the relationship with the continued behaviour towards voluntourism. The demographic results show that the highest number of respondents are bachelor's degree students for whom any volunteer activities are not essential in their curriculum vitae. For them, volunteer activities on the islands did not have an impact on their understanding functions, and there were no extraordinary skills that they could include in their curriculum vitae due to the basic nature of the activities.

The study shows the capacity of the VFI to explain the behavioural intention to continue to be a voluntourist. Even though out of six hypotheses only three were supported, the findings still provide meaningful information for several parties such as NGOs who organize such activities and for local residents involved in voluntourism activities. Besides providing reasons as to why the factors were not supported, profiles of the respondents could also

influence the results. 66.9% of the respondents are local citizens, which may influence the results of the study. International and local tourists have different reasons to become volunteers (MacLean and Hamm, 2007; Park and Word, 2009; Oh, 2017). Thus, the type of tourist could be a good moderator for a future study while using the VFI on the volunteers' study. On top of that, as each location has unique features and different activities for volunteers, comparing between different locations of volunteerism activities could also be worthwhile.

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