

Giving Over Taking/Receiving in Volunteer Tourism

The impact of motivation, attitude, and subjective norm on stage of readiness and its implication on social marketing

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Abstract—The main objective of this study is to investigate the impact of motivation, attitude, and subjective norm on stage of readiness to be involved in volunteer tourism and its implication on social marketing. Volunteer tourism is a tourism product that combines volunteerism and tourism activities in a destination and commonly offered by an international volunteer organisation. In this study the author examine the influence of motivation, subjective norm, and attitude towards volunteer tourism concept on stage of readiness to be involved in volunteer tourism. Motivation is treated as two different variables – taking/receiving and giving motivations. Taking/receiving represents self-interest whereas giving represents altruism. Separating motivation into taking/receiving and giving has rarely done by prior researchers, particularly in a quantitative approach. To gather data, an online survey was conducted attracting 268 male and 274 female participants across nations. In total there were eight hypotheses to be tested. There is a limited sources applying stage of readiness in the study of volunteer tourism. In the tourism literature, stage of readiness relates to a readiness of a person to participate in a tourism product and commonly links to low and high involvement types of activities. Based on the confirmatory factor analysis, all eight hypotheses are accepted. The findings carry out innovations: firstly, the participants might be involved in volunteer tourism were more influenced by giving motivation rather than taking/receiving motivation. The implication of these findings can be a reason why social marketing is more suitable to promote a volunteer tourism project instead of using a commercial marketing approach. Secondly, variables, such as attitude, subjective norm, taking/receiving motivation, and giving motivation can predict stage of readiness. Recommendations for practitioners and future research are discussed.

Keywords—volunteer tourism; taking/receiving and giving (TRG) motivations; attitude; subjective norm; stage of readiness component;

Furthermore, Hall (2014) and Suhud (2013) have indicated that social marketing is suitable for volunteer tourism marketing. A question arises: What should the volunteer tourism providers do to marketing a volunteer tourism project? Is it not-for-profit marketing or for-profit marketing?

To answer that question, the authors look up the motivation of volunteer tourists and potential volunteer tourists. According to Suhud (2013), motivation in volunteer tourism is not a single variable. Using structural equation modelling, this scholar divided motivation into giving (altruism, environmental, and religious) and taking/receiving (psychological and social interaction) motivations. In his study, the idea of these two motivation variables was tested in six fitted models along with other variables including attitude towards the concept of volunteer tourism, subjective norm, sensation seeking personality, lifestyle value, and social class. As documented, these two motivations variables showed different roles in influencing other variables.

Up to this point, the authors agree that volunteer tourism is an intersection of tourism and volunteerism concepts and a combination of tourism and volunteerism activities in a destination (Suhud, 2013). In term of many aspects, such as motivation of participants, related activities, and venues, the natures of tourism and volunteerism are different. It makes sense if some scholars have mentioned that volunteering is considered as a serious leisure (Alhaddad, 2014; Orr, 2006; Wearing & Neil, 2001). Also some particular tourism products, such as cultural tourism (Stebbins, 1996) and sport tourism (Rowley, 2005). Furthermore, other scholars claim that volunteer tourism is a serious leisure (Liengjindathaworn, Saenchaiyathon, & Hawat, 2015; Suhud, 2013). As a serious leisure it requires a high involvement from each participant before and during the event. Therefore, stage of readiness might be a good factor to be tested in this study. Besides, there is no study documented using this variable yet in volunteer tourism field.

The main objective of this study is to investigate the impact of motivation (taking/receiving and giving), attitude, and subjective norm on stage of readiness to be involved in volunteer tourism and its implication on social marketing and

I. INTRODUCTION (HEADING 1)

A volunteer tourism project is provided and offered by not-for-profit and for-profit-organisations. As VT is a niche or an alternative tourism product (Rakonjac & Krebs, 2014; Robinson & Novelli, 2005; Wearing, 2001), commonly it is not marketed in a massive way. However, a marketing campaign is still needed. Scholars, such as Suhud (2011) and Boehm (2009) have suggested that a volunteering project should be marketed using a social marketing approach.

basically to confirm a previous study conducted and unexplored by Suhud (2013).

II. LITERATURE REVIEW

A. Research Framework

This study is to examine the model as illustrated below. This model is constructed based on literature in the fields of tourism, volunteerism, volunteer tourism, and marketing. It consists of five variables including subjective norm, attitude towards the concept of volunteer tourism, taking/receiving motivation, giving motivation, and stage of readiness. In total, there are eight hypotheses to be tested.

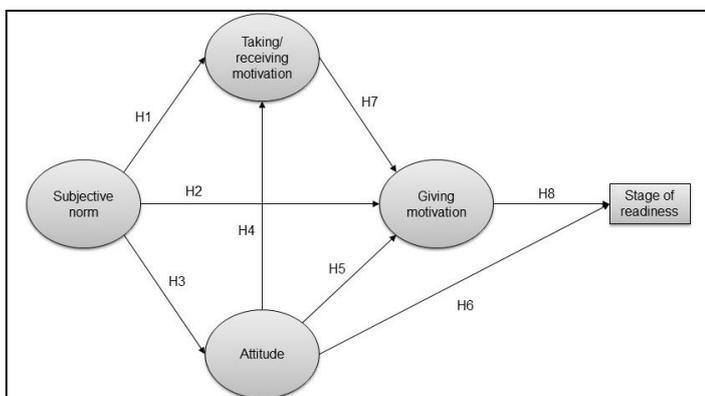


Fig. 1. The proposed model

B. Theoretical framework

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a. Stage of readiness to be involved in volunteer tourism

The study of stage of change was initiated by Prochaska and DiClemente (1982) to understand people's health behaviour change. According to these scholars, the stage consists of pre-contemplation – contemplation – action – maintenance – relapse. Further, they modified the stage into pre-contemplation – contemplation – preparation – action – maintenance (Prochaska & DiClemente, 1992). Other scholars, like Dijkstra, Roijackers, and Vries (1998), developed immotives – pre-contemplation – contemplation – preparers and Davidson and McCarty (2011) developed unaware – awareness – understanding – knowledge – trial – regular use.

Stage of change or in other studies it is adapted into stage of readiness has been employed in prior studies, for example, stage of change of universities students relating to

transportation sustainability (Redding et al., 2015), the use of mobile money among micro enterprise owners (Suhud & Hidayat, 2015), blood donation (Burditt et al., 2009; Ferguson & Chandler, 2005; Lemmens et al., 2005), volunteering (Cheang & Braun, 2001), and volunteer tourism (Suhud, 2013, 2015).

b. Subjective norm

Subjective norm is an important antecedent included in the theory of planned behaviour as well as the reasoned action theory. Most studies demonstrated that subjective norm has a direct significant impact on behavioural intention. In this study, subjective norm is not linked to behavioural intention, but in other studies it was linked to other variables, such as motivation and attitude. As mentioned earlier, motivation in volunteer tourism can be separated into two different variables – taking/receiving and giving. In his study, Suhud (2013) showed that subjective norm had a positive influence on taking/receiving motivation to be involved in volunteer tourism as well as on giving motivation.

Metawie and Mostafa (2015) tested the influence of subjective norm on attitude of 339 university students in Egypt. These scholars found that subjective norm is a good predictor of favourable attitude towards donating to charity. Another study conducted by Irianto (2015) looked at the influence of subjective norm on attitude toward organic food purchasing. The study took place in Surakarta, Indonesia with 200 participants in the survey. The result showed that there is a significant influence subjective norm on attitude. These studies are significant with a study undertaken by H.-b. Kim, Kim, and Shin (2009).

H₁ – Subjective norm significantly influences taking/receiving motivation

H₂ – Subjective norm significantly influences giving motivation

H₃ – Subjective norm significantly influences attitude towards the concept of volunteer tourism

c. Attitude

Along with subjective norm, attitude is also an important key used in theory of planned behaviour and the reasoned action theory to predict behavioural intention. In this study, attitude is linked to stage of behavioural. Behavioural intention is part of stage of readiness to be involved in certain activity. Attitude is one of two important variables included in theory of reasoned action and theory of planned behaviour. Most studies showed that attitude positively and significantly influence intention. Lee (2011) and Suhud (2013) studied the impact of attitude on intention to be involved in volunteer tourism. These scholars carried out a finding that there is a positive influence attitude on intention. Furthermore, using 138 usable data, S. H. Kim, Kim, Huh, and Knutson (2010) studied a spa visit intention in the USA. They employed attitude to predict intention and showed that attitude positively

and significantly influence intention. Furthermore, Hyde and Knowles (2013) investigated intention of students for volunteering in a community. They found that attitude significantly influenced intention. Findings of all these studies similar with the findings of a study conducted by Wu and Teng (2011) that investigated a person's intention to visit a green hotel.

H₄ – Attitude significantly influences taking/receiving motivation

H₅ – Attitude significantly influences giving motivation

H₆ – Attitude significantly influences stage of readiness

d. Motivation

Motivation in volunteer tourism contains altruism and self-interest or egoism – as demonstrated by Denoue and Saykiewicz (2009), Malik et al. (2013), Broad and Jenkins (2008), Cheung, Michel, and Miller (2010), Leonard and Onyx (2009), Ooi and Laing (2010), Benson and Seibert (2009), Taillon (2007), and Wearing (2001) – both in qualitative and quantitative approaches. However, these scholars did not categorise motivations into altruism and egoism as two different variables.

Based on those theories, Suhud (2013) tested the idea in a quantitative approach using structural equation model. It was started by collecting 42 items taken from tourism, volunteerism, and volunteer tourism fields of studies that were used in measuring motivations of tourists, volunteers, and volunteer tourists. As a factor analysis result, the items grouped into five dimensions – physiological, public service, religious, social interaction, and environmental motivations. Furthermore, as the objective, these five dimensions were divided into two secondary construct – taking/receiving: physiological, social interaction, and religious motivations, and giving: public service and environmental motivations and tested. This separation worked properly. Up to that stage, Suhud (2013) believed that motivation is not a single variable. To convince himself, this author included those two variables of motivation – taking/receiving and giving, in several models. He documented that indeed, taking/receiving and giving are two different variables that contradict one to another and should be separated. As a result, the scholar demonstrated that motivation or particularly giving motivation had an influence on stage of readiness.

H₇ – Taking motivation significantly influences giving motivation

H₈ – Giving motivation significantly influences stage of readiness

III. RESEARCH METHODS

A. Participants

An online survey using Qualtrics was conducted between 12 April and 17 June 2012. It attracted participants across nations: 385 (71%) were citizens of developed countries

whereas 157 of them were citizens of developing countries. In total, 542 respondents participated with 268 male (49.4%) and 274 female (50.6%). Participants were aged between 18-29 years old (135 participants), 30-41 years old (196), 42-53 years old (136), 54 and over (75). As a highest qualification, responses included finishing post graduate (239 participants), bachelor (194), and the remaining finished some college without degree, high school, and less than high school. Additionally, predominant respondents were married/de factor (342 respondents), followed by single (164), divorced (26), separated (8), and widowed (2).

B. Measurements

To measure all variables included in this study, the authors employed indicators validated by Suhud (2013). However, originally they were adapted from various studies in the field of tourism, volunteerism, and volunteer tourism. Indicators for stage of readiness to be involved in VT were adapted from Piasecka (2006), Prochaska and Norcross (2001), and Prochaska and DiClemente (1992). Indicators for motivations (both for taking/receiving and giving) were adapted from various sources, including Pearce (2005), Clary et al. (1998), and Bruyere and Rappe (2007) with a seven-point Likert's scale, 1 for extremely disagree to 7 for extremely agree. To measure subjective norm, a seven-point Likert's scale, 1 for extremely inaccurate to 7 for extremely accurate were adapted from Greenslade and White (2005). Lastly, to measure attitude, a seven-option bipolar semantic scale was used indicators taken from Han, Lee, and Lee (2011).

IV. FINDINGS AND DISCUSSION

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A. Stage of readiness

In terms of stage of readiness, as seen on the table below, predominant respondents had had “never given volunteer tourism much thought” (40%), followed by “actively considered being involved in volunteer tourism recently” (25%).

TABLE 1- RESULTS OF STAGE OF READINESS

No	Stage	Gender		Total
		Male	Female	
1	Never given volunteer tourism much thought	130	87	217
2	Actively considered being involved in volunteer tourism recently	59	78	137
3	Planned to do volunteer tourism in the next year	28	31	59
4	Participated in volunteer tourism in the last three years	12	20	32
5	Currently involved in volunteer tourism	4	5	9
6	Been involved in volunteer tourism previously and plan to be involved in another volunteer tourism project in the future	35	53	88
	Total	268	274	542

B. Exploratory factor analysis

Based on the exploratory factor analysis results, eight dimensions of motivation were produced including social interaction (six indicators), public service (seven indicators), religious (three indicators), self-esteem (four indicators), physiological (nine indicators), environmental (three indicators), and self-actualisation motivations (three indicators). Led by prior studies undertaken by Coghlan and Fennell (2009) that persons engaged in volunteer tourism are motivated by egoistic and altruistic aspects, the authors considered motivation as two different variables: taking/receiving motivation (social interaction, self-esteem, physiological, environmental, and self-actualisation) to represent egoistic, and giving motivation (public service) to represent altruism. In the full model testing, these two variables were installed in the construct as two different variables. Another variables, attitudes and subjective norm consist of six and three indicators respectively. In addition, all dimension and variable were tested for its reliability. As a result the scores of them were greater than 0.7. As suggested by Hair Jr., Black, Babin, Anderson, and Tatham (2006), a construct reliability should be 0.7 or greater.

TABLE 2. RESULTS OF EXPLORATORY FACTOR ANALYSIS TABLE STYLES

	Indicators	Factor loadings
	Social interaction motivation – Cronbach's alpha	0.902
M27	I look forward to the social contacts that volunteer tourism affords me.	0.809
M17	Volunteer tourism would be a way to build my social networks.	0.799
M15	The social opportunities provided by volunteer tourism are important to me.	0.789
M7	Volunteer tourism would provide a way for me to make new friends.	0.668
M30	Volunteer tourism would allow me to learn how to deal with a variety of people.	0.499
M18	Volunteer tourism would be a feel-good experience for me.	0.447
	Public service motivations – Cronbach's alpha	0.924
M39	Volunteer tourism would allow me to make a difference.	0.792
M35	Volunteer tourism would allow me to help a community.	0.779

M41	Volunteer tourism would allow me to give something back to a community.	0.776
M32	Volunteer tourism would allow me to help a project.	0.747
M40	Volunteer tourism would allow me to help a project.	0.740
M31	Volunteer tourism would allow me to support an organisation that has a similar mission to me.	0.519
M19	Volunteer tourism would make me feel useful.	0.437
	Attitude towards the concept of volunteer tourism – Cronbach's alpha	0.877
At1	Enjoyable experience – Unenjoyable experience	0.850
At2	Valuable experience – Not valuable experience	0.830
At3	Uninteresting experience – Interesting experience	0.784
At4	Unpleasant experience – Pleasant experience	0.771
At6	An unreasonable idea – A reasonable idea	0.703
At5	Memorable experience – Forgettable experience	0.660
	Religious motivations – Cronbach's alpha	0.929
M36	It's God's expectation of me.	-0.930
M34	I have a desire to share my religious values.	-0.928
M24	Volunteer tourism would allow me to fulfil my religious obligation.	-0.885
	Subjective norm – Cronbach's alpha	0.775
Sub2	Most people who are important to me would approve of me being involved in volunteer tourism.	0.862
Sub1	Most people who are important to me would NOT want me to be involved in volunteer tourism.	0.817
Sub3	Most people who are important to me would think it was desirable for me to be involved in volunteer tourism.	0.785
	Self-esteem motivations – Cronbach's alpha	0.764
M2	Volunteer tourism would make me feel like a good person.	0.705
M1	Volunteer tourism would allow me to fulfil a moral obligation to a community.	0.515
M11	Being involved in volunteer tourism would relieve me of some of the guilt over being more fortunate than others.	0.501
M12	Volunteer tourism would make me feel important.	0.476
	Physiological motivation – Cronbach's alpha	0.925
M6	Volunteer tourism would allow me to get away from the usual demands of life.	-0.925
M5	Volunteer tourism would allow me to get away from everyday physical stress/pressure	-0.909
M14	Volunteer tourism would allow me to be away from my daily routine.	-0.708
M9	Volunteer tourism would allow me not to worry about time	-0.664
M42	Volunteer tourism would allow me to get away from everyday psychological stress/pressure.	-0.624
M3	Volunteer tourism would allow me to give my mind a rest.	-0.614
M8	No matter how bad I've been feeling, volunteer tourism would help me forget about it.	-0.576
M4	Volunteer tourism would keep me busy.	-0.548
M38	Volunteer tourism would allow me to rest and relax.	-0.505
	Environmental motivations – Cronbach's alpha	0.903
M29	I have a concern for the environment	0.912
M33	Volunteer tourism would allow me to help the environment	0.867
M23	Volunteer tourism would allow me to do something for an environmental cause that is important to me.	0.854
	Self-actualisation/autonomous motivations – Cronbach's alpha	0.794
M28	I would be doing things my own way.	0.596
M26	I would be obligated to no one.	0.483
M16	I would be independent.	0.446

C. Confirmatory factor analysis

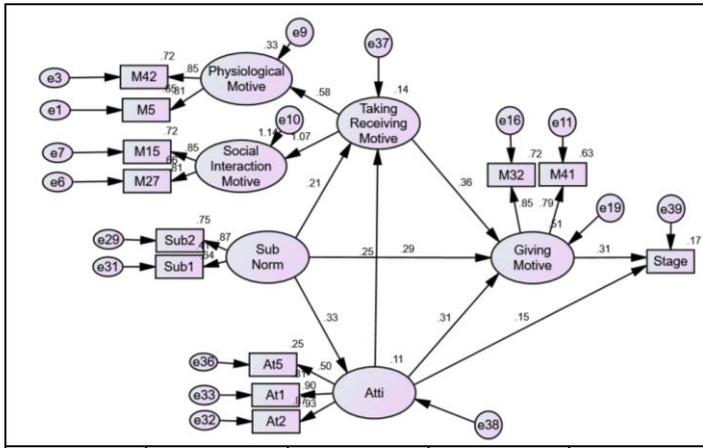
The model with the remaining variables, dimensions, and indicators as seen below is the best fitted model that can be reached although the probability score is less than 0.05 as required by Schermelleh-Engel, Moosbrugger, and Müller

(2003). However, other indices demonstrate fitted scores, including CMIN/DF of 1.558, CF of 0.991, and RMSEA of 0.032. Therefore, this model is considered fitted (Bentler, 1990; Browne & Cudeck, 1992; Tabachnick & Fidell, 2001).

H₁, H₂, and H₃: Subjective norm significantly influences taking/receiving motivation with C.R. value of 3.362. Therefore H₁ is accepted. This finding is supported by (Suhud, 2013). Subjective norm also significantly influences giving motivation. Therefore H₂ is accepted. This finding supports studies of (Suhud, 2013). Furthermore, H₃ is accepted as subjective norm significantly influences attitude with C.R. value of 5.694. Studies conducted by Metawie and Mostafa (2015) support this finding.

H₄, H₅, and H₆: Attitude has a significant influence on taking/receiving motivation with C.R. value of 4.169. Therefore, H₄ is accepted. This finding is supported by Suhud (2013). H₅ is accepted as the influence attitude on giving motivation has a C.R. value of 6.489. In addition, H₆ is accepted too. The significant influence attitude on stage of readiness supports prior studies documented by (Suhud, 2013).

H₇ and H₈: The influence taking/receiving motivation on giving motivation is accepted. The C.R. value of 6.646 indicates that the link is significant. These findings support prior study undertaken by Suhud (2013). The influence giving motivation on stage of readiness has C.R. value of 5.767. This is also considered significant and significant with studies conducted by Suhud (2013).



Criteria	P	CMIN/DF	CFI	RMSEA
Results	0.010	1.558	0.991	0.032
Cut-off	>0.05	<2	>0.97	≤0.05

Fig. 2. Fitted model of the proposed model

All hypotheses examined are significant with C.R. values greater than 2.0 (Holmes-Smith, 2010). The influence taking/receiving motivation on giving motivation has the highest C.R. value of 6.646. C.R. or Critical Value in AMOS is considered as t-value (Holmes-Smith, 2010). On the other side, the influence subjective norm has the strongest total effects to influence giving motivation.

TABLE 3 RESULTS OF PROPOSED MODEL TESTING

Hypotheses	Path	C.R.	P	Standardised total effect	Interpretation
H ₁	Subjective Norm → Taking/Receiving Motivation	3.362	***	.293	Mild
H ₂	Subjective Norm → Giving motivation	5.080	***	.500	Strong
H ₃	Subjective Norm → Attitude	5.694	***	.328	Moderately strong
H ₄	Attitude → Taking/Receiving Motivation	4.169	***	.249	Mild
H ₅	Attitude → Giving motivation	6.489	***	.399	Moderately strong
H ₆	Attitude → Stage of readiness	2.971	.003	.278	Mild
H ₇	Taking/Receiving Motivation → Giving motivation	6.646	***	.363	Moderately strong
H ₈	Giving Motivation → Stage of readiness	5.767	***	.315	Moderately strong

V. SUMMARY

The main objective of this study is to investigate the impact of motivation, attitude, and subjective norm on stage of readiness to be involved in volunteer tourism. Data for this study was collected using a survey online with 542 participants. Data was analysed using exploratory and confirmatory factor analyses. Based on the findings, eight hypotheses tested are significant.

This study is also addressed to see the implication of the findings whether social marketing is suitable to attract future participants. As proved by this study, giving is over taking/receiving motivation. Therefore, significant with the ideas proposed by Hall (2014) and Suhud (2013) mentioning that a volunteer project should use a social marketing approach to attract participants, this study also suggests volunteer tourism providers to use a social marketing too.

For future studies in volunteer tourism, it is recommended to split motivation into two different variables – taking/receiving and giving (TRG). This approach is also can be adapted in other field of study as long as the motivation consists of egoistic and altruism senses, for example, in volunteering, teaching, blood and money donation, and election.

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