

# The exploration of value domain attribute in Argungu community with an emergent voluntourism economy and its accrued benefits.

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## Abstract

The paper focuses on residents' perceptions of personal benefits derivable from voluntourism activity via host and guests relationships. Various paradigms has been attempted to filter rural- urban dichotomy but with less attention to residents' attitudes and natural assets as a transit to rural revitalization thus necessitated the combination of theory of planned behaviour & sustainable livelihood factors (TPB & SLF). The strength of the theories rests on their receptiveness, ability to delve into rural natural endowments and exploration of resident's behavioural patterns thus encapsulate the veracity of the approaches. The study was conducted through an extensive literature review combined with an in-depth case study analysis that identified a range of potentials in applying TPB & SLF to examine rural economy, residents' attitudes and their livelihood assts. These in turns were examined based on socio demographic relationships and personal benefits through the administration of structured questionnaires. It reveals that the residents' perceptions of personal benefits from voluntourism activity were closely related with their attitudes towards voluntourists in a positive direction. Hence, it reiterates the significant of economic perspective of tourism benefits for residents of Argungu where voluntourism is still a mirage. Precisely, the data aligned and gives credit to TPB &SLF in voluntourism explorations of resident's benefits.

**KEYWORDS:** Voluntourism, Theory of planned behaviour, Sustainable livelihood factors; Rural Residents' attitude & benefits

## 1.0 The Rural Communities Phenomenon.

The dwindling of traditional resources based as a result of recent social and economic change has orchestrated high pressure on global economy (Mark, 2012; Latkova, 2008). This decline in local primary activities and mass movement of youth calls for total re-hauling and assessment of both man - made and natural assets through voluntourism to fill the growing economic void.

The growth of tourism has precipitated complimentary needs to develop rural economy base, hence the cultural heritage and historical background as resources were carefully admonished because it has been the strength of attracting the visitor especially during festivity. Harnessing resources through cultural re-branding portends greater advantages in attracting tourists (Ikuta et al, 2007; Xiaoming & Ryan, 2011). Researchers affirmed that tourism has become the second largest employer of labour and a mechanism for positive economic development, (Palacios, 2010; Vodopivec & Jaffe, 2011; Robbins & Dogan, 2012) because of its ability to generate employment, increase income and general development.

The realization of benefits from tourism is dependent on resident's attitudes; therefore, residents' attitude towards voluntourism has been identified as an essential element for successful sustainable rural development (Awangku, 2009; Ojo et al, 2012a). The rational for understanding resident's attitude (Choi & Sirakaya, 2010; Ojo & Hairul, 2013) are determined and interconnected based on community's culture, norms, religion, local administration & policies and the residents. Most recently, concentration are tailored through voluntourism which has been considered to be community friendly due to community involvement and collaboration which has yielded precedential increments in economic

investments ( Grace & Pain, 2011; Hairul et al, 2013b), Improve rural livelihoods, ( Barton & Leonard, 2010), Community collaboration and adaptation (Yoon & Kyle, 2010; Woosnam, 2011), Rural motivation, (Mark, 2012; Green, 2008), Cultural immersion, (Marry, 2011), cultural understanding, mutual relationship and tourism forecast (Sin, 2009; Ojo et al, 2012b; Hairul et al, 2013a)

It is on this premises that this research explores the attitudinal nature of Argungu residents as a pragmatic approach towards voluntourism development and the apparent benefits to the citizenry economically, socially, infrastructurally and general livelihoods improvement

## 2.0 The theoretical foundation

The theoretical foundation of this study rests upon the theory of planned behavior (TPB) and sustainable livelihood factors (SLF). TPB is an expanded version of the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975). In its infancy, they developed the two-component independent construct (TRA) that consisted of attitudes and subjective norms as a way to predict the ultimate dependent variable known as intention. Later, Ajzen (1991) added another construct – perceived behavioural control (self-efficacy) and named it TPB. According to Ajzen (1991), - the more favourable the attitude with respect to a behavior, the greater the perceived behavioural control (self-efficacy), the stronger should be an individual's intention to perform the behavior under consideration.

The TPB has been studied extensively in various academic fields, social-psychology (Greenslade & White, 2005), marketing (Lam & Hsu, 2006), and tourism (Moshin, 2005), therefore, TPB model can be applied to a variety of phenomenon and most especially as a motivating factors for voluntourists.

The application of SLF in exploring resident attitude towards voluntourism is highly expedient in order to understand those factors that affect rural livelihoods (Assets, Capabilities, and Activities), community enthusiasm to accept changes and the dynamics relationship between these (DFID, 1999; Ellis, 2000). The (SLF) is seemingly parallel to Sustainable Livelihood Approach (SLA), and is used as holistic, structural approach to identified influential factors that are centered on people and importantly contributing to community livelihood sustainability (Choi & Sirakaya, 2006) supported by existing activities of the resident, especially in the rural areas, where people live in pressing social and environmental conditions (Dougherty & Peralta, 2010).

In addition, the SLF provides an in-depth reflection upon the community development schemes, which enable voluntourist in agreement with the local residents to tackle their poverty and other socio- economic impediments jointly. This research uses SLF to analyze the way voluntourism could contribute to livelihood improvement and residents personal benefits by incorporating economics incentives

In conclusion, the application of TPB in understanding residents' attitudes toward tourism appears oriented to shedding light on the economic value domains (Andereck & Nyaupane, 2011; Ojo & Hairul, 2013) while SLF compliments the vital needs to have indepth understanding of the community livelihood "Assets, Capabilities, and Activities" (Grace & Pain, 2011; Pain & Kantor, 2011). This makes TBP & SLF one of the most acceptable frameworks to study community attitude towards supports for voluntourism (Andereck & Nyaupane, 2011). Therefore, combination TPB and SLF to study resident attitude towards voluntourism and its apparent benefits to residents (economic and social) is a new innovation that bridge the dearth in the previous studies.

According to Jurovski, et al (1997) in determining how residents weigh factors in relation to tourism attitudes, adopted path model theory to explore the resident attitude while Pallacious, (2010) emphasized that the measurement of the personal benefits variable tend to be captured in a single Likert-type scale statement without an elaboration of the value

domains that comprise it. The frame of reference had a distinctive economic orientation in that residents' attitudes toward tourism were a rational exchange in which benefits would exceed the costs to hold a favourable attitude. Their analysis supported the premise that direct economic gains were associated with residents' support for tourism and other positive impacts into local livelihood were considered so as to assist the researcher to identify the causes of local livelihood and accrued benefits to the resident (Mark, 2012; Green, 2008)

### 3.0 Research purpose

The impetus of this research is to closely examine the premises of value domain attribute by (TPB& SLF) in Argungu community with an emergent voluntourism economy. Basically, the resident's zeal to accommodate voluntourist and values placed on their visits were explored. The pressing question that this research will unveil here is the likelihood of using this medium to revitalize rural communities thus serves as an important process in which value domain are evolved and influenced by friendly attitude towards voluntourism.

In the light of this, the study seeks to investigate the following:

- a) How can personal benefit be determined based on different type and values attached to voluntourism?
- b) What are the correlations between personal benefits as a significant variables to explain resident's attitudes towards voluntourism base on demographic variability?

### 4.0 Study Area

The study was conducted in Argungu, a small rural community located in the northern part of the country, Nigeria, bounded by Burkina Faso, Chad, Niger and Benin Republic, with an attractive image as heritage locality and diverse cultural activities with specialization on fishery resources and carving artistic works.

The community has a wide variety of attractions ranging from historical sites, 16th century museum, international fishing and cultural festival, archery, catapulting competition, dane gun shooting competition, camel race, kabanchi display, swimming on gourd, floating on logs of "Giginya" woods, swimming with pots on heads, bare hand fishing, wild duck catching. With such attributes, Argungu provides a unique opportunity to study residents' attitudes toward voluntourism from the standpoint of the planning, livelihood improvement and benefits.

### 5.0 Tactical stages in data Collection

With a systemic framework, pilot step was carried out by applying and testing necessary research tools to work with local communities as the key respondents of the study. Through the phase fieldwork, necessary baseline information was collected. The shortcomings discovered were re-adjusted in the main fieldwork to elicit data reliability, validity, relevancy and originality of the research. This research involved 6 undergraduate students in Tourism Department, Federal polytechnic, Bida, Nigeria, later trained to administer household questionnaire. The selection was based on their commitment, knowledge and experiences in social research with the guide of other lecturers in their department. During the training, they were informed about the purposes and the nature of the research and thought how to observe, select, interact and administer questionnaires among households. After receiving official permission for the fieldwork and familiarized with the context of study, they were brought to the field and monitor to carry out their assigned works.

## 5.1 The Survey method and sample.

The criteria used for sampling of the respondents were firstly authenticate the residents' status in terms of age, as only those 20years and above with permanent place of abode were sampled. A stratified random sampling was employed to determine the actual number of respondents needed from the villages sampled with the aid of random sampling to choose the pre- determined numbers of respondents. Argungu characterized by compound housing system which makes it imperative to adopt alphabetical numbering system of each compound, followed by re-numbering of each house within a compound numerically, then, every third house in each compound was selected for questionnaire administration. In all 180 questionnaire distributed, 37 not retrieved while 13 wrongly filled, thus, 130 copies of correctly filled questionnaires were used for this analysis (72.22%).

## 5.2 Measurement of variables

The examination of residents' attitudes towards voluntourism in Argungu led to adoption of 34 statements from the Tourism Impact Attitude Scale (TIAS)(Lankford & Howard (1994) with 5 point likert scale compelling respondents to demonstrate their attitudes towards the roles of voluntourism by scoring each statement as coded. Factor analysis (FA) were used to assess the dimensionality of 34 TIAS items so as reduce a set of observable variable to smaller number of factors (Gorsuch, 1983). Therefore, the attitude portion of the TIAS in relation to personal benefits will be adopted and used as the response variable for this study.

Firstly, the item measuring socio-cultural tourism knowledge (Vesey and Dimanche (2001), in New Orleans, Louisiana; Lankford & Howard (1994) in Taiwa based on residents, habits, social lives and values by (Latkova, 2008) were employed, which asked; "How would you describe tourist activity in your area followed by the adopted from Lankford and Howard (1994) that measured respondents' length of residency as a variable in order to measure level of community attachments while respondents active membership in civic organization were measured as an important variable to show level of commitment and to correlate the attitudinal nature of residents towards voluntourism (Vesey & Dimanche, 2001). The contact with tourists were modified from Lankford and Howard (1994) based on 2 items, a) "How often do you interact with tourists visiting your community", b) "how often do you visit their place?" These items were included to understand how much contact the respondents had with tourists.

At long run, ten basic items were considered appropriate and used to reveal all the necessary information and respondent were instructed to indicate their level of personal benefits arising from voluntourism activities in their community and (FA) tested indicated 0.904. The principal component analysis with the application of varimax rotation (defined as a change of coordinate used in principal component analysis and factor analysis that maximize the sum of the variance of the square loading, that is, it seeks a basis that most economically represents each individual so that each items can be well described by a linear combination of only a few basis function) signified one-factor solution. The implication of the above result is that, the personal benefit of residents' is measurable by this construct that composed of ten value domains to deduce association of personal benefit.

## 6.0 Summary of findings

Basically, the 72.22% correctly filled questionnaires serves as the basis for analyses. The mean age of respondents was 48.44yrs female, accounted for 51.8% and male 48.2%. Therefore, age cadre reveals minor benefit to the aged but with advantages on special event than young adults as the aged have different expectation in term of social life, majors changes in lives like modified income, widowhood and deteriorating health (Tomljenovic & Faulkner, 2000).

The educational distribution reveals a) No formal education = 21%; b) Primary school not finished = 18%; c) Primary school= 28%; d) High school= 16%; e) NCE, HND, BSc= 12% and; f) Masters 6%. this implied that (a & b) are classified as illiterate, (c & d) semi literate and (e & f) are in literate cadre, the implication is that majority of the respondents are not educationally literate due to the nature of their primary economy (fishing and farming) which requires no formal education, the minority there in are some of the city workers that resident in Argungu because of proximity to their office. The educational status of the respondents could not be inferred here as a negating factor because their zeal and warm reception has nullify the negative outcome associated with a study carried out in less educated area thus establishes that personal benefit is ultimate of their association.

Respondent's length of stay ranges from 1year to 71&above, where 1-30years accounted for the highest number (61.1%); seconded by 25.4 % within the range of 31-60yrs while 61years & above was 13.5%. The membership status shows greater disparity as almost 75% were without any membership in the local civic organization while the remaining 25% belongs mainly to fishery organization.

The 70% of the respondents stated that they hoped to have a direct economic benefit from voluntourism activity as they expressed a distinctively positive attitude toward tourism and identified a variety of shared social benefits in their acceptance as initially carried out by Jurowski, et al (1997). Table 1 reflected this believe as more than 70% of the total respondents obtained benefits from tourism activities. Particular references were made to mean group in table 1, where 1-4 show very high benefits, 5-7 shows high benefits and 8-10 indicated relatively low benefit. This was done in line with specific principal component analysis and reliability coefficients for personal benefits where a set of values associated with recent contribution to economy, festivity, shopping and dining choices & arts and cultural features improvements influences residents' attitudes and thus contributed to their personal benefit

To assess the dimensionality of the 34 TIAS items, (FA) was conducted supported by Varimax rotation vetting which resulted into 2-factor solution that explain 55% of the total variation which is 3% less than Lankford et al, (1994) but a similar trend of two-factor solution emerged in this study a) local tourism development, b) personal & community benefits.

Table 2 comprises of 20 TIAS items and has factor loadings (FL) that range from .422-.862 while in table 3, 14 (FL) items were included & the outcome ranges from .467 to .770. To established the degree of reliability for the two- factor loadings as in table 2 & 3 respectively, cronbash alpha value (Cronbash & Shavelson,2004) was employed and the outcome indicated high degree of reliability of .927 and .917 respectively. The combination of the two – factor reflected the dominant attitudinal nature of the resident as the overall reliability of the TIAS in Argungu study was 0.904 which is in line with Lankford & Howard (1994) alpha value of 0.964 based on their Oregon research.

Factor loading 1 comprises of those items that replicate residents support for voluntourism which explained 39% of the variance in residents' attitude towards voluntourism (see table 2) while the second factor loading explained 16% of the variance in attitudes toward voluntourism with focus on community benefit (see table 3). It could be inferred that the totality of the respondents are generally favoured to voluntourism and exhibited greater support for its development in their community.

Stanza 1 & 11 as shown in table 4 & 5 reveals the tested results for the relationships of specific benefit items. In stanza 1, the item festivity and contribution to village economic development are two personal benefits items that have statistically significant relationships in positive direction. Thus, when respondents perceived obtaining benefits from such voluntourism initiatives mostly during their festivity and economic contribution from influx of people to their community connotes a positive notion of appreciation and thus support voluntourism development while stanza 11, items art and cultural feature & shopping and dining choices are the items that have statistically significant relationships in a positive

direction. The results indicates that when the residents perceive an increase in shopping and dining choices along with more voluntourism activities associated with arts and cultural features, the more likely the residents are to observe tourism positively.

Finally, voluntourism injection increases food services, retail outlets with arts, fishing, crafts, pottery, household items' beads and ornament therefore, the improvements in business activities in this direction benefitted females than male while the membership of civic organization are conceived as meritorious as they find solace in recreational opportunities than those that are not members. The aged are passively involved in recreational opportunity leaving the young adult to participate in active recreational opportunity and special event & program in the community

**Table 1:** Mean and Ranks of Personal Benefits Perceived by Residents from Voluntourism

| Items                         | Mean | Ranks | Mean grouping          |
|-------------------------------|------|-------|------------------------|
| Leadership improvement        | 2.41 | 10    | Relatively low Benefit |
| Community services            | 2.57 | 9     |                        |
| Monumental structures         | 2.78 | 8     |                        |
| Recreation opportunity        | 2.83 | 7     | High Benefits          |
| Adjoining village development | 2.90 | 6     |                        |
| Community prestige            | 2.91 | 5     | Very High Benefits     |
| Arts and cultural features    | 2.92 | 4     |                        |
| Shopping and dining choices   | 3.10 | 3     |                        |
| festivity                     | 3.12 | 2     |                        |
| Contribution to economy       | 3.17 | 1     |                        |

a. n = 130.

**Table 2:** Dimensions of Attitudes toward Tourism Development: Support for Tourism Development (Factor Mean = 3.93\*; Alpha Coefficient = .927)

| Dimensions and Factored Items  | Factor Loading |
|--|----------------|
| I support tourism as the main industry in Argungu                    | .422           |
| Tourism has improved the living standard                             | .538           |
| Expansion of local recreation due to tourist's influx                | .546           |
| The tourism sector will continue to play a major role in the economy | .548           |
| Manage the growth of tourism's important.                            | .578           |
| I am against new tourism facilities that will attract more tourists. | .582           |
| Strong control of events by locals                                   | .631           |
| Desirability of more outdoor recreation                              | .638           |
| Tourism has given a reason for people to stay                        | .651           |
| Tourism has few harmful effects on the environment                   | .659           |
| My community should become more of a tourist destination.            | .706           |
| More recreational available because of tourism                       | .712           |
| Local residents support tourism development                          | .723           |
| The positive benefits of voluntourism outweigh the negative impacts. | .731           |
| Tourism has made residents more proud of Argungu,                    | .749           |
| The promotion and support of voluntourism is ideal by government.    | .753           |
| Voluntourism activity should be actively encouraged                  | .759           |
| Increased quality of outdoor recreation opportunities                | .781           |
| Tourism has become an important part of my community.                | .802           |
| I believe that tourism should be actively encouraged in Argungu      | .862           |

**Table 3:** Dimensions of Attitudes Toward Tourism Development: Contributions to Community  
(Factor Mean = 3.91\*; Alpha Coefficient = .917)

| Dimensions and Factored Items  | Factor Loading |
|--|----------------|
| Roads and building construction improvement to attract tourists              | .467           |
| Mutual understanding and interaction facilitated                             | .487           |
| Propel tourist to contribute their valuable expenses for Argungu development | .598           |
| Agricultural improvement is re envisioned                                    | .610           |
| Encourage more local volunteers  | .611           |
| Increase local sales and services  | .637           |
| Quality of life improvement.   | .643           |
| Tourism Facilities improvement   | .681           |
| Improve community skill and expertise  | .682           |
| Educational facilities and advancement gained                                | .694           |
| Improved quality of public services due to tourist influx.                   | .718           |
| Many desirable employment opportunities by tourism.                          | .749           |
| Expansion in Local recreation programs                                       | .752           |
| Better and improve living standard because of voluntourists spend            | .770           |

Reliability of total 34 items = 0.904

a. eigenvalue: 7.8; variance explained: 39.0%

b. eigenvalue: 3.2; variance explained: 16.0% == 55%

\*significant at the p < .001 level.

**Table 4:** Regression Analysis of the Relationship between Attitudes toward Voluntourism and Personal Benefits  
**Stanza 1: Support for Voluntourism Development;** Model statistics (Adjusted R-square = .438, F = 12.42, p = .001)

| PERSONAL BENEFITS ITEMS       | BETA VALUE | T-STATISTIC | P Value |
|-------------------------------|------------|-------------|---------|
| Festivity                     | .409       | 3.975       | .000    |
| Contribution to economy       | .223       | 2.015       | .046    |
| Community services            | .146       | 1.611       | .110    |
| Recreation opportunity        | -.117      | -1.189      | .237    |
| Shopping and dining choices   | -.118      | -1.154      | .251    |
| Community prestige            | -.109      | -1.163      | .264    |
| Arts and cultural features    | .123       | 1.071       | .286    |
| Monumental structures         | .092       | 0.910       | .365    |
| Leadership improvement        | -.046      | 0.455       | .537    |
| Adjoining village development | .045       | 0.401       | .689    |

**Table 5 : Stanza 11: Contributions to community** (Adjusted R-square = .462, F = 12.259, p = .001)

| Contributions to community    | Beta value | t-statistic | P    |
|-------------------------------|------------|-------------|------|
| Arts and cultural features    | .273       | 2.283       | .024 |
| Shopping and dining choices   | .214       | 2.017       | .046 |
| Community prestige            | .191       | 1.845       | .072 |
| Community services            | .159       | 1.683       | .095 |
| Recreation opportunities      | .137       | 1.333       | .185 |
| Festivity                     | .095       | 0.881       | .380 |
| Adjoining village development | -.029      | -0.249      | .803 |
| Leadership improvement        | -.016      | -0.146      | .868 |
| Contributions to the economy  | .007       | -0.062      | .951 |
| Monumental structures         | -.011      | -0.104      | .917 |

## 7.0 Conclusion

Theoretical application of TPB &SLF has contributed to the body of literature relating to examination of the values domain of resident via voluntourism injection. The research appears to favour an economic approach in which it is assumed that the main attribute “attitude” toward voluntourism arises from a single motive of personal benefits

maximization. Benefits and costs were carefully evaluated and residents hold a positive attitude toward voluntourism as benefits exceed costs. This perspective fulfils the rationality principle, which is at the core of the economic approach (cost benefit analysis syndrome).

The local authority is advised to concentrate more efforts in development and organization of more special programmes that aged will have comparative advantages over so as to obtain more support for voluntourism activities.

The findings of this investigation verify the significant role played by personal benefits, particularly the indirect social values, in the process of exchange for residents' favourable attitude toward tourism and community attitude that can propel support for voluntourism development in relation to local livelihood assets, therefore, (TPB & SLF) shows that understanding of residents' attitude is a core factor to support voluntourism without jeopardizing personal access to the usage as supported by Vargas- Sanchez et al, 2009 which affirmed that "residents' attitude to support tourism is anchored on calculated benefits.

## 8.0 Implication of results on policy formulation.

The diverse segment of residents' attitude which spurs the voluntourism assistance as a result of art and cultural attribute in measuring the residents' support for voluntourism and impact were wholeheartedly supported thus enriched attitudinal understanding, respect and dignity to local culture that eventually produced high level of support from the residents. Therefore, the organizers of tours in conjunction with local authorities should always sensitize and educate the tourists on "dos and don'ts" of every community that has been selected for voluntourism programmes. Also, local planners should inculcate voluntourism in their modus -operandi in such a way that local culture and attitudes will not be abused.

The level to which the range of values are deem imperative by the residents and the personal benefits accruable significantly led to the unflinching supports to voluntourism. Therefore, the local authorities and concerned agencies on tourism development should emphasized on two basic important attributes that this research study has unveiled (a) the potential economic contribution of voluntourism to the entire community (b) residents personal benefits obtainable from voluntourism activities.

The outcome of this research can help NGOs, tour operators and planners to better integrate local community development, environmental enhancement, cross-cultural relationship and livelihood improvement with improved local income for youth retention.

The study may require further investigation on the residents' involvement in tourism planning and its developmental stages so as to document their level of involvement and community collaboration. The peculiarity of economy and cultural trait as enjoyed by the residents may requires scholars to bridge the gap by comparing different economic activity and cultural trait to ascertain their supports.

**Acknowledgement:** The authors thank Universiti Teknologi Malaysia (UTM) and Centre for Innovative planning and Development (CiPD) for their supports.

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