

MOTIVATION OF VOLUNTOURISTS TO JUARA TURTLE PROJECT,
TIOMAN ISLAND

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DEDICATION

Dedicated to the memory of my father, Md Ali Bin Hj Mohamad;
to my dearest parents, Hj Ramlee Bin Hj Ali & Hjh Rudiayah Bt. Budin;
to my beloved brothers and sister Azli, Radiah, Nazri and Syariffudin.
May Allah keep us in His protection.

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All praise to be to Allah, the Most Gracious and the Most Merciful, for His Blessing, Love, and Guidance. A Salute upon Prophet Muhammad (Peace Be Upon Him), His family and all His companions.

Alhamdulillahirabbilalamiin, I would like to express my most sincere gratitude and appreciation to the following people who support me in making this journey possible. I ask Allah to reward all these people bountifully. May He continually bless us like He blessed those before us; those who loved Him, and He loved them in turn. Ameen.

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ABSTRACT

This research explains deeper on the concept of voluntourism and voluntourists motivation. Voluntourism is categorized as alternative tourism. Voluntourism is a tourism whereby the voluntourists search for experiences, contributing and complementing themselves and community at a destination. Voluntourism is an example of appropriate tourism in giving the voluntourists meaningful experiences, contributing and making impact to the place visited. The main motivation for voluntourists participation is the altruism, hedonism, location and finance. Previous experiences and time changes become the factors that influence voluntourists motivation. The research method used is qualitative method, involving 4 members of JTP, 12 voluntourists and 2 visitors that live nearby JTP were being interviewed. The interview was face-to-face that partially structured. The data collected were analysed using theme categorization. The result from this research is used when considering the voluntourists product marketing which is based on voluntourists motivation who gained the experience from this program. The result shows that motivations include push and pull factors whereby the voluntourists and the destination itself guide them to the motivation to participate in voluntourism. The finding on the financial motivation constructs the understanding of role of prices in attracting the voluntourists involvement. Recommendations were suggested to the destination because the destination is a pull motivation that portrays its image to the voluntourists that visit the place. The recommendations include systematic management, refined programs and activities, facilities and prices offered improvement and marketing strategy improvement.

ABSTRAK

Kajian ini menerangkan lebih lanjut tentang konsep pelancongan sukarela dan motivasi pelancong sukarelawan. Pelancongan sukarela dikategorikan berdasarkan pelancongan alternatif. Pelancongan sukarela adalah satu bentuk pelancongan dimana pelancong sukarelawan mencari pengalaman, memberi manfaat dan saling menguntungkan bagi diri mereka serta komuniti di destinasi yang dilawati. Pelancongan sukarela adalah contoh pelancongan yang sangat baik, ia memberi pelancong sukarelawan pengalaman bermakna, memberi sumbangan dan meninggalkan kesan kepada tempat yang dilawati. Motivasi utama pelancong sukarelawan melibatkan diri termasuklah altruism, hedonism, lokasi dan kewangan. Pengalaman masa lalu dan perubahan masa menjadi faktor mempengaruhi motivasi seseorang pelancong sukarelawan. Kaedah kajian menggunakan penjelasan kualitatif, melibatkan 4 orang pihak JTP, 12 orang pelancong sukarelawan dan 2 orang pelawat yang tinggal berdekatan JTP ditemubual secara mendalam. Temubual adalah temubual bersemuka dengan separuh berstruktur. Data yang dikumpulkan dianalisis menggunakan pengkategorian tema. Keputusan dari kajian ini berguna apabila mempertimbangkan produk pemasaran pelancongan sukarela berdasarkan motivasi pelancong sukarelawan yang mendapatkan pengalaman didalam program ini. Hasilnya menunjukkan bahawa motivasi merangkumi faktor '*push*' dan '*pull*' dimana pelancong sukarelawan dan destinasi itu sendiri membawa kepada motivasi untuk melibatkan diri didalam pelancongan sukarela. Penemuan motivasi kewangan memberi kefahaman bahawa harga memainkan peranan didalam menarik kedatangan para pelancong sukarelawan. Penambahbaikan dicadangkan kepada destinasi kerana destinasi merupakan motivasi '*pull*' yang memberikan imej kepada pelancong untuk hadir ke tempat tersebut. Cadangan penambahbaikan termasuklah pengurusan yang lebih sistematik, menambahbaik program dan aktiviti, menambahbaik fasiliti dan penawaran harga dan menambahbaik strategi pemasaran.

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LIST OF ACRONYMS

JTP	-	Juara Turtle Project
UWC SEA	-	United World College of South East Asia
VTO	-	Volunteer Tourism Organisation
GDP	-	National Gross Domestic Product
UNESCO	-	The United Nations Educational, Scientific and Cultural Organization

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This research explains the concept of voluntourism and voluntourist motivation in completing the activities at the voluntourism destination. The exploratory research is to understand better why the tourists take part in voluntourism which ultimately helps in creating new scheme for program or activities framework to increase the tourist experience based on the voluntarist motivation. The new scheme able to fulfil the voluntourist preference and satisfy themselves during performing the volunteering activities.

This chapter begins with the background of study and highlights the research fundamental. Research question and objectives are explained in the next section. Moreover, the scope of research importance is explained briefly. Finally, this chapter is summarised with research structure and emphasized the five synopsis contents inside.

1.2 Background of Research

Nowadays, dynamic changes happen in tourism world whereby the tourists are finding certain meaning during vacation, the desire for unusual leads to the new phenomena known as voluntourism. Voluntourism attracts volunteer from all over the world to explore different location and geography in helping to solve the environmental issues, development and social. Sirasoonthorn & Coren (2010) states that voluntourist personal perception to gain experience related to environment and to have direct relationship with local community cannot be fulfilled. This situation is supported by Coghlan (2007) that state that “mismatch between voluntourist

expectations with real experience they felt can reduce the level of satisfaction, motivation and commitment.” Therefore, decent understanding on voluntourist motivation is important to create systematic voluntourist program in its plan and management. Finally, this can increase the registered number of voluntourists, creating the possibility for them to come repeatedly and receive the positive feedbacks from the tourists.

Voluntourism industry expands since 1970s (Wearing, 2004). Both sectors volunteering, and international tourism experienced noticeable growth at the end of 20th century (Callanan & Thomas, 2005). There are many definitions of voluntourism (Lyons & Wearing, 2008; Wearing, 2002). Definition that always portrays Wearing's (2001) definition was voluntourist travels based on certain reason, accomplished in organized manner and involved in any form of contribution to the society, environmental conservation or research in aspect of society or environment. Individual involved in voluntourism willing to pay to travel to selected location that carries out conservation work or any act of helping that gives benefit to society and environment. The activities include helping the local communities or household providing the basic need such as house, conserve and preserve the environment, or providing supports in research field investigation related to environment or endangered animal species (Broad, 2003; Wearing, 2001).

Voluntourism trend is increasing with wider package option based on length and types of activities that gives more tasks to the voluntourist compared with conventional tourism and needs more attention whether it is the best tourism. Wearing (2001) states that conventional industry able to be better if voluntourism thoroughly takes over and incorporate with the existing tourism. Callanan dan Thomas (2005) states that Volunteer Tourism Organisation (VTO) has tendency to scrutinize and improve the destination and tourism project to attract more volunteers.

Voluntourism research is not new, yet research on voluntourism that focus on the explanation of voluntourist motivation in conservation is still scarce, specifically in Malaysia context and generally in Asia. Thus, this research fills in the gap by identifying the voluntourist motivation toward volunteering conservation activities.

1.3 Problem Statement

Voluntourism has been developing since 1970s (Wearing, 2004). In 21st century, the growth of both sectors is noticeable and parallel between volunteering and international tourism (Callanan & Thomas, 2005). This combination of volunteering and international tourism has result the increasing establishment of voluntourists. People with desire in voluntourism are willing to pay to travel to certain location to gain meaningful experience and contribute to the area. Programs and activities framework shall include the voluntourist motivation and desire to attend to accomplish the task. The weakness in programs and activities framework could cause the voluntourist involved in voluntourism experience dissatisfaction. Voluntourism destination becomes better if voluntourist motivation is parallel with the conservation project.

Most of researches focus on voluntourism benefits but lack in aspect of tourist motivation in doing especially in Eastern countries. This statement is supported by Lo dan Lee (2011) whereby in the past decade, a few researches were conducted in voluntourism. However, all researches concentrate to Western countries. This is because most of the voluntourism programs are from the Western communities. Jonuskyte (2012) also mentioned that research that offers experience to tourist based on motivation is still lacking. Therefore, it inspires the idea to explore and explains the tourist destination framework integrating the programs and activities with voluntourist motivation.

1.4 Research Questions

This research answers the followings questions:

1. What is voluntourism?
2. What are the voluntourist characteristics?
3. What is the voluntourist motivation?
4. What are the factors that attract voluntourist to involve in voluntouris program?

5. What are the factors that attract voluntourist to JTP as the voluntourism destination?

1.5 Research Aim

This research aim to review the voluntourist motivation go to the voluntourism destination at Juara Turtle Project, Tioman Island.

1.5.1 Research Objectives

There are three objectives:

- a) To understand the voluntourism concept and relationship with motivation,
- b) To identify the voluntourist characteristics, and
- c) To improve the factors that attract voluntourist involved in voluntourism program at JTP.

1.6 Scope of Research

In understanding the voluntourist context, this research intent to evaluate the voluntourist motivation, particularly in Malaysia, in voluntourism program that help in environmental conservation. This research includes the comprehension on the importance of voluntourist motivation in shaping an improved voluntourism program in the future.

Next, this research focus on voluntourism in JTP which has been handling nearly 10 years of work in conserving turtle at Kampung Juara, Tioman Island. Besides, recognizing and reinvestigate activities and programs during JTP were conducted to help in identifying strengths and weaknesses of voluntourism program that was carried out at the area.

1.7 Study Area

This research was conducted at Juara Turtle Project (JTP), in Tioman Island. Tioman Island is located outside of east coast beach in Malaysia's Peninsular and part of Marine Park Malaysia. The rocky geography, filled with premier forest, sandy beach and beautiful coral reef makes it one of the popular destination vacation among the domestic and international tourist. The tourist facilities begin from small scale budget local chalet to large scale of a few luxury beachside resorts. Kampung Juara is the only village in the east coast island. It spreads along the sandy bay more than 2 km and divided to north of Juara beach and south of Mentawak beach.

1.8 Research Structure

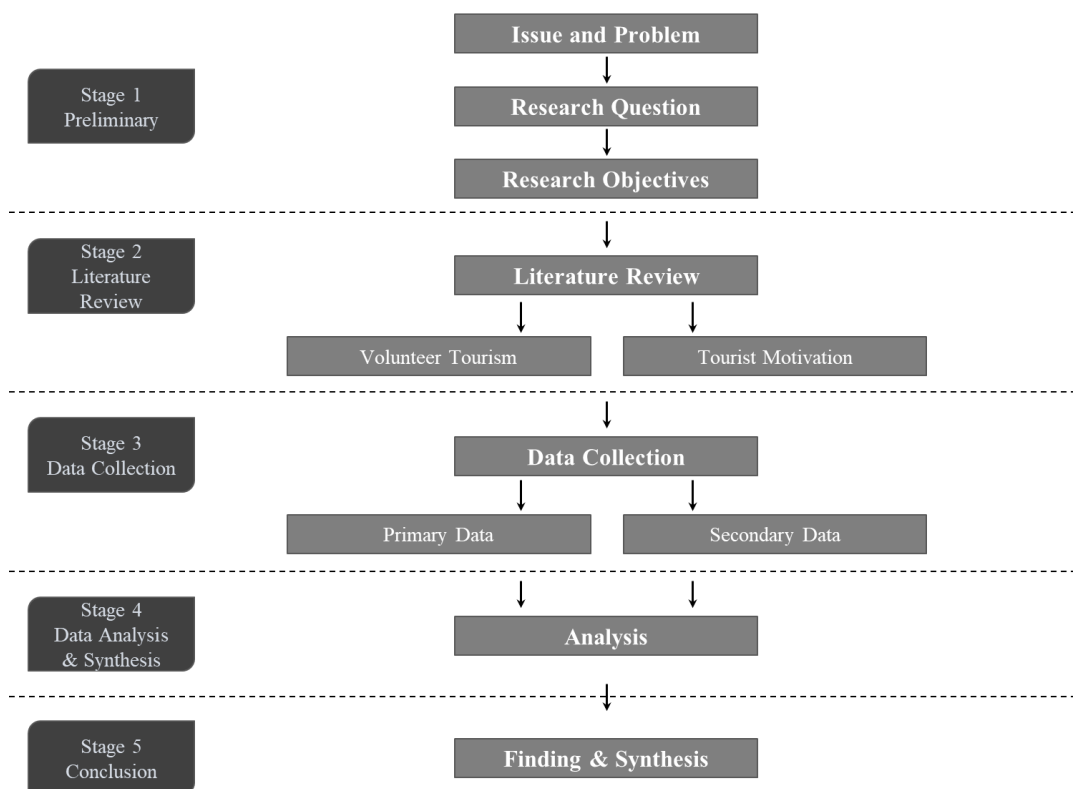


Figure 1.1 Research structure

Figure 1.1 shows five stages of framework to conduct the research. Preliminary stage 1 and 2 is the research literature reviews that involved the identification of

research problem statement, summary of research questions, objectives and literature review.

Stage 3 is the primary and secondary data collection.

- a) Primary data – Interview conducted at Juara Turtle Project, Tioman Island. The sample for this research is targeting voluntourist that attend to do the conservation activity. It is conducted informally with semi-structured interview by preparing the structured questions and answers are open-ended.
- b) Secondary data – Information gathered from multiple sources such as books, articles, journal and internet.

Next, in stage 4, research analysis was carried out based on the objectives and scope of research and the results are used in stage 5 in findings and synthesis process.

1.9 Significant of Research

This research offers important contribution in tourism industry for academic and practical for improvement in voluntourism project.

From academic perspective, this research contributes in broadening the body of knowledge on voluntourist motivation involved in voluntourism. Identified voluntourist motivation is used to establish the voluntourism programs and activities that suits or parallel with the presented voluntourist motivation.

From practical perspective, this research provides guidelines in voluntourism industry for management enhancement and suitable marketing including increasing the voluntourist satisfaction. This situation able to increase the product and attraction of voluntourism because it helps in preparing relevant events, programs or activities in the future.

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