



Cape Peninsula  
University of Technology

**VOLUNTEER TOURISM: SAVING THE AFRICAN PENGUIN ONE VOLUNTEER  
AT A TIME. THE CASE OF A SEABIRD REHABILITATION CENTRE IN THE  
WESTERN CAPE, SOUTH AFRICA.**

by

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**in the Faculty of Business and Management Sciences**

**at the Cape Peninsula University of Technology**

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## **ABSTRACT**

Volunteer tourism, as a form of leisure and/or recreation, is one of the fastest growing forms of tourism globally. It has also become a critical human resource for many organisations in the Western Cape, South Africa who rely on the support of volunteer tourists. A review of the current literature showed that most volunteer tourism research studies is volunteer-tourist-centred and focus on the motivations for participation and the benefits of participation to the volunteer tourist. Very few studies consider the effect of volunteer tourism on the host organisation and within the South African context only two volunteer tourist profile studies exist. Both studies excluded host organisation factors that indicated how host organisations benefited from hosting volunteer tourists. This research study focussed on creating a comprehensive profile of volunteer tourists at SANCCOB (a non-profit seabird rehabilitation centre) in Table View, Western Cape, South Africa. The profile included demographic factors, motivational factors and SANCCOB specific information. Data were collected through an anonymous, self-administered, online questionnaire and from the data, five conclusions were made. Firstly, the demographic factors of volunteer tourists that participated in SANCCOB's international volunteer programme was similar to other South African based volunteer tourism studies. Secondly, to experience something different and new was the most important motivational factor for volunteer tourists. Thirdly, volunteer tourists derived considerable benefit from volunteering at SANCCOB. Fourthly, volunteer tourists continued to support SANCCOB through social and financial activities after completing the programme, indicating that SANCCOB (as a host organisation) benefited from hosting volunteer tourists and that as a result, a mutually beneficial relationship exists between this host organisation and the volunteer tourist. Lastly, this study provided SANCCOB with valuable information for volunteer management, as well as future marketing and fundraising campaigns.

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## **DEDICATION**

I dedicate this study to the countless number of volunteers at SANCCOB that have spent their free time working hard to help save as many seabirds as possible.

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## GLOSSARY

<b>Terms</b>	<b>Definition/Explanation</b>
<b>Recreation</b>	An activity or process that an individual participates in during their free time, which restores or recreates the self.
<b>Volunteer tourism</b>	A form of tourism where individuals travel to another country to volunteer.
<b>Volunteer tourist</b>	An individual who travels to another country to volunteer.
<b>Host organisation</b>	Organisation where the volunteer tourist spend time volunteering.
<b>Endangered species</b>	A species that has been categorised by the International Union for Conservation of Nature (IUCN) Red List as likely to become extinct.
<b>Abbreviations</b>	<b>Definition/Explanation</b>
<b>SANCCOB</b>	Southern African Foundation for the Conservation of Coastal Birds.
<b>NPO</b>	Non-profit organisation
<b>UNWTO</b>	United Nation's World Tourism Organisation
<b>YMCA</b>	Young Men's Christian Association
<b>EFL</b>	English Foreign Language
<b>USA</b>	United States of America
<b>SAT</b>	South African Tourism
<b>EU</b>	European Union
<b>SANParks</b>	South African National Parks
<b>VMS-ISE</b>	Volunteer Motivations Scale for International Sporting Events
<b>CPUT</b>	Cape Peninsula University of Technology

# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

It is important for any organisation that wants to be sustainable to have an understanding of all its various role players. This is especially true for any Non-profit organisation (NPO) which relies on the assistance of volunteers and the financial support of the general public, government, and corporate companies to achieve its objectives and fulfil its mandate.

There are many ways in which an organisation can seek to understand its various role players. One such way is to complete a profile study of a particular segment of the organisation, which includes the specific role players. This profile can contain any information that the organisation considers to be important and business critical.

The purpose of this research study is to create a profile of persons who are identified as volunteer tourists, who participate in SANCCOB's (Southern African Foundation for the Conservation of Coastal Birds) international volunteer programme. In addition, this chapter will present an overview of volunteer tourism as a form of leisure and link this with SANCCOB, and seek to elucidate the significance of the research objectives in terms of the organisation and volunteer tourism.

### 1.2 Volunteer tourism as a form of leisure

Being at leisure is to spend one's free time participating in activities of one's choice. It is through this activity of choice that the individual is able to relax, reflect, de-stress, grow, develop and enrich lives and ultimately the lives of others (Edginton, Hudson, Dieser & Edginton, 2004:2). This is why recreation and a person's ability to be at leisure are essential to a holistic healthy lifestyle. Many benefits can be gained as a result of leisure and it is important for service providers to be guided by the benefits their programme participants seek when creating programmes (Mccarville, 1993; Edginton *et al.*, 2004; Rossman & Schlatter, 2008). What programme participants consider to be beneficial is highly influenced by external factors (other people and society) as well as internal factors (motivation and the value of the leisure activity) (Edginton *et al.*, 2004, Rossman & Schlatter, 2008; Heintzman & Stodolska, 2014).

Edginton *et al.* (2004:213) suggest that leisure can be experienced in a variety of different programme areas with volunteering as well as travel and tourism being identified as 2 of the 11 programme areas. It should, however, be noted that

volunteering is a programme area on its own, which is also a much older recreation form that consists of a wider range of activities (Tomazos & Butler, 2009:333). It is only when it is combined with tourism activities that it becomes volunteer tourism.

Volunteers can therefore either volunteer in their own country (local) or travel abroad to volunteer (international). Being aware of this distinction in volunteering is important for the purpose of this study because there is a distinct difference in motivation between local and international volunteers (Hill, Russell & Brewis, 2009:15). The focus of this research study is on volunteer tourism and its various role players at an NPO in South Africa.

### **1.3 A brief overview of volunteer tourism and its role players**

There are many forms of tourism. Some forms of tourism are centred around certain broader concepts or themes, which includes terms such as mass tourism, alternative tourism, sustainable tourism, niche tourism, responsible tourism, eco-tourism and wildlife tourism while others may be more centred on activities such as volunteer tourism, adventure tourism and sport tourism. For the purpose of this study, volunteer tourism is considered to be a tourism activity and discussed as a form of alternative tourism.

Volunteer tourism is considered as one of the fastest growing forms of tourism worldwide because of its increasing accessibility by general tourists (Sin, 2009:480). It is defined as a holiday activity where individuals travel to other countries for the primary purpose of helping others or the environment, without being financially compensated (Wearing, 2001:1).

This holiday is undertaken by volunteer tourists, whom Wearing (2001:53) suggests are those individuals who “provide assistance, or unpaid service, usually for the benefit of the community”. Volunteer tourists can either be volunteer-minded or vacation-minded implying that motivation for participation play a critical role in the decision making process of volunteer tourists (Brown & Morrison, 2003; SNV Netherlands Development Organisation, 2009).

Volunteer tourism, as with other forms of tourism also has a number of role players that create and support these opportunities for assistance (Swarbrooke, Beard, Leckie & Pomfret, 2003:135). Some of these role players include accommodation providers, host organisations as well as formal volunteer companies. The host organisation also referred to as the volunteer project, is the organisation whom the

volunteer tourist donates their time too. Within the context of this study, SANCCOB is the host organisation or volunteer project. However, Hill *et al.* (2009:16) points out that volunteer tourists rarely contact host organisations directly and most often make use of formal volunteer companies to book the volunteer trip. These formal volunteer companies act as brokers between volunteer tourists and host organisations and generally charge the volunteer tourist a brokering or volunteer placement fee (Hill *et al.*, 2009:16). These formal volunteer companies can also be for profit or an NPO (Tomazos & Butler, 2009:344).

Volunteer tourism is however not without criticism. Over recent years, mainstream media (Birrell, 2010) and some research studies (Sin, 2009; Tomazos & Butler, 2009) have questioned tourist and formal volunteer company motivations as well as the benefits of volunteer tourism for both volunteer tourists as well as host organisations. Despite the rapid growth of this industry and taking note of some criticism, research studies are still mostly centred on the volunteer tourist motivations and benefits. Other areas that have enjoyed limited attention include post-trip volunteer tourist behaviour, formal volunteer companies as well as host organisation and community related topics (Wearing, 2001; Broad, 2003; McGehee & Santos, 2005; Brightsmith, Stronza & Holle, 2008; Raymond & Hall, 2008; Sin, 2009; Tomazos & Butler, 2009; Alexander, 2012; McGehee, 2012; Zahra & McGehee, 2013).

However, there appears to be a general consensus amongst many researchers (Benson & Seibert, 2009; Hill *et al.*, 2009; Sin, 2009; Alexander, 2012; McGehee, 2012; Lupoli & Morse, 2015) that there is a lack of research across the volunteer tourism spectrum with Wearing and McGehee (2013:127) suggesting that volunteer tourism as a research field, is standing on the edge of opportunity. Within the South African context there appears to be a paucity of research with only two volunteer tourist profile studies published (Stoddart & Rogerson, 2004; Benson & Seibert, 2009).

It is argued that this present research study will provide much needed data and analysis in the sparsely researched area of volunteer tourism, and create an understanding of this unique tourism niche. These research areas and their significance will be discussed in section *1.8 Significance of the study*.

When compiling a profile of volunteer tourists within a specific environment, it is also important to have an understanding of this environment. This research study was

conducted at the request of SANCCOB, a “leading marine-orientated non-profit organization which has treated more than 90 000 oiled, ill, injured or abandoned African penguins and other threatened seabirds since being established in 1968” (SANCCOB, 2012d).

#### **1.4 SANCCOB as a volunteer tourist host organisation**

“SANCCOB is an internationally recognized leader in oiled wildlife response, rehabilitation and chick-rearing; contributes to research which benefits seabirds; trains people to care for the birds and educates the public to appreciate this unique heritage. It is as a result of SANCCOB’s commitment to seabird conservation that the wild African penguin (an endangered species) population is 19% higher today” (SANCCOB, 2012e).

The organisation has two facilities. Its Head Office is based in Table View, Cape Town in the Western Cape, South Africa with another facility in Cape St. Francis, South Africa (SANCCOB, 2012f). International volunteers at the Table View facility will be included in this research study.

SANCCOB’s primary business is seabird conservation and it accomplishes its day-to-day task of saving seabirds through the assistance of volunteers. The organisation offers programmes for both local and international volunteers (SANCCOB, 2012g).

It is with this in mind, that SANCCOB for the purpose of this research study is therefore recognised and understood to be a volunteer tourist host organisation (and recreation programme service provider).

##### **1.4.1 History of SANCCOB’s volunteer programme**

In addition to a small group of paid staff members, volunteers play an integral part in SANCCOB’s operation (SANCCOB, 2012e). While local volunteers have been a part of the organisation since its inception in 1968 (SANCCOB, 2012h), the earliest indication of international volunteer involvement is in the year 2000 when the sinking of the MV Treasure on 23 June 2000, led to the oiling of 19 500 wild African penguins. This resulted in 11 000 volunteers from across the world (including South Africa) spending day and night rehabilitating and releasing these African penguins (SANCCOB, 2012d). Presently, the international volunteer programme at SANCCOB, accommodates approximately 200 international volunteers per year (SANCCOB, 2012e).

International volunteers can contact SANCCOB directly and the programme is available to non-South African citizens of 18 years and older. The programme requires a six week minimum commitment and also has a programme fee of R1 200 for the first six weeks and R200 per week thereafter. This programme fee includes a complimentary T-shirt and participation in a seabird release trip (SANCCOB, 2009).

It is unclear from SANCCOB's website whether the organisation partner with formal volunteer companies or English Foreign Language (EFL) schools, but a web search found at least two formal volunteer companies namely AVIVA and Via Volunteers, which list SANCCOB as a volunteer project.

### **1.5 Problem statement**

SANCCOB is a NPO that is internationally recognised for its work in saving Southern Africa's seabirds, including the endangered African penguin. In addition to a small number of permanent staff, volunteers are a critical part to the success of the organisation. In fact, "volunteering is at the heart of the operation" (SANCCOB, 2012e). At the present moment, SANCCOB accommodates approximately 200 international volunteers per year. Thus the volunteers, or more specifically the 'volunteer tourists' are key role players who are critical to the success of the operation, however, it also constitutes a group of people that SANCCOB has very little knowledge or understanding of. It is with this in mind, that SANCCOB expressed the need to have a better understanding of the participants of the international volunteer programme through the compilation of a profile study.

### **1.6 Research question**

"What is the profile of an international volunteer at SANCCOB?"

### **1.7 Research objective**

To compile a profile of international volunteers at SANCCOB, Table View in the Western Cape, South Africa.

### **1.8 Significance of the study**

This research study is significant to both SANCCOB and the volunteer tourism research community.

For an organisation to be successful, having an in-depth understanding of all the various role players is critical. This is also the case for SANCCOB. Through creating a comprehensive profile of volunteer tourists, the organisation will know how to



communicate with volunteer tourists prior to arrival and after completing the project. It will also provide insight into what motivates these volunteer programme participants to select SANCCOB as a volunteer project of choice. A better understanding will provide SANCCOB with an opportunity to manage the volunteer tourist expectations prior to arrival and create a programme that meets expectations, leading to a satisfactory experience that is mutually beneficial.

This study is also significant because it provides SANCCOB with information on the type and extent of the social and financial support that can be expected from volunteer tourists after they have completed the project.

A comprehensive profile will therefore provide this NPO with information that could lead to the effective management of future international volunteers, human and financial resource allocation as well as inform future marketing and fundraising campaigns.

This study will also contribute to volunteer tourism research, and more specifically for SANCCOB as it seeks to provide an improved understanding of why individuals are motivated to participate in this type of work, especially with wildlife, and furthermore provide more accurate volunteer tourist demographic factors. This study will also contribute to areas where research appears to be lacking or is non-existent, notably research related to host organisations, volunteer tourist post-trip action and behaviour, volunteer legacy as well as the preferred methods of communication by volunteer tourists.

Lastly, this study will also contribute to the body of knowledge that specifically focuses on volunteer tourism in South Africa.

## **1.9 Overview of chapters**

Chapter one lays the foundation for this study through providing an overview of leisure, volunteer tourism and the various role players, including SANCCOB as an organisation who requested this research study. This chapter presents the research problem statement, research question, study objective and also discusses the significance of this study.

Chapter two provides an in depth review of the current literature and published research studies. It presents volunteer tourism as a form of leisure and recreation, identifying the various role players and highlighting the benefits of participation while

contextualising this within the various leisure and recreation theories and approaches.

Chapter three reviews the methodology that were used in the research study. This chapter discusses the development and implementation of the questions used and also focuses on the use of anonymous self-administered online questionnaires as a method of data collection.

Chapter four presents the results of the study, which discusses the findings alongside current literature and considers the limitations of the study.

Chapter five presents a profile of participants of SANCCOB's international volunteer programme and an overall conclusion for this research study; and makes recommendations for future research studies.

## **CHAPTER TWO LITERATURE REVIEW**

### **2.1 Introduction**

Pleasure is the one main focus that overlaps play, recreation and leisure and as humans, we are born with the desire to play (Horner & Swarbrooke, 2005; Torkildsen, 2005). As a result of our desire to play, we seek those recreational activities, which can be constructive or destructive, that will give us pleasure (Cordes & Ibrahim, 2003:5). How we choose to spend our free time is, therefore, an interesting question.

The leisure industry has had a significant influence on the lives of individuals and has also stimulated economic growth in countries that traditionally focused on production industries rather than service industries (Horner & Swarbrooke, 2005:22). This is also true for South Africa. The South African government has indicated that tourism as a recreation programme area has become the fastest growing economic sector in South Africa (The City of Cape Town & Kamilla-SA Sport and Tourism Consultancy, 2009:24). This industry will continue to grow as more consumers discover and choose to support niche markets such as volunteer tourism (Robinson & Novelli, 2005:9) but with an increase in economic growth and popularity of the leisure industry, knowing and understanding volunteer tourists is critical for effective and sustainable programme management.

This chapter looks at the theory of leisure and the activities that are considered leisure by presenting the existing literature regarding the leisure and recreation industry, more specifically the volunteer tourism industry which is comprised of not just participants but also service providers.

### **2.2 Leisure as a theory**

#### **2.2.1 A brief historical overview**

Understanding the theories and definitions of play, leisure and recreation is extremely important for any leisure service provider because it helps with the development of the service provider's own philosophy. This philosophy helps the service provider in their identification of values, beliefs and perceptions for their own organisation, which in turn will influence how the service provider conducts business with customers and other organisations as well as develops and provides quality leisure experiences (Edginton *et al.*, 2004; Edginton, DeGraaf, Dieser & Edginton, 2006; Rossman & Schlatter, 2008). It is also important to keep in mind that leisure, recreation and tourism all share the same fundamental characteristics and

theoretical foundations and that all three terms are centred around the individual's experiences and activities that the individual participates in (Swarbrooke *et al.*, 2003:5).

According to Cordes and Ibrahim (2003:1) the ancient Greeks, around 300BC, were the first to attempt to understand the nature of leisure. Over the years, many philosophers, writers and researchers have written about the different traditional philosophical as well as contemporary approaches. Traditional philosophical approaches serve as a foundation for understanding upon which one will build as one evolves, develops and becomes more knowledgeable about specific philosophies. These traditional philosophical approaches that have influenced our systems of delivery include idealism, realism, pragmatism, existentialism and humanism (Henderson, Bialeschki, Hemingway, Hodges, Kivel & Semmons, 2001:47).

Due to the uniqueness of individuals, it would be safe to say that not everyone shares the same perspectives but when a group of people all embrace a model of understanding or perspective it is referred to as a paradigm. Similar to philosophies, paradigms also help individuals by creating a framework for understanding. Paradigm shifts are not uncommon. The greatest shift towards understanding leisure and recreation occurred from the 19<sup>th</sup> to 20<sup>th</sup> century when leisure became an area of research and a profession. This led to the development of a variety of theoretical approaches to leisure and recreation (Henderson *et al.*, 2001; Edginton *et al.*, 2004).

It is, however, difficult to define leisure because of the fact that it has different meanings to different people (Henderson *et al.*, 2001; Edginton *et al.*, 2004). This opinion is supported by Torkildsen (2005:46) who elaborated by adding that most definitions are biased and reflect an individual's cultural background and are also influenced by the time at which the perspective was offered.

Taking a closer look at the various leisure orientations, concepts and approaches is important in understanding the various definitions of leisure and recreation.

### **2.3 Leisure orientations, concepts and approaches**

As the body of knowledge grew over the course of the 20<sup>th</sup> century the following orientations, concepts and approaches became evident and are accepted to have

influenced the definition of leisure (Edginton *et al.*, 2004; Torkildsen, 2005; Edginton *et al.*, 2006; Rossman & Schlatter, 2008).

### **2.3.1 Leisure as time**

Time within the context of leisure, is the time that one spends that is free of commitment to anything or anybody other than the self (Henderson *et al.*, 2001; Cordes & Ibrahim, 2003; Edginton *et al.*, 2004; Torkildsen, 2005; Edginton *et al.*, 2006; Rossman & Schlatter, 2008).

Parker's definition of leisure time in 1975 was a basic attempt at categorising time suggesting that the concept of leisure time be divided into three categories: free or residual time, time for existence and time for subsistence (Cordes & Ibrahim, 2003:5). However, Nash (1953:89) took a more in-depth look at free time and the experiences that one can have during free time and found that free time is not always used constructively and that there could also be an abuse of free time.

More applicable to this case study is the research by Ryan (1997) which seeks to investigate time spent while on vacation. Ryan (1997:195) suggests that vacation time is special periods in a person's life where everyday constraints are relaxed, but not necessarily forgotten. This period presents an opportunity to reclaim time where a person may be free from any obligation.

### **2.3.2 Leisure as an activity**

This activity is a deed or act that one carries out during free time (Henderson *et al.*, 2001; Cordes & Ibrahim, 2003; Edginton *et al.*, 2004; Torkildsen, 2005; Edginton *et al.*, 2006; Rossman & Schlatter, 2008). With this in mind, the act of volunteering during free time or while on vacation can, therefore, be classified as a leisure activity according to the eleven, often interrelated, recreation programme areas identified by Edginton *et al.* (2004:213).

### **2.3.3 Leisure as a psychological experience or a state of mind**

This concept suggests that leisure is a mindset of the individual that participates in an activity during free time (Henderson *et al.*, 2001; Cordes & Ibrahim, 2003; Edginton *et al.*, 2004; Torkildsen, 2005; Edginton *et al.*, 2006; Rossman & Schlatter, 2008). This state of mind can either be positive or negative and, as a result will affect the way in which an individual spends their free time, a concept that is well illustrated in Nash's paradigm of free time. This paradigm illustrates that a negative state of mind may lead to injury to individual and/or society or is simply killing time

(Cordes & Ibrahim, 2003:5). This form of abuse of one's leisure time can manifest in social disruption and poor health practices (Edginton *et al.*, 2006:42). As the state of mind becomes more positive, the individual may start participating (emotionally and/or physically) and may ultimately end up creating something (Cordes & Ibrahim, 2003:5). Nash's paradigm of free time can also be linked to leisure as a social instrument.

#### **2.3.4 Leisure as a social instrument**

This concept suggests that leisure has a role to play in the development of an individual or community. Edginton *et al.* (2006:42) uses therapeutic recreation to illustrate this concept. The primary goal of therapeutic recreation is to assist individuals who are recovering from an illness or injury. In this case, wellness and health related activities are therefore considered the instrument for recovery.

#### **2.3.5 Leisure as a symbol of social class**

This is the individual's desire to demonstrate their ability to be at leisure rather than be engaged in any other obligation (Edginton *et al.*, 2004; Edginton *et al.*, 2006). This demonstration of an individual's leisure ability can be directly linked to Maslow's hierarchy of needs which suggests that when all an individual's needs have been met they are at the point of self-actualisation at which point they are able to meaningfully contribute to society (Cordes & Ibrahim, 2003:3). Volunteering is therefore not only an activity of leisure but also a symbol of social class. Additionally, a recent study by Sin (2009:489) found that international volunteers considered travelling as an indication of achievement and also as a way to project an image of worldliness and travel experience. This could serve as evidence that leisure activities might actively be selected with the intention of communicating social class.

#### **2.3.6 Leisure as action**

Leisure becomes an action when the individual spends their free time with a goal in mind (Edginton *et al.*, 2004; Edginton *et al.*, 2006). The individual's motivation, attitudes and perceptions are influencing factors of the goals that the individual sets for themselves (Torkildsen, 2005:51). The act of volunteering can therefore also be seen as a goal and expectation of the outcome of a leisure activity. It is through the participation in these leisure activities that benefits are gained (Edginton *et al.*, 2004:14).

### **2.3.7 Leisure as an anti-utilitarian concept**

This approach to leisure suggests that being at leisure is an end in itself or a destination rather than a journey (Edginton *et al.*, 2004; Torkildsen, 2005; Edginton *et al.*, 2006). An individual's ability to spend their free time as they wish (in this case as a volunteer tourist at SANCCOB) can therefore also be the ultimate goal regardless of the value (Edginton *et al.*, 2004:6).

### **2.3.8 Leisure as a holistic concept**

This approach to leisure implies that everything that one does, including work, contributes towards achieving self-actualisation and is, therefore, present in all aspects of an individual's life (Edginton *et al.*, 2004; Torkildsen, 2005; Edginton *et al.*, 2006).

### **2.3.9 Leisure as recreation**

This approach to recreation implies that leisure is a method to restore health and to renew desire and motivation to work (Torkildsen, 2005; Edginton *et al.*, 2006). Edginton *et al.* (2004:243) further suggest that many employers are becoming more aware of the benefit of providing leisure opportunities to their employees because they realise that these activities can lead to a reduction in absenteeism and increase morale and job performance. SANCCOB's zoo and aquarium keeper programme can serve as an example. This programme provides volunteering opportunities for staff from zoos and aquariums across the world (SANCCOB, 2012b). This programme provides for skills transfer and networking opportunities as well as creates an opportunity to travel to and discover South Africa.

### **2.3.10 Leisure as a cultural construct**

An individual's preference on how to spend their free time is linked to their society and culture (Henderson *et al.*, 2001; Edginton *et al.*, 2006; Rossman & Schlatter, 2008). Volunteer tourism exposes the volunteer tourist to other cultures, thus creating an opportunity for learning to take place.

### **2.3.11 Leisure as a political instrument**

Freysinger and Kelly (2004:20) offer a simple explanation for this concept of leisure as a political act by stating that "in leisure those with more power and privilege seek to maintain power and privilege and control those with less power and privilege. At the same time for those without (or less) power and privilege, leisure is the context within which to challenge or resist those with power and privilege and transform the existing social order." When considered within the context of volunteer tourism, the

literature suggests that after completing the volunteer tourism experience some volunteer tourists form and connect through social networks, engage in consciousness raising activities and also participate in community activism activities (McGehee & Santos, 2005:775-776).

### **2.3.12 Serious leisure**

This orientation towards leisure has a work-like quality and is seen as a contributor to community development (Torkildsen, 2005:527). This further suggests that the length of time of participation in an activity is directly linked to the level of involvement in the activity (Scott & Scott Shafer, 2001:320). Furthermore, Stebbins (1992:3) suggests that as an individual become more involved and learn more skills, acquire more knowledge and experience more, it can be viewed as a career-orientated approach where the individual is on a career ladder. Similar to a work situation, the leisure activity is therefore considered to be an integral part in the individual's identity and self-perception (Kane & Zink, 2004:331).

It is clear that the various orientations, concepts and approaches have led to different opinions and multiple understandings of the definitions of leisure, recreation and play. These definitions are discussed in the next section.

## **2.4 Leisure, recreation and play defined**

Even though the words leisure, recreation and play are often used interchangeably, they are not synonymous with each other. Wearing (2001:55) suggests that early literature has limitations because it was too focussed on the idea of work versus non work and failed to look at the other aspects that define an experience.

The definitions and words that are used to define and interpret leisure, recreation and play are often attached to moral behaviour, have personal and emotional commitments and are value-laden. Furthermore, Edginton *et al.* (2006:6) suggest that it is important for service providers or leisure programmers to understand the basic concepts of each word in order to create a programme that meets the needs of participants.

### **2.4.1 What is play?**

"Play is the cornerstone of leisure and recreation" Torkildsen (2005:65). Derived from the Latin word *plaga* that means blow, stroke or thrust, it should be considered in the context of play in the early times when play was associated with an action. We can, therefore, read *plaga* to mean stroking an instrument or striking a ball



(Torkildsen, 2005:73). Defining play is difficult because no universally accepted definition of play exists (Edginton *et al.*, 2004:11). There are nearly 20 theories associated with play (Edginton *et al.*, 2006:59) and many definitions have been offered over the past 100 years (Edginton *et al.*, 2004:11). It seems that by definition, play has traditionally been linked to positive behaviour (Edginton *et al.*, 2004; Rossman & Schlatter, 2008). Often considered as not important, not serious, purposeless and only an activity acceptable for children to engage in, play is present in every culture regardless of their values, customs and norms and is the universal link to humankind (Edginton *et al.*, 2006; Rossman & Schlatter, 2008). The benefits of play are crucial to the development of a child because, through play, an individual learns new skills, learns the ability to adapt to new situations and develops not only physically but also emotionally, intellectually and creatively (Torkildsen, 2005; Rossman & Schlatter, 2008).

#### **2.4.2 What is leisure?**

When investigating the word leisure, the Latin word *licer* explains the basis of leisure. *Licer* means to permit or allow. Similar to many other studies, leisure in this study is understood as permission for an individual to spend their free time in whichever way they choose to (Cordes & Ibrahim, 2003; Rossman & Schlatter, 2008). Keeping in mind the orientations and approaches discussed before, Edginton *et al.* (2004:8) offers a detailed definition by suggesting that leisure is a “multi-dimensional construct in which one is relatively free from constraints, has a feeling of positive effect, is motivated by internal forces and has a sense of perceived freedom”.

#### **2.4.3 What is recreation?**

When considering the literature for the definitions of recreation, the same difference of opinion amongst scholars apply. However, the literature seems to suggest that the same leisure approaches and orientations apply.

Derived from the Latin word *recreatio*, which means to refresh, it has traditionally been thought to be a process that restores or recreates the self (Edginton *et al.*, 2004; Rossman & Schlatter, 2008). It is also more considered to be an activity rather than a state of being (Kraus & Curtis, 2000:3). This is supported by Edginton *et al.* (2004:11) who further suggest that recreation has purpose, is linked to specific types of activities, and leads to a sense of fulfilment. Similar to leisure, recreation activities are also participated in voluntarily, during an individual's free time and are pleasurable and satisfying (Swarbrooke *et al.*, 2003:6).

#### **2.4.4 Difference between play, recreation and leisure**

Swarbrooke *et al.* (2003:5) suggests that leisure is identified with time whereas recreation is identified with activity and although the words play, leisure and recreation are different, the three concepts appear to have the same basic characteristics and require the same basic conditions to be in place. If these conditions are in place, an individual will have a self-motivated, enjoyable, satisfied experience where self-expression forms part of the activity and where the experience has a positive effect on the person (Cordes & Ibrahim, 2003; Swarbrooke *et al.*, 2003; Edginton *et al.*, 2004; Horner & Swarbrooke, 2005; Torkildsen, 2005; Edginton *et al.*, 2006; Rossman & Schlatter, 2008).

Within the context of this research study and based on the literature it would, therefore, be safe to say that an individual (tourist) participates in a recreation activity (volunteering activities) when they are at leisure (vacation).

The following section discusses leisure as an activity, explores the various programme areas and takes a closer look at the activities that are associated with each programme area.

#### **2.5 Understanding the concept of leisure as an activity**

Participation in recreation activities can be over a sustained period of time, such as participation in an international volunteering project to save African penguins and other seabirds or can be a once-off experience, such as shark-cage diving.

Recreation can also include a wide range of activities that can be categorised in a variety of ways. In the past, activities have been classified according to type of activity, level of involvement, level of intensity, environment in which the activity takes place, setting or facility, age and gender (Edginton *et al.*, 2004:212).

##### **2.5.1 Programme areas for leisure activities**

It has already been established that participants of leisure participate in a wide variety of leisure activities. When one considers the multitude of theories and definitions of leisure, recreation and play, it does not come as a surprise to find that many researchers (Stebbins, 1992; Kraus & Curtis, 2000; Edginton *et al.*, 2004; Kane & Zink, 2004; Torkildsen, 2005; Rossman & Schlatter, 2008) have presented and categorised activities according to their type. Each programme area comprises of activities that fit into these areas but if one considers that leisure is also a state of mind that changes, it is also important to keep in mind that individuals move

between programme areas and activities in order to attain that positive state of mind (Horner & Swarbrooke, 2005:24).

For the purpose of this study, the simple but comprehensive list of eleven programme areas as identified by Edington *et al.* (2004:213) will be discussed because this list is used to situate volunteer tourism.

#### **2.5.1.1 The arts (performing, new and visual arts)**

The term art is a category that includes different activities of expression or creativity. Activities in the arts can also be placed in two broad categories namely the performing arts (which uses the activities as a method to express) and the visual arts (which is a category in which the product of the activity is the expression). Music, dance, drama, poetry, literature and writing activities fit into the performing arts category whereby painting, sculpture, architecture, woodcutting, printing, photography, radio, cinema and the use of technology are all visual arts activities (Kraus & Curtis, 2000; Edington *et al.*, 2004).

#### **2.5.1.2 Literacy activities**

Literacy activities include the writing of plays, poetry, short stories, public speaking, storytelling, group discussions and book clubs, to serve as just a few examples (Edington *et al.*, 2004:222). The use of technology and social media tools for literary expression is becoming more popular amongst international volunteers and researchers. One such an example is the website, [www.voluntourism.org](http://www.voluntourism.org) which is an online volunteer tourism forum where industry related research, news related information and topics for debate are posted and discussed (Via International, 2014).

#### **2.5.1.3 Self-improvement or education**

Participants of self-improvement or education activities as a form of leisure do so primarily to improve and develop skills (Edington *et al.*, 2004:222). These activities do not address formal education goals (Kraus & Curtis, 2000:101) but the voluntary sector has been identified as a service provider to these types of activities (Edington *et al.*, 2004:222).

#### **2.5.1.4 Sports, games and athletics**

According to Kraus and Curtis (2000:89) this is the most popular category amongst participants of leisure. Activities are not always physical but can also be in the form

of spectator activities. It is important to note that this category excludes professional athletes because of the exchange of money or goods process.

#### **2.5.1.5 Aquatics**

Kraus and Curtis (2000:92) suggest that water-based activities can also be placed in the outdoor recreation as well as sport programme areas because they share the water as a unique environment. Activities such as swimming, water polo and scuba diving can all serve as examples. The voluntary sector is considered an active service provider for aquatic experiences either through swimming programmes offered by various Young Men's Christian Association's (YMCA) across the United States of America (Edington *et al.*, 2004:232) or through international volunteer projects that offer opportunities to volunteer with endangered turtle species at a Turtle Conservation Project in Sri Lanka (The City of Cape Town & Kamilla-SA Sport and Tourism Consultancy, 2009:31).

#### **2.5.1.6 Outdoor recreation**

Kraus and Curtis (2000:89) suggest that outdoor recreation typically includes activities that involve active participation in an outdoors environment such as backpacking, bird watching, skiing and surfing, but Edington *et al.* (2004:235) does offer a counterargument by stating that because a leisure programme is offered in the outdoors does not make it an outdoor recreation programme or activity. As part of this counterargument, Edington *et al.* (2004:235) suggest that an activity can only truly be considered an outdoor recreation activity if it is dependent on the natural environment.

Many volunteer tourism programmes can therefore also be placed in this programme area because of the dependency on the outdoor environment to present the programme. An example that comes to mind is the Turtle Conservation Project in Sri Lanka which provides volunteer tourists with the opportunity to volunteer with endangered turtle species in their natural habitat (The City of Cape Town & Kamilla-SA Sport and Tourism Consultancy, 2009:31).

#### **2.5.1.7 Wellness activities**

Wellness activities are often associated with fitness clubs, however, this programme area covers a wide variety of activities that are not just limited to nutrition but also include spirituality, physical fitness, cancer prevention, sexual health as well as breaking bad lifestyle habits such as smoking and excessive alcohol consumption (Edington *et al.*, 2004:245). This is another programme area that has seen

employers become more aware of and according to Edington *et al.* (2004:243) there is an increase in the number of employers that provide employees with access to these types of activities in order to manage their workforce more effectively and increase productivity. Some workplace wellness programmes can accomplish this by making use of volunteering as the programme focus (MWCC, 2015).

#### **2.5.1.8 Hobbies**

Edington *et al.* (2004:250) define a hobby as an activity that an individual pursues intensely over a long period of time with the primary purpose of deriving pleasure. This may sound like the definition for many other leisure activities but what makes this programme area different is the way in which the activity is developed and pursued. Edington *et al.* (2004:250) further states that “perhaps it is the quality of the individual’s interest in the activity—its intensity and longevity—that is especially characteristic of the hobby concept”. This resonates with the concept of serious leisure as discussed in section 2.3.12 *Serious leisure*.

#### **2.5.1.9 Social recreation**

According to Edington *et al.* (2004:253), social recreation activities all have a primary function of informal social interaction as its base, although the environment in which the social interaction takes place may vary greatly. Activities may include talent shows, picnics, dinner parties, play days, scavenger hunts and other festivals and events (Kraus & Curtis, 2000:100). Meeting new people and making new friends according to Hill *et al.* (2009:8) has also been identified amongst young volunteers (15-19 year olds) as a reason for volunteering, thus linking social interaction as a programme area with that of the activity of volunteering.

#### **2.5.1.10 Volunteer services**

Volunteers offer their skills and time for no remuneration (Wearing, 2001; Edington *et al.*, 2004). However, this field has changed significantly over the past decade and as suggested by Hill *et al.* (2009:1) “societal trends, globalisation, technological transformation, demographic shifts, an evolving civil society, the emergence of post-modern values, changes in family life, work patterns and support structures” have had an effect on the behaviours and attitudes of the individual towards volunteering.

Volunteering and volunteer tourism (as both a programme area and leisure activity) as well as the tourists that choose to participate in this form of recreation is the primary focus of this research study and will be discussed in detail in sections 2.8.2 *Volunteer tourism* and 2.10 *Understanding the volunteer tourist as an individual*.

### **2.5.1.11 Travel and tourism**

Tourism is, for the most part, a modern Western phenomenon with various forms that offer diverse experiences (Wearing, 2001; Rossman & Schlatter, 2008) and the benefits to individuals and organisations are well documented (Hill *et al.*, 2009:3).

Tourism as a leisure area is not only the fastest growing economic sector in South Africa (The City of Cape Town & Kamilla-SA Sport and Tourism Consultancy, 2009:24) but also considered by the South African government as a key catalyst for economic growth (Cornelissen, 2005:42). It must be noted however that although it is a growing programme area for leisure service organisations (Edington *et al.*, 2004:264) it is not generally a concept that is understood by the majority of South Africans (Adjei, 2010:28). The area of tourism and more specifically volunteer tourism form part of this study and will be discussed in detail in sections 2.7 *Tourism as a form of recreation*, 2.8 *Types of tourism* and 2.8.2 *Volunteer tourism*.

It is clear from the literature presented that there are many leisure programme areas and activities that individuals can choose from in the search to be at leisure but a number of other questions such as 'why do individuals choose to be at leisure', 'what is the benefit to the individual'; and 'how does society benefit' are all valid and important questions for organisations to explore because this provides information for effective management. The next section discusses the benefits to both the individual and society with the aim of creating awareness for effective programme management purposes.

## **2.6 The benefits of leisure**

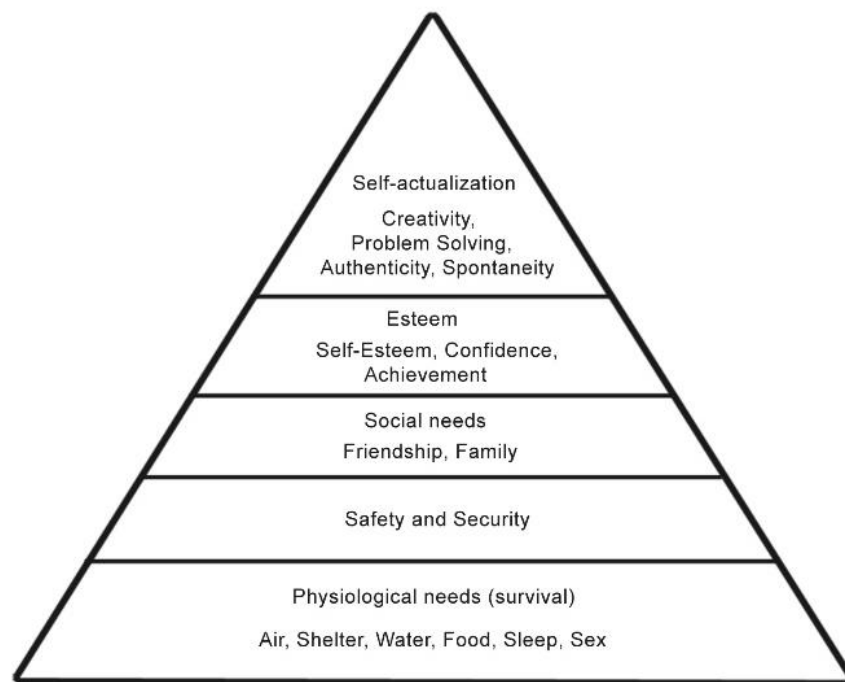
The importance of leisure in human development is best described by Kruger and Rootenberg (2010:401) as a contributor to quality of life. This quality of life should be viewed as benefitting on both a micro level (which consists of the individual) as well as macro level (which include the development of human society), keeping in mind that society consists of many individuals and these individuals make up communities.

### **2.6.1 The benefit of leisure to the individual**

Leisure and needs are easy to understand when explained in everyday language. However, when investigated, both these concepts prove to be very complex and when linked with each other, become even more complex (Torkildsen, 2005:96). The individual's motivation for participation change when personal needs change and also as external factors such as the influence of others change. Therefore, the

individual's participation in activities such as volunteering is ultimately driven by the desire for satisfaction and enjoyment of having a need met at that moment in time or stage of life (Cordes & Ibrahim, 2003; Edginton *et al.*, 2004; Torkildsen, 2005; Rossman & Schlatter, 2008).

When the topic of needs within the context of human development is considered, Maslow's hierarchy of needs serves as the most well-known example of how individual needs are linked to human development (See *Figure 2.1*).



**Figure 2.1: Maslow's hierarchy of needs**  
(Source: *Communication Theory*, n.d.)

According to this theory, the highest form of need satisfaction is connected to self-actualisation (the need to be creative and the use of one's ability) (Cordes & Ibrahim, 2003; Edginton *et al.*, 2004; Torkildsen, 2005).

This theory of universal need categorisation is challenged by a number of researchers (Bradshaw, 1972; Mercer, 1973; Godbey, 1976; Doyal & Gough, 1991). The fundamental problem that these researchers have with Maslow's theory is that in their opinion, needs are not universal, objective or logically formulated and can as a result not be hierarchical (Torkildsen, 2005:97). According to this group, individual needs can be expressed, felt but not expressed, falsely created, compared with

other's needs, change as the individual changes, created and quantitatively measured by organisations (Edginton *et al.*, 2004; Torkildsen, 2005).

Torkildsen (2005:96) does, however, make an interesting point by suggesting that Maslow's theory is founded in a "humanistic approach to psychology" where the need for individual development is at the centre of positive growth and fulfilment and the highest point that one can reach is self-actualisation. Therefore, if leisure has a place in this hierarchy, then self-actualisation becomes a goal of leisure and leisure the ultimate goal.

Benefits of leisure have not just been discussed against theories but have also been categorised. Cordes and Ibrahim (2003:43) place the benefits of leisure into two broad categories namely:

- psychological; and
- social.

Edginton *et al.* (2004:18) presents the benefits of leisure in a slightly different way by identifying and suggesting the following 13 smaller categories:

- personal development;
- social bonding;
- physical development;
- stimulation;
- fantasy and escape;
- nostalgia and reflection;
- independence and freedom;
- reduction of sensory overload;
- risk opportunities;
- sense of achievement;
- exploration;
- values classification and problem solving; and
- spiritual.

Although not placed in a category, it is suggested that an increase in social standing can occur as a result of participation in leisure activities (Weber, 2001; Cordes & Ibrahim, 2003).

Furthermore, the physiological, educational and spiritual benefits of participation in different leisure programme areas or activities are also considered to be important factors that lead to the growth and development of an individual. It should also be noted that although some benefits may be unique to certain programme areas and activities, most are found to be overlapping with other areas and activities (Weber, 2001; Cordes & Ibrahim, 2003; Hill *et al.*, 2009; Ballantyne, Packer & Hughes, 2010).



How each individual determines the importance of leisure in their development is influenced by many factors. Personal choice or preference affects how much the individual values the experience. These choices and preferences in turn affect the individual's choice of programme area and activity, and are therefore very subjective (Cordes & Ibrahim, 2003; Edginton *et al.*, 2004; Rossman & Schlatter, 2008). As a result, these benefits are also very personal to each individual because of choice and preference.

However, the topic of benefit to the individual is not without criticism, especially within the context of volunteer tourism (the focus area of this research study). Sin (2009:481) argues that there is a lack of research that exists regarding the real value of volunteering as a form of tourism (and, therefore, a leisure activity). This is supported by others (Hill *et al.*, 2009; Alexander, 2012) who point towards the fact that proving these development links can be difficult (Hill *et al.*, 2009:17).

When one considers all of the various theories, listed categories (broad or narrow) and differences of opinion, one can identify one aspect of commonality. This one common aspect is that all the benefits of leisure lead to human development (good or bad) which in turn influences society.

### **2.6.2 The benefit of leisure to society**

Leisure (as an activity as well as an industry) is important for the development of a society and the lack thereof can have a detrimental effect (Edginton *et al.*, 2006:151).

The use of tourism for community development in rural areas can serve as an important example of how society can benefit from leisure. A study by Zingoni and Burugu (2010:1170) into the use of tourism as a tool for sustainable community development in Zimbabwe, found that the Shangaan ethnic community is losing its cultural heritage and biodiversity at a rapid rate. The study also found that nature and cultural based tourism could play an important part in the development of that community.

Jaziri and Boussaffa (2010:336) support this and while they investigated the future of tourism in Tunisia, it was found that tourism could lead to a reduction in poverty in that country. Tourism as a form of leisure is therefore not just of social value to society but its economic value is also an important factor in the development of a society.

The first part of this literature review focussed on exploring the concepts, theories, approaches, programme areas as well as the benefits of leisure and recreation. It is clear from the literature that volunteer tourism is a recreation activity that fits into more than one leisure programme area. In order to understand the volunteer tourist and what motivates participation, it is, therefore, important to have an understanding of tourism, specifically volunteer tourism; and the factors that are used to create a profile of volunteer tourists at SANCCOB. The next part of this chapter reviews the literature that exists with regards to tourism and volunteer tourism.

## **2.7 Tourism as a form of recreation**

Tourism is a global, international, national and local phenomenon and is of great significance to most countries in the world (Torkildsen, 2005:277). In 2011, the global international tourism income exceeded US\$ 1 trillion which translates into a 4.6% increase in international tourist arrivals (UNWTO, 2012a:1). To understand the importance of tourism for South Africa though, one has to consider the 1996 White Paper on the Development of Promotion of Tourism in South Africa (Adjei, 2010:28).

In 1994, prior to its first democratic election, South Africa was described as a country with an extraordinary resource base for tourism and with tremendous potential due to its cultural diversity, different climates, unspoiled natural environment that was well developed; and had a firmly established national and private game park structure. In 1995, the United Nation's World Tourism Organisation (UNWTO) found South Africa to be one of Africa's most promising tourism destinations (Adjei, 2010:28) and in 2007 the South African government recognised tourism as a major driver for economic growth (Cornelissen, 2005:42).

South Africa has also become a popular destination for leisure consumers and according to South African Tourism (SAT) 8.8 million tourists visited South Africa in 2011 of which 4.8 million did so for the primary purpose of leisure (South African Tourism, 2011). International travel is however highly susceptible to macro-environmental factors such as the global economy, political, and environmental changes (Torkildsen, 2005:278), and South Africa is not immune to this (The City of Cape Town & Kamilla-SA Sport and Tourism Consultancy, 2009:27). When one considers tourism as a form of recreation (Edginton *et al.*, 2004:264) and that the focus of this study is on volunteer tourism, it is of critical importance for organisations such as SANCCOB to have cutting edge strategies that are resilient and that will provide the organisation with a competitive edge during challenging times.

Swarbrooke *et al.* (2003:6) suggest that the concept of tourism generally involves the act of travel or journeying and the dependency of tourism on travel is perhaps one of the reasons why these two areas are so interconnected. Robinson and Novelli (2005:4) suggest that at the “core of tourism is a series of subjective, emotional experiences that actually begins with the first decision and opportunity to travel” (Robinson & Novelli, 2005:4). Wearing (2001:8) further suggests that tourism is not only a form of temporary escape from everyday life but is also undertaken as a means of self-development.

This journey or act of travel is undertaken by tourists who are defined by the UNWTO (2012b) as a visitor (domestic, inbound or outbound) whose trip includes an overnight stay. Theobald (1994:283) further suggests that there are many different types of tourists in the market today. Each individual can participate in many forms of tourism as well as many different activities during a trip and will experience each form and activity to be unique (George, 2007:13). One can, therefore, say that individuals who participate in tourism as a form of recreation do so during their free time with the purpose of relaxation, rejuvenation and self-development (Wearing, 2001:8).

Furthermore, MacCannell (1976:23) suggests that tourism is a cultural experience. It is an experience of social interaction (Ryan, 1997:203) and is “shaped by power groups who have a stake in the experience” (Wearing, 2001:23). It is, therefore, a “commercial industry as well as a social phenomenon” (Buckley, 2007:1428). This commercial industry according to Hermann, Geldenhuys and Coetzee (2010:281) is one of the fastest growing and most resilient sectors in the South African economy.

However, the term tourism is very broad and can be divided into many different types of tourism, depending on the type of activities that tourists participate in while on vacation (Swarbrooke *et al.*, 2003:6). These activities can be spiritual, business, holiday, cultural, physical, extreme, educational and/or experiential by nature (Torkildsen, 2005:277). However, “all forms of tourism exist side-by-side, each playing an important role in the tourist spectrum” (Wearing, 2001:29). The core of each form of tourism is what makes it different and unique. Although these experiences vary greatly from each other it is important to understand that all tourists not only seek these experiences but ultimately have such experiences through participation in many forms of tourism.

## **2.8 Types of tourism**

It is widely accepted that tourism is a broad term that can be subdivided into two main categories: mass tourism and alternative tourism.

The first category is known as mass tourism and is commonly referred to as a “conventional, standard and large-scale” (Wearing, 2001:30) type of tourism which offers fixed price experiences to a mass clientele. This category of tourism started mostly in the latter half of the nineteenth century in England as transportation became more readily available and as the English entrepreneur, Thomas Cook, started using trains and ships to organise package tours to international destinations (Sezgin & Yolal, 2012:74).

Mass tourism has however been criticised for its failure to deliver the promised benefits of helping with the development of tourism in developing countries. This has resulted in many individuals responding to this failure by developing new ways of conducting tourism to help with changing the industry (Sin, 2009:481-482). George (2007:316) explains this by suggesting that it has become an international trend where less people are making use of mass offerings and are searching for experiences that are unique, authentic and personal. It is from here that the second category, namely alternative tourism developed (Sin, 2009: 482).

### **2.8.1 Alternative tourism**

There is no universally agreed upon definition for alternative tourism primarily because of the backgrounds, perceptions and thoughts of individuals who disagree on what constitutes alternative tourism.

According to Wearing (2001:31) alternative tourism is a type of tourism that is directly linked to sustainable development and pays “special attention to environmental and social carrying capacity”. Its focus is largely on facilitating and improving contact between host communities and their guests (Wearing, 2001:29). It is a type of tourism where “tourists try to establish more contact with the local population, try to do without the tourist infrastructure and use the same accommodation and transport facilities as the natives” (Krippendorf, 1987:37).

However, Wearing (2001:23) suggests that commercialisation has led to the tourism industry having different perceptions of what is considered alternative tourism experiences as originally constituted and has resulted in disagreement within the industry regarding a definition. Significant to this study is the idea that volunteer

tourism can be classified as a form of alternative and sustainable tourism because the core concept of these tourism forms is to provide travel experiences which are beneficial to local communities as well as the environment (Wearing, 2001; Sin, 2009).

The term, alternative tourism, covers a wide range of connotations. It is not just limited to tourists characterised by particular motivations; tourist practices; a touristic product; levels of technology; solutions to planning; or local, regional, national and international politics. The term has various interpretations and is sometimes openly contradicted by a variety of authors because the term itself can be “as broad and vague as it’s diametrically opposite” (Wearing, 2001:28).

The word ‘alternative’ is also synonymous with words such as ‘unconventional’, ‘different’ and ‘unusual’ and if one considers the goals and benefits of ecotourism as described by Brightsmith *et al.* (2008:2833) as well as the definitions in the literature (Krippendorf, 1987; Wearing, 2001) it is easy to see how these two forms can be confusing, complicated to understand, and often misunderstood. It is as a result of the differences in opinion and contradictions that exist in the literature that volunteer tourism is being positioned as either a form of ecotourism or alternative tourism. However, Wearing (2001:24) suggests that understanding the concept of ecotourism is fundamental to the understanding of both alternative and volunteer tourism even though volunteer tourism activities are not always ecotourism related.

Ecotourism is mostly perceived as a form of tourism with activities where nature and the environment is the focal point (The City of Cape Town & Kamilla-SA Sport and Tourism Consultancy, 2009:28). Brightsmith *et al.* (2008:2833) adds that ecotourism has a number of goals which include income generation from the creation of nature and outdoor based experiences that are rewarding and educational. It also has the goal of ensuring that support reaches the communities, surrounding areas, as well as protected areas which are utilised. It is reasonable to say that there are many benefits for the tourist and host community. Furthermore, Brightsmith *et al.* (2008:2833) suggest that a benefit of ecotourism lies in volunteer tourism as an emerging ecotourism market because it has the ability to not only meet the needs of tourists looking for a rewarding and educational experience but also has the ability to provide communities with financial and skills development opportunities. This sentiment is shared by other researchers (Stebbins, 1992; Wearing, 2001, 2004).

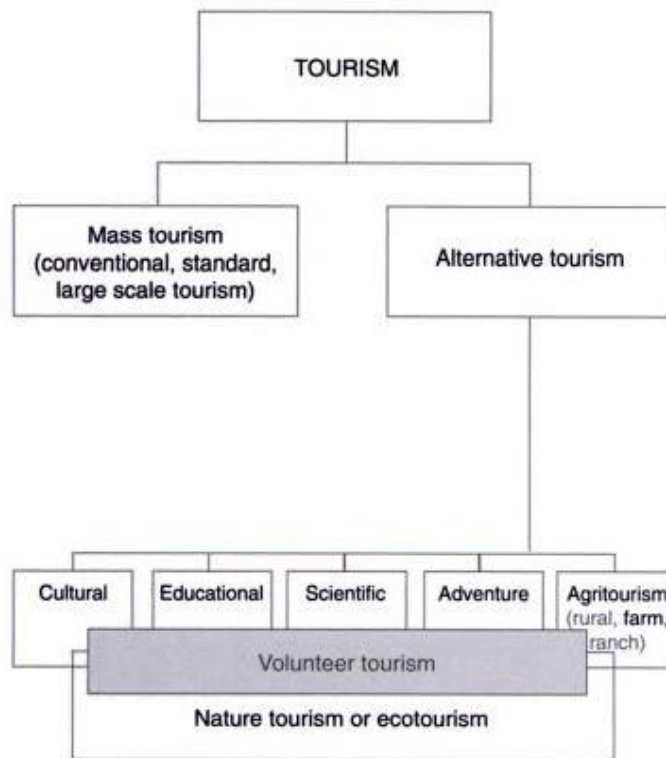
Although researchers hold different opinions, interpretations and contradicting viewpoints, there is one feature that is commonly agreed upon - that the attitude of tourists that choose alternative tourism activities is the exact opposite of those tourists that choose to participate in mass tourism activities (Wearing, 2001:28). Theobald (1994:284) further suggests that alternative tourists prefer smaller groups when travelling and are considered to be well-educated and wealthy.

When taking a closer look at alternative tourism, it has been noted that this form of tourism has very distinct features that Wearing (2001:31) identifies to be the following:

- the attempt at preserving, protecting and enhancing the quality of the resource;
- active promotion and fostering of the development of attractions and infrastructure which complements the existing local attributes;
- endorsement of infrastructure that is not harmful to the natural and social environment of the local community but, in fact, enhances cultural sustainability; and
- tourism that is not just ecologically sound and minimizes environmental impact but also creates direct benefits to the local community without exploitation.

Wearing (2001:32) suggests that a general definition for alternative tourism could, therefore, be described as different “forms of tourism that are consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences”. This definition is further simplified through Wearing’s (2001:30) adaptation of the diagram created by Mieczkowski (1995). This diagram simplifies alternative tourism by identifying five specific forms of alternative tourism, which include cultural, educational, scientific, adventure and agritourism (See *Figure 2.2*).

Wearing (2001:30) believes that volunteer tourism can help with the understanding of what constitutes an alternative tourism experience. *Figure 2.2* illustrates that volunteer tourism falls in all the categories, implying that a tourist can have a volunteer experience in all the areas identified as alternative tourism (Wearing, 2001:23).



**Figure 2.2: A conceptual schema of alternative tourism  
(Source: Wearing, 2001:30)**

The alternative tourism industry is not without criticism. Similar to niche tourism, alternative tourism has also been criticised as an elite form of tourism because it takes tourists to areas that have not been reached by other tourism markets. It is a form of tourism that at first may be a good fit for communities that do not wish to attract the large numbers of tourists associated with mass tourism (Theobald, 1994:284). The change in the destination is therefore considered small at first, but Butler (1990:41) points out that as the destination becomes more popular and privacy is lost, there may be an increase in the significance of some alternative tourism factors which might result in serious and significant long term changes at the destination. Changes can be community-related as is the case with a group of women in Kwam eMakana's women tourism home-stay pilot project in Grahamstown. This pilot project focussed on producing self-sustaining entrepreneurs but the study found that the women involved in the training programme had become more reliant on the government for funding and had developed a growing sense of entitlement (Kwaramba, 2010:428). Changes can also be environmentally related and a recent study by Du Plessis, van der Merwe and Saayman (2010:175) which researched the perception of visitors to various South African National Parks (SANParks) establishments found that visitors believe that SANParks can implement more environmentally friendly practices, better waste

management practices, use more renewable energy sources and have better policies regarding future developments.

It should be noted that an alternative to alternative tourism also exists in the form of niche tourism. Emerging in recent years as an alternative category to alternative tourism, niche tourism is highly contested and the idea is closely linked to the concept of niche marketing (Robinson & Novelli, 2005:4). Niche tourism suggests that tourists are more sophisticated and diverse than one would expect. This form of tourism has also secured the attention of the higher spending tourist that views it as an elite form of tourism. Niche tourism takes alternative tourism one step further and essentially divides the larger market areas (macro niches) as identified in alternative tourism into the smallest possible market segments (micro niches) (Robinson & Novelli, 2005:6) (See *Figure 2.3*).

When taking a closer look at this concept, one can see that volunteer tourism can be considered a micro niche market and emphasises the view that there is a lack of universal agreement amongst researchers. *Figure 2.3* does however confirm that volunteer tourism is not part of the mass tourism category.

This leaves the following questions:

- what is volunteer tourism; and
- who typically participates in this type of alternative niche tourism.



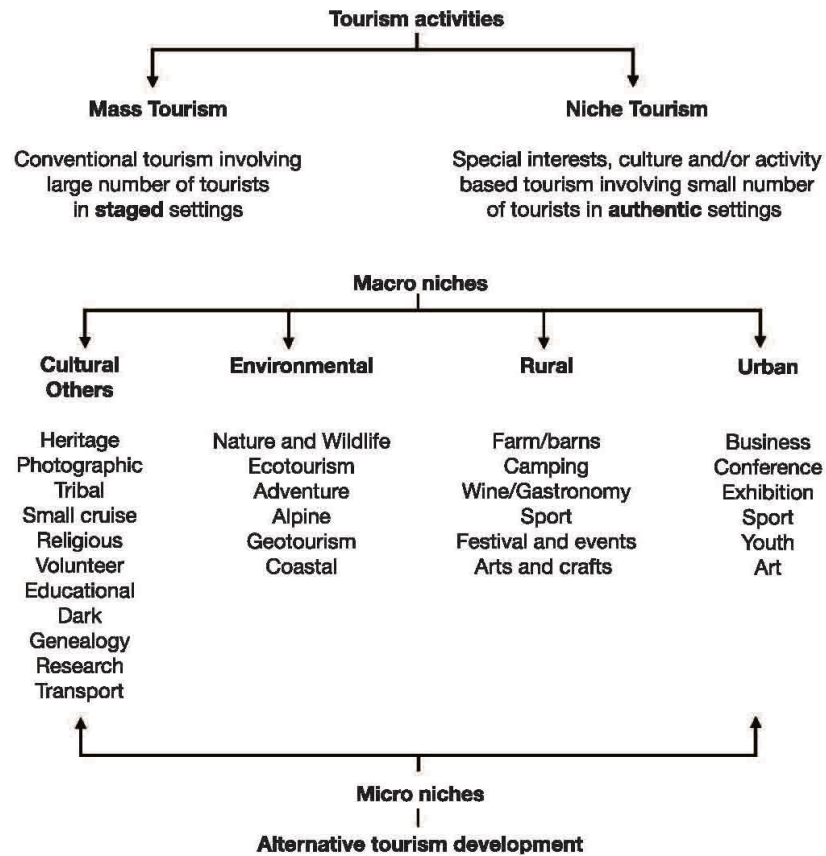


Figure 2.3: Niche tourism components  
(Source: Novelli, 2005:9)

### 2.8.2 Volunteer tourism

Wearing (2001:1) defines volunteer tourism as a holiday that is undertaken for various reasons. This holiday can either be people or nature orientated and “might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment”. Tomazos and Butler (2009:332) also point out that volunteer tourists do not get paid for their service but instead pay for this privilege. The purpose of the present research study is to create a profile of volunteer tourists in a nature conservation context.

Volunteer tourism (situated in both volunteering as well as travel and tourism) as a leisure programme area has been an area of significant growth. In a study conducted in 2009 by Lasso Communications into the state of the industry, it was found that South Africa has become one of the most popular countries for volunteer tourists (Lasso Communications, 2009:4).

The general profile of volunteer tourists, motivation for participation, as well as benefits to individuals are well documented by the current literature, whereas a lack of research appears to exist with regards to formal volunteer companies, or the benefits to host organisations and host communities. Each of the above-mentioned aspects of volunteer tourism will be discussed in detail in sections *2.9 Volunteer tourism service providers in the Western Cape, South Africa*, *2.10 Understanding the volunteer tourist as an individual* and *2.11 Volunteer tourism benefits*.

Certain volunteer tourism trends that are strongly linked to the motivation of individuals have also been identified in recent years. Although individual motivation factors are discussed in section *2.10.7 Motivation factors of volunteer tourists* it is important to be aware of the various trends that exist as these trends can have a strong influence on the volunteer tourists' motivation for participation.

One of the emerging trends amongst North American school leavers is to choose volunteer tourism projects that will look good on university applications or enhance a resume (Smith, 2008).

Another volunteer tourism trend amongst individuals worldwide, is the taking of a gap year. Hill *et al.* (2009:15) describe a gap year as the time when an individual takes time out from the workplace or career, formal education or training, and further suggest that volunteering often forms part of a gap year. In recent years, employers of graduate students actively search for gap year participants because of soft and life skills gained as a result of participation. Although this could indicate that employers place value in gap year participation, this feeling is not shared by everybody in the industry (Hill *et al.*, 2009:16).

There is also a growing trend among university students from Europe and North America to participate in service learning volunteer projects where students do not consider themselves as volunteer tourists, but rather as participants in an international service learning experience. Service learning participants can either volunteer in order to complete their compulsory experiential learning hours or in-service training at projects overseas or in order to enhance their resume. SNV Netherlands Development Organisation (2009:76) refers to this group of volunteer tourists as educational tourists. However, Sin (2009:482) points out that motivation for participation is inwardly focussed on personal development and learning instead of outwardly focussed on helping others. Regardless of the term by which one would like to classify this group of volunteer tourists, learning as well as interacting with the

culture at the destination and environment (Wearing, 2001:52) is a vital part of personal development and this interaction often has a “long term educative impact” (Wearing, 2001:55) on the volunteer.

The most recent trends that have been noticed, regard the increasing number of luxury volunteer tourists who participate in “a higher-end travel experience organised by a luxury travel operator or an hotelier” (Travelanthropist, 2010). The primary reason for undertaking this particular vacation is to spend most time on vacation but also doing some volunteering while on vacation.

It is clear from the various trends discussed above, that volunteer tourism has a strong link to the individual’s motivation. It should be noted that the formal volunteer companies and the benefits of participation has not been without criticism in the public media, and the debate around volunteer effectiveness and the true value of volunteer tourism continues (Sin, 2009:481). Thus, Sin (2009:497) suggests that the structure of the volunteer tourism industry is flawed because it doesn’t actively engage in issues of democracy and active citizenship.

Hill *et al.* (2009:17) also suggest that the volunteer organisations or formal volunteer companies that offer these volunteer experiences, create these programmes with the volunteer in mind instead of determining the needs of the local community. Sin (2009:497) further suggests that the lack of active engagement just perpetuates and reinforces the image of aid-recipients (including host communities and organisations) as inferior. As a result, the volunteer industry may fail in its goals and objectives of addressing social inequalities. Orphanage volunteer tourism is a form of volunteer tourism that continues to gain a lot of media attention and is being questioned for its value to local communities. An online article by Birrell (2010) regarding the effect of volunteer tourism on orphans echoes the sentiment that this form of volunteer tourism placed the needs of wealthy visitors above those of the impoverished communities and that less than one third of the profits go towards child care. Furthermore, Tomazos and Butler (2009:17) question the long term viability and value of volunteer tourism and point out that although some volunteer organisations and formal volunteer companies are valuable contributors, others may be putting profit ahead of the benefit to the communities. It is further suggested that these organisations and companies are more concerned with providing a volunteer holiday experience than improving the lives of the communities in which they work.

Such critique is not just limited to the industry as a whole but also aimed at the individual itself and the perceived benefits of volunteering to the individual. The notion that volunteering can build and improve hard and soft skills and make the individual more employable is disputed due to a lack of publicly accessible research (Hill *et al.*, 2009:23). Sin (2009:481) also suggests that more research into both positive and negative aspects is needed in order to present a more balanced view of volunteer tourism, all its contributors; and recipients. In addition, criticism of the volunteer tourist may include the observation that volunteer tourists perceive this form of holiday as convenient and value for money and, as a result, may be motivated to participate as a result of the cost factor (Sin, 2009:490).

The aim of this research study is to compile a profile of volunteer tourists at SANCCOB. The results of this study will contribute to volunteer tourism research and will also provide information that can speak specifically to motivation factors, the benefit of participation for both the volunteer tourist and host organisation and post-trip action and activities. Although not a specific objective of this study, the results will also provide information that will speak to the benefit of leisure to the individual.

As mentioned above, the volunteer tourism industry does not just consist of consumers (volunteer tourists) but also includes service providers who provide volunteer tourism opportunities. The following section discusses the current literature with regards to volunteer tourism service providers.

## **2.9 Volunteer tourism service providers in the Western Cape, South Africa**

There are many environmental and humanitarian organisations such as SANCCOB that rely on the assistance of international volunteers (Wearing, 2001:53). These international volunteers or volunteer tourists as often referred to, do more than just provide assistance. Volunteer tourists also contribute to the local economy, increase host organisations capacity to provide accessible services to communities which further leads to improved quality of life and offer peer support as well as social contact (Hill *et al.*, 2009:14).

Tourism as a commercial recreation market has grown tremendously over the past 40 years and as a result of the increasing number of role players, it has developed into an extremely complex industry (Robinson & Novelli, 2005:3). Wearing (2001:53) indicates that volunteer tourists can participate in various volunteer tourism projects by either making use of a formal volunteer company that specialise in placing volunteers at host organisations or by directly contacting these host organisations,

but Hill *et al.* (2009:4) suggest that volunteer tourists rarely contact the host organisations directly.

However, despite this extraordinary growth, a recent review of the current literature on volunteer tourism, Wearing and McGehee (2013:124) found that almost no literature and research exists that focuses on the volunteer tourism service providers, including both formal volunteer companies, as well as NPOs. Wearing and McGehee (2013:124) also found that the current literature seems to focus on the growth of the volunteer industry, the rise of formal volunteer companies over time, and the impact that these formal volunteer companies have on the local communities. Only two studies (Raymond & Hall, 2008; Atkins, 2012) did more in-depth investigations into volunteer selection, pre-departure preparation, volunteer orientation, and post-programme volunteer tourism management practices. However, the scope and study fields of both these studies were not relevant to this case study. This is very important to note because this case study sought to investigate factors that are host organisation specific, which it is argued, contribute to important insights and a more informed understanding in the area of volunteer tourism research.

One of the relevant research studies is by Tomazos and Butler (2009). The study, which focussed on the growth of volunteer tourism service providers, reported that a significant amount of the volunteer tourism service providers label themselves as non-profit, but that there is a growing number of profit orientated organisations entering the market. In addition, although the 1980's was an era of rapid growth for formal volunteer companies, it is during the period 1999-2009 that one has seen even more volunteer companies being established (Tomazos & Butler, 2009:343). It was during this time that service provider motivations appear to have shifted to become more profit driven, a notion that was also reported by Robinson and Novelli (2005:7). Furthermore, Robinson and Novelli (2005:7) suggest that service providers seek to capitalise and gain competitive advantage in the ever growing market because of the knowledge and expertise developed by tourists as consumers, which has led to more sophisticated needs and preferences (Sin, 2009:480).

It is difficult to determine exactly how many organisations offer volunteer tourism opportunities in the Western Cape due to two primary reasons. Firstly, the core business of some of the organisations that offer volunteer tourism experiences are not necessarily volunteer tourism. There are a number of organisations (profit driven or NPOs) which can serve as examples. One example of such organisations is a

profit driven organisation called Good Hope Studies. This organisation offers English foreign language (EFL) courses based in Cape Town and offers additional programmes that help with the placement of their students at volunteer and internship projects (Good Hope Studies, 2015). Another example is the Vervet Monkey Foundation in Tzaneen. This NPO's core business is the rehabilitation of Vervet monkeys, but similar to SANCCOB, it also has an international volunteer programme (The Vervet Monkey Foundation, n.d.). Secondly, membership to accredited bodies such as Volunteer South Africa and Fair Trade in Tourism South Africa is voluntary and not supported by the South African government. At the 2010 International Conference on Sustainable Tourism in Crete & Santorini, South Africa's Deputy Minister of Tourism expressed concerns about accreditation schemes. The South African government expressed concern for the inconsistent application of criteria which may lead to confusion amongst consumers and, as a result, cause damage to the reputation of the destination (in this case, South Africa). In response, government is launching national minimum standards for responsible tourism in order to create a common understanding amongst tourism certification agencies (Xasa, 2010:56).

It is clear from the literature that volunteer service providers are far from perfect, but despite all of the critique levelled against these providers, Sin (2009:490) suggests that one of the reasons that volunteer tourists use volunteer companies is because it is practical. This is supported by Tomazos and Butler (2009:346) who found that although various volunteer companies differ, most of the formal volunteer companies offered a fixed rate, all-inclusive package. Packages included a project fee, volunteer coordination, accommodation, and administration expenses. In most cases, the cost of travelling to the project location was not included. A fixed rate, all-inclusive package therefore made the volunteer tourism experience more accessible and convenient. It is unclear from the literature how volunteer service providers market to potential volunteer tourists, but it would be safe to assume that online marketing methods and websites contribute to marketing efforts. This is evident from a recent study by Grimm and Needham (2012) which focussed on the relationship between internet promotional material and volunteer tourist motivation. Grimm and Needham (2012:25) found that most of the volunteer tourists that participated in the study made use of the internet to select volunteer tourism service providers.

Regardless of who the volunteer tourist uses to book their trip, it would be safe to say that pre-trip preparation through sufficient pre-trip project information is extremely important because it helps the volunteer tourist prepare for the

experience, creates understanding of what can be expected and gives the host organisation an opportunity to communicate expectations prior to arrival (Raymond, 2008:56). This ultimately leads to satisfied volunteer tourists and a well-managed volunteer programme. It is with this in mind that this case study also collected data on the use of volunteer companies to book volunteer tourism trips as well as the quality of the pre-trip project information that volunteer tourists have access to. This is included in creating a profile of volunteer tourists at SANCCOB and how well they were prepared upon arrival.

In addition to understanding the role of volunteer tourism service providers, there is also a number of other factors that could be included when compiling a profile of a volunteer tourist. The following section will review the current literature that is specific to the various factors that help create an understanding of the demographics, behaviour and motivations of volunteer tourists.

#### **2.10 Understanding the volunteer tourist as an individual**

Wearing (2001:53) uses very simple words to define volunteers by stating that volunteers are those individuals who “provide assistance, or unpaid service, usually for the benefit of the community”. Despite the fact that the actual act of travelling is a character development activity, the volunteer might also regard themselves as a special kind of helper. This is due to a number of contributing factors which include the aspect of travel to developing countries to save environments; assisting with social and infrastructure development; and ultimately assisting through specific task allocation within another organisation (Wearing, 2001:53).

These special helpers or volunteer tourists can be divided into two types of volunteer tourists, namely volunteer-minded versus vacation-minded travellers (Brown & Morrison, 2003; SNV Netherlands Development Organisation, 2009).

Volunteer-minded tourists are considered to be those tourists who spend most of their vacation time at the volunteer project and a small part of their time on other tourism activities. Their primary reason for undertaking the particular vacation is to spend time volunteering. This is the type of volunteer tourist that this case study will investigate (Travelanthropist, 2010).

Vacation-minded travellers spend a small amount of their vacation time at the project and the largest part of their vacation time participating in other tourism activities. Their primary reason for undertaking the particular vacation is not to

spend time volunteering but to spend most time on vacation. As previously discussed, these volunteer tourists are also often referred to as luxury voluntourists (Travelanthropist, 2010).

Understanding the volunteer tourist is not limited to simply placing the individual in a category or merely identifying motivations. There are also many other factors that should be taken into consideration when creating a full profile of this type of tourist. The number of other factors included determine the comprehensiveness of the profile. The aim of this research study is to create a comprehensive profile that is inclusive of more than just basic demographic and motivating factors. These factors include information on a volunteer tourist's age and life stage.

### **2.10.1 Age and life stage**

The need for participation in leisure activities such as volunteering is found within every life cycle of human development (Edginton *et al.*, 2006:177). However, the literature (Edginton *et al.*, 2006; Roberts, 2006) does point out that the need for participation is different for each group and that the need for novel experiences increases as we get older.

Early (ages 21-30) to middle (ages 31-50) adulthood is not only the time period in one's life where one seeks the most novel experiences available but it is also the time period during which most leisure activities are participated in (Edginton *et al.*, 2006:177). The literature (Stoddart & Rogerson, 2004; Benson & Seibert, 2009; Holmes & Smith, 2009) further suggests that volunteer tourists in the various adulthood stages are generally those who are on a sabbatical, taking a break from work or studies and might be limited by child-rearing responsibilities. This was also found to be the case in recent volunteer tourism studies which found that international volunteers fit into the category of early adulthood (Broad, 2003; Hill *et al.*, 2009; Sin, 2009; Tomazos & Butler, 2009; Alexander, 2012; Page, 2015).

Another life stage group to consider are retired individuals. This group can be divided into early retirees (ages 50-59) and retired older persons (60 onwards). Within the context of volunteer tourism, Stoddart and Rogerson (2004:315) suggest that early retirees are generally those individuals who are financially stable and have sufficient time to spend, whereas the retired older persons are individuals who are still healthy and fit enough to participate in projects that might require physical work.



Holmes and Smith (2009:8) point out that volunteering is linked to age and that the older the individual becomes, the greater the chances of health and mobility challenges, ultimately resulting in less early retirees and older retired persons participating in volunteer tourism activities.

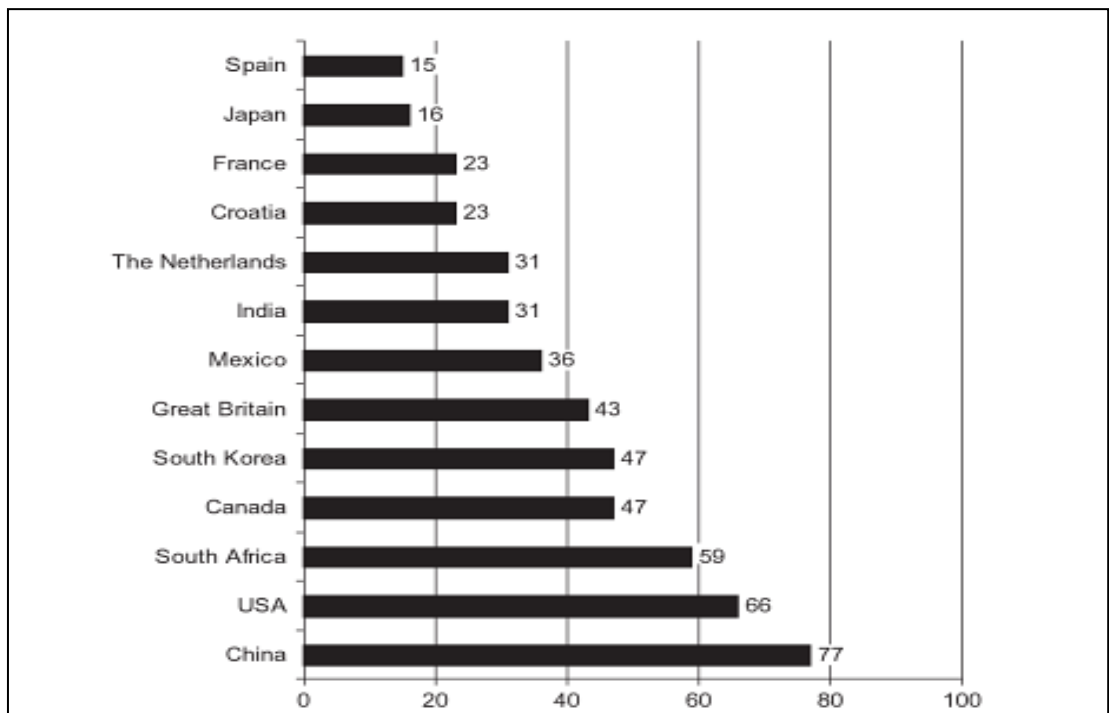
Determining the age profile and life stage of respondents would therefore give SANCCOB a better insight into international volunteers that are most likely to participate in the international volunteer programme but also help with volunteer management, programme development and programme marketing. Another factor to consider is the gender of volunteer tourists.

### **2.10.2 Gender**

There is a distinct difference in what motivates the various genders (Benson & Seibert, 2009:306). Based on the literature and recent studies it is apparent that women are more likely to participate in volunteer tourism activities (Broad, 2003; Stoddart & Rogerson, 2004; Benson & Seibert, 2009; Holmes & Smith, 2009; Sin, 2009; Tomazos & Butler, 2009; Alexander, 2012). According to Hill *et al.* (2009:8) women are also more concerned with helping others and making a meaningful contribution to society whereas men are more interested in participating in adventurous activities. This view was also supported by a report by Lasso Communications (2009) who indicated that 64% of all females surveyed, participated in humanitarian projects whereas 62% of males participated in conservation projects (Lasso Communications, 2009:6).

### **2.10.3 Country of residence in relation to prior volunteer experience**

There is a considerable variation in volunteering patterns across the world. *Figure 2.4* indicates that the country with the highest volunteering rate is currently China, whereas English speaking Western countries such as the USA, Canada and Great Britain have also reported high levels of volunteering (Holmes & Smith, 2009:7). It is therefore not a surprise that the volunteer tourism industry is dominated by residents from Europe and the USA with volunteer tourists from Asia increasing (Mostafanezhad, 2014:6). The rise in volunteer tourists from Asian countries can be attributed to government laws that make volunteering mandatory. Both Singapore and China have these mandatory laws of participation (Holmes & Smith, 2009; Sin, 2009).



**Figure 2.4: Proportion of adult population who volunteer per country (%)**  
**(Source: Holmes & Smith, 2009:8)**

The link between prior volunteer experience and country of residence can also be found in the research study by Stoddart and Rogerson (2004). This case study created a profile of Habitat for Humanity South Africa participants. Habitat for Humanity is a USA based organisation which works in partnership with local communities to build homes or shelters with the aim of alleviating poverty (Stoddart & Rogerson, 2004:311). The results of this study found that over 90% of respondents, largely from Ireland and the USA, had volunteered prior to coming to South Africa, therefore serving as evidence that there is a link between previous volunteering experience and country of residence as reported by the literature.

Furthermore, the world has become increasingly a global village and the ability to live in many countries has become easier. This is especially true for Europe where the establishment of the European Union (EU) and the increasing number of member countries has enabled European citizens to relocate to other member countries within the EU (European Union, 2015).

Having a clear picture of which geographical regions and countries, respondents currently live in, in addition to previous volunteering experience will be included in this case study and will enable SANCCOB to create a more accurate profile of international volunteers.

#### **2.10.4 Funding the trip**

When tourists choose to volunteer at one or more volunteer project as part of the travel experience, a significant amount of funding is often needed (Hill *et al.*, 2009:11). This is supported by Alexander and Bakir (2010:63) who investigated the effect of volunteering on the individual, and reported that participants spent on average £3 600 on their trip to South Africa.

There are a number of ways in which the volunteer tourism experience can be funded. The volunteer may fund the whole cost of the trip, and may also secure additional contributions from parents (Benson & Seibert, 2009:300) whereas government initiatives, universities and charitable organisations that fund education and philanthropy are also sources of funding for trips (Sin, 2009:484). More recently, formal volunteer companies have also entered this arena by offering competitions with sponsored trips as the reward in addition to offering toolkits and advice on how to find sponsors through fundraising efforts (The International Ecotourism Society, 2009; AVIVA, 2010; Via Volunteers, 2014).

How the volunteer tourist fund the trip is an important factor for SANCCOB because it contributes towards the creation of a comprehensive profile.

#### **2.10.5 Length of stay**

The literature with regards to the length of stay seems to differ slightly. Hill *et al.* (2009:15) are of the opinion that volunteer tourism projects can range from a few days to a number of years, whereas a study conducted by Lasso Communications (2009:12) which reported on the state of the global volunteer tourism industry, presented a narrower timeline. The study found that 44% of respondents preferred to spend more than a month (4 weeks or more) at a volunteer project while another 42% preferred to spend between 2-4 weeks at a project. More recent literature (Holmes & Smith, 2009:14) suggest however that the length of stay for most volunteer tourists is between 1-16 weeks.

When considering published studies that also created a profile of volunteer tourist participants (Broad, 2003; Stoddart & Rogerson, 2004; Benson & Seibert, 2009) the results are equally as dissimilar with lengths of stay ranging from one week to sixteen weeks. The research focused predominantly on the length of stay as determined exclusively by the choice of the volunteer tourist; however, the volunteer project itself might list and/or delineate a minimum length of stay requirement. This was indeed the case at SANCCOB which has a 6 week minimum length of stay

requirement (SANCCOB, 2009). This factor should therefore also be taken into consideration when analysing the results of this case study.

Another factor to consider when compiling a profile of volunteer tourists is the preferred method of communication. This assists organisations such as SANCCOB to effectively communicate with past and future programme participants in a way that is meaningful to the volunteer tourist. It also assists with the management of financial and human resources of the organisation.

#### **2.10.6 Communication methods**

There seems to be a lack of research that focuses on the preferred methods of communication by volunteer tourists. The current literature seems to focus on exploring all the various communication methods that can be used within the context of tourism marketing, therefore listing all the possible methods rather than presenting preferences through published research studies. In addition to reaching the objective of this study, the results of this case study will also contribute to the current literature that focuses on this aspect of volunteer tourism.

When considering the current literature with regards to the methods of communication within tourism marketing, Morgan and Ranchhod (2010:79) suggest that consumers, (in this case volunteer tourists) mainly receive information in two ways. Firstly, through formal traditional channels which aim at persuading prospective programme participants through adverts, brochures, sales promotion methods and the internet; and secondly, through informal methods such as family, friends and other influential groups that volunteer tourists interact with. Howison, Finger and Hauschka (2015:1) go as far as to say that having an internet and social media presence has become a part of any tourism organisation's marketing strategy. Taking this into consideration and in the absence of volunteer tourism focussed literature, it would therefore be reasonable to contend that host organisations such as SANCCOB can make use of the internet, use direct mail or can have face to face contact in order to stay in touch with volunteer tourists once they have left the project.

As previously mentioned, the profile of a volunteer tourist can include a number of factors, which are demographic or motivational by nature and it is important to keep in mind that this understanding starts with selective perceptions and experiences.

### **2.10.7 Motivational factors of volunteer tourists**

Hill *et al.* (2009:9) mention that a person's perceptions are influenced from a very early age. According to Edginton *et al.* (2004:100), these influencing factors can be divided into two groups: individual factors and social influences. Individual factors include values, motives, lifestyle and personality whereas social influences can include travel partners, reference groups, the community, parents and other family members, with governments also entering this arena in recent years (Wearing, 2001; Edginton *et al.*, 2004; Hill *et al.*, 2009; Holmes & Smith, 2009). These perceptions and influences form the foundation for motivational factors that influence the volunteer tourist. Motivations for participation are also important to understand when compiling a profile of volunteer tourists because they provide insight into what factors motivate an individual to spend their free time and other resources to volunteer abroad.

Motivation can be defined as one's reason for acting or behaving in a certain way (Oxford University Press, 2013). Additionally, due to the uniqueness of individuals, the motivations for volunteering will therefore also differ vastly from person to person.

Erez, Mikulincer, van Ijzdoorn and Kroonenberg (2008:65) suggest that there has been a "renaissance of interest" into volunteer motivations and behaviour in the past decade. This well-documented area of volunteer tourism research has provided insight into a wide range of volunteer tourism areas. Volunteer tourist motivation studies have included areas such as pro-poor tourism (Stoddart & Rogerson, 2004), conservation (Bruyere & Rappe, 2007; Brightsmith *et al.*, 2008), event tourism (Bang & Ross, 2009) and motivational factors related to specific nationalities (Benson & Seibert, 2009).

However, before considering the motivation of the individual one should also keep in mind that motivation differs between age groups. This is an important aspect because this case study will explore age, life-stage and motivations of volunteer tourists that participate in SANCCOB's international volunteer programme.

#### **2.10.7.1 Motivation of various age groups**

When one considers motivation within the context of age, meeting new people and making new friends has been identified amongst young volunteers (15-19 year olds) as a reason for volunteering (Hill *et al.*, 2009:8). This is slightly different from ages 16-24 who see volunteering as a good way to learn new skills, gain experience,

attain qualifications as well as increase the possibility of employment (Hill *et al.*, 2009:5). This is vastly different from retirees that volunteer due to the fact that this age group enjoys the ability to offer their professional expertise (Edington *et al.*, 2004; Stoddart & Rogerson, 2004).

#### **2.10.7.2 Motivation of the individual volunteer tourist**

The motivation of the volunteer tourist as an individual is one of the “deeper streams of research in volunteer tourism” (Wearing & McGehee, 2013:122). When considering the current literature for all types of volunteer tourism (Wearing, 2001; Broad, 2003; Stoddart & Rogerson, 2004; Bruyere & Rappe, 2007; Brightsmith *et al.*, 2008; Benson & Seibert, 2009; Hill *et al.*, 2009; Sin, 2009; Alexander, 2012) there appears to be a general consensus that volunteer tourism motivations include a strong desire for personal growth while helping others, making a difference, transfer of skills (learning new skills, gaining qualifications or contributing existing skills), meeting other people, experiencing other cultures, adventure, discovery; and having fun.

However, Mustonen (2007:97) introduces a different viewpoint and suggests that within recent years, volunteer tourist motivations have changed from altruistic motivation (helping others) to egoistic motivation (helping yourself first). This concept is also supported by Sin (2009:481) who suggests that it has become “the cleansing of developed-world middle-class guilt”. In this in-depth study about volunteer tourism, a strong pre-occupation with the self was found, with motivations to volunteer often revolving around travel to different and interesting destinations. The study also found that participants often compared themselves with others. This could potentially illustrate that the development of third world destinations and the motivation of altruism was less of a consideration compared to the feeling of personal development (Sin, 2009:481). Statements often started with “I want to...” and most common motivation statements included “I want to travel”, “I want to contribute”, “I want to see if I can do this”; and “It’s more convenient this way”.

With these two opposing viewpoints in mind, it was important for SANCCOB to determine motivational factors as part of compiling a profile of the volunteer tourists who typically participate in their international volunteer programme.

Although this area has been studied in depth and many models (Plog, 1974, 1987; Dann, 1981; Pearce, 1988; Moscardo, Morrison, Pearce, Lang & O’Leary, 1996) have been developed, this area of volunteer tourism motivation theory, as Benson

and Seibert (2009:297) point out, is lacking of common theoretical approach. This was also found when reviewing the South African focussed studies by Stoddart and Rogerson (2004) and Benson and Seibert (2009).

It is unclear from the study by Stoddart and Rogerson (2004) as to exactly which motivation theory was used as a basis for discussion whereas the opposite was true for the study by Benson and Seibert (2009) who made use of the widely cited Push and Pull motivation theory (Crompton, 1979; Awaritefe, 2004; Correia, do Valle & Moco, 2006).

#### **2.10.8 Push and Pull motivation theory as a tool for measuring volunteer tourist motivation**

The Push and Pull motivation theory was developed by Crompton (1979) and divided motivating factors into a push or pull category. Baloglu and Uysal (1996:32) offered a very simple explanation of the theory by stating that “these forces . . . describe how individuals are pushed by motivational variables into making a travel decision and how they are pulled (attracted) by the destination area”. Furthermore, this theory divides motivational factors into five push and two pull subgroups with each subgroup listing a number of motivational questions (Benson & Seibert, 2009:299).

The push factors are the intrinsic motivating factors that act as a compelling force and essentially push the volunteer tourist away from home to travel (Crompton, 1979; Dann, 1981; Ryan & Deci, 2000; Awaritefe, 2004). It is therefore tourist centric. The five push factor categories developed by Crompton (1979) are: escape from perceived mundane environment; exploration and education of self; relaxation; enhancement; and social interaction.

Pull factors on the other hand are different because they are destination centric. These pull factors are the attributes of the destination that attracts the tourist to select it as the destination of choice (Crompton, 1979; Dann, 1981; Ryan & Deci, 2000; Awaritefe, 2004). The two pull factor subgroups are novelty and education. Wearing (2004:217) elaborates further by suggesting that pull factors are more important than push factors because volunteer tourists see the destination as a motive in itself rather than a part of a set of pull factors.

Research by Benson and Seibert (2009) was done within a South African volunteer tourism context using Crompton’s motivation theory. The study did however, adapt

the theory to also include an 'other' subgroup for both push and pull factors because it gave study participants an opportunity to identify other motives for participation. The overall results from this study which investigated the motivations of German volunteers in South Africa, found that when considering the two categories, push factors (intrinsic factors that pushed volunteer tourists away from home) were more important than pull factors (South Africa as a destination). When considering the results in more detail, it further found that although push factors (such as experiencing something new and different; learning about other countries and cultures; living in another country and broadening one's mind through cultural experiences) were the most important, meeting African people (a pull factor) as an individual motive was considered the most important motivating factor (Benson & Seibert, 2009:302-305).

This research study also makes use of the Push and Pull motivation theory that was developed by Crompton (1979) and slightly adapted by Benson and Seibert (2009). Through the use of this theory, SANCCOB will be able to not only identify motivations of volunteer tourists but also determine whether volunteer tourists were pushed by intrinsic factors or pulled by the attributes of the destination, therefore allowing for a more comprehensive profile of participants to be created.

In addition to the demographic and motivational factors, post-trip action and behaviour can also provide an organisation with information on what behaviour and possible support can be expected of volunteer tourists after returning to their country of residence. This information can also contribute to a more comprehensive profile of participants.

#### **2.10.9 Post-trip actions and volunteer legacy**

There are very distinct definitions for actions, activities and legacy but for the purpose of this research study, post-trip actions could include all the actions performed and activities (social or financial) participated in by respondents in support of SANCCOB after completing the project. Volunteer legacy, for the purpose of this study, refers to those actions and activities that respondents would like to be remembered for.

Studies that investigated post-trip behaviour tended to focus on the effect of volunteer tourism on the individual, while less consideration was given to the actual actions, activities or volunteer legacy (Wearing, 2001; Broad, 2003; Alexander, 2012). This is supported by other researchers (Sin, 2010; McGehee, 2012; Lupoli &



Morse, 2015) who suggest that research focused on the benefits of volunteering to the volunteer tourist, whereas host organisations and communities are less studied. This research study has been undertaken to also contribute to the current literature for both volunteer tourists and host organisations.

When considering some of the research studies that discussed post-project tourist behaviour (McGehee & Santos, 2005; Sin, 2009; Alexander, 2012; McGehee, 2012) it was found that some volunteer tourists become more involved in social support activities upon their return to their country of residence. These activities can either be in the form of volunteering (Sin, 2009; Alexander, 2012), or through engagement in social movement activities which McGehee and Santos (2005:761) identify as the formation of and connecting through social networks as well as engaging in consciousness raising activities.

The studies which investigated the sustainability of organisations reported that there were benefits for both host communities as well as host organisations when volunteers financially funded themselves, made additional contributions, and thereby supported the organisation (Brightsmith *et al.*, 2008; Zahra & McGehee, 2013). Host communities generally benefit from the presence of volunteer tourists through the purchase of goods and services whereas host organisations benefit from hosting volunteers through volunteer placement fees (Brightsmith *et al.*, 2008:2836). It should however be noted that a lack of research seems to exist when it comes to understanding if there is any continued volunteer tourist post-trip financial support of the host organisation. The support could either be in the short and medium term (through donations) or more substantial long term intent (listing the host organisation in a will).

Research within the area of volunteer legacy also seems to be lacking. Only one volunteer tourism research study that mentioned volunteer legacy was found. This study by Caissie and Halpenny (2003:44) focussed on the motivation of biodiversity conservation volunteers at a project in Canada and found volunteer legacy for conserving nature to be a motivating factor.

A distinction between and understanding of post-trip actions and legacy is important for SANCCOB because it provides insight into short and medium term action versus long term intent. This information speaks not just to the benefits of the experience for both volunteer tourists and SANCCOB but also provides information to compile a profile of volunteer tourists at SANCCOB.

## **2.11 Volunteer tourism benefits**

The literature regarding volunteer tourism benefits and the real value of volunteer tourism to both the volunteer tourist as well as the host community and organisation have evolved a lot over recent years and Sin (2009:481) suggests that although there are many studies that highlight the benefits, others have questioned the real value.

### **2.11.1 Benefits for the volunteer tourist**

Numerous volunteer tourism studies (Broad, 2003; Dwyer, 2004; Heath, 2007; McIntosh & Zahra, 2007; Broad & Jenkins, 2008; Lepp, 2008; Hill *et al.*, 2009; Lupoli & Morse, 2015) have identified the benefits of participation to include personal growth, first-hand work experience, cultural capital, language acquisition, career advancement, long-term friendships, and opportunities for adventure and self-reflection.

Sin (2009:492) however make an interesting point by stating that although some volunteer tourists may have had an experience that may have had a profound impact on their lives, this impact might not necessarily lead to a positive change of the individual (Sin, 2009:484). It therefore appears that although a great number of studies have reported positive benefits to participation, others suggest that these benefits might not lead to positive long term changes. Some researchers (Broad, 2003; Alexander, 2012) suggest that more longitudinal studies be conducted to determine whether the long term effect on the volunteer tourist are permanent or just temporary.

The benefits of participation is however not just limited to the volunteer tourist but also include benefits to the host communities and organisations.

### **2.11.2 Benefits for the host organisation**

Current research seems to focus on the benefits of volunteering to the volunteer tourist whereas host organisations and communities are least studied (Sin, 2010; McGehee, 2012; Lupoli & Morse, 2015). Lupoli and Morse (2015:578) suggest that host communities benefit from volunteer tourism through the forming of close bonds and friendships, sharing of knowledge, breaking down stereotypes as well as promoting cross-cultural understanding.

Benefits are also financial with Brightsmith *et al.* (2008:2836) suggesting that host communities also benefit when volunteer tourists purchase goods and services, whereas the actual host organisations benefit through volunteer placement fees.

The literature regarding financial benefits appears to be limited with a predominant focus on the short term financial benefits that exist for organisations. Long term financial intent appears to be a factor that is less considered, which is a shortcoming because it is equally important, especially for NPOs such as SANCCOB who rely on public support for funding. Measuring both immediate and short term benefits and long term intent is therefore important and forms part of this study.

### **2.11.3 Measuring programme satisfaction as an indicator of volunteer tourism benefit**

Bang and Ross (2009:61) suggest that "volunteers have become a valuable set of human resources in many sectors of society" and it is safe to say that in order for any organisation to determine whether the volunteer tourist and host organisation benefited from the volunteer tourism experience, some form of research has to be conducted. One such widely used and successful method is the Likert scale post-experience questionnaire (Coglan & Pearce, 2010:43). Questionnaires such as these provide organisations (in this case study, host organisations such as SANCCOB) with information, which enables programme changes to be made and lead to better volunteer management practices.

However, the literature seems to indicate that programme satisfaction studies often form part of a broader study objective rather than being the primary objective of the study. Examples of this include the studies by Bang and Chelladurai (2003), Bang and Ross (2009) as well as Coglan and Pearce (2010) who measured programme satisfaction as an impact of motivation.

Studies that included programme satisfaction as part of a volunteer tourist profile study do not appear to exist. This was found in similar case studies (Stoddart & Rogerson, 2004; Benson & Seibert, 2009) that created a profile of volunteer tourists in South Africa.

Furthermore, one size does not fit all and questionnaires can also be adapted to ensure that it is relevant to the study. The study by Bang and Ross (2009:66) serves as an example where an adapted version of the Volunteer Motivations Scale for

International Sporting Events (VMS-ISE) was used during the 2004 Twin Cities Marathon.

This was also the case with this research study. SANCCOB indicated that measuring the level of programme satisfaction was very important for the organisation because it served as an indicator of how much SANCCOB (as a host organisation) and the volunteer tourist (as programme participant) benefited from the experience. Information regarding the overall programme, general experience gained as well as life skills gained as a result of participation were considered the most important aspects of programme satisfaction and it was with this in mind that this case study also includes this aspect as part of compiling a profile of the volunteer tourists at SANCCOB.

## **2.12 Summary of the chapter**

Based on the literature, volunteer tourism, as a form of leisure/recreation is considered as one of the fastest growing forms of tourism worldwide. The existing research appears to be centred on the volunteer tourist with some aspects such as demographic and motivational factors having been investigated extensively. However, it is apparent that less research attention has focussed on the host organisation in terms of volunteer tourism.

In addition, whilst volunteer tourist profile studies have been extensively conducted around the world, it is apparent that South Africa, which is considered to be one of the favourite destinations for volunteer tourists, has been the subject of very few profile studies in this area. There also seems to be no guidelines for what constitutes a profile study and it appears that most previous profile studies included some demographic and motivational factors.

This research study was requested by SANCCOB for whom it was important to compile a comprehensive profile of international volunteers who participate in the organisations international volunteer programme. It was therefore also important to include information that was organisational specific.

The next chapter will discuss the research methods that will be used to conduct this study. The methods explained were specifically chosen for its ability to assist in the generation of data in the complex field of leisure and volunteer tourism.

## **CHAPTER THREE RESEARCH METHODOLOGY**

### **3.1 Introduction**

This chapter explains the research methods and tools used for this research study.

The chapter discusses the reasons for adopting a quantitative approach and looks at the use of an anonymous, self-administered, online questionnaire as a research tool, while considering the advantages and disadvantages in this case study.

This study did not simply use an isolated questionnaire from a previous research study, but rather considered a number of questionnaires and selectively used the most relevant questions from various studies. This chapter therefore discusses the validity and reliability of this study through the use of existing questions and research tools used in recent volunteering and volunteer tourism studies by Stoddart and Rogerson (2004); Bang and Ross (2009) as well as Benson and Seibert (2009).

This case study used a unique population (SANCCOB international volunteers) and sample size and this chapter also discusses the profile of participants chosen for this study along with the motivations for the use of this specific group for this study.

The ethical considerations and data analysis methods are also discussed in relation to the quantitative approach used in this study.

### **3.2 Research design**

This study was conducted through an anonymous, self-administered, online questionnaire. The quantitative approach was selected for the purpose of this study because the objective of the study was not to generate an in-depth understanding of volunteer motivations and experiences, but rather to gather information that is representative of the population and will help to create a profile of this unique group of international volunteers (Mouton, 2001:152).

Gratton and Jones (2004:115) indicate that a questionnaire is often associated with quantitative studies because it allows for the collection of simple data from large groups; in this case, volunteer tourists that participated in an international volunteer programme at SANCCOB.

The use of questionnaires is widely accepted as a method of data collection in the tourism industry. A number of recent studies (Heung & Chu, 2000; Sung, 2004;

Stoddart & Rogerson, 2004; Benson & Seibert., 2009) compiled profiles of international volunteers, investigated volunteer tourist motivations, determined tourist decision-making factors as well as consumer choices through the use of questionnaires.

### **3.2.1 Quantitative approach**

According to Gratton and Jones (2004:23), initial research conducted in the world of sport was largely quantitative by nature. Studies regarding human behaviour were mostly within controlled laboratory environments where the objective was to measure human behaviour using quantitative methods. When considering the use of a quantitative approach within the context of social science, Black (2005:9) simplified this concept of human behaviour by suggesting that quantitative research describes group tendencies and “what members of a group tend to do” and although there would be individual responses that cover a broad spectrum, thus the conclusions generally highlight what is common for the group rather than the individual. If the focus was on the individual, it would then be considered a qualitative approach. However, based on the objective of this research study, which was to compile a profile or summary of a group of individuals (volunteer tourists at SANCCOB), the use of a quantitative approach was, therefore, appropriate.

The use of quantitative methods yielded numerical results and facts, which were statistically analysed and essentially used to better understand human behaviour (Gratton & Jones, 2004:23) or in this case study, group tendency. Quantitative methods of data collection such as questionnaires provide numerical information that when analysed will usually provide facts which can be presented in tables, graphs and charts and are generally easier to understand (Gratton & Jones, 2004:24). The data collected in this study is almost entirely in numerical format.

The use of a quantitative approach by means of a questionnaire is widely used amongst researchers within the field of volunteering as well as volunteer tourism. This is evident with the creation of a questionnaire by Bang and Chelladurai (2003). The questionnaire referred to as the Volunteer Motivations Scale for International Sporting Events (VMS-ISE) was used during the 2002 FIFA World Cup in Korea. This questionnaire was adapted by Bang and Ross (2009) and used during the 2004 Twin Cities Marathon resulting in the publishing of a research paper in 2009 (Bang & Ross, 2009:66).

However, other recent and more relevant studies by Stoddart and Rogerson (2004) as well as Benson and Seibert (2009) should also be noted. The Stoddart and Rogerson (2004:311) case study of Habitat for Humanity, South Africa compiled a profile of international volunteers by hand-distributing 123 questionnaires in order to collect information; whereas the study by Benson and Seibert (2009:295) which sought to determine the motivations for participation in volunteering and specific programmes of German volunteers in South Africa, made use of an online questionnaire to collect data.

It is apparent that questionnaires are widely used within volunteer tourism research due to the perceived advantages; however, it also should be noted that there is a perception that in some cases, there are disadvantages when employing a quantitative approach. This is linked to a view that questionnaires can be inflexible and does not always facilitate the opportunity to further investigate deeper, and uncover hidden feelings, emotions, views, consumer perceptions and behaviours (Gratton & Jones, 2004:23). However, the purpose of this research study was not to gather in depth knowledge regarding emotions and hidden feelings. Instead the purpose of this study was to gather basic information from SANCCOB's international volunteers regarding demographics, motivation for participation and methods of future support and communication, which would enable a profile of the SANCCOB international volunteers to be created.

One can therefore conclude that for the reasons forwarded it was appropriate for this case study to use a quantitative approach. This resulted in the development and use of a questionnaire, which had clear objectives that included the collection of uncomplicated numerical data that was suitable for appropriate statistical analysis, which could be presented through graphs and tables.

### **3.2.2 Anonymous, self-administered, online questionnaires**

The use of questionnaires in general have been researched quite extensively by various researchers (Cobanoglu, Ward & Moreo, 2001; Bryman, 2012) whereas online questionnaires specifically are also discussed by Gratton and Jones (2004).

This case study made use of an online questionnaire distributed through SurveyMonkey® which is considered the world leader in online survey solutions (See *Appendix A*). SurveyMonkey® allowed the user to create a customized online survey (Surveymonkey, 2015a). There were a number of advantages and disadvantages to using an anonymous, self-administered, online questionnaire as a

research tool. The advantages and disadvantages applied to both participants as well as researchers.

### **3.2.2.1 Disadvantages of using anonymous, self-administered, online questionnaires**

A disadvantage to this form of data collection may have been the researchers' inability to probe or ask more in-depth follow-up questions to interesting responses. The nature of this case study was not focused on the sharing of deeply personal and emotional information by participants, but was rather focused on gathering largely numerical data, which would help to create a profile.

Some other disadvantages may have included an inability by the respondent to understand the meaning of complex questions; and the lack of control over who completes the questionnaire as reported by Gratton and Jones (2004:128) as well as low response rates (Monroe & Adams, 2012).

### **3.2.2.2 Advantages of using anonymous, self-administered, online questionnaires**

The advantages of using an anonymous self-administered online questionnaire for the purposes of this study far outweighed the disadvantages. One such advantage was the ability to reach an audience that is geographically diverse (Gratton & Jones, 2004:128) and when we consider that the population in this case study resides in thirty-two countries across the world, using an online questionnaire was construed to be an advantage for this case study.

Another advantage was that because the participant was directed to a website in order to answer the questionnaire, it gave them the ability to choose whether they wanted to participate in the study, by either opening the hyperlink or not (Bryman, 2012:480). This also gave the participant an opportunity to reflect on their experience, time to think before answering the question and may, as a result, have allowed the participant to respond more honestly than in a personal interview (Gratton & Jones, 2004:129). Respondents also had the ability to withdraw from the study at any time simply by closing the webpage.

Online questionnaires were also easy and convenient because there was no printing or mailing (post or e-mail) required.

Using an online questionnaire tool such as SurveyMonkey® was also advantageous to the researcher because it allowed for each e-mail address in the sample group to be tracked and for a follow up e-mail to be sent as a reminder for non-respondents.



Follow up e-mails have proven to be a technique that could be adopted to increase questionnaire response rates (Gratton & Jones, 2004:133).

When considering ease and convenience of use of an online questionnaire as reported by Benson and Seibert (2009:299), the use of an anonymous, self-administered, online questionnaire was, therefore, the most ideal research tool for this case study.

### **3.3 Research instrument**

A quantitative data collection method in the form of a 14 question, anonymous, self-administered, online questionnaire was used to collect responses through SurveyMonkey®, an online survey tool.

The study was conducted among 416 international volunteers that had participated in SANCCOB's international volunteer programme during 2009, 2010, 2011, 2012 and 2013. This sample group and size will be discussed in more detail in section 3.4 *Population and sample size*.

#### **3.3.1 The SANCCOB questionnaire**

To ensure that a quantitative approach was followed, all the questions asked were closed-ended. Check and Schutt (2012:168) defines closed-ended questions as those questions that offer explicit response categories. Various types of closed-ended questions exist and the types included in this questionnaire were: 5-point Likert scale, multiple choice, filter and partial closed-ended. Partial closed-ended questions are those questions where the researcher was not confident that all the response options would cater for all potential responses; therefore, these questions were complimented with the option "Other (Please specify\_\_\_\_\_)" (Check & Schutt, 2012:168).

#### **3.3.2. Questionnaire design**

Fourteen questions were included in the online questionnaire, each placed in one of three categories namely demographic questions, motivational factors and organisational specific questions (See *Appendix B*).

##### **3.3.2.1 Demographic questions**

Volunteer tourism profile and motivation studies by Stoddart and Rogerson (2004); Benson and Seibert (2009) as well as Ooi and Laing (2010) also reported on various demographic factors.

The question related to the age at the time of volunteering was kept as a partial closed-ended question where volunteers could list their age at the time of volunteering.

Questions related to gender, prior volunteer experience and life stage status was presented in a closed-ended format where respondents had to select one option from a predetermined list. This was also the format that was used by Benson and Seibert (2009) (See *Appendix C*).

The last question in this category focused on the respondent's current place of residence and was presented in a partial closed-ended format. Respondents had to select one option from a predetermined list which also included an 'Other (Please specify\_\_\_\_)' option which provided respondents with an opportunity to write a country of residence that did not appear on the predetermined list. This allowed for all respondents to answer the question, which increased the questionnaire completion rate and data accuracy.

### **3.3.2.2 Motivational factors**

The studies by Stoddart and Rogerson (2004); Benson and Seibert (2009) as well as Ooi and Laing (2010) included one or more question relating to motivational factors.

Only one closed-ended question was used in this study and slightly adapted from the question used by Benson and Seibert (2009). Similar to the question used by Benson and Seibert (2009:299), one closed-ended motivational question was used in this section. Similar to the study by Benson and Seibert (2009), this question contained statements that were measured on a 5-point Likert scale that ranged from 'very important' (scale of 1) to 'not important at all' (scale of 5) and also listed statements that belonged to one of two different categories named 'Push' and 'Pull' factors. As discussed in *Chapter 2, section 2.10.8 Push and Pull motivation theory as a tool for measuring volunteer tourist motivation*, of this study, push factors are those intrinsic motivating factors that act as a compelling force and essentially pushes the volunteer tourist away from home to travel whereas pull factors are the attributes of the destination that attracts the tourist to select it as the destination of choice.

Push factors consisted of twenty-eight Likert scale statements and the results are discussed in six sub-categories in *Chapter 4 Results and Discussion*, of this study.

These sub categories are:

- escape from perceived mundane environment;
- exploration and education of self;
- relaxation;
- enhancement;
- social interaction; and
- others.

Pull factors consisted of eight Likert scale statements and the results are discussed in three sub-categories in *Chapter 4 Results and Discussion*, of this study. These sub categories are:

- novelty;
- education; and
- others.

### **3.3.2.3 Organisational specific questions**

It's not only important for organisations such as SANCCOB to understand who their international volunteers are and what motivates them, but as an NPO, it is also critical for ensuring where possible, the employment of valuable human capital and the optimisation of financial resources.

Studies by Stoddart and Rogerson (2004); Bang and Ross (2009); Benson and Seibert (2009) as well as Ooi and Laing (2010) included one or more questions that were organisational specific. This study included seven questions that were cognizant of the needs of SANCCOB with the objective of trying to determine the profile of their international volunteers.

Questions related to how respondents booked the trip and how long they volunteered at SANCCOB was presented in a closed-ended format where respondents had to select one option from a predetermined list. This was also the format that was used by Benson and Seibert (2009) (See *Appendix C*).

One of the questions measured the level of helpfulness of project information received in preparation for the day-to-day work at SANCCOB. This closed-ended question contained statements that were measured on a 5-point Likert scale that ranged from 'extremely helpful' (scale of 1) to 'not at all helpful' (scale of 5).

The fourth organisational specific question measured the respondents' level of satisfaction with emphasis on an individual's experience after completion of the project. This closed-ended question contained statements of satisfaction that was measured on a 5-point Likert scale that ranged from 'strongly agree' (scale of 1) to

'strongly disagree' (scale of 5). This question was adapted from the question used by Bang and Ross (2009:67) that contained a 7-point Likert scale instead.

Another question included in this section, provided information on how respondents would like SANCCOB to communicate with them in the future. This question was presented in a multiple choice, closed-ended statement format where respondents had the opportunity to select one or all the statements that applied to them.

The last two questions in this section were related to post-trip actions in support of SANCCOB. The first question, which gathered data on the social and financial support actions of the respondents after they completed the project, was presented in a multiple-choice, partial closed-ended format. Respondents had the opportunity to select all the statements that applied to them from a predetermined list. The list also included an 'Other (Please specify\_\_\_\_\_)' option which provided respondents with an opportunity to list any other action of support that did not appear on the predetermined list.

The last question in this section was presented in a closed-ended filter format. This question collected data on what respondents wanted their SANCCOB legacy to be. Respondents were required to select one option from a predetermined list of statements. If they selected one of the financial support related options, they were redirected to two more questions related to financial support. This ensured that these questions were only answered by the relevant respondents.

### **3.3.3 Pilot study**

After the questionnaire was compiled, feedback was requested from SANCCOB as well as CPUT's Centre for Postgraduate Studies. The feedback requested from CPUT was requested for the purpose of statistical consultation in order to ensure validity. Feedback was received from both SANCCOB as well as CPUT where after the relevant changes were made to the questions as well as design.

Thereafter, a pilot study was conducted prior to administering the online questionnaire. The literature (McGivern, 2003; Benson & Seibert, 2009) suggests that it is essential for online surveys to make use of a pilot study because it determines whether the questionnaire works in different computing environments, on different platforms and also provides an opportunity for the understanding of statements, questions and statements to be tested.

With this in mind, the pilot study was sent to 55 international volunteers that participated in SANCCOB's international volunteer programme from January to June 2014. The successful implementation of the online questionnaire meant that no changes to its functionality were required.

#### **3.3.4 Method of data collection**

SANCCOB provided the researcher with the names and e-mail addresses of international volunteers that participated in SANCCOB's international volunteer programme during 2009, 2010, 2011, 2012 and 2013.

These international volunteers received an e-mail sent by the researcher through SurveyMonkey®. The e-mail requested voluntary participation and informed the potential participants of the purpose of the study, confidentiality of their personal information, voluntary withdrawal from this study at any time and also listed the contact details of the researcher.

As mentioned in section 3.2.2 *Anonymous, self-administered, online questionnaire*, using online questionnaires to gather data, has a number of advantages as well as disadvantages. One such disadvantage as mentioned reported by Monroe and Adams (2012) is a potentially low response rate. In order to increase the questionnaire response rate Gratton and Jones (2004:133) suggests that additional follow up e-mails are sent to participants. Monroe and Adams (2012) successfully implemented this strategy in a study that investigated the increase in response rates in online questionnaires. Through the implementation of the Dillman approach, which relies on repeated, personalised contact, Monroe and Adams (2012) reported a response rate of as high as 79%.

To ensure a maximum response rate for this case study, the strategy used by Monroe and Adams (2012) was implemented. Over a 4 week period, three additional, pre-programmed follow-up e-mails were sent to non-respondents through SurveyMonkey®. To ensure personalisation each reminder e-mail addressed the participant by name, included introductory information, explained the benefit of response to the organisation and contained a personalised link to the survey. In addition to the personalisation and repeat contact, both the time of day as well as the day of the week was changed for each subsequent reminder e-mail. Furthermore, according to the USA CAN SPAM Act of 2003, online surveys published through an USA based online survey tools such as SurveyMonkey®, have to include an option for participants to opt-out of a study. By selecting to opt-out of a

study, participants' signal that they don't want to participate in the study and wish to not be contacted again by the SurveyMonkey® account holder (SurveyMonkey, 2015b). As a result of using SurveyMonkey® as the research tool, this was automatically included in this online questionnaire.

### **3.4 Population and sample size**

The sample size was determined by the number of international volunteers from 2009-2013 that spent any length of time volunteering at SANCCOB's facility in Table View, Western Cape. Using a sample size that included only participants from the previous five years is consistent with the study by Benson and Seibert (2009:299).

Excluded from this case study were the international volunteers for 2014 because SANCCOB felt that this would not represent a full year/data set. The study also excluded local volunteers, participants of various SANCCOB internship programmes and zoo and aquarium keeper exchange programme participants. The reason for exclusion of the latter three groups was because the number of participants per group was significantly less and each programme had a different focus, as well as requirement for participation. Some of the internship programmes included financial compensation for participation (SANCCOB, 2012a), whereas participants of the zoo and aquarium keeper exchange programme had to be employees from various zoos and aquariums across the world (SANCCOB, 2012b). The motivation for participation was therefore different for the latter two groups.

There was one exception to this rule however and that was for international volunteers that participated in the international volunteer programme first and only thereafter participated in the internship or zoo and aquarium keeper programmes. The reason for their inclusion in the sample group was that their first introduction to SANCCOB was as an international volunteer and therefore they would have shared the same motivations of the sample group.

Based on the factors of inclusion as well as exclusion, the sample size for this case study was 416 international volunteers. This sample group could not have been larger because the research focus was a case study of SANCCOB and therefore only included SANCCOB international volunteers.

### **3.5 Ethical considerations**

To ensure the ethical soundness of this study, ethical clearance was obtained from CPUT's Research Ethics Committee. Written permission to collect data from international volunteers was also obtained from SANCCOB (See *Appendix D*).

The e-mail received by participants included background information of the study and listed the importance of their participation. It also stated that participation in this study was voluntary, that participants could opt-out of the study at the beginning and that they may withdraw from the study at any stage. Furthermore, participants were also informed that their personal details would remain confidential when the study was published and that a copy of the thesis could be obtained upon request. In addition, SANCCOB also requested that the personal details of participants remain protected in a password protected MS-Excel document.

Lastly, a final copy of the thesis would also be given to SANCCOB.

### **3.6 Validity**

Gratton and Jones (2004:87) suggest that validity is one of the two most important aspects to determine whether a study is truthful or not. Validity specifically measures whether the method that is used to collect data is effective and whether the conclusions drawn from the data is indeed valid.

To ensure validity of this study, which aimed at compiling a profile of international volunteers at SANCCOB, an anonymous, self-administered, online questionnaire was used. This method of collection is a well-researched and widely used method.

In addition, questions used were developed from a number of published research studies. The sample questions used were exactly the same, or slightly adapted from recent published studies by Bang and Ross (2009); Benson and Seibert (2009) as well as Ooi and Laing (2010). However, due to the fact that this was a case study on SANCCOB, some additional questions that were SANCCOB-specific were also designed. This was done to gather data that would provide SANCCOB with a comprehensive profile of their international volunteers.

To ensure validity of these newly added questions, the questionnaire was sent to CPUT's Centre for Postgraduate Studies for statistical consultation. Based on feedback received, changes were made to the wording of some of these questions

and before the study was administered to the sample group, a pilot study was conducted.

Another factor that assisted with the validity of this study was the fact that this study only focussed on SANCCOB international volunteers.

### **3.7 Reliability**

Reliability as discussed by Gratton and Jones (2004:86) is a requirement for a successful study. It is as important as validity and “generally refers to the consistency of the results obtained” (Gratton & Jones, 2004:85). To ensure reliability of the results of this study, the study removed all possible situational bias. It was also noted that the consistency in response by the participants provides an indication of the reliability of the research tool.

### **3.8 Data analysis**

Data alone was not sufficient to answer the research question. The purpose for using a statistical analysis programme was to assist with the analysis of the data collected in order to use it to answer the research question in a meaningful way. It also helped with removing potential bias as it eliminated the need for personalised or intuitive interpretation (Gratton & Jones, 2004:192).

The data collected in this case study was analysed through MS-Excel, a Microsoft spread sheet programme, which allowed for basic and advanced analysis. It also enabled data to be presented in various graphs and table formats (QuinnStreet Inc., 2015).

The data was analysed with the purpose of compiling a profile of SANCCOB’s international volunteers and will be discussed in-depth in *Chapter 4 Results and Discussion* of this study.

### **3.9 Summary of the chapter**

In summary, a quantitative approach was used for this case study. Closed-ended questions from previously published research studies were used and adapted while a number of other questions were specifically designed and included for this questionnaire.



Participants in this case study did so voluntarily by means of an anonymous, self-administered, online questionnaire, which was administered through an online tool called SurveyMonkey®.

The sample size for this group was 416 and comprised of all the international volunteers that volunteered during the period 2009-2013. The data collected from this online questionnaire formed the basis of the results that were analysed and discussed in the following chapter.

## **CHAPTER FOUR RESULTS AND DISCUSSION**

### **4.1 Introduction**

This chapter will present and discuss the results of this case study.

The results will be presented through various graphs and tables, but in certain cases, additional data can be found in the Appendices at the end of this document. The results will be discussed in three categories namely demographic factors, motivational factors and organisational specific factors. The format used in this chapter is a repeat of the one used in previous chapters and was selected because it simplified the presentation and discussion of the results.

Furthermore, this study focussed on SANCCOB and due to the uniqueness of this sample group and organisation, not only did the study include previously published questions, but also contained organisational specific questions. Some of these organisational specific questions were specifically designed for this study or adapted from other studies. The results of this study were also discussed in line with recently published research studies, some of which compiled a profile of international volunteers within a South African context. This enabled the study to determine similarities and differences in results and also determine the extent to which SANCCOB's international volunteers are unique.

This chapter will also discuss the response rate for this study as well as study limitations.

### **4.2 Response rate**

This anonymous, self-administered, online questionnaire was distributed to 416 participants.

The number of respondent returns was 117. Seven respondents partially completed the questionnaire, which left 110 responses as usable. The response rate therefore amounts to 26.44%. In addition, six participants selected to opt-out of this study and 26 e-mails were undelivered due to incorrect e-mail addresses.

For the purpose of this study, the responses from the 110 fully completed online questionnaires will be discussed.

### **4.3 Volunteer tourist profile results and discussion**

This section will discuss the results from this case study and contextualise these comments with the current literature. It will discuss the results in a manner previously described, namely within the three category format that has been used throughout this thesis.

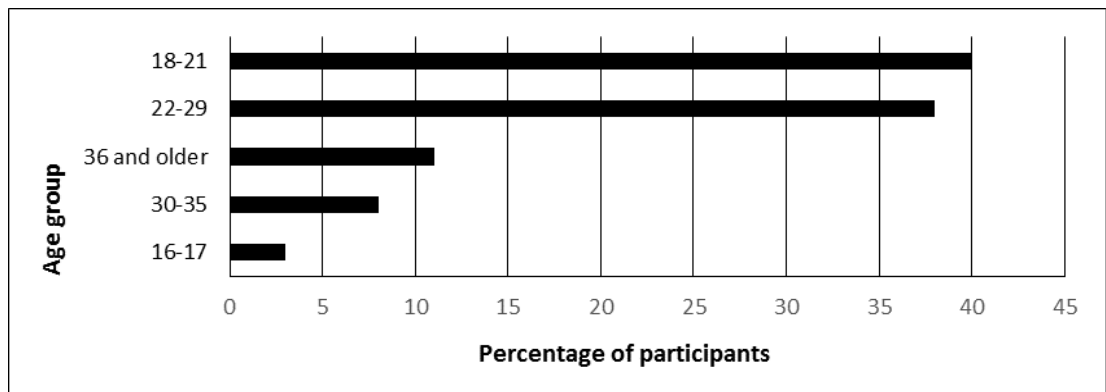
#### **4.3.1 Demographic factors**

Understanding who the volunteer tourist is, in addition to what motivates them to participate and how their participation is influenced for future action, is important when a profile is created. The following section will therefore focus on discussing the results with regards to demographic factors as identified and reported by recent studies (Stoddart & Rogerson, 2004; Benson & Seibert, 2009; Hill *et al.*, 2009; Sin, 2009; Tomazos & Butler, 2009; Alexander, 2012; Page, 2015) as well as literature (Edginton *et al.*, 2006; Roberts, 2006; Holmes & Smith, 2012).

##### **4.3.1.1 Age**

The question regarding age was included to identify the dominant age group as part of this profile study. Although the need for participation in leisure activities such as volunteering is found within every life cycle of human development, different age groups participate in different types leisure activities (Edginton *et al.*, 2006; Roberts, 2006). Determining the age profile and life stage of respondents would therefore give SANCCOB a better insight into the types of leisure activities that international volunteers most likely participate in terms of their age and also inform future management and programme development.

This study found that at the time of participation in SANCCOB's international volunteering programme, the largest age group (40%) was respondents aged 18 to 21 years (10% aged 18; 14.55% aged 19; 6.36% aged 20; and 9.09% aged 21). A further 38.18% were between 22 and 29 years old. Within this age group, the highest percentage (9.09%) of respondents were aged 23. Respondents who were aged 36 years and older (with the oldest respondent being 60 years of age) comprised 10.9% of participants, whereas 8.18% of respondents were reported to be between 30 and 35 years old. Only 2.73% respondents belonged to the 16 and 17 year old age group (See *Figure 4.1*).



**Figure 4.1: Age profile of SANCCOB international volunteers**

The results of this study showed a large age range (16-60 years of age) for volunteer tourists at SANCCOB. This was consistent with the study by Stoddart and Rogerson (2004:315) who also reported a wide age representation (20-79 years of age) but differed from the study by Benson and Seibert (2009:300) who reported a narrower age range (18-35 years of age).

The results relating to the largest age group (18-21 year olds) was also consistent with recent studies (Benson & Seibert, 2009; Hill *et al.*, 2009; Sin, 2009; Tomazos & Butler, 2009; Alexander, 2012; Page, 2015) as well as literature (Edginton *et al.*, 2006; Roberts, 2006) which indicated that volunteer tourists are generally between 20 and 30 years of age, and that the most numerous group were in the range of 18 to 21 years.

However, one finding that was unique to the SANCCOB results were respondents belonging to the 16 and 17 year old age group. This was not an age group reported previously by either Stoddart and Rogerson (2004) or Benson and Seibert (2009). Most volunteer projects require parental consent for volunteers that are under 18 years old and it is suggested that this factor may have contributed to fewer individuals in this age group participating in volunteer tourism activities. However, with more family experiences being offered by volunteer organisations, this age group is becoming more involved in volunteer tourism and the age landscape is changing (Tomazos & Butler, 2009:20). In addition, although SANCCOB requires that international volunteer programme participants must be 18 years and older, the organisation confirmed that until 2012, the organisation's international volunteering policy allowed for 16 and 17 year olds to participate in its international volunteer programme (See *Appendix E*). This research study included participants of SANCCOB's international volunteer programme during 2009-2013 and SANCCOB's policy change in 2012 therefore serves as an explanation of these findings. When

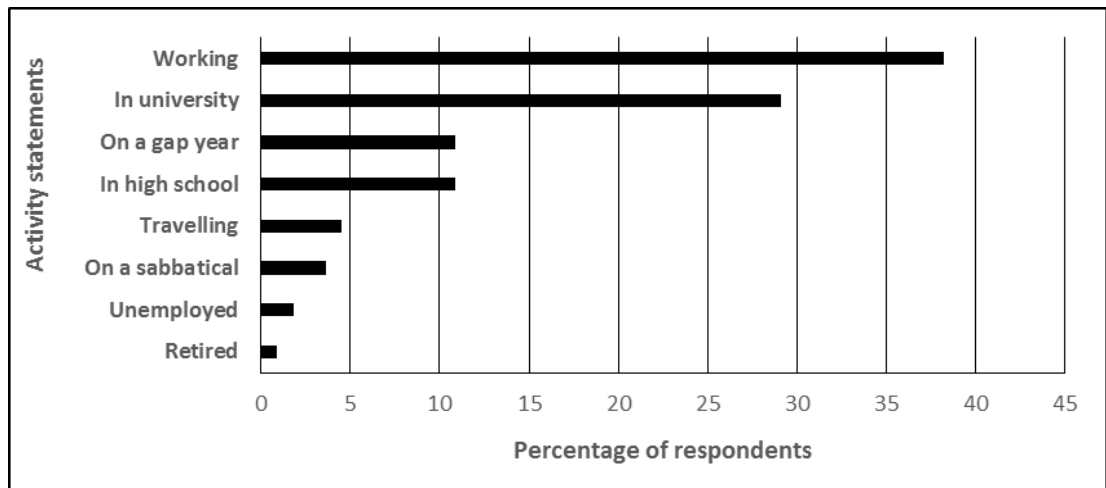
considering other recently published studies (Stoddart & Rogerson, 2004; Roberts, 2006, Benson & Seibert, 2009; Hill *et al.*, 2009; Sin, 2009; Tomazos & Butler, 2009; Alexander, 2012; Page, 2015) and the literature (Edginton *et al.*, 2006:177) one can therefore say that the results of this study support the current world trend that the majority of respondents (78%), typically fall into the 18-29 age group.

#### **4.3.1.2 Life stage of respondents**

The purpose of this question was to determine the life stage of respondents prior to participating in SANCCOB's international volunteering programme rather than determining the level of education or employment, as reported by similar volunteer tourist profile studies (Stoddart & Rogerson, 2004; Benson & Seibert, 2009). In order to reach the outcome of this study, this question was therefore adapted from the one used by Benson and Seibert (2009).

In addition, the results from this question also enabled the testing of reliability of the data because of the link between age and life stage. The results of this question in conjunction with the age profile of respondents ensured that a more insightful and comprehensive profile of respondents could be determined.

As represented in *Figure 4.2*, the results of this study found that the largest percentage of respondents (38.18%) were working prior to participating in SANCCOB's international volunteer programme, whereas 29.09% of respondents listed their primary activity as being students at university. A further 10.91% indicated that they were on a gap year and another 10.91% of respondents indicated that they were still in high school. The remaining respondents listed their activities as travelling (4.55%), on a sabbatical (3.64%) and retired (0.91%). Only 1.82% of respondents indicated that they were unemployed prior to volunteering at SANCCOB.



**Figure 4.2: Activities relating to the life stage of respondents**

When one considers the activities associated with the various life stages, the results found in this case study were similar to the studies by Stoddart and Rogerson (2004) as well as Benson and Seibert (2009). In all three studies (including this case study), less than 2% of respondents indicated that they were unemployed. Similar to the case study by Stoddart and Rogerson (2004:315), respondents that are working were also found to be the largest group of respondents, with university students being the second largest group. The study by Benson and Seibert (2009:300) however found the opposite with more university students (74%) participating than employed (25%) respondents. These results therefore support the literature (Edginton *et al.*, 2006; Holmes & Smith, 2009), as well as recent volunteer tourism studies (Hill *et al.*, 2009; Sin, 2009; Alexander, 2012), which listed employment and studies as the primary activities associated with early adulthood.

The results of this study also support the literature (Holmes & Smith, 2009:8), which suggests that as one gets older and health and mobility becomes more prominent challenges, the chances that one would participate in volunteer tourism activities become smaller, which could be considered as a reason why there are less retirees involved. This study found that less than 1% of respondents indicated that they were retired.

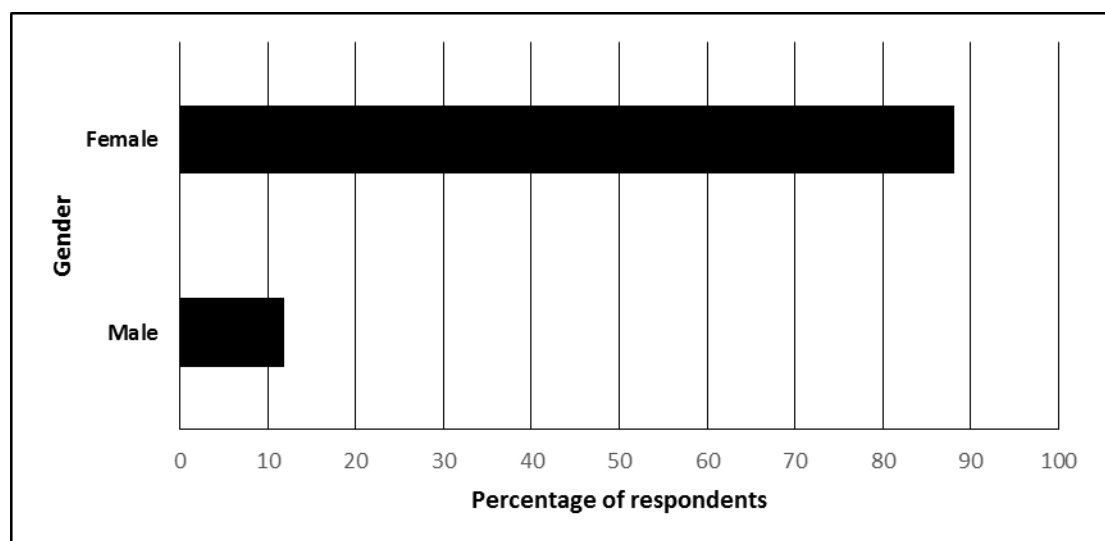
#### **4.3.1.3 Gender**

There is a distinct difference in what motivates the various genders (Benson & Seibert, 2009:306). Lasso Communications (2009) suggest that females are more concerned with helping others and making a meaningful contribution to society whereas men are more interested in participating in action orientated activities, an assertion which went further and found that the majority of females participated in

humanitarian projects, whereas male respondents participated mostly in conservation projects. Recent studies indicate (Holmes & Smith, 2009; Sin, 2009; Tomazos & Butler, 2009; Alexander, 2012) that within the context of volunteer tourism there appear to be consistent trends in their findings, notably that females represent the largest gender group amongst volunteer tourists across all types of volunteer tourism.

Keeping in mind that SANCCOB is considered an internationally recognised seabird conservation organisation, it was therefore important for SANCCOB to understand the gender profile of international volunteers as part of compiling a profile of participants.

*Figure 4.3* shows the gender profile of volunteer tourists at SANCCOB.



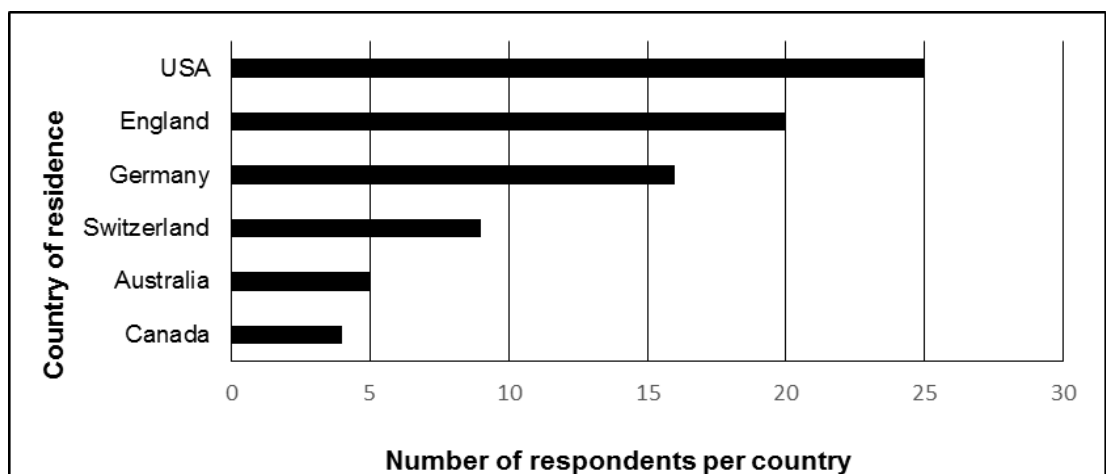
**Figure 4.3: Gender profile of SANCCOB international volunteers**

The gender representation at the time of completing the online questionnaire was 88.18% (97) females and 11.82% (13) males. This is consistent with the literature, as well as studies (Stoddart & Rogerson, 2004; Benson & Seibert, 2009) that focussed on compiling a profile of volunteer tourists in South Africa. The study by Benson and Seibert (2009:300) showed the closest similarity, but with a slightly lower percentage of female participants (85%); whereas the results from the study by Stoddart and Rogerson (2004:314) reported a more even representation of both genders.

#### 4.3.1.4 Country of residence

The world has become a global village and the ability to move between and live in many countries has become easier. It is with this in mind that participants were asked about their country of residence, rather than citizenship. Having a clear picture of which geographical regions and countries respondents currently reside in, enabled SANCCOB to determine a more accurate profile of international volunteers.

This study listed 27 countries of residence and also included an option for other countries to be listed. Respondents were therefore able to either select their country of residence from a predetermined list or write the name of a country that didn't appear on the list (See *Appendix A*).



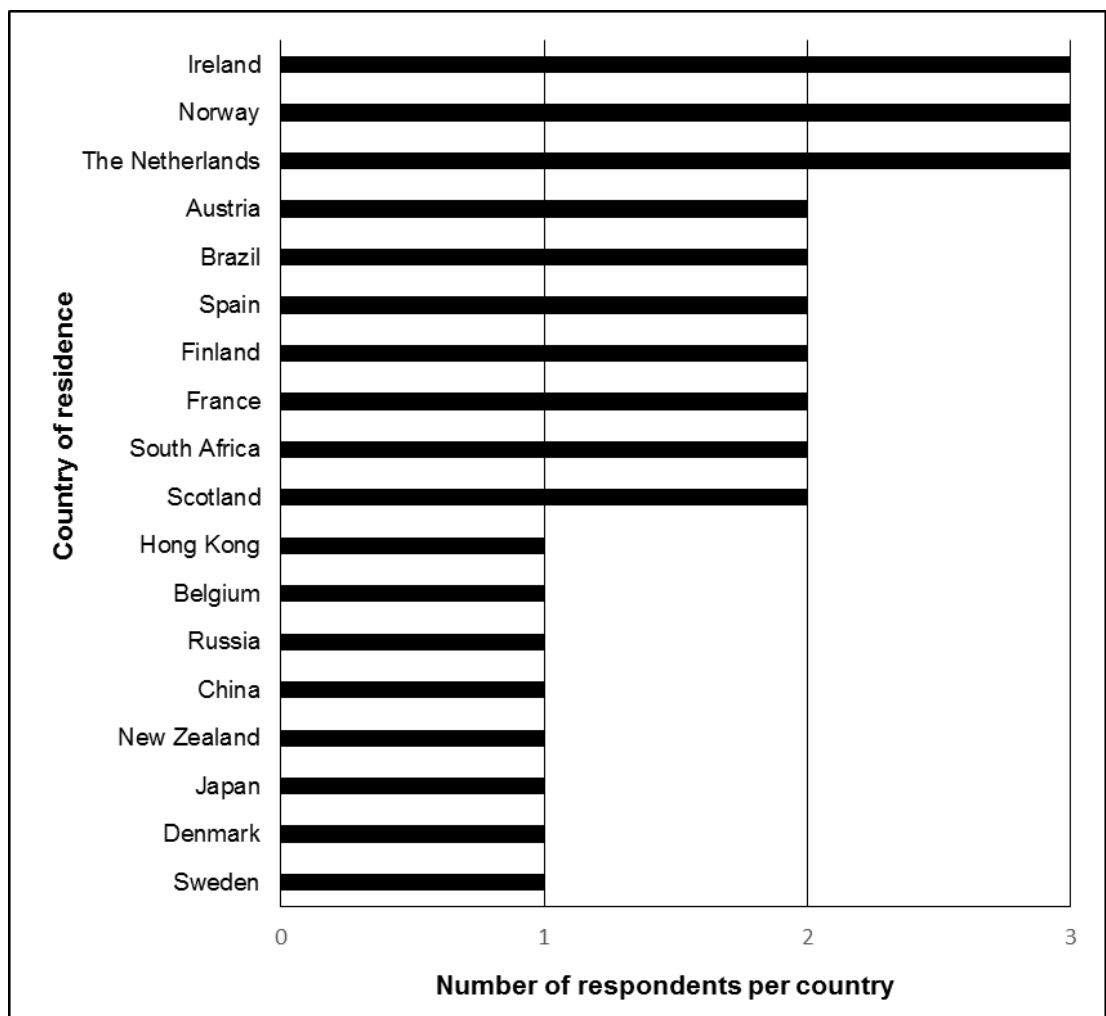
**Figure 4.4: Countries of residence with four or more respondents per country**

The results of this study found that respondents currently reside in 24 countries across the world of which 20 countries appeared on the predetermined list and four were added in the 'other' section. Only six countries had four or more respondents per country. These countries included USA, 25; England, 20; Germany, 16; Switzerland, 9; Australia, 5 and Canada, 4 (See *Figure 4.4*).

The remaining 18 countries, listed between one and three respondents per country (See *Figure 4.5*). An interesting finding in these results was the fact that two respondents listed South Africa as their current country of residence. The exact reason for this is unknown and although this could be seen as a limitation of this study, it is important to keep in mind that the purpose of this study was to create a profile of international volunteers at SANCCOB and not conduct an in-depth study of respondents.



When one considers the data with regards to individual countries, the results of this study indicated that at the time of completion of this online questionnaire, the largest percentage of respondents (22.73%) reside in the USA. The second largest percentage of respondents (18.18%) reside in England with a slightly smaller percentage of respondents (14.55%) who reside in Germany. These results therefore support the literature (Holmes & Smith, 2009; Mostafanezhad, 2014), which indicated that the USA, Canada and Great Britain have reported high levels of volunteering.



**Figure 4.5: Countries of residence with three or less respondents per country**

It is however important to consider these results from a geographical point of view as well (See *Table 4.1*). The results indicated that the majority of respondents (68) currently live in Europe with North American residents representing the second largest (29) geographical region. The remainder of the respondents belonged to the geographical regions of Australasia (6); Asia (3); South America (2) and Africa (2).

The results of this case study were therefore consistent with the literature (Holmes & Smith, 2009; Mostafanezhad, 2014), which found that developed English-speaking countries in North America (including both Canada and the USA) and Europe (predominantly Great Britain) dominate the volunteer tourism market.

**Table 4.1: Geographical representation of respondents**

Geographical area	Countries	Number of respondents per country	Number or respondents per geographical area
<b>Europe</b>			
	Ireland	3	<b>68</b>
	Norway	3	
	The Netherlands	3	
	Austria	2	
	Spain	2	
	Finland	2	
	France	2	
	Scotland	2	
	Belgium	1	
	Russia	1	
	Denmark	1	
	Sweden	1	
	England	20	
	Germany	16	
	Switzerland	9	
<b>North America</b>			
	USA	25	<b>29</b>
	Canada	4	
<b>Australasia</b>			
	Australia	5	<b>6</b>
	New Zealand	1	
<b>Asia</b>			
	Hong Kong	1	<b>3</b>
	Japan	1	
	China	1	
<b>South America</b>			
	Brazil	2	<b>2</b>
<b>Africa</b>			
	South Africa	2	<b>2</b>

#### 4.3.1.5 Prior volunteer experience

This question was specifically designed for this study and was included upon the request of SANCCOB. It was important for SANCCOB to determine the level of previous volunteering experience by respondents rather than the type of experience (local or international).

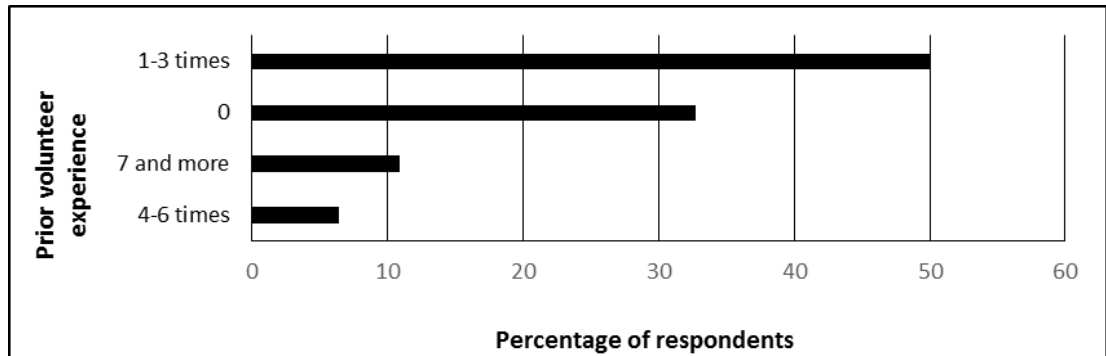


Figure 4.6: Prior volunteer experience

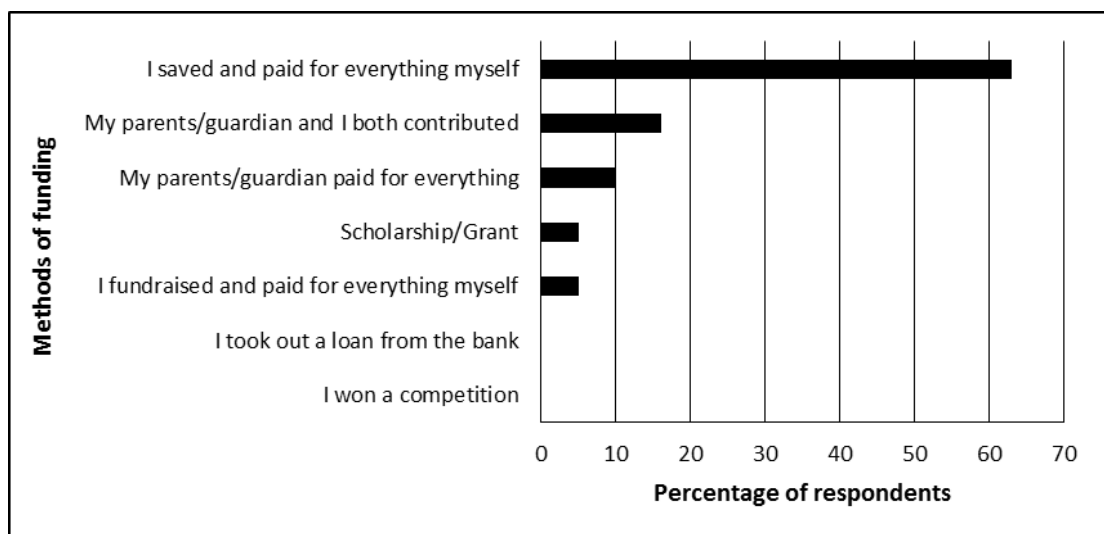
The results of this study indicated that less than a third (32.73%) of respondents had no previous volunteering experience. All other respondents (67.27%) had volunteered at least once before. Within this group of experienced volunteers, the highest percentage (50%) of respondents had volunteered between one and three times prior to volunteering at SANCCOB. A further 10.91% indicated that they had previously volunteered more than seven times, whereas 6.36% of respondents had volunteered between four and six times prior to volunteering at SANCCOB (See *Figure 4.6*).

These results should not be viewed in isolation, but should rather be considered against other demographic factor results of this case study. When considering the literature (Holmes & Smith, 2009; Mostafanezhad, 2014), it would be reasonable to say that the previous volunteering experience appears to be heavily influenced by country of residence. Developed English-speaking countries in North America (including both Canada and the USA) and Europe (predominantly Great Britain) are listed amongst countries with the highest volunteering rates. The responses in relation to the question relating to country of residence, appear to be justified. This relationship between country of residence and prior volunteer experience was also reported by Stoddart and Rogerson (2004:315) who also reported that their respondents (predominantly from the USA and Ireland) had previous volunteering experience.

#### 4.3.1.6 Funding the trip

Participating in volunteering as a method of travel can cost a significant amount of money and according to the literature there are a number of ways that a volunteer tourist can fund their experience (Benson & Seibert, 2009; Hill *et al.*, 2009; Sin, 2009; The International Ecotourism Society, 2009; AVIVA, 2010; Via Volunteers, 2014). This question, which was also included the German volunteer tourism profile study by Benson and Seibert (2009), ensured that a comprehensive profile of SANCCOB's international volunteers was created.

The results of the present study indicated that the largest percentage (62.73%) of respondents saved and paid for the volunteer tourism trip themselves. The second largest percentage (16.38%) of the respondents were able to fund the trip with support from parents or guardians with a further 10% indicating that parents or guardians paid for the trip. The remainder of respondents (9.09%) either fundraised for the trip (4.55%) or received a scholarship/grant (4.55%). The results did not have any respondents who indicated that they won a competition or borrowed money from the bank (See *Figure 4.7*).



**Figure 4.7: Methods of funding the trip**

These results are similar to the study by Benson and Seibert (2009:300), which found an almost equal division between trips that were self-funded by volunteer tourists (49%) and financially supported by parents (41%). This case study also found that some respondents were sponsored by academic institutions as suggested by Sin (2009:484) and support the suggestion that fundraising by

volunteer tourists has also become a method of funding (AVIVA, 2010; Via Volunteers, 2014).

As previously mentioned, demographic factors are only one section of a profile study. Motivational factors are another consideration that is important for creating a profile of volunteer tourists. These motivation factors are important for any host organisation such as SANCCOB because by understanding why participants choose to participate, they are able to manage international volunteers more effectively, ensuring that both the participant and host organisation benefit.

#### **4.3.2 Motivational factors**

Understanding why volunteer tourists selected SANCCOB (motivations) was as important to SANCCOB as understanding who (demographics) these participants were. The results would therefore provide a more detailed profile of international participants in SANCCOB's volunteer programme.

Many volunteer tourism studies have discussed the motivation factors of volunteer tourists (Wearing, 2001; Broad, 2003; Stoddart & Rogerson, 2004; Bruyere & Rappe, 2007; Brightsmith *et al.*, 2008; Benson & Seibert, 2009; Hill *et al.*, 2009; Sin, 2009; Alexander, 2012) with a number of South African based studies (Stoddart & Rogerson, 2004; Benson & Seibert, 2009) which also included one or more questions relating to motivational factors.

This closed-ended question contained statements of motivation that was measured on a 5-point Likert scale, which ranged from 'very important' (scale of 1) to 'not important at all' (scale of 5). However, the question used in this study, which was more conservation focussed, were slightly adapted from the study by Benson and Seibert (2009), with a view to comply with the objectives of the study, namely to compile a profile specific to SANCCOB's volunteer tourists. The data collected for this section reflected the mean scores of each of the motivation statements given. This was done to enable the analysis and discussion. The adaptation was made for each of the two categories (push and pull factors), which will be discussed under sections 4.3.2.1 *Push motivational factors* and 4.3.2.2 *Pull motivational factors* of this chapter. In order to elucidate the key findings, the most prevalent responses are discussed in this section. Please refer to *Table 4.3* and *Table 4.4*.

As previously discussed in *Chapter 2, section 2.10.7.2 Motivation of the individual volunteer tourist*, there are many theories that have been used to determine

volunteer tourist motivation factors. Regardless of the theory or method used, the literature (Wearing, 2001; Broad, 2003; Bruyere & Rappe, 2007; Brightsmith *et al.*, 2008; Hill *et al.*, 2009; Sin, 2009) and relevant South African studies (Stoddart & Rogerson, 2004; Benson & Seibert, 2009) have reported that volunteer tourist motivational factors include the following points:

- a strong desire for personal growth;
- helping others;
- making a difference;
- skills transfer (learning new skills, gaining qualifications or contributing existing skills);
- meeting other people;
- experiencing other cultures,
- adventure;
- discovery; and
- having fun.

The results of this study support the current literature and found that the 5 highest motivational factors included the following:

- “to experience something different, something new” (1.31);
- “to help seabirds who are in need” (1.32);
- “to work with penguins” (1.40);
- “to live in another country” (1.55); and
- “to have fun and a good time” (1.60).

**Table 4.2: Five most important motivational factors**

<b>Motivation</b>	<b>Mean</b>	<b>Push/Pull</b>
To experience something different, something new	1.31	Push
To help seabirds who are in need	1.32	Push
To work with penguins	1.40	Push
To live in another country	1.55	Push
To have fun and a good time	1.60	Push

The results of this study do not support the suggestion forwarded by Wearing (2001:217) that pull factors are ranked higher than push factors. This was evident from the results, which found no evidence to support this in the present study. Furthermore, the average mean score for all push factors was 2.46, whereas all the pull factors had an average mean score of 2.68. This was similar to the study by Benson and Seibert (2009) who also reported that push factors (2.63) were more important than pull factors (2.88) (See *Table 4.2*).

In addition, the results of this study provided some interesting findings, which differ from some previous research in the same area. Thus, Mustonen (2007) and Sin (2009), had suggested that volunteer tourists are egoistically (helping oneself first) motivated. In fact, the present study suggests that the following egoistical motivations were the lowest ranking motivations of respondents:

- “to meet someone special, potential for romance” (4.56);
- “to improve my physical appearance (get a tan)” (4.43);
- “loneliness” (4.25); and
- “to escape from extreme weather” (4.05).

#### **4.3.2.1 Push motivational factors**

Understanding the push motivational factors (the motives that acted as a driving force for volunteer tourists to leave home and travel) was important for SANCCOB because it gave the organisation insight into why respondents participated in SANCCOB’s international volunteer programme, thus contributing to an improved comprehensive profile of volunteer tourists.

Push factors consisted of 28 Likert scale statements and the results will be discussed in six subgroups. These sub categories are:

- escape from perceived mundane environment;
- exploration and education of self;
- relaxation;
- enhancement;
- social interaction; and
- others.

This is different from the original theory by Crompton (1979) who only included five subgroups as well as the study by Benson and Seibert (2009), which listed 32 motivation statements and provided an opportunity for study participants to include motivation factors that did not appear in the predetermined list of motivation statements.

*Table 4.3* lists the results from the push motivational factors that were measured in this case study.

**Table 4.3: Push motivational factors**

<b>Push factors of Motivation</b>	<b>Mean</b>
<b><i>Escape from perceived mundane environment</i></b>	
To experience something different, something new	1.31
To work with penguins	1.40
To live in another country	1.55
To experience a different lifestyle	1.61
To be free	2.55
To get over problems and stress from work/home	3.35
To get away from everyday life; have a change of scenery	2.22
To escape from extreme weather	4.05
Loneliness	4.25
<b><i>Exploration and education of self</i></b>	
To broaden my mind	1.95
To improve my language skills	3.07
To get a feeling of accomplishment	2.10
To do something extraordinary in my life	1.64
<b><i>Relaxation</i></b>	
To do something adventurous	1.69
To have fun and a good time	1.60
To get some exercise, engage in physical activities	3.19
<b><i>Enhancement</i></b>	
To learn about another country and cultures	1.65
To gain experience and pursue a career in animal rehabilitation	2.65
To improve my physical appearance (get a tan)	4.43
To develop social skills	3.20
To learn valuable life skills	2.25
To enhance my CV	2.80
<b><i>Social interaction</i></b>	
To be with other people and make new friends	2.13
To meet someone special; potential for romance	4.56
To build relationships/network with the staff at SANCCOB	3.15
<b><i>Others</i></b>	
To help seabirds who are in need	1.32
To give a gift to society	2.05
To experience a volunteer program	2.13

The results of this study indicated that the average score for the 28 push factors listed was 2.46. The three most important push motives were found to be as follows:

- “to experience something different, something new” (1.31);
- “to help seabirds who are in need” (1.32); and



- “to work with penguins” (1.40).

Additional motives that respondents indicated as important (ranging between 1.50 and 1.99) included:

- “to live in another country” (1.55);
- “to have fun and a good time” (1.60);
- “to experience a different lifestyle” (1.61);
- “to do something extraordinary in my life” (1.64);
- “to learn about another country and cultures” (1.65);
- “to do something adventurous” (1.69); and
- “to broaden my mind” (1.95).

The motives that respondents listed as the lowest motivational factors were:

- “to meet someone special; potential for romance” (4.56);
- “to improve my physical appearance (get a tan)” (4.43);
- “loneliness” (4.25); and
- “to escape from extreme weather” (4.05).

When taking a closer look at each subgroup, *Escape from perceived mundane environment* had an average mean of 2.48. This subgroup also had motives that were listed in both the most important and least important motives lists above. Two of the three most important motives that were listed included:

- “to experience something different, something new” (1.31); and
- “to work with penguins” (1.40).

In contrast to this, the two of the four lowest motivational factors were:

- “loneliness” (4.25); and
- “to escape from extreme weather” (4.05).

This would indicate that respondents had some very strong thoughts towards the motivating statements in this subgroup.

Within the *Exploration and education of self* subgroup, the most important motive indicated by respondents was:

- “to do something extraordinary in my life” (1.64).

One other motive that was perceived to be important was:

- “to broaden my mind” (1.95).

The two lowest motivational factors for this subgroup were:

- “to get a feeling of accomplishment” (2.10); and
- “to improve my language skills” (3.10).

The majority of the motivational factors in the *Relaxation* subgroup included:

- “to have fun and a good time” (1.60); and
- “to do something adventurous” (1.69).

An example of a neutral response (3 on the Likert scale) included:

- “to get some exercise, engage in physical activities” (3.19).

Within the *Enhancement* subgroup the results indicated that the most important motive was:

- “to learn about another country and cultures” (1.65).

Other motives, which were in this subgroup scored:

- “to learn valuable life skills” (2.25);
- “to gain experience and pursue a career in animal rehabilitation” (2.65); and
- “to enhance my CV” (2.80).

Motives that were collectively considered, which may be construed as being less important to the participants, or perhaps ambivalent, included:

- “to develop social skills” (3.20); and
- “to improve my physical appearance (get a tan)” (4.43).

The results indicated that within the *Social interaction* subgroup, the most important motivation was:

- “to be with other people and make new friends” (2.13).

Respondents also provided a neutral score in terms of:

- “to build relationships/network with the staff at SANCCOB” (3.15).

Whereas the least important motivational factor was:

- “to meet someone special; potential for romance” (4.56).

Within the *Other* subgroup which listed motives that was specific to SANCCOB and seabird conservation, respondents indicated the following responses in terms of ascendancy importance:

- “to help seabirds who are in need” (1.32);
- “to give a gift to society” (2.05); and
- “to experience a volunteer program” (2.13).

The results of the push motivational factors of this case study are similar to the South African based studies (Stoddart & Rogerson, 2004; Benson & Seibert, 2009). The most important push motivation factor in this research study and the study by Benson and Seibert (2009:303) was:

- “to experience something different, something new” (1.31).

This was different from the results by Stoddart and Rogerson (2004). Although it is unclear how Stoddart and Rogerson (2004:315) measured the importance of motivational factors, the study reported that the most important motivational factor for the participants in the Habitat for Humanity programme was:

- “to help the poor”.

SANCCOB wanted to measure the motivational factor of helping others (in this case, seabirds) and listed this motivational factor as:

- “to help seabirds who are in need” (1.32).

This motivational factor was found to be the second most important motivational factor for the respondents in this research study.

This was also a motivational factor that was reported by Benson and Seibert (2009:304) who did not list this as a predetermined factor but instead found a significant number of respondents who added this to the “Others” subgroup. Benson and Seibert (2009:304) reported that the motivational factor of helping others were also the ninth most important motivational factor to the participants in the study who listed this factor as:

- “to give a hand to people who are in need” (1.51).

One can therefore conclude that helping others (animals or humans) was an important motivational factor for volunteer tourists.

Another motivational push factor that was found to be important throughout the South African based studies (including this research study) was the motivation of getting to know people from other cultures.

Stoddart and Rogerson (2004:316) reported “a large proportion of people expressed the importance of their interest in meeting and interacting with people from different cultures”.

This motivational factor was also reported by this research study as well as the study by Benson and Seibert (2009:304) who both listed this factor as:

- “to learn about another country and cultures” (1.65).

However, this was a motivational factor that was more important to the respondents in the study by Benson and Seibert (2009) when compared to the results of this research study.

The motivational push factors of least importance as reported on by both this research study as well as Benson and Seibert (2009:303) was:

- “to meet someone special; potential for romance”;
- “loneliness”; and
- “to escape from extreme weather”.

This would indicate that volunteer tourists were not egoistically motivated.

#### **4.3.2.2 Pull motivational factors**

Understanding the pull motivational factors (the motives which led respondents to choose SANCCOB as a destination) was important for SANCCOB because it gave the organisation an insight into the extent that Cape Town as a city and SANCCOB as a world renowned seabird conservation organisation influenced respondents’ decision to participate in SANCCOB’s international volunteer programme, thus contributing to a comprehensive profile of volunteer tourists.

Pull factors consisted of eight Likert scale statements and results will be discussed in three subgroups. These sub categories are:

- novelty;
- education; and
- others.

This is different from the original theory by Crompton (1979) who only included two subgroups as well as the study by Benson and Seibert (2009), which listed 14 motivation statements and provided an opportunity for study participants to include motivational factors that did not appear in the predetermined list of motivation statements. These motivational factors were reported as “other”. Some statements were also adjusted to be SANCCOB-specific.

*Table 4.4* shows the mean score of the eight pull motivation statements. The results indicated that the average score for the eight pull factors listed was 2.68. The two most important pull motives were listed as:

- “meet African people” (2.23); and

- “the proximity of Cape Town” (2.43).

The motives that respondents listed as the lowest motivational factors was:

- “opportunity to experience the Cape Winelands” (3.40); and
- “opportunity to participate in adventure activities (rafting, rock climbing, shark cage diving, etc.” (3.05).

When taking a closer look at each subgroup starting with *Novelty*, the most important motivational factor was listed as:

- “the proximity to Cape Town” (2.43).

With regards to the four remaining motives in this subgroup, respondents indicated the following responses in terms of ascendancy importance:

- “the proximity to the beaches and safari activities” (2.99);
- “opportunity to participate in adventure activities (rafting, rock climbing, shark cage diving, etc.” (3.05); and
- “opportunity to experience the Cape Winelands” (3.40).

These four motivational factors were not only the lowest for this subgroup but also for all the pull motivation statements. The results also indicated that this subgroup had the lowest average mean (2.97) for the three groups. It would therefore appear from the results that with the exception of the proximity of Cape Town, respondents were not pulled to SANCCOB because they wanted to experience something different and unusual (novel).

*Education* within the context of this study can be described as learning anything new rather than learning with an objective or goal in mind (Benson & Seibert, 2009:302). This subgroup had the highest average mean (2.37) and included the following motivational factors:

- “meet African people” (2.23); and
- “experience African food” (2.51).

This would indicate that respondents considered the motivational factors that were related to education to be ‘somewhat important’ (2 on the Likert scale).

Within the *Other* subgroup, only two motivational factors were listed. Respondents indicated the following responses in terms of ascendancy importance:

- “the reputation of SANCCOB” (2.49); and
- “the low cost of volunteering” (2.95).

These results would suggest that SANCCOB’s reputation was a more important pull motivational factor than the low cost of volunteering.

**Table 4.4: Pull motivational factors**

<b>Push factors of Motivation</b>	<b>Mean</b>
<b><i>Novelty</i></b>	
The proximity of Cape Town	2.43
The proximity to the beaches and safari activities	2.99
Opportunity to participate in adventure activities (rafting, rock climbing, shark cage diving, etc.)	3.05
Opportunity to experience the Cape winelands	3.40
<b><i>Education</i></b>	
Meet African people	2.23
Experience African food	2.51
<b><i>Others</i></b>	
Low cost of volunteering	2.95
The reputation of SANCCOB	2.49

The results of the pull motivational factors of this case study were very similar to the published South African based studies (Stoddart & Rogerson, 2004; Benson & Seibert, 2009). Stoddart and Rogerson (2004:316) indicated that experiencing the African culture was the second most important motivational factor for participants in the Habitat for Humanity volunteer project.

This was similar to the results reported by Benson and Seibert (2009:302) as well as this research study which listed the most important pull motivational factor as:

- “meet African people” (2.23).

This would indicate that meeting and interacting with African people in particular, are an important pull motivational factor for volunteer tourists.

In addition, there were also strong similarities between the lowest ranking pull motivational factors. Benson and Seibert (2009:302) reported that “it would appear that respondents were not looking to mix volunteer activities with a hedonistic experience” whereas Stoddart and Rogerson (2004:316) found that respondents were not motivated by the various travel opportunities. This was also found by this research study. The motivational pull factors of least importance reported by this study included:

- “the proximity to the beaches and safari activities” (2.99);
- “opportunity to participate in adventure activities (rafting, rock climbing, shark cage diving, etc.)” (3.05); and
- “opportunity to experience the Cape Winelands” (3.40).

In the absence of guidelines that determine what a profile study should include, the following organisational specific information was also gathered. This information did not just enable SANCCOB to compile a comprehensive profile of participants but also provided information that highlighted the benefits of participation to the volunteer tourist as well as provided information that would benefit the host organisation.

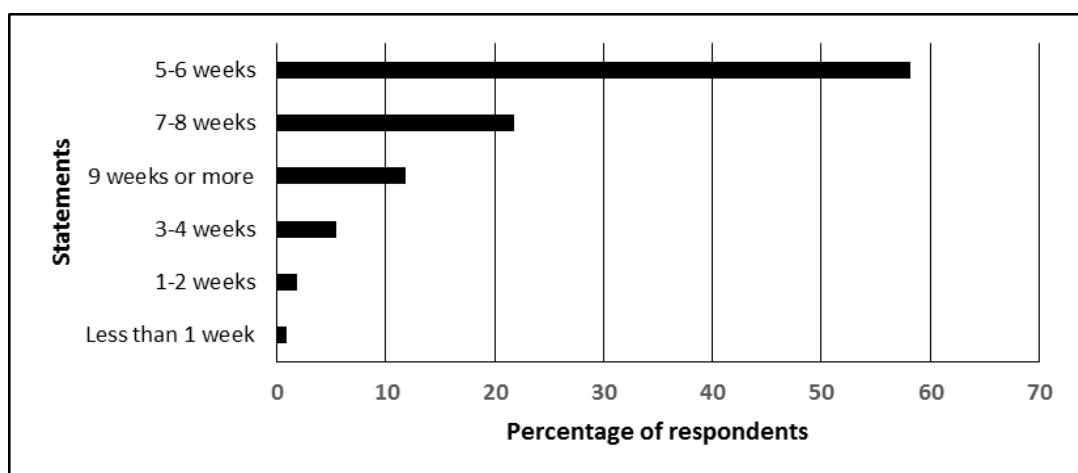
### 4.3.3 Organisational specific information

A number of questions included in the online questionnaire were organisational specific and their purpose was to provide responses that were specifically relevant to SANCCOB. While some questions were used or adapted from published studies, others were developed for this study. The results from all of these questions gave SANCCOB a better understanding of the participants in their international volunteer programme and how to manage them. In addition, although not an objective of this study, there were questions that also provided SANCCOB with information that could be used in the design of future fundraising and marketing efforts.

#### 4.3.3.1 Length of stay

A component of the participant profile was also to determine how long international volunteers stayed at SANCCOB and whether programme participants stayed less than or longer than the 6 week minimum requirement.

*Figure 4.8* indicates the length of stay of respondents.



**Figure 4.8: Length of stay of respondents**

The results of this study found that the largest percentage of respondents (58.18%) indicated that they stayed 5-6 weeks at SANCCOB. A further 21.82% of respondents stayed 7-8 weeks; while 11.82% of respondents indicated that they stayed 9 weeks or more. In terms of a short involvement at SANCCOB 5.45% stayed 3-4 weeks; 1.82% stayed 1-2 weeks; and 0.91% stayed less than 1 week (See *Figure 4.8*).

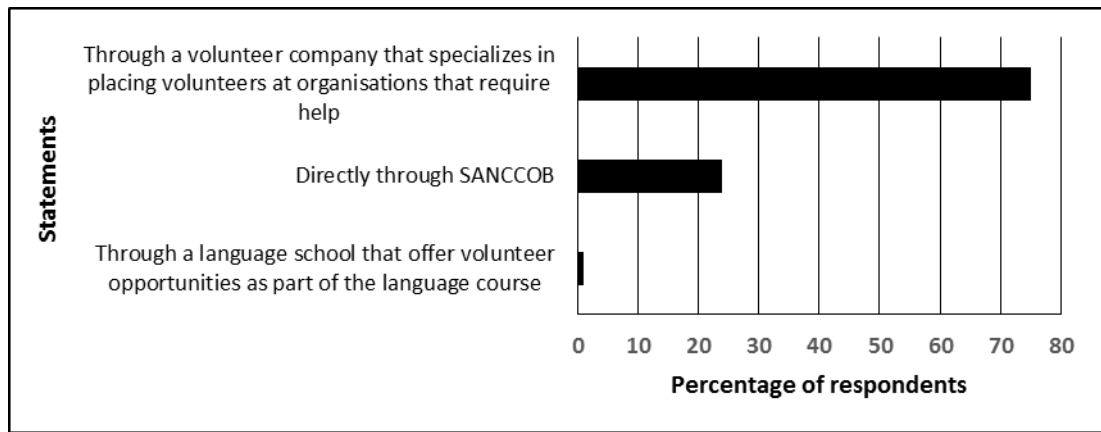
Compared to the current literature (Hill *et al.*, 2009; Holmes & Smith, 2009; Lasso Communications, 2009) and other similar profile case studies (Broad, 2003; Stoddart & Rogerson, 2004; Benson & Seibert, 2009), the results of this research study were in line with the literature (Benson & Seibert, 2009; Lasso Communications, 2009) that found that most volunteer tourists spend 1-3 months (4 to 12 weeks) at the volunteer project.

#### **4.3.3.2 Booking the trip**

The purpose of the question was to determine which percentage of respondents booked their trips directly through SANCCOB, made use of a formal volunteer company or booked their volunteer trip as an addition to an EFL course. Formal volunteer companies and other organisations that act as intermediaries play an important role in managing the expectations of volunteer tourists. Understanding whether formal volunteer companies were preferred by volunteer tourists for the purpose of booking their trip not only provided insight into international volunteers at SANCCOB, but also provided information on how to best allocate resources for volunteer management.

The results of the study indicated that 75.45% of respondents booked their volunteer trip through a formal volunteer company. Less than 25% of respondents booked their trip directly through SANCCOB, whereas only 0.91% of respondents booked their trip as part of an EFL course (See *Figure 4.9*).





**Figure 4.9: Which organisations did respondents use to book their trip**

These results seem to support the suggestion by Hill *et al.* (2009:16) that most volunteer tourists rarely contact host organisations directly. In addition, the results also seem to support the current literature (Robinson & Novelli, 2005; Tomazos & Butler, 2009) that forwards the assertion that there has been a tremendous growth in the number of volunteer companies since 2000.

#### **4.3.3.3 Project information**

Pre-trip project information is an important part of preparing for the volunteer tourism experience because it helps the volunteer tourist prepare for the experience, creates understanding of what can be expected and gives the host organisation an opportunity to communicate expectations prior to arrival (Raymond, 2008:56). This ultimately improves the likelihood of satisfied volunteer tourists and a well-managed volunteer programme. In addition, this question which was specifically aligned with SANCCOB's needs provided information on how helpful the project information was in preparing respondents for the day-to-day work at SANCCOB and also provided insight into how well the formal volunteer companies, EFL companies and SANCCOB managed the volunteer tourist's expectations. This facilitated to a more complete profile of programme participants, which in turn ought to assist with the management of SANCCOB's volunteer programme. It is important to keep in mind that at the time of this investigation and during the subsequent write up, there appeared to be no research studies for comparison purposes.

The Likert scale used in this question was a 5-point scale which ranged from 'extremely helpful' to 'not helpful at all'. Respondents were presented with six different statements. Each statement (which presented project information with regards to the day-to-day work at SANCCOB) required respondents to rate the level of helpfulness.

The majority of responses per statement will be discussed in this section. Please refer to *Table 4.5* for the full data.

**Table 4.5: Level of helpfulness of project information in preparation for the daily tasks**

	<b>Extremely helpful</b>	<b>Very helpful</b>	<b>Somewhat helpful</b>	<b>Slightly helpful</b>	<b>Not helpful at all</b>
<b>Physical nature of the work</b>	10.91%	42.73%	30.00%	10.91%	5.45%
<b>Type of tasks you were going to do</b>	15.45%	40.00%	31.82%	9.09%	3.64%
<b>Types of seabirds you were going to work with</b>	31.82%	49.09%	12.73%	5.45%	0.91%
<b>Hours of work</b>	13.64%	35.45%	30.91%	9.09%	10.91%
<b>Number of days you were going to work</b>	22.73%	36.36%	24.55%	7.27%	9.09%
<b>Level of responsibility you were going to have</b>	12.73%	28.18%	39.09%	14.55%	5.45%

The results indicated that the majority of respondents (80.91%) found the project information with regards to the types of seabirds that volunteers would work with to fall into the ‘very helpful’ and ‘extremely helpful’ categories of response.

With regards to the remaining project information, which was found to be ‘somewhat helpful’ to ‘very helpful’, respondents indicated the following responses in terms of ascendancy importance:

- “physical nature of the work” (72.73%);
- “type of tasks you were going to do” (71.82%);
- “hours of work” (66.36%);
- “number of days you were going to work” (60.91%); and
- “level of responsibility you were going to have” (67.27%).

#### **4.3.3.4 Programme satisfaction**

The purpose of this organisational specific question served a dual purpose. Firstly, it enabled SANCCOB to determine the respondents’ level of programme satisfaction, which provided the organisation with information to improve the international volunteer programme. Secondly, the information also indicated the extent to which both the participants and the organisation benefited from the volunteer tourism experience at SANCCOB. This information contributed to creating a profile of respondents and also addressed the growing criticism by Sin (2009); and Tomazos and Butler (2009) who have questioned the benefits of volunteer tourism for both volunteer tourists as well as host organisations.

The closed-ended question which contained statements of satisfaction were measured on a 5-point Likert scale that ranged from ‘strongly agree’ (scale of 1) to ‘strongly disagree’ (scale of 5). This question was adapted from the question used by Bang and Ross (2009:67), which contained a 7-point Likert scale instead. The results from this question are unique to SANCCOB, and is highly organisational in nature. Although there are a limited number of studies that investigated the benefit of volunteer tourism to host communities, none of these studies appeared to be relevant for comparison purposes.

The majority of responses per statement will be discussed in this section. Please refer to *Table 4.6*.

**Table 4.6: Level of programme satisfaction of respondents**

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>I am satisfied with the overall experience I had</b>	60.00%	30.90%	3.64%	2.73%	2.73%
<b>I am happy with the experience I gained at from volunteering at SANCCOB</b>	71.82%	21.82%	0.91%	2.73%	2.73%
<b>I am happy with the life skills I have gained from volunteering at SANCCOB</b>	58.18%	30.91%	6.36%	1.82%	2.73%

Study respondents selected ‘strongly agree’ or ‘agree’ to the following responses in terms of ascendancy importance:

- “I am happy with the experience I gained at from volunteering at SANCCOB” (94.69%);
- “I am satisfied with the overall experience I had” (90.90%); and
- “I am happy with the life skills I have gained from volunteering at SANCCOB” (89.09%).

It is clear from the data presented that an overwhelming majority of respondents were very satisfied with the overall experience of volunteering, the experience they had gained as a result of volunteering, and the life skills gained from volunteering at SANCCOB.

The results when considered in the context of benefit to the respondent, would suggest that respondents derived considerable benefit from volunteering at SANCCOB, specifically within the areas of experience gained and life skills learnt.

The results, when compared with other numerous volunteer tourism studies that identified the benefits of participation to the volunteer tourist (Broad, 2003; McIntosh & Zahra, 2007; Broad & Jenkins, 2008; Lepp, 2008; Hill *et al.*, 2009) seem to strongly support the notion that personal growth, first-hand work experience and career advancement were the main participation benefits. The results also confirm the current literature (Cordes & Ibrahim, 2003; Edginton *et al.*, 2004) that suggests personal development is a benefit of leisure.

Furthermore, the results also support the suggestion by Lupoli and Morse (2015:578) that the host organisation (SANCCOB) benefited because knowledge was shared.

Volunteer tourism is not just about motivations and benefits of participation but also about the long term effect. Elsrud (2001:599) suggests that when volunteer tourists participate in volunteer projects, they not only tell a story of who they are and what they want to be, but also who they will become as a result of the experience. Taking a closer look at the results with regards to post-trip actions and volunteer legacy related questions will be discussed in the following sections.

#### **4.3.3.5 Post-trip actions**

The purpose of the question was to determine the type of post-trip actions and activities that respondents engaged in that could be seen as beneficial to SANCCOB. It is suggested that the results ought to help SANCCOB create a profile of participants for their international volunteer programme, and in addition provide information that in future would inform marketing and fundraising initiatives. This information also contributed to the literature regarding the benefits of volunteer tourism for host organisations.

Within the context of this study, post-trip actions could include all the actions and activities by respondents that are related to social and financial support of SANCCOB. It was with this mind that respondents were asked to select all the relevant social and financial actions and activities that were applicable and list additional actions, which did not appear on the predetermined list. However, at the time of writing there seemed to be very little literature or published studies that focussed on or discussed this area of volunteer tourism.

Only the relevant results of this question will be discussed in two separate sections namely social actions and financial actions. See *Appendix F* for the full data.

#### 4.3.3.5.1 Social action

The results indicated that the social action or activity that the largest percentage of respondents engaged in was:

- “often visit SANCCOB’s social media sites (Facebook, Twitter, YouTube, Pinterest)” (61.82%).

With regards to some of the remaining actions and activities listed, respondents indicated the following responses in terms of ascendancy importance:

- “sent weblinks/social media articles to family and friends to make them aware of how they could support SANCCOB” (50.91%);
- “motivated friends, family, colleagues or fellow students to volunteer at SANCCOB” (42.73%); and
- “encouraged friends, family, colleagues or fellow students to make a donation to SANCCOB” (28.18%).

Only a small percentage of respondents selected the following social actions and activities:

- “visited SANCCOB again” (13.64%);
- “volunteered at SANCCOB again” (7.27%); and
- “organized a fundraiser for SANCCOB” (4.55%).

The results also indicated that there was a small percentage (15.45%) of respondents that did not participate in any post-trip social actions or activities in support of SANCCOB.

Figure 4.10 lists the social actions and activities that respondents engaged in, in support of SANCCOB.

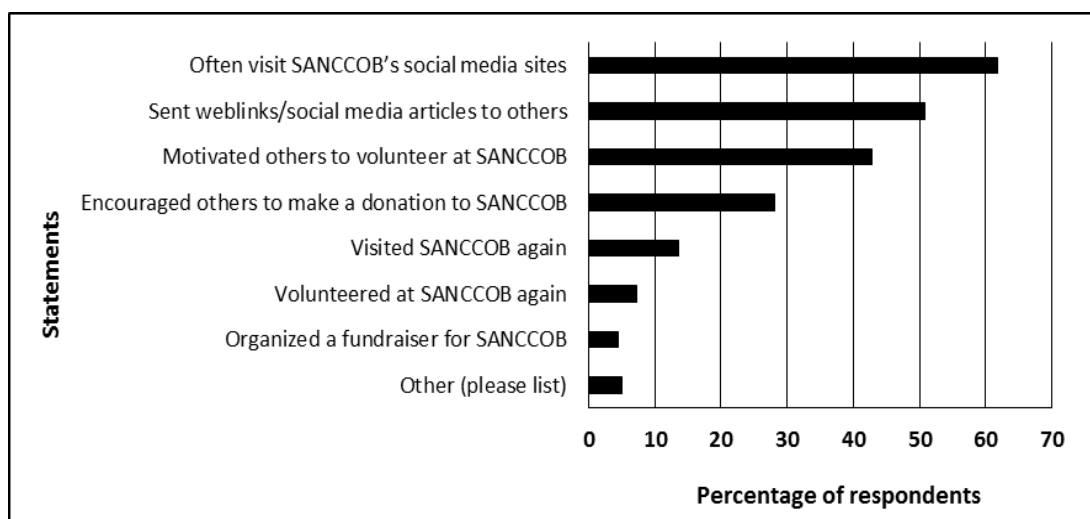


Figure 4.10: Post-trip social actions in support of SANCCOB

This question also provided respondents with an opportunity to list other actions that were not included in the predetermined list (See *Appendix E*). Other social actions indicated by respondents included:

- “hope to visit SANCCOB again soon” (0.91%);
- “shared my experiences with good friends” (0.91%);
- “colleagues donated for my 25 years working by ARTIS Zoo” (0.91%);
- “I told everyone something about SANCCOB” (0.91%); and
- “incorporating SANCCOB into my penguin tours at my zoo” (0.91%).

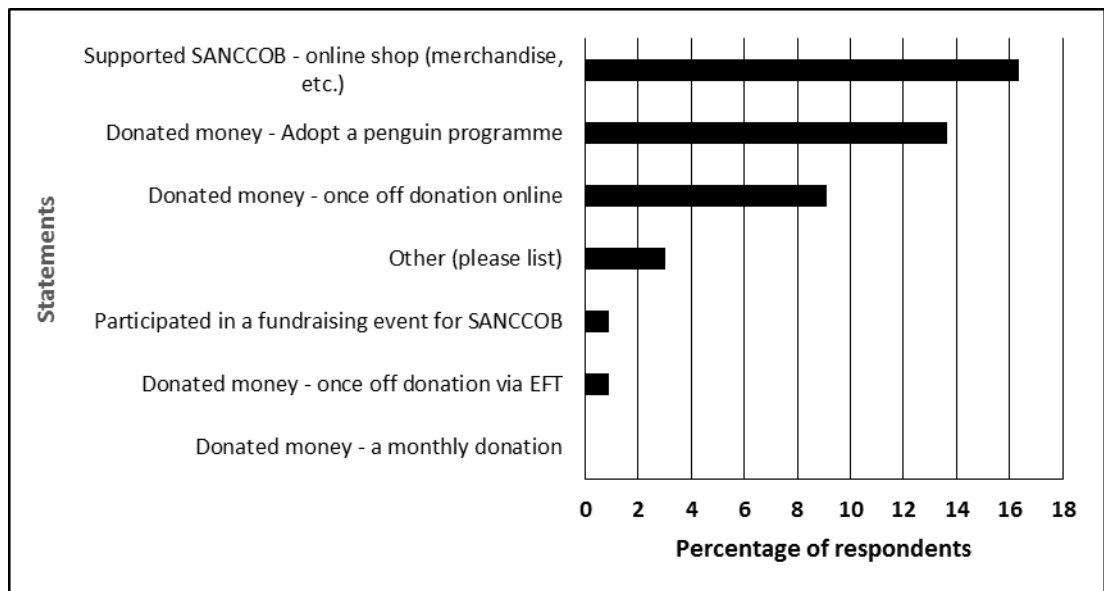
These results seem to support the findings of other studies (McGehee & Santos 2005; Sin, 2009; Alexander, 2012; McGehee, 2012) that indicated that volunteer tourists often become involved in activities that are socially supportive, particularly activities that relate to social networking and are construed to be consciousness raising, as reported by McGehee and Santos (2005:774).

However, social action is not the only type of action and activities that volunteer tourists can engage in post-trip. As part of this question, financial action as another form of support will be discussed next.

#### **4.3.3.5.2 Financial action**

The percentage of respondents that indicated that they participated in some form of post-trip financial action or activity in support of SANCCOB was significantly less than the percentage of respondents that engaged in some form of post-trip social action or activity.

*Figure 4.11* lists the financial actions and activities that respondents engaged in, in support of SANCCOB.



**Figure 4.11: Post-trip financial actions in support of SANCCOB**

The results of this study indicated that the largest percentage (16.36%) of financial actions that were enacted by respondents, which supported SANCCOB were as a result of purchasing merchandise online via the SANCCOB website, while 13.64% of respondents indicated that they donated money through the Adopt a penguin programme. The Adopt a penguin programme is a fundraising programme where participants pay for costs of the successful rehabilitation of African penguins and in return receive a photo of the penguin, certificate of adoption and other merchandise (SANCCOB, 2012c).

Other forms of donation that a very small percentage of respondents selected included:

- “donated money by making a once off donation online” (9.09%);
- “participated in a fundraising event for SANCCOB (example: cycle race, marathon etc.)” (0.91%); and
- “donated money by making a once off donation via EFT” (0.91%).

As part of this question, respondents were also provided with an opportunity to list other actions that were not included in the predetermined list (See *Appendix E*).

Thus the other financial actions indicated by respondents included:

- “left a sum in my will for SANCCOB” (0.91%);
- “donated money offline” (0.91%); and
- “plan to adopt a penguin” (0.91%).

Although the current literature seems to focus on the financial benefit of hosting volunteer tourists while they are at the project, the results from this case study are congruent with the current literature (Brightsmith *et al.*, 2008; Zahra & McGehee,

2013) which suggests that both host communities and host organisations benefit from the financial action of volunteers. In addition to the volunteer placement fee, the results of this case study strongly support the suggestion by Brightsmith *et al.* (2008:2836) that the host community and organisation benefit mostly through the purchasing of goods and services. The results of this case study therefore also show that financial support of the host organisation also extends post-trip.

When one considers the entire dataset for this question that relate to post-trip actions in support of SANCCOB, it is important to note that the results indicated that respondents more often chose to support SANCCOB through social rather than financial action, and the financial actions seemed to be centred around actions where respondents received something tangible (merchandise or Adopt a penguin) in return for the support.

As previously discussed in *Chapter 2, section 2.10.9 Post-trip actions and volunteer legacy*, it was important for SANCCOB to compile a profile of participants that provided insight into not only the types of post-trip social and financial actions and activities that respondents participated in to support SANCCOB in the short and medium term but also determine the respondents long term intent (what respondents wanted to be remembered for). The results from the question that addressed long term intent will be discussed in the next section.

#### **4.3.3.6 Volunteer legacy**

This question was presented in a closed-ended filter format and collected data on what respondents wanted their SANCCOB legacy to be. Volunteer legacy, for the purpose of this study, refers to what respondents would like to be remembered for and relate to long term intent rather than short and medium term action.

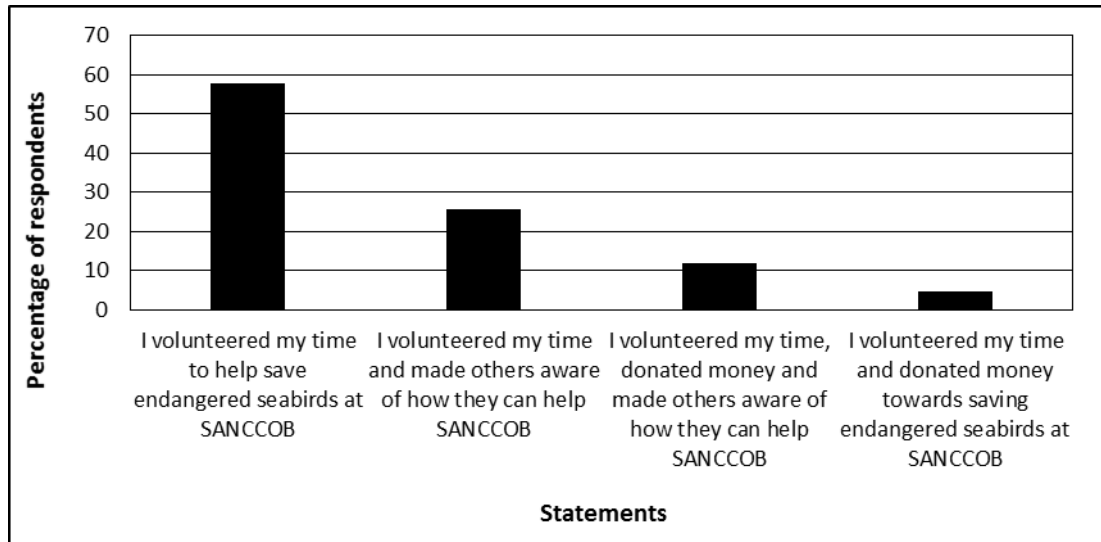
In order for any NPO such as SANCCOB to be financially sustainable, it has to raise enough funds to continue to perform the duties it has set out to do. Having a comprehensive profile of volunteer tourists that participate in the international volunteer programme therefore not only helps with volunteer management but also provides detailed information for future marketing and fundraising campaigns.

Respondents were required to select one option from a predetermined list of statements. If they selected one of the financial support related options, they would be redirected to two more questions related to financial support. This ensured that these questions were only answered by the relevant respondents.



One respondent's results were omitted due to the fact that the intention of the respondent was unclear. This also ensured that the results were valid. The total number of respondents for this question was, therefore, 109.

Figure 4.12 lists the volunteer legacy of respondents.



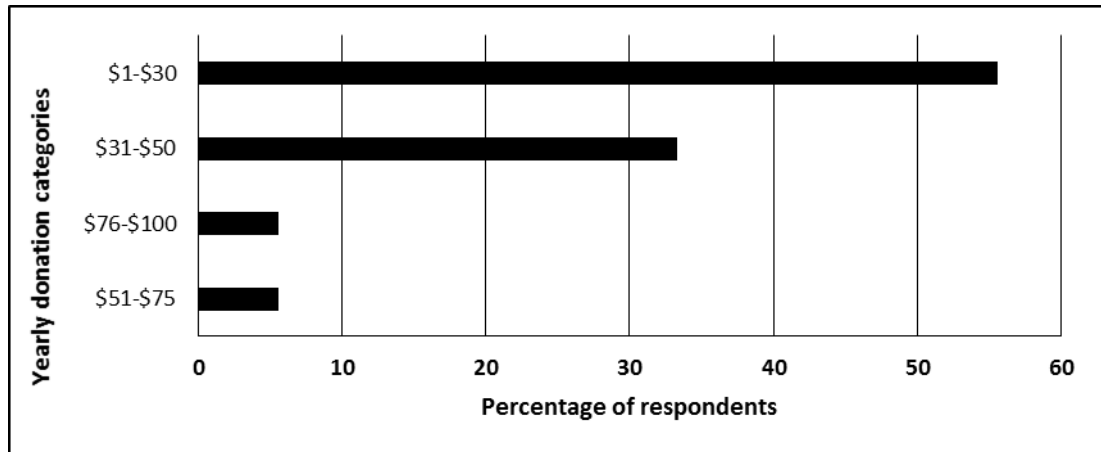
**Figure 4.12: Respondent's SANCCOB legacy**

The results of this study indicated that the majority (57.80%) of respondents wanted their SANCCOB legacy to be the time they volunteered to help save endangered seabirds at SANCCOB. A further 25.69% of respondents indicated that they wanted to be remembered for volunteering their time as well as making others aware of how they could support SANCCOB (implying social support). Less than 12% of respondents indicated that they wanted their SANCCOB legacy to be that they volunteered their time, donated money (financial support) and made others aware (social support) of how they can help SANCCOB. Only 4.59% of respondents indicated that they wanted to be remembered for volunteering their time and donating money (financial support) towards saving endangered seabirds at SANCCOB (See Figure 4.12).

Respondents that selected either "I volunteered my time and donated money towards saving endangered seabirds at SANCCOB" or "I volunteered my time, donated money and made others aware of how they can help SANCCOB" were redirected to two further questions related to financial support. Although determining the level of financial support of respondents was not an objective of this case study,

it was important for SANCCOB to compile a comprehensive profile of participants, hence the additional questions related to financial support specifically.

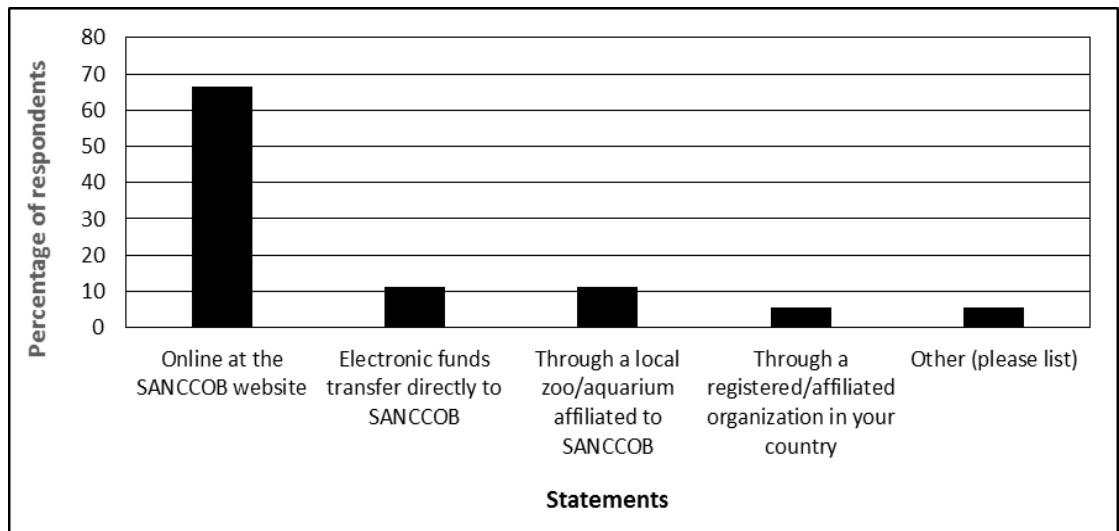
Of the 18 respondents that selected one of the above-mentioned statements, it was found that the overwhelming majority of these respondents (88.89%) indicated that they would be willing to donate up to \$50 (US dollars) per year. The remainder (11.11%) were willing to donate \$51-\$100 per year (See *Figure 4.13*).



**Figure 4.13: Amount of money (US dollars) respondents were willing to donate per year**

It was important for SANCCOB to understand how much money respondents were willing to donate per year, as well as which method they chose to make this donation. The 18 respondents were therefore asked to select their preferred method of donation from a list of predetermined methods with a category for “other” where respondents could list a method if it did not appear on the predetermined list. The results indicate that the vast majority of respondents (66.67%) preferred to make the donation online at the SANCCOB website. In addition, respondents also indicated a preference for making donations via electronic funds transfer directly to SANCCOB’s bank account (11.11%), while others wished to donate money through a local zoo or aquarium that is affiliated with SANCCOB (11.11%) or through a registered or affiliated organisation in their country of residence (5.56%) (See *Figure 4.14*).

No respondents selected other methods listed such as donating through a registered fundraising website or at a fundraising event in the respondents country of residence, and sending a cheque via direct mail.



**Figure 4.14: Methods of donation**

As part of this question, respondents were also provided with an opportunity to list other methods of donation that were not included in the predetermined list. One respondent indicated that it “Doesn’t matter as long as it’s safe and doesn’t cost extra money”. This response by this individual would imply that both safety of personal information, as well as cost, were more important than the actual method of donation (See *Appendix G*).

Although there seems to be an absence and/or paucity of volunteer tourism legacy research studies in the literature, the results from this study seem to support some general volunteer tourism notions and thoughts. Thus when considering the present results in terms of the categories of post-trip action and behaviour, as well as motivation, the results are consistent with those of McGehee and Santos (2005), Sin (2009), Alexander (2012); and McGehee (2012) which suggests that some volunteer tourists become involved in social action related activities upon their return to their country of residence.

The study by Caissie and Halpenny (2003:44) which listed volunteer legacy as a motivation factor is not relevant for comparison purposes because the only similarity between this research study and the study conducted by Caissie and Halpenny (2003) is the fact that volunteer legacy was mentioned. The difference between this research study and the study by Caissie and Halpenny (2003) should, however, be noted because this research study did not investigate volunteer legacy as a motivation factor but rather as a factor to determine long-term intent of host organisation support. It is therefore contended that the results as indicated above

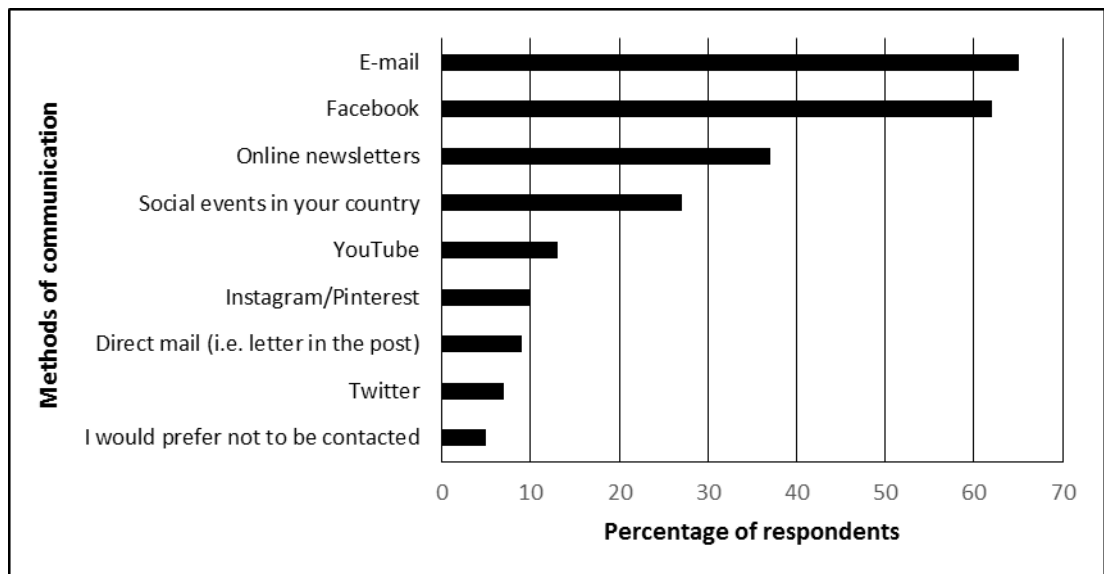
can, therefore, be added as new and meaningful findings for volunteer tourism research.

Understanding post-trip actions and volunteer legacy is, however, worth very little to any host organisation unless the organisation is able to communicate with programme participants after completion of the volunteer project. The last section, therefore, discusses the results with regards to future communication preferences of respondents.

#### 4.3.3.7 Future communication

The purpose of the question was to determine which communication options respondents wanted SANCCOB to use in order to stay in contact once the volunteer project was completed. These results would help SANCCOB create a profile of participants in their international volunteer programme, determine the preferred methods of communication, and ultimately lead to a more effective management of the volunteer programme.

The data pertaining to preferred methods of communication can be found in *Figure 4.15*.



**Figure 4.15: How respondents would prefer SANCCOB to stay in touch**

The results of the study indicated that e-mail (65.45%), Facebook (61.82%) and online newsletters (37.27%) were the top three preferred methods of communication. Other online methods such as YouTube (12.73%), Twitter (7.27%)

and Instagram/Pinterest (10%) were also mentioned, however they were not as important as face-to-face social events in the respondents' country of residence (27.27%), therefore suggesting that face-to-face contact was a very important method of staying in touch for respondents.

There appears to be a lack of research into this aspect of volunteer tourism, however the results seem consistent with the tourism marketing literature, which indicates that having an internet and social media presence has become a requirement for any organisation that wishes to communicate with their customers (volunteer tourists in this case) (Howison *et al.*, 2015:1).

#### **4.4 Limitations of this study**

Archer (2007) suggests that one of the most challenging hurdles that a researcher can face is the use of a clean (valid) e-mail list. This was a limitation of this study, which led to a failure rate of 6% and a lower response rate due to 26 undelivered e-mails to incorrect e-mail addresses.

With regards to pull and push motivational factors, the decision to include an open-ended option might have led to the discovery of other motivational factors that was important to this sample group, but was perhaps not sufficiently developed.

Lastly, SANCCOB's international volunteer programme has a minimum suggested length of stay of 6 weeks. A more definitive length of stay measurement would have provided SANCCOB with more accurate data to determine whether respondents stayed for a minimum of 6 weeks rather than the measurement that was used, which indicated a measurement of 5-6 weeks.

#### **4.5 Conclusion**

After using an anonymous, self-administered, online questionnaire to collect data from 416 participants, it can be concluded that the results of this case study are consistent with the findings reported in the related literature on volunteer tourist demographics, motivations as well as other variables that are organisational specific.

The results of the study have provided data that responded to the objective of this study, which was to compile a profile of participants in SANCCOB's international volunteer programme.

The next chapter will present a profile of international volunteers that participated in SANCCOB's international volunteer programme between 2009 and 2013, present an overall conclusion of this research study, and include recommendations for future studies.

## **CHAPTER FIVE CONCLUSION AND RECOMMENDATION**

### **5.1 Introduction**

The objective of this study was to compile a profile of international volunteers at SANCCOB, Table View in the Western Cape, South Africa. The results of the study were not only significant to SANCCOB (host organisation) but also to the volunteer tourism research community, especially in South Africa.

This chapter will elucidate the findings that pertain to the study objective, namely presenting a profile of international volunteers that participate in SANCCOB's international volunteer programme. As previously mentioned, due to the uniqueness of both SANCCOB, as well as the sample group, the profile also includes information that is specific to the organisation.

In addition, this chapter will also present an overall conclusion of this research study, and include recommendations for future studies.

### **5.2. Profile of an international volunteer at SANCCOB**

The following profile is based on the data collected from volunteer tourists that participated in SANCCOB's international volunteer programme over a five year period (2009-2013).

#### **5.2.1 Demographic factors**

##### **5.2.1.1 Age**

Volunteer tourists at SANCCOB represented a wide age range (16-60 years of age) but the respondents who participated in the study were largely aged between 18-29 years with the dominant age group of 18-21 year olds, who made up 40% of the total participant cohort.

##### **5.2.1.2 Life stage**

Participants in SANCCOB's international volunteer programme engaged in a number of activities prior to volunteering at SANCCOB. However, more than two thirds of study participants indicated that they were either working or was a student at university, which typically placed participants in the early adulthood life stage category.

### **5.2.1.3 Gender**

Both men and women were found to be participants in SANCCOB's international volunteer programme, but the results of this research study indicated that women, nearly 90% form the overwhelming majority of volunteer tourists.

### **5.2.1.4 Country of residence**

SANCCOB's international volunteer programme attracts a global audience. This is evident in the study results, which reported that programme participants resided in 24 countries across the world. The USA at nearly 23% was listed as the individual country where the largest percentage of volunteer tourists currently reside, but when one groups international volunteers in terms of geographic region, then the majority were from the European continent.

### **5.2.1.5 Prior volunteer experience**

The majority of participants had volunteered at least once before participating in SANCCOB's international volunteer programme. However, the highest percentage of participants indicated that they had volunteered between 1-3 times prior to volunteering at SANCCOB. It can, therefore, be concluded that the majority of volunteer tourists at SANCCOB were neither completely inexperienced nor significantly experienced when they joined SANCCOB's international volunteer programme.

### **5.2.1.6 Funding the trip**

Travelling abroad as a volunteer tourist is relatively expensive. Participants indicated a number of methods that were used to fund the trip, which included support from parents or guardians, receiving grants and scholarships; and individuals engaging in fundraising activities. However, the majority of participants in SANCCOB's international volunteer programme saved and paid for the trip themselves.

## **5.2.2 Motivational factors**

It would appear that volunteer tourists at SANCCOB were motivated by intrinsic factors that pushed them away from home to travel, rather than being drawn by the normally recognised tourism attributes associated with Cape Town as a city or SANCCOB as a destination.

The study indicated that the most important motive for being a volunteer at SANCCOB was 'to experience something different and new'. This was followed by a desire 'to helping seabirds in need' and 'working with penguins'. This finding



illustrates that for these international volunteers helping all seabirds was more important than just working with penguins.

The proximity to Cape Town did not appear to be an important motivational factor, in fact, this factor was only perceived to be the sixteenth most important motive. In overall terms, the participants in SANCCOB's international volunteer programme could be perceived to be more altruistic (helping others) rather than egoistic (helping oneself).

### **5.2.3 Organisational specific factors**

#### **5.2.3.1 Length of stay**

SANCCOB's international volunteer programme requires a minimum commitment of 6 weeks. The overwhelming majority of participants stayed for 5-6 weeks or longer. This indicated that the overwhelming majority of volunteer tourists at SANCCOB completed this volunteer project.

#### **5.2.3.2 Booking the trip**

More than two thirds of participants' preferred to book their trip through a formal volunteer company that specialises in placing international volunteers at organisations that need assistance. This indicated that the expectations by volunteer tourists, as well SANCCOB as the host organisation were largely managed by formal volunteer companies who acted as brokers. This also highlighted the importance of providing participants with sufficient, accurate project information.

#### **5.2.3.3 Project information**

Participants indicated that the project information that served as pre-trip preparation for the daily tasks at SANCCOB fell into the response categories of 'somewhat' to 'very helpful'. This response demonstrated that while the project information was generally acceptable, it was, however, an area of SANCCOB's international volunteer programme that can be improved.

#### **5.2.3.4 Programme satisfaction**

Participants in the study indicated that they were generally very satisfied with the SANCCOB volunteer experience and the life skills acquired from volunteering at SANCCOB. This can serve as confirmation that hosting international volunteers at SANCCOB was mutually beneficial because it indicated that SANCCOB transferred knowledge and skills to participants.

#### **5.2.3.5 Volunteer legacy**

Most participants wanted to be remembered for nothing else other than donating time to SANCCOB (volunteer legacy), suggesting that neither social nor financial support were of long term interest to this sample group.

#### **5.2.3.6 Post-trip actions**

The majority of respondents continued to support SANCCOB through social awareness actions, whereas very few participants indicated that they financially supported SANCCOB after completing the project. Those who supported SANCCOB financially opted to purchase a product rather than make a donation.

An interesting relationship also appears to exist between post-trip volunteer action (short and medium term) and volunteer legacy (long term intent). As suggested in section 5.2.3.5 *Volunteer legacy*, most participants wanted to be remembered for nothing else other than donating time to SANCCOB (volunteer legacy), suggesting that neither social nor financial support were of long term interest. However, post-trip action contradicted this. The majority of respondents continued to support SANCCOB through social awareness actions. Financial support, on the other hand, was neither an intention nor an action. It is, therefore, clear that even though social and financial support is not a long term intent of volunteer tourists, SANCCOB can expect participants to support the organisation in the short and medium term, through social awareness actions rather than monetary support.

#### **5.2.3.7 Future communication**

The use of online forms of communication has grown extensively over the past decade. The majority of participants indicated that they wanted to continue to communicate with SANCCOB, but preferred for the communication to be through e-mail, Facebook or online newsletters. This highlighted the importance of a communication strategy that uses a variety of online mediums to reach SANCCOB's international volunteers.

### **5.3 Conclusion**

An anonymous, self-administered, online questionnaire was distributed to 416 participants. One hundred and ten usable questionnaires were used for analysis resulting in a 26.44% response rate.

The findings support the literature which suggested that volunteer tourism is a form of recreation (Edginton *et al.*, 2004:213), which is beneficial to the participant

(Wearing, 2001; Broad, 2003; McIntosh & Zahra, 2007; Broad & Jenkins, 2008; Lepp, 2008; Hill *et al.*, 2009; Alexander, 2012; Lupoli & Morse, 2015), host community and host organisation (Brightsmith *et al.*, 2008:2836).

The results, which are consistent with similar South African based volunteer tourism studies (Stoddart & Rogerson, 2004; Benson & Seibert, 2009) could therefore also serve as evidence of validity and reliability.

Furthermore, this research study was significant to both SANCCOB as well as the volunteer tourism research community. The results of this study presented the volunteer tourism research community with new information about post-trip actions, volunteer legacy; and host organisation benefit. SANCCOB (as a host organisation) has gained information, which will assist the organisation with the management of valuable human and financial resources.

However, the study was not without limitations. These limitations included a lower response rate as the result of incorrect e-mail addresses, partially completed questionnaires, and two questions that limited the response of participants and, as a result, may not have collected the most accurate data possible.

Despite these study limitations and based on the results of the study, it can be concluded that the research achieved its key objective, which was to compile a profile of international volunteers at SANCCOB, Table View in the Western Cape, South Africa.

#### **5.4 Recommendations for future studies**

This study collected data on many different variables including age, country of residence, gender, motivation, post-trip action and volunteer legacy to name just a few. It is recommended that SANCCOB use this data to analyse the relationship that might exist between certain variables of interest to the organisation to ensure that an in-depth profile can be created of the international volunteers at SANCCOB.

This study only provided insight into volunteer tourists of 2009-2013. It is recommended that this becomes an annual study because the industry is rapidly growing and constantly changing, and so does the expectation and motivation of volunteer tourists. An annual study, with a longitudinal perspective, will assist with the development of a mutually beneficial programme and improved management of the volunteer tourist while at this volunteer project. More importantly it will help the

organisation manage its own expectations of volunteer tourists as a human resource in the short term and a financial resource in the long term.

The above mentioned recommendations are especially important for NPOs (such as SANCCOB) with limited human and financial resources, and who are dependant to a large extent on volunteer tourism support, enabling them to deliver on the core mandates. Thus, understanding the demographics and motivations of volunteer tourists, who are recognised as a critical human resource and potential financial resource is highly important and beneficial to SANCCOB.

Lastly, more host organisation specific studies are recommended, especially within the South African context. It is suggested that future studies in this area ought to focus not only on the benefits derived by the volunteer tourists but also the benefits derived by the host organisation.

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## APPENDICES

### APPENDIX A: SURVEYMONKEY® ONLINE QUESTIONNAIRE COMPLETED BY PARTICIPANTS

SurveyMonkey Preview & Test: SAVING THE AFRICAN PENGUIN ONE VOLUNTEER AT A TIME - Google Chrome  
SurveyMonkey, Inc [US] https://www.surveymonkey.com/create/survey/preview?sm=Tu4lYT\_2B9Kl4JtPPhl1obywdh2notTpBA6WVBMNeISY\_3D

**SAVING THE AFRICAN PENGUIN ONE VOLUNTEER AT A TIME**



**Research Study**

As a valued past volunteer at SANCCOB, we kindly ask you for your feedback. This online survey will only take 10 minutes of your time and will provide SANCCOB with valuable information that will enable us to improve our programme and our communication with you.

SANCCOB has embarked on a benchmark survey entitled "Volunteer tourism: Saving the African penguin one volunteer at a time: The case of a seabird rehabilitation centre in the Western Cape, South Africa" conducted by Carolé Olivier (SANCCOB's Volunteer Coordinator from 2002-2012 and a current Masters student at the Cape Peninsula University of Technology).

All your information will remain anonymous, will not be shared with any third party organisations and you may withdraw from the study at any stage.

Thank you for your continued support!

**\* 1. How many times in total have you volunteered before you participated in the International volunteer programme at SANCCOB?**  
(Please select the statement that applies to you)

0       1-3       4-6       7 and more

**\* 2. What did you do right before you volunteered at SANCCOB?**  
(Please select the statement that applies to you)

SurveyMonkey® PREVIEW & TEST Get Feedback Cancel

Windows Taskbar: ENG 17:21 28/05/2015

SurveyMonkey Preview & Test: SAVING THE AFRICAN PENGUIN ONE VOLUNTEER AT A TIME - Google Chrome  
SurveyMonkey, Inc [US] https://www.surveymonkey.com/create/survey/preview?sm=Tu4lYT\_2B9Kl4JtPPhl1obywdh2notTpBA6WVBMNeISY\_3D

**\* 2. What did you do right before you volunteered at SANCCOB?**  
(Please select the statement that applies to you)

In high school       Unemployed       Retired  
 In university       On a gap year       Travelling  
 Working       On a sabbatical

**\* 3. How did you fund your volunteer vacation?**  
(Please select the statement that applies to you)

I saved and paid for everything myself       Scholarship/Grant  
 I fundraised and paid for everything myself       I won a competition  
 My parents/guardian paid for everything       I took out a loan from the bank  
 My parents/guardian and I both contributed

**\* 4. How old were you when you took part in the International volunteer programme at SANCCOB?**

**\* 5. How did you book your volunteer trip?**  
(Please select the statement that applies to you)

Through a volunteer company that specializes in placing volunteers at organisations that require help  
 Through a language school that offer volunteer opportunities as part of the language course  
 Directly through SANCCOB

**\* 6. How helpful was the following project information that you received, when preparing for the day to day work at SANCCOB?**  
(Please identify how helpful each statement was for you personally)

SurveyMonkey® PREVIEW & TEST Get Feedback Cancel

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SurveyMonkey Preview & Test: SAVING THE AFRICAN PENGUIN ONE VOLUNTEER AT A TIME - Google Chrome

SurveyMonkey, Inc [US] https://www.surveymonkey.com/create/survey/preview?sm=Tu4lYT\_2B9K4JrPPH1obywtdh2notTpBA6WVBMNeISY\_3D

Through a volunteer company that specializes in placing volunteers at organizations that require help  
 Through a language school that offer volunteer opportunities as part of the language course  
 Directly through SANCCOB

**\* 6. How helpful was the following project information that you received, when preparing for the day to day work at SANCCOB?**  
 (Please identify how helpful each statement was for you personally)

	Extremely helpful	Very helpful	Somewhat helpful	Slightly helpful	Not at all helpful
Physical nature of the work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Type of tasks you were going to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Types of seabirds you were going to work with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of days you were going to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of responsibility you were going to have	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\* 7. How many weeks did you volunteer at SANCCOB?**  
 (Please select the statement that applies to you)

Less than 1 week       3-4 weeks       7-8 weeks  
 1-2 weeks       5-6 weeks       9 weeks or more

Next

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SurveyMonkey Preview & Test: SAVING THE AFRICAN PENGUIN ONE VOLUNTEER AT A TIME - Google Chrome

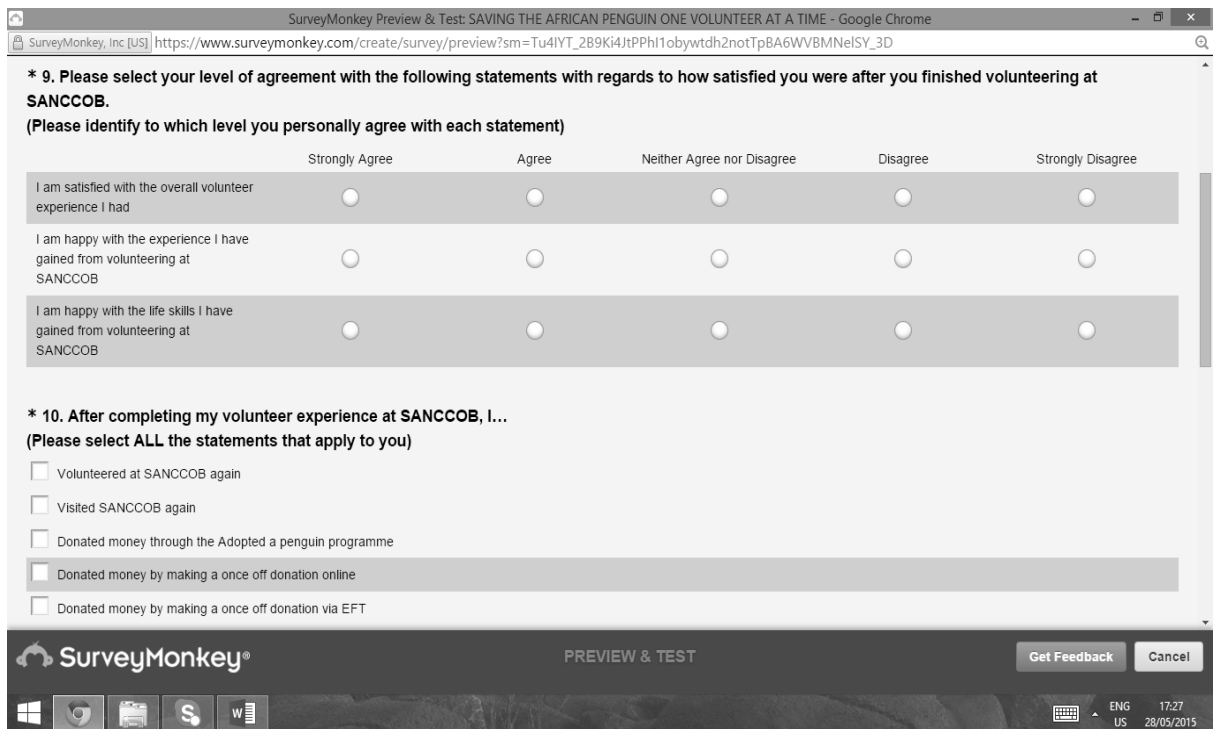
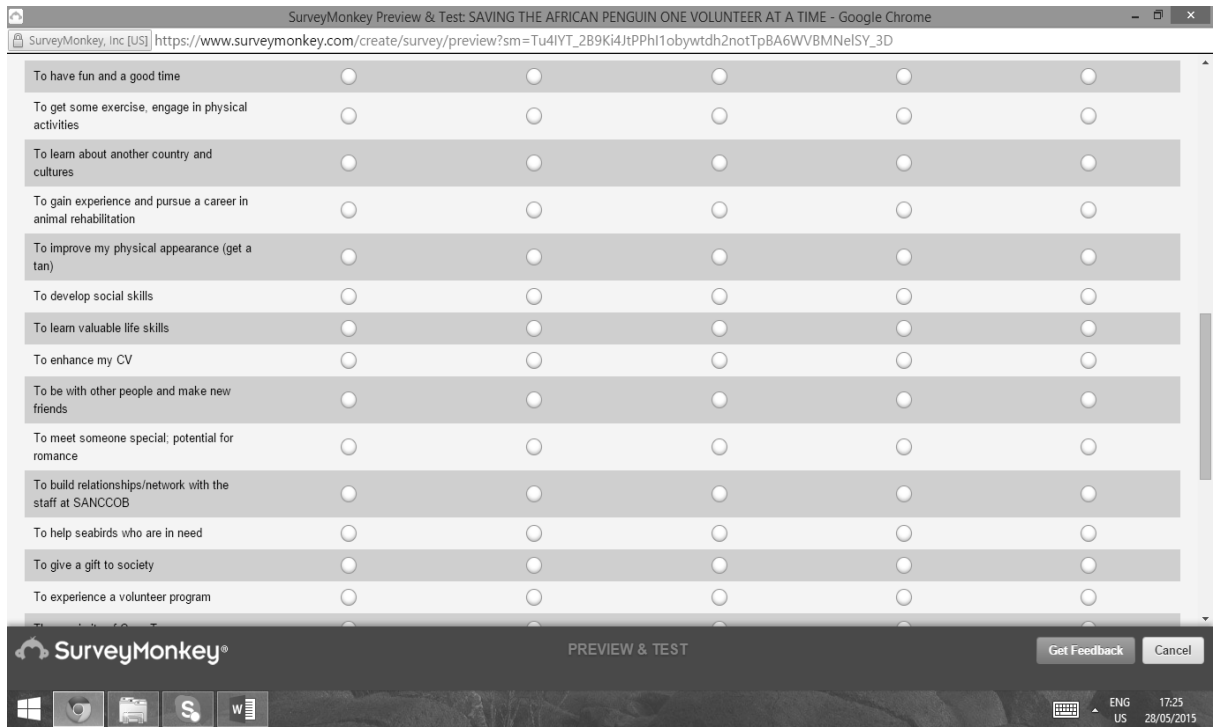
SurveyMonkey, Inc [US] https://www.surveymonkey.com/create/survey/preview?sm=Tu4lYT\_2B9K4JrPPH1obywtdh2notTpBA6WVBMNeISY\_3D

**\* 8. What were your motivations for volunteering at SANCCOB?**  
 (Please identify how important each motive was for you personally)

	Very important	Somewhat important	Neither nor	Not very important	Not important at all
To experience something different, something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To work with penguins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To live in another country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience a different lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get over problems and stress from work/home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get away from everyday life; have a change of scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To escape from extreme weather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loneliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To broaden my mind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To improve my language skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get a feeling of accomplishment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To do something extraordinary in my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To do something adventurous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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US 28/05/2015





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SurveyMonkey, Inc [US] https://www.surveymonkey.com/create/survey/preview?sm=Tu4lYT\_2B9Kl4JtPPh1obywtdh2notTpBA6WVBMNeISY\_3D

**\* 10. After completing my volunteer experience at SANCCOB, I...**  
**(Please select ALL the statements that apply to you)**

- Volunteered at SANCCOB again
- Visited SANCCOB again
- Donated money through the Adopted a penguin programme
- Donated money by making a once off donation online
- Donated money by making a once off donation via EFT
- Donated money by making a monthly donation
- Supported SANCCOB through its online shop (merchandise, etc.)
- Sent weblinks/social media articles to family and friends to make them aware of how they can support SANCCOB
- Encouraged friends, family, colleague or fellow students to make a donation to SANCCOB
- Motivated friends, family, colleagues or fellow students to volunteer at SANCCOB
- Often visit SANCCOB's social media sites (Facebook, Twitter, Youtube, Pinterest)
- Organized a fundraiser for SANCCOB
- Participated in a fundraising event for SANCCOB (example: cycle race, marathon etc.)
- None of the above
- Other (please list)

SurveyMonkey® PREVIEW & TEST Get Feedback Cancel

Windows Taskbar: File Explorer, S, W | Language: ENG US | Time: 17:27 | Date: 28/05/2015

SurveyMonkey Preview & Test: SAVING THE AFRICAN PENGUIN ONE VOLUNTEER AT A TIME - Google Chrome

SurveyMonkey, Inc [US] https://www.surveymonkey.com/create/survey/preview?sm=Tu4lYT\_2B9Kl4JtPPh1obywtdh2notTpBA6WVBMNeISY\_3D

- Encouraged friends, family, colleague or fellow students to make a donation to SANCCOB
- Motivated friends, family, colleagues or fellow students to volunteer at SANCCOB
- Often visit SANCCOB's social media sites (Facebook, Twitter, Youtube, Pinterest)
- Organized a fundraiser for SANCCOB
- Participated in a fundraising event for SANCCOB (example: cycle race, marathon etc.)
- None of the above
- Other (please list)

**\* 11. What would you like your legacy to be?**  
**(Please select the statement that most applies to you)**

- I volunteered my time to help save endangered seabirds at SANCCOB
- I volunteered my time and donated money towards saving endangered seabirds at SANCCOB
- I volunteered my time and made others aware of how they can help SANCCOB
- I volunteered my time, donated money and made others aware of how they can help SANCCOB

Prev Next

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SurveyMonkey, Inc [US] https://www.surveymonkey.com/create/survey/preview?sm=Tu4lYT\_2B9K4JtPPH1obywdh2notTpBA6WVBMNeISY\_3D

**\* 12. How much money (USD) would you be interested in donating per year?**  
(Select the statement that most applies to you)

- \$1-\$30
- \$31-\$50
- \$51-\$75
- \$76-\$100

**\* 13. How would you prefer to make this donation?**  
(Select the statement that most applies to you)

- Online at the SANCCOB website
- Electronic funds transfer directly to SANCCOB's bank account
- Send a cheque via direct mail
- Through a registered/affiliated organization in your country
- Through a local zoo/aquarium that is affiliated with SANCCOB
- Through a registered fundraising website in your country
- Fundraising events in your country
- Monthly debit order
- Other (please list)

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SurveyMonkey Preview & Test: SAVING THE AFRICAN PENGUIN ONE VOLUNTEER AT A TIME - Google Chrome

SurveyMonkey, Inc [US] https://www.surveymonkey.com/create/survey/preview?sm=Tu4lYT\_2B9K4JtPPH1obywdh2notTpBA6WVBMNeISY\_3D

**\* 14. How would you prefer for SANCCOB to stay in touch with you?**  
(Please select ALL the options you prefer)

<input type="checkbox"/> Social events in your country	<input type="checkbox"/> Twitter
<input type="checkbox"/> Online newsletters	<input type="checkbox"/> YouTube
<input type="checkbox"/> E-mail	<input type="checkbox"/> Instagram/Pinterest
<input type="checkbox"/> Direct mail (i.e. letter in the post)	<input type="checkbox"/> I would prefer not to be contacted
<input type="checkbox"/> Facebook	

**\* 15. Please select your gender**

- Male
- Female

**\* 16. Where do you currently live?**  
(Please select the country that applies to you)

<input type="radio"/> USA	<input type="radio"/> Finland	<input type="radio"/> Singapore
<input type="radio"/> Canada	<input type="radio"/> Italy	<input type="radio"/> Russia
<input type="radio"/> Germany	<input type="radio"/> Denmark	<input type="radio"/> Sweden

SurveyMonkey® PREVIEW & TEST Get Feedback Cancel

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SurveyMonkey Preview & Test: SAVING THE AFRICAN PENGUIN ONE VOLUNTEER AT A TIME - Google Chrome  
SurveyMonkey, Inc [US] https://www.surveymonkey.com/create/survey/preview?sm=Tu4IYT\_2B9Kj4JtPPH1obywtdh2notTpBA6WVBMNeISY\_3D

**\* 16. Where do you currently live?**  
**(Please select the country that applies to you)**

<input type="radio"/> USA	<input type="radio"/> Finland	<input type="radio"/> Singapore
<input type="radio"/> Canada	<input type="radio"/> Italy	<input type="radio"/> Russia
<input type="radio"/> Germany	<input type="radio"/> Denmark	<input type="radio"/> Bulgaria
<input type="radio"/> England	<input type="radio"/> Japan	<input type="radio"/> Switzerland
<input type="radio"/> The Netherlands	<input type="radio"/> New Zealand	<input type="radio"/> Belgium
<input type="radio"/> Scotland	<input type="radio"/> Spain	<input type="radio"/> Austria
<input type="radio"/> France	<input type="radio"/> Brazil	<input type="radio"/> Israel
<input type="radio"/> Australia	<input type="radio"/> Northern Ireland	<input type="radio"/> Puerto Rico
<input type="radio"/> Sweden	<input type="radio"/> China	<input type="radio"/> Czech Republic
<input type="radio"/> Other (please list)		

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## APPENDIX B: QUESTIONNAIRE INDICATING THE THREE CATEGORIES (DEMOGRAPHIC, MOTIVATIONAL, ORGANISATION SPECIFIC)

### VOLUNTEER TOURISM: SAVING THE AFRICAN PENGUIN ONE VOLUNTEER AT A TIME. THE CASE OF A SEABIRD REHABILITATION CENTRE IN THE WESTERN CAPE, SOUTH AFRICA.

This questionnaire is the initiative of a Masters student at CPUT (Cape Peninsula University of Technology) and forms part of a research project titled “*Volunteer tourism: Saving the African penguin one volunteer at a time.*” *The case of a seabird rehabilitation centre in the Western Cape, South Africa.*

The aim of the study is to gather information that will allow SANCCOB to compile a profile of participants in their international volunteer programme. By voluntarily completing this questionnaire, you will be greatly assisting with this research project and also help SANCCOB to continuously improve their programme and future communication with their international volunteers.

The information supplied in the questionnaire will remain confidential and you may withdraw from the study at any stage.

For any further questions, please feel free to contact Carolé Olivier at carole.olivier2@gmail.com

**THANK YOU FOR YOUR PARTICIPATION!**

#### DEMOGRAPHIC QUESTIONS

**How many times in total have you volunteered before you participated in the**

**1) International volunteer programme at SANCCOB?**

*(Please select the statement that applies to you)*

- |    |            |
|----|------------|
| a) | 0          |
| b) | 1-3        |
| c) | 4-6        |
| d) | 7 and more |

**2) What did you do right before you volunteered at SANCCOB?**

*(Please select the statement that applies to you)*

- |    |                 |
|----|-----------------|
| a) | In high school  |
| b) | In university   |
| c) | Working         |
| d) | Unemployed      |
| e) | On a gap year   |
| f) | On a sabbatical |
| g) | Retired         |
| h) | Travelling      |

**3) How did you fund your volunteer vacation? (Please select the statement that applies to you)**

- |    |   |
|----|---|
| a) | I saved and paid for everything myself      |
| b) | I fundraised and paid for everything myself |
| c) | My parents/guardian paid for everything     |
| d) | My parents/guardian and I both contributed  |
| e) | Scholarship/Grant                           |
| f) | I won a competition                         |
| g) | I took out a loan from the bank             |

- 4) **How old were you when you took part in the International volunteer programme at SANCCOB?**

\_\_\_\_\_

**ORGANISATION SPECIFIC QUESTIONS**

- 5) **How did you book your volunteer trip?** *(Please select the statement that applies to you)*

a)	Through a volunteer company that specializes in placing volunteers at organisations that require help.
b)	Through a language school that offer volunteer opportunities as part of the language course.
c)	Directly through SANCCOB.

- 6) **How helpful was the following project information in your preparation for the day to day work at SANCCOB?** *(Please identify how helpful each statement was for you personally)*

*(1-Extremely helpful, 2-Very helpful, 3-Somewhat helpful, 4-Slightly helpful, 5-Not at all helpful)*

	Extremely helpful	Very helpful	Somewhat helpful	Slightly helpful	Not at all helpful
a) Physical nature of the work					
b) Type of tasks you were going to do					
c) Types of seabirds you were going to work with					
d) Hours of work					
e) Number of days you were going to work					
f) Level of responsibility you were going to have					

- 7) **How many weeks did you volunteer at SANCCOB?** *(Please select the statement that applies to you)*

a)	Less than 1 week
b)	1-2 weeks
c)	3-4 weeks
d)	5-6 weeks
e)	7-8 weeks
f)	9 weeks or more

**MOTIVATIONAL FACTOR QUESTIONS**

- 8) **What were your motivations for volunteering at SANCCOB?**

*(Please identify how important each motive was for you personally)*

*(1 – Very important, 2- Somewhat important, 3 – Neither nor, 4 –Not very important, 5 – Not important at all)*

	Very important	Somewhat important	Neither nor	Not very important	Not important at all
a) To experience something different, something new					
b) To work with penguins					
c) To live in another country					

d)	To experience a different lifestyle					
e)	To be free					
f)	To get over problems and stress from work/home					
g)	To get away from everyday life; have a change of scenery					
h)	To escape from extreme weather					
i)	Loneliness					
j)	To broaden my mind					
k)	To improve my language skills					
l)	To get a feeling of accomplishment					
m)	To do something extraordinary in my life					
n)	To do something adventurous					
o)	To have fun and a good time					
p)	To get some exercise, engage in physical activities					
q)	To learn about another country and cultures					
r)	To gain experience and pursue a career in animal rehabilitation					
s)	To improve my physical appearance (get a tan)					
t)	To develop social skills					
u)	To learn valuable life skills					
v)	To enhance my CV					
w)	To be with other people and make new friends					
x)	To meet someone special; potential for romance					
y)	To build relationships/network with the staff at SANCCOB					
z)	To help seabirds who are in need					
aa)	To give a gift to society					
ab)	To experience a volunteer program					
ac)	The proximity of Cape Town					
ad)	The proximity to the beaches and safari activities					
ae)	Opportunity to participate in adventure activities (rafting, rock climbing, shark cage diving, etc)					
af)	Opportunity to experience the Cape winelands					
ag)	Meet African people					
ah)	Experience African food					
ai)	Low cost of volunteering					
aj)	The reputation of SANCCOB					

### ORGANISATION-SPECIFIC QUESTIONS

- 9) Please select your level of agreement with the following statements with regards to how satisfied you were after you finished volunteering at SANCCOB.

(Please identify to which level you personally agree with each statement)

(1-Strongly Agree, 2-Agree, 3-Neither Agree nor Disagree, 4-Disagree, 5- Strongly Disagree)

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
a) I am satisfied with the overall volunteer experience I had.					
b) I am happy with the experience I have gained from volunteering at SANCCOB.					
c) I am happy with the life skills I have gained from volunteering at SANCCOB.					

- 10) After completing my volunteer experience at SANCCOB, I...

(Please select ALL the statements that apply to you)

a)	Volunteered at SANCCOB again.
b)	Visited SANCCOB again.
c)	Donated money through the Adopted a penguin programme.
d)	Donated money by making a once off donation online.
e)	Donated money by making a once off donation via EFT.
f)	Donated money by making a monthly donation.
g)	Supported SANCCOB through its online shop (merchandise, etc.).
h)	Sent weblinks/social media articles to family and friends to make them aware of how they can support SANCCOB.
i)	Encouraged friends, family, colleague or fellow students to make a donation to SANCCOB.
j)	Motivated friends, family, colleagues or fellow students to volunteer at SANCCOB.
k)	Often visit SANCCOB's social media sites (Facebook, Twitter, Youtube, Pinterest).
l)	Organized a fundraiser for SANCCOB.
m)	Participated in a fundraising event for SANCCOB (example: cycle race, marathon etc.).
n)	Other: <i>(Please list)</i>
o)	None of the above

- 11) What would you like your legacy to be? (Please select the statement that most applies to you)

a)	I volunteered my time to help save endangered seabirds at SANCCOB.
b)	I volunteered my time and donated money towards saving endangered seabirds at SANCCOB.
c)	I volunteered my time and made others aware of how they can help SANCCOB.
d)	I volunteered my time, donated money and made others aware of how they can help SANCCOB.

- If you selected option b) or d) in Question 11, please complete sections 11.1) and 11.2).
- If you selected option a) or c) in Question 11, please proceed to Question 12.

**11.1) How much money (USD) would you be interested in donating per year?**  
*(Select the statement that most applies to you)*

a)	\$1-\$30
b)	\$31-\$50
c)	\$51-\$75
d)	\$76-\$100

**11.2) How would you prefer to make this donation?**  
*(Select the statement that most applies to you)*

a)	Online at the SANCCOB website.
b)	Electronic funds transfer directly to SANCCOB's bank account.
c)	Send a cheque via direct mail.
d)	Through a registered/affiliated organization in your country.
e)	Through a local zoo/aquarium that is affiliated with SANCCOB.
f)	Through a registered fundraising website in your country
g)	Fundraising events in your country
h)	Monthly debit order
i)	Other: <i>(Please list)</i>

**12) How would you prefer for SANCCOB to stay in touch with you?**  
*(Please select ALL the options you prefer)*

a)	Social events in your country
b)	Online newsletters
c)	E-mail
d)	Direct mail (i.e. letter in the post)
e)	Facebook
f)	Twitter
g)	YouTube
h)	Instagram/Pinterest
i)	I would prefer not to be contacted

**DEMOGRAPHIC QUESTIONS**

**13) Please select your gender**

a)	Male
b)	Female

**14) Where do you currently live? (Please select the country that applies to you)**

a)	USA	j)	Italy	s)	Russia
b)	Canada	k)	Finland	t)	Bulgaria
c)	Germany	l)	Japan	u)	Switzerland
d)	England	m)	New Zealand	v)	Belgium
e)	The Netherlands	n)	Spain	w)	Austria
f)	Scotland	o)	Brazil	x)	Denmark
g)	France	p)	Northern Ireland	y)	Israel
h)	Australia	q)	China	z)	Puerto Rico
i)	Sweden	r)	Singapore	aa)	Other: <i>(Please list)</i>



# APPENDIX C: QUESTIONNAIRE USED BY BENSON AND SEIBERT (2009)



## Questionnaire

### The Motivations of German Volunteers: The Case of South Africa

Please tick applicable boxes below.

1. Where did you hear about the Volunteer South Africa Programme? (*More than one answer possible*)

Family	<input type="checkbox"/>	TV	<input type="checkbox"/>
Friends	<input type="checkbox"/>	Internet	<input type="checkbox"/>
Journals	<input type="checkbox"/>	Earlier participants	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	Other (please list): _____	Radio

2. Which organization did you choose to take part in the Volunteer South Africa Programme? (*Please select one answer*)

AIFS	<input type="checkbox"/>	Step In	<input type="checkbox"/>
Multikultur	<input type="checkbox"/>	Other (please list): _____	

3. Where did you hear about your chosen organization? (*More than one answer possible*)

Family	<input type="checkbox"/>	TV	<input type="checkbox"/>
Friends	<input type="checkbox"/>	Internet	<input type="checkbox"/>
Journals	<input type="checkbox"/>	Radio	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	Other (please list): _____	

4. How many times in total have you volunteered abroad before you decided to take part in the Volunteer South Africa Programme? (*Please select one answer and specify*)

0	<input type="checkbox"/>	4 - 6	<input type="checkbox"/>
1 - 3	<input type="checkbox"/>	7 or more	<input type="checkbox"/>

5. How did you finance the Volunteer South Africa Programme? (*Please select one answer*)

Yourself	<input type="checkbox"/>	help of friends	<input type="checkbox"/>
Help of parents	<input type="checkbox"/>	Loan	<input type="checkbox"/>
Help of close relatives	<input type="checkbox"/>	Other (please list): _____	

6. What did you do right before you participated in the Volunteer South Africa Programme? (*Please select one answer and if applicable specify*)

Working as _____	<input type="checkbox"/>	finished college	<input type="checkbox"/>
Finished A-levels	<input type="checkbox"/>	Other (please list): _____	
Student in _____	<input type="checkbox"/>		

7. How old have you been when you took part in the Volunteer South Africa Programme?  
\_\_\_\_\_

8. How long have you taken part in the Volunteer South Africa Programme? (*Please select one answer*)

1 - 3 weeks	<input type="checkbox"/>	7 - 9 months	<input type="checkbox"/>
1 - 3 months	<input type="checkbox"/>	10 -12 months	<input type="checkbox"/>
4 - 6 months	<input type="checkbox"/>	1 year and longer	<input type="checkbox"/>

9. In or close to which city was your project located? (*Please select one answer*)

Port Elisabeth	<input type="checkbox"/>	Durban	<input type="checkbox"/>	Cape Town	<input type="checkbox"/>
Johannesburg	<input type="checkbox"/>	Pretoria	<input type="checkbox"/>	Other (please list): _____	

10. In which project have you worked? (Please select one answer)

- Education (e.g. kindergarten, primary and secondary school)
- Social Services (e.g. orphanages, home for handicapped people)
- Community Work (e.g. tourism, support of females, work initiatives)
- Public Health System (e.g. hospitals, home for handicapped people, health education)
- Nature and Environment (e.g. nature conservation, national parks, wildlife specialists)
- Other (please list): \_\_\_\_\_


11. What kind of work were you doing during the programme? (Please describe in detail)

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12. Have you worked in different projects? (Please select one answer and if applicable specify)

No

Yes

13. How many times have you travelled outside your usual surrounding during your time as a volunteer? Where? (Please select one answer and specify below)

Not at all	<input style="width: 40px; height: 15px;" type="checkbox"/>	Three – Five times	<input style="width: 40px; height: 15px;" type="checkbox"/>
Once	<input style="width: 40px; height: 15px;" type="checkbox"/>	Six times and more	<input style="width: 40px; height: 15px;" type="checkbox"/>
Twice	<input style="width: 40px; height: 15px;" type="checkbox"/>		

Where did you go? \_\_\_\_\_

14. How long have you travelled before or after your time as a volunteer? Where? (Please select one answer and specify below)

Not at all	<input style="width: 40px; height: 15px;" type="checkbox"/>	3 weeks	<input style="width: 40px; height: 15px;" type="checkbox"/>
1 week	<input style="width: 40px; height: 15px;" type="checkbox"/>	4 weeks	<input style="width: 40px; height: 15px;" type="checkbox"/>
2 weeks	<input style="width: 40px; height: 15px;" type="checkbox"/>	More than 4 weeks	<input style="width: 40px; height: 15px;" type="checkbox"/>

Where did you go? \_\_\_\_\_

15. What were your main reasons to travel to South Africa? (Please identify how important each reason was for you personally)

	Very important	Somewhat important	Neither nor	Not very important	Not important at all
Discover the nature and wildlife of South Africa	1	2	3	4	5
Travel to the beaches and safari activities	1	2	3	4	5
Meet African people	1	2	3	4	5
Experience African food	1	2	3	4	5
To see poverty and poor people first hand	1	2	3	4	5
Opportunity for sporting activities (golf, tennis)	1	2	3	4	5
To enjoy mild tropical weather	1	2	3	4	5
To experience fresh clean air, water and environment	1	2	3	4	5
Low costs of living	1	2	3	4	5
Good shopping	1	2	3	4	5
Good restaurants	1	2	3	4	5
Nightlife	1	2	3	4	5
Cultural things to see (townships, museums)	1	2	3	4	5
Opportunity for adventure activities (rafting, rock climbing, shark cage diving, etc)	1	2	3	4	5
Other (please list):					

16. What were your motivations for taking part in the Volunteer South Africa Programme? (Please identify how important each motive was for you personally)

	Very important	Somewhat important	Neither nor	Not very important	Not important at all
To be with other people and make new friends	1	2	3	4	5
To improve one's physical appearance (get a tan)	1	2	3	4	5
To meet someone special; potential for romance	1	2	3	4	5
To experience something different, something new	1	2	3	4	5
To live in another country	1	2	3	4	5
Loneliness	1	2	3	4	5

	Very important	Somewhat important	Neither nor	Not very important	Not important at all
To broaden one's mind (cultural experiences)	1	2	3	4	5
To do something adventurous	1	2	3	4	5
To improve language skills	1	2	3	4	5
To spend time with relatives (spouse, partner, family)	1	2	3	4	5
To spend time with friends	1	2	3	4	5
To celebrate a special occasion	1	2	3	4	5
To escape from extreme weather	1	2	3	4	5
To get some exercise, engage in physical activities	1	2	3	4	5
To get over problems and stress from work (regeneration)	1	2	3	4	5
To get away from everyday life; have a change of scenery	1	2	3	4	5
To recover strength	1	2	3	4	5
To experience or trace one's ancestry, culture, roots	1	2	3	4	5
To do something extraordinary in my life (self-realization)	1	2	3	4	5
To give a gift to society	1	2	3	4	5
To learn about another country and cultures	1	2	3	4	5
To have fun and a good time	1	2	3	4	5
To be free (self determination)	1	2	3	4	5
To experience a great deal of activities and events	1	2	3	4	5
To experience the volunteer program	1	2	3	4	5
To develop social skills	1	2	3	4	5
To enhance work skills from previous job(s)	1	2	3	4	5
To experience a different lifestyle	1	2	3	4	5
To earn money	1	2	3	4	5
To get a feeling of accomplishment	1	2	3	4	5
To give a hand to people who are in need	1	2	3	4	5
Other (please list):					

17. What was the best and most unforgettable experience in South Africa? *(Please describe in detail)*

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18. What was the worst experience in South Africa? *(Please describe in detail)*

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19. What is your gender? *(Please select one answer)*

Male

Female

20. How old are you?

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21. What is your marital status? *(Please select one answer)*

Single

In relationship

Married

Separated but not divorced

Divorced

Widowed

22. What is your education status? *(Please select one answer)*

High school

Trainee

Bachelor degree

Associate degree

Graduate degree

23. What is your employment status? *(Please select one answer)*

Part-time

Full-time

Unemployed

Student, working part-time

Student, working full-time

Student, not working

Home duties

Retired

Thank you very much for you participation!

## APPENDIX D: SANCCOB PERMISSION GRANTING LETTER

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12 June 2014  
Cape Peninsula University of Technology  
Faculty of Business Ethics Committee  
P.O. Box 652  
Cape Town  
8000

Dear Prof. S. Davies

### **PERMISSION – M-TECH: SPORT MANAGEMENT DATA COLLECTION**

This letter grants Ms. Carolé Olivier permission to conduct her MTech data collection at SANCCOB.

This data collection will include using SANCCOB's international volunteer database for 2009, 2010, 2011, 2012, 2013 to compile and conduct an online questionnaire with international volunteers that participated in SANCCOB's International volunteer program.

The data collected may be used on the following condition:

- ✓ Participants in the study will be informed through a written brief explanation as to the nature of the study. This document will also inform them that participation in this study is voluntary, that they may withdraw from the study at any stage.
- ✓ Participants to the study will remain anonymous and their personal details will remain confidential if published.
- ✓ The database of participant names may not be shared/sold without permission of SANCCOB.
- ✓ The data collected may only be used for this approved research study.
- ✓ Should the researcher wish to publish the study or any parts thereof in a scientific journal or any other publication, permission needs to be obtained from SANCCOB.

Kind regards



**Margaret Roestorf**  
Executive Director

## APPENDIX E: LETTER OF CONFIRMATION OF 16-17 YEAR OLD PARTICIPANTS AT SANCCOB



NPO number: 003-134 NPO  
Registration Number: 2001/026273/08  
P O Box 11116, Bloubaerg, Cape Town, 7443, South Africa  
Physical Address: 22 Pentz Drive, Table View, 7441  
Telephone: + 27 21 557 6155 Fax: + 27 21 557 8804  
Email address: info@sanccob.co.za Website: www.sanccob.co.za

15 September 2015

To whom it may concern

### Permission for use of data collected for 16-17 year old international volunteers

As a non-profit organisation concerned with seabird conservation around the southern African coastline, SANCCOB has a small staff component and volunteers truly become an extension of our staff for the duration of their time at SANCCOB.

Prior to 2012, SANCCOB accommodated international volunteers which were 16 years and older. The policy changed to increase the minimum age for all volunteers to 18 years or older. This is currently reflected on our website.

We therefore grant Carolé Olivier permission to use the data collected for the 16-17 year old age group, provided that these respondents remain anonymous.

Kind regards

Marguerite du Preez

Volunteer Coordinator

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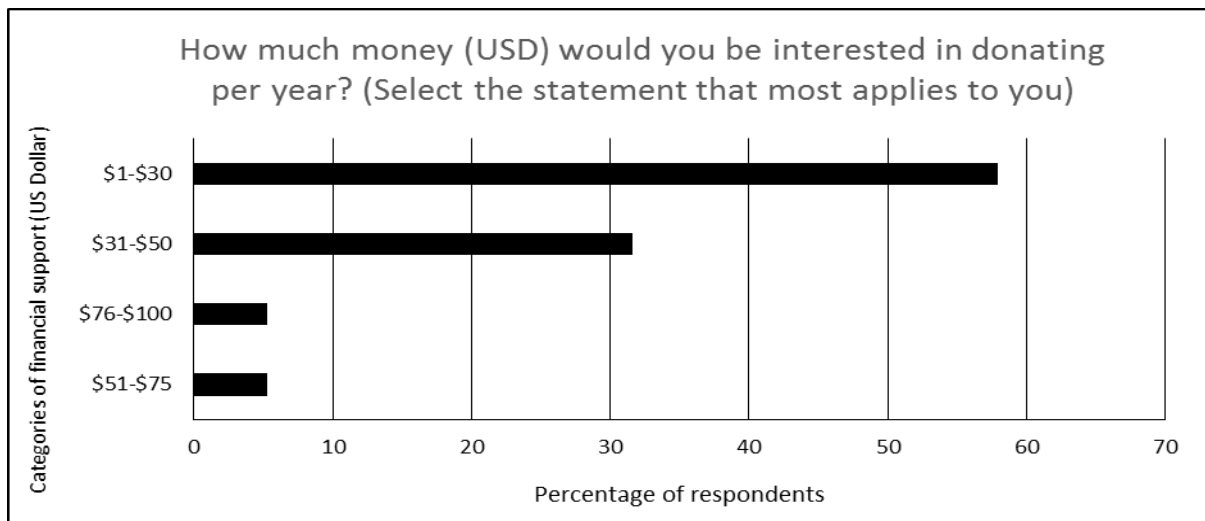
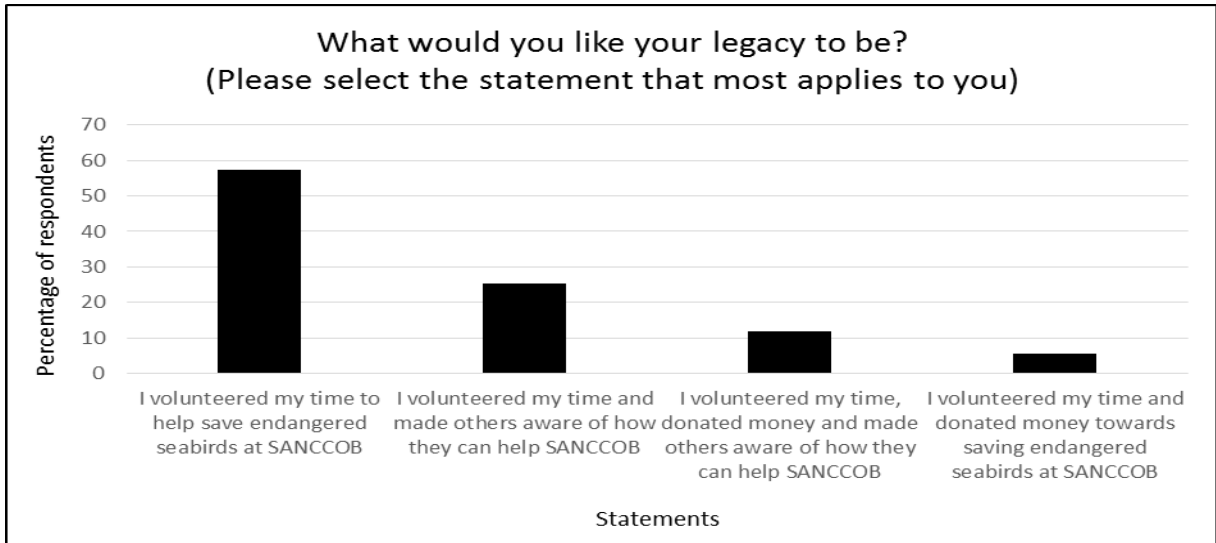
**Board of Directors:** Adv. MD Edmunds (Chairperson), Dr. S van der Spuy (Executive Director), I Cilliers (Treasurer), A Brombacher, M Hopley, Dr. A Makhado, Dr. C Nxomani, S Ozinsky, Dr. S Petersen.

## APPENDIX F: POST-TRIP ACTION AND ACTIVITIES QUESTIONNAIRE RESULTS

After completing my volunteer experience at SANCCOB, I... (Please select ALL the statements that apply to you)

Statement	Percentage of respondents
Donated money by making a monthly donation	0.00%
Donated money by making a once off donation via EFT	0.91%
Participated in a fundraising event for SANCCOB (example: cycle race, marathon etc.)	0.91%
Organized a fundraiser for SANCCOB	4.55%
Volunteered at SANCCOB again	7.27%
Donated money by making a once off donation online	9.09%
Visited SANCCOB again	13.64%
Donated money through the Adopted a penguin programme	13.64%
None of the above	15.45%
Supported SANCCOB through its online shop (merchandise, etc.)	16.36%
Encouraged friends, family, colleague or fellow students to make a donation to SANCCOB	28.18%
Motivated friends, family, colleagues or fellow students to volunteer at SANCCOB	42.73%
Sent weblinks/social media articles to family and friends to make them aware of how they can support SANCCOB	50.91%
Often visit SANCCOB's social media sites (Facebook, Twitter, Youtube, Pinterest)	61.82%
Other (please list):	10.91%
<p><i>Left a sum in my will for Sanccob</i></p> <p><i>I will never volunteer anymore, because I was treated like a slaver. I understand as a Biologist that SANCOOB treats the animals like human and humans like animals</i></p> <p><i>donated money offline</i></p> <p><i>colleagues donated for my 25 years working by ARTIS Zoo</i></p> <p><i>Hope to visit again soon</i></p> <p><i>shared my experiences with good friends.</i></p> <p><i>Incorporate SANCCOB into my penguin tours at my zoo.</i></p> <p><i>plan to adopt a penguin.</i></p> <p><i>I told everyone something about SANCOOB</i></p>	

## APPENDIX G: VOLUNTEER LEGACY QUESTIONNAIRE RESULTS



**How would you prefer to make this donation? (Select the statement that most applies to you)**

Statement	Percentage of respondents
Online at the SANCCOB website	66.67%
Electronic funds transfer directly to SANCCOB	11.11%
Through a local zoo/aquarium affiliated to SANCCOB	11.11%
Through a registered/affiliated organization in your country	5.56%
Send a cheque via direct mail	0.00%
Through a registered fundraising website in your country	0.00%
Fundraising events in your country	0.00%
Monthly debit order	0.00%
Other (please list)	5.56%
<i>Doesn't matter as long as it's safe and doesn't cost extra money</i>	