Volunteer Tourism
Exploring the Perceptions of Bahamian Islanders and Student Volunteer Tourists

by

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Abstract

This study examines the motivations and perceptions of Bahamian family island residents and student volunteer tourists towards volunteer tourism programs. This research suggests that perceptions towards volunteer tourism are mostly positive; however there is evidence that host communities and volunteer tourists have differing opinions on their perceptions of volunteer tourism. A mixed methods approach is used to examine the participants of this study providing for a deep understanding of the volunteer tourism phenomenon.

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Table of Contents

List of Tables

List of Figures

Chapter 1

Introduction

Overview

Described as an archipelago of 700 individual islands and cays, the Islands

of the Bahamas are considered one of the premier travel destinations in the

Caribbean and around the World. Undoubtedly, the tourism industry is a dominant

economic driver for The Bahamas directly employing 50% of the population,

estimated at 353,658 with an additional 20% indirectly employed in supporting

industries (Bahamas, 2010). Approximately 4.6 million stopover tourists and cruise

passengers visited The Bahamas in 2009 with tourist expenditures estimated at

US$2.7 billion (Caribbean Tourism Organization, 2010). So dominant is tourism's

contribution to the Bahamian economy that roughly 60% of the country's Gross

Domestic Product (GDP) is attributed to the industry (Bahamas, 2010). There is no

doubt that tourism contributes heavily to the Bahamian economy and the livelihood

of its people; unfortunately there is currently an imbalance in the quantity and

quality of tourist flows to the main island of New Providence, with a population of

250,000 Bahamians, when compared to the surrounding islands or Family Islands.

Despite the large amount of biodiversity found in The Bahamas, which

includes six distinct ecosystems and more than 5% of the world's reefs, the

tourism sector is extremely concentrated (Bahamas, 2010). With a distinct

focus on large scale, mass-tourism projects, the overwhelming majority of tourism

projects can be found on one island, New Providence. Currently, New Providence

is home to the 2300-room Atlantis Resort and Casino; with construction under

way for the new 3000-room Bahamar Resort complete with a casino slated to be

the largest in the Caribbean. The main island hosted 864,012 stop-over visitors

spending an average of 6.6 days and an additional 1,713,725 cruise passengers in

2009 (Caribbean Tourism Organization, 2010). Conversely, 233,985 stop-over

visitors and 1,165,553 cruise passengers visited the Family Islands. Due to a lack

of supporting infrastructure and resources, coupled with shrinking local

communities resulting from "internal migration", mass tourism developments have

had a history of failure in the Family Islands. There is, however, evidence that

alternative forms of tourism are growing in small island communities like The

Family Islands of The Bahamas, with one such burgeoning area being volunteer

tourism (Tourism Research & Marketing, 2008).

Volunteer tourism is a concept that has been receiving more attention in

both the tourism industry and academic community and is an area where growth

should not go unnoticed (Brown, & Morrison, 2003; Brumbaugh, 2010; Coghlan,

2006; Gray & Campbell 2007; Guttentag, 2009; McGehee & Andereck, 2009;

Tourism Research & Marketing, 2008; Wearing, 2001; Wearing, 2004). In 2006, a

survey conducted by the Travel Industry Association of America found that out of

1,100 respondents, 24% showed interest in wanting to combine volunteer service

with their travel plans (Rogers, 2007). Along with this statistic, there are at least 1.6

million people who participate in volunteer tourism yearly (Tourism Research & Marketing, 2008). This growing interest in volunteer tourism has created a booming industry of companies providing volunteer- abroad service opportunities (Tourism Research & Marketing, 2008).

In his 2001 book *Volunteer Tourism*, Wearing defines the volunteer tourist as: "Those individuals who, for various reasons, volunteer in an organized way to undertake holidays that 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" (pp. 1). Voluntourism.org, a website providing information on the volunteer tourism industry defines volunteer tourism as "a seamlessly integrated combination of voluntary service to a destination and the best traditional elements of travel-arts, culture, geography and history-in that destination" (Unknown, 2010). This form of tourism exists worldwide with projects involving many different types of work including, but not limited to community welfare, environmental conservation, construction, business development, religious mission trips and healthcare (McGehee & Andereck, 2009). Those directly involved in volunteer tourism are described as the 'volunteer tourist' or voluntourist, that is, those traveling to volunteer on a specific project or in a specific community and the 'voluntoured' defined as those local residents hosting the volunteer tourist (McGehee & Andereck, 2009). Unlike mass tourism, where products or attractions are designed for large numbers of tourists (Gursoy, Chi & Dyer, 2009), volunteer tourism falls under the umbrella of alternative tourism. Whereas mass tourism projects tend to offer little opportunity

for guests to travel outside the vicinity and interact with locals, alternative tourism, and by extension volunteer tourism, is quite the opposite. Alternative tourism is characterized as any touristic development that caters to a small amount of people and operates with social, environmental and community values in mind (Gursoy et. al., 2010). Alternative tourism often provides 'local' experiences for visitors and places a strong emphasis on the relationship between the host and the tourist.

Alternative tourism programs have been growing in their appeal to the student market, particularly, spring break travel where alternative break vacations is a bourgeoning travel market segment primed for academic research exploration. Alternative break programs are viewed as an extension to the 'community welfare programs' arm of volunteer tourism and are focused on placing groups of like-minded individuals in communities where they can participate in a specific service projects catered to the place they are visiting. Specifically, college students, or individuals between the ages of 18-24 are the target market for spring break travel and have shown a strong interest in volunteer tourism as their vacation of choice for this school holiday (Tourism Research & Marketing, 2008). Alternative break programs are founded upon civic engagement which lends themselves to deeper cross-cultural understandings. Many times, alternative tourism interests will also collaborate with other industries within the community, such as education and agriculture. Overall, alternative tourism tends to have less of a negative impact on the social, cultural and environmental well-being of a community (Gursoy et al.,2010). As such, volunteer tourism is one of the best examples of alternative forms of tourism.

However, optimism towards this 'volunteer-abroad' idea has received some criticism by academic researchers in the industry (Guttentag, 2009). One criticism is that tourists' seemingly altruistic motives to participate in volunteer tourism, may in fact be self-serving (Gray & Campbell, 2007; Wearing, 2001). Other criticisms include "a neglect of locals' desires, a hindering of work progress and the completion of unsatisfactory work, a decrease in employment opportunities and a promotion of dependency, a reinforcement of conceptualizations of the 'other' and rationalizations of poverty, and an instigation of cultural changes" (Guttentag, 2009, p. 537). On the positive side, existing research on volunteer tourism has identified a range of possible benefits to the voluntourist as well as to the host community (Wearing, 2001). Not only do voluntourists crave personal enjoyment, but they also crave an experience that has a positive effect on the host culture and community they are visiting (Rogers, 2007). For example, the community may benefit from structural improvements due to volunteer tourism while the tourist may benefit from the irreplaceable experience gained while volunteering.

Community involvement in tourism is an extremely important factor when it comes to the sustainability of any tourism project (Gursoy et. al., 2010; Musa, Hall & Higham, 2004). This concept promotes a form of cross-cultural understanding that can be achieved through the ideals 'peace through tourism' (Brown & Morrison, 2003) and 'reconciliation tourism' (Crabtree, 1998) (see Raymond & Hall, 2008). Therefore, it is extremely important to continue the measurement of host community perceptions when embarking on any tourism development venture. In a study done by Lepp (2007), support for alternative tourism development was

found to be higher than for mass tourism developments. Residents who see tourism as having positive economic or cultural impacts on their community are more likely to support alternative forms of tourism (Gursoy et al., 2010). Additionally, according to Raymond and Hall (2008), it cannot be assumed that sending volunteer tourist abroad automatically results in host community acceptance and cross-cultural understanding.

Statement of the Problem

The Islands of The Bahamas present researchers with a perfect case study for alternative tourism development. Due to a lack of infrastructure and resources, many of The Bahamian Islands cannot sustain mass tourism development. Forms of alternative tourism may be one way to promote tourism development throughout these Islands; however mass tourism has been pursued at a much faster rate than alternative forms of tourism. Rapid growth in mass tourism has created the problem of internal migration and dying communities. With the majority of tourism employment opportunities located in the capital city of Nassau, Family Island Residents are being forced to leave their homes in search of better employment opportunities. Alternative tourism programs have yet to be considered seriously for further development by Bahamian Islands, however it is an area where research could be significant for the renewal of communities and their culture. In the academy, researchers regard volunteer tourism as an alternative form of tourism that could potentially provide more sustainable benefits for both tourists and host communities (Wearing, 2001, Brown & Morrison, 2003; Lepp, 2008; McIntosh & Zahra, 2007; McGehee & Santos, 2005). Alternative tourism could provide the

6

appropriate scale, footprint, visual character and social and environmental impacts needed to sustainably develop these islands. Volunteer tourism programs therefore may provide the blueprint for sustainable tourism development for the Islands of The Bahamas.

Purpose & Significance of the Study

While there has been considerable growth in volunteer tourism research, there has been a lack of research done on the comparisons between the motivational factors affecting both the volunteer tourist and the residents in host communities. The majority of studies found look specifically at the motivating factors of the volunteer tourist to participate in such programs, without examining host community perceptions (Brumbaugh, 2010; Gursoy et. al., 2010; Ooi & Laing, 2010; Sin, 2009). However, there is a need to understand the perceptions of both the volunteer tourist and the residents, as well as to compare those perceptions to see where, if any, similarities and/or differences lie as both parties have an opportunity to reap benefits from the experience. This study will be one of the first to compare the two parties involved in synergistic exchange that often occurs in volunteer tourism programs. There is also very little research on the possible negative impacts of volunteer tourism in the host community. Gray and Campbell (2007) state "While it is important to understand the volunteers, they represent only half the story." Negative impacts on the host can have a great impact on the sustainability of volunteer tourism programs. This research will find out what, if any, negative impacts are perceived by the host community as well as voluntourists while also

examining both their perceptions of the positive impacts to be gained. This study will also be significant for community leaders as well as government tourism agencies to allow for proper understanding and planning of future volunteer tourism programs. Lastly, research done on the student population will be significant for current agencies involved in planning volunteer tourism programs geared towards college students. This research could potentially allow for a better understanding of what motivates these students to participate in similar programs.

Study Objectives

The objectives of this research project are to first understand the motivations, perceptions and perceived personal benefits of both the community residents and the volunteer tourist. According to the literature, it is extremely important to understand the perceptions of the host community when embarking on a volunteer tourism project (Lepp, 2007; McGehee & Andereck, 2004). Therefore, the first objective of this study is to attempt the measurement of host community perceptions of volunteer tourism activities. Personal gain and perceived benefit for the community are two of the major factors driving volunteer tourism participation for all those involved (Guttentag, 2009). Secondly this research will determine what factors contribute to supporting additional volunteer tourism programs. The third goal of this project is to find out what variables, if any, contribute to the support for cross-cultural understanding created by volunteer tourism. The fourth objective of this research is to evaluate the differences between the perceptions of host community residents and the voluntourits. This final goal fills the gap in the literature by comparing the

perceptions of volunteer tourists to resident on the motives, benefits, impacts, support for volunteer tourism programs and support for cross- cultural understanding.

Research Questions

Volunteer tourism has the potential to become the 'ultimate form of sustainable tourism' (McGehee & Andereck, 2009). There is a need to understand the perceptions of the both volunteer tourist and the resident as well as to compare those perceptions to see where similarities and/or differences lie, if any, as both parties have an opportunity to reap benefits from the experience. Therefore, to guide this study, the following research questions were developed:

1. What motivates residents/volunteer tourists to participate in volunteer tourism?

2. What variables contribute to the perceived personal benefits of volunteer tourism programs?

3. What variables contribute to the perceived positive and negative impacts of a volunteer tourism program? The following hypothesis is posited for quantitative analysis

4. What variables contribute to the support for volunteer tourism activities? The following hypothesis is posited for quantitative analysis:

5. What variables contribute to the support of cross-cultural understanding created through volunteer tourism? To address this research question, the following hypothesis is posited for quantitative analysis:

6. What differences, if any, exist between the volunteer tourist and host community motivations and perceptions on the benefits, impacts and support for volunteer tourism programs and cross cultural understanding?

Definitions of Terms

Alternative Break Program: Alternative Break Programs are geared towards placing groups of students in communities to participate in a wide range of volunteer service projects. Students often travel to communities with different cultural and socioeconomic backgrounds from themselves (Brumbaugh, 2010).

Alternative Tourism: Alternative tourism is defined as any development that caters to a small amount of people and operates with social, environmental and community values in mind. Alternative tourism often provides 'local' experiences for visitors and places a strong emphasis on the relationship between the host and the tourist. Overall, alternative forms of tourism tend to have less of a negative impact on the social, cultural and environmental well-being of a community (Gursoy et.al., 2010). Recently, there has been a growth in the amount of tourists opting to engage in alternative tourism forms including, but not limited to eco-tourism, adventure tourism and volunteer tourism. These activities are normally offered through locally based operators who enable the visitor to form a closer relationship to the place and people they are visiting.

Benefits: Benefits of volunteer tourism include, but are not limited to community development, ecological restoration and cross-cultural understanding (Wearing, 2004).

Mass Tourism: Mass tourism is a concept that is well known within the industry. In this study, mass tourism is defined as any tourism product or attraction that is developed and designed to captivate large amounts of tourists (Adapted from Gursoy et. al., 2010). These types of ventures tend to offer little opportunity for guests to travel outside the vicinity and interact with the local life.

Motives: According to the literature, motivations to participate in volunteer tourism appear to be of a wide variety (Brumbaugh 2010; Ooi & Laing, 2010; Wearing, 2001). Altruistic motives are regarded to be at the center of volunteer tourism, however, many other motives to participate do exist. Among these are personal growth, the desire to 'make a difference', a love for travel and experiencing local culture. (Brown, 2005; Coghlan, 2006; Lepp 2008; Mattews 2008; Wearing, 2001)

Tourism: Tourism is one of the largest industries in the world and one of the fastest growing economic sectors (Volunteer Tourism-International, 2008). According to the United Nations World Tourism Organization (UNWTO), in 2010 international tourist arrivals hit an all time record of 940 million worldwide generating $919 billion in export earnings. UNWTO forecasts a growth in international tourist arrivals of between 4% and 5% in 2011.

Volunteer Tourism or Voluntourism: According to Voluntourism.org (2010), a website devoted to providing information on the volunteer tourism industry, the term volunteer tourism is defined as "the integrated combination of voluntary service to a destination with the traditional elements of travel and tourism - arts, culture, geography, history, and recreation - while in the destination."

Volunteering: Volunteering refers to the act of contributing services to a

cause without gaining financially (Volunteer Tourism-International, 2008).

The Volunteer Tourist: Those directly involved in volunteer tourism are described as the 'volunteer tourist' or voluntourist, that is, those traveling to volunteer on a specific project or in a specific community (McGehee & Andereck, 2009).

The 'voluntoured'/ 'host community': The voluntoured or the host community are defined as those local residents hosting the volunteer tourist (McGehee & Andereck, 2009). These residents are an important part of volunteer tourism because the sustainability of tourism programs depends on the acceptance of tourism and related activities by the local community (Musa et. al., 2004; McGehee & Andereck, 2008).

Study Limitations

One limitation of this study is its' focus on small island communities. Therefore the quantitative and qualitative data gathered from this study cannot be used to make generalizations outside of the Bahamas and other small island communities. Another limitation to this study was the amount of funding available to conduct more qualitative data collection. Due to limited funding, the study was only allotted five days for the interviews; with a maximum of one night spent on each Island. This resulted in a smaller than desired sample size of eighteen respondents for the first phase of the qualitative data collection with the local residents.

Summary

In conclusion, this chapter has provided an introduction and overview of volunteer tourism as the focus of study for an alternative form of tourism for The Family

Islands of The Bahamas. Specific research questions have been identified, along with the purpose and significance of this study. Definitions of terms were provided for clarity and limitations of the study were also discussed. The following chapter is a review of the relevant literature.

Chapter 2

Literature Review

Overview

      This chapter provides a review of the relevant literature to support the research model, research questions and the theory on which this study is based. Information specific to this research study will be presented on the location of the research, impacts of tourism, mass vs. alternative tourism, volunteer tourism and resident perceptions of tourism. Current and past literature on the study variables will be presented, namely the motivations, benefits, positive and negative impacts of volunteer tourism and cross-cultural understanding as it related to volunteer tourism. Finally, a review of the scope and size of the volunteer tourism market will be presented along with a review of the social exchange theory, specifically as it relates to volunteer tourism programs. The chapter will conclude with a short summary of the information presented.

The Family Islands of the Bahamas

      'Family Islands' in The Bahamas refer to the 'outer' Islands geographically surrounding the capital city and Island; Nassau, New Providence. Each of these Bahamian Islands offer something unique; ranging from culture and identity to infrastructure and the islands' ability to support different tourism products. For example,

Andros Island, which is the largest of the 700 Islands and Cays found in The

Bahamas, consists of three major islands connected by mangroves and tidal swamplands.

Andros is said to be the least explored island in the chain with 366 hotel rooms spread

across 33 small hotels, motels and guest houses (Delancy, 2011). In 2011, Andros hosted

9,275 (0.17%) foreign tourist arrivals. Located 20 miles west of New Providence, Andros

has four airports and three official ports of entry. It is home to the Atlantic Undersea

Testing and Evaluation Center (AUTEC) base, one of the world's busiest underwater

testing facilities. Tourism attractions include the Androsia factory, bone fishing lodges,

blue holes, caves, and the world's third largest barrier reef. Andros is also home to four

national parks (Bahamas National Trust, 2012).

The Island of Eleuthera, located in the eastern region of The Bahamas

archipelago, is 110 miles long and two miles wide. Eleuthera has many unique attractions

that have beckoned visitors to the island for many years. One of these attractions is the

famous Glass Window Bridge in Gregory Town which has the deep waters of the

Atlantic Ocean on one side and the shallow waters of the Bahama Bank on the other side.

Eleuthera also boasts some of the most beautiful pink sand beaches in the world and is

host to the Leon Levy Native Plant Reserve which attracts eco-tourists from around the

globe (Bahamas National Trust, 2012). Island Journeys, a volunteer tourism company

devoted to "strengthening, rebuilding and transforming island communities" is also

located on the island (Island Journeys, 2009). Eleuthera has approximately 275 hotel

rooms with 296,938 (5.3%) foreign tourist arrivals in 2011 (Delancy, 2011). This is a

small increase from the 230,584 ten years previous in 2001(Delancy, 2011). Great Exuma

is the main island among an archipelago of 365 islands and cays namely 'The Exumas'.

The capital city of George Town is located on Great Exuma Island and has a permanent population of about 1000 residents. From the year 2000 to 2010, the population of Exuma has almost doubled due to the construction of both large and small resort properties and the recent increase in direct airlift from cities such as Atlanta and Toronto. As of 2011, Exuma houses 573 hotel rooms divided among 21 hotels with 30,584 (0.55%) foreign arrivals (Delancy, 2011). The Exuma Cays Land and Sea Park, which protects 176 square miles of various endangered species on land and in the ocean, was the first marine fishery reserve to be established in the Caribbean and is a major tourist attraction on the island (Bahamas National Trust, 2012). Great Exuma is also known for its two major yachting events, which attract international visitors to the islands every year.

Grand Bahama is the fourth largest island in The Bahamas located in the most north western portion of the archipelago. Due to its close proximity to the state of Florida, it is an important tourists destination and houses the second largest city in The Bahamas; Freeport. Grand Bahama is currently the host to 1,936 hotel rooms, a significant decrease from 3,617 rooms in 2001 (Delancy, 2011). However, foreign tourist arrivals have increased from 633,632 in 2001 to 818,289 (14.7%) in 2011(Delancy, 2011). This Family Island has seen many tourism developments over the years, especially in the city of Freeport. Other settlements in Grand Bahama are much more remote and play host to smaller tourism developments, including being a host to eco-tourism at The Lucayan National Park.

By stark contrast, the Island of New Providence, though not a Family Island houses 9,073 (60%) of all hotel rooms amongst only 23% (66) hotels throughout the entire archipelago of Islands. New providence also accounts for 53.8% (3,004,486) of

foreign arrivals in 2011(Delancy, 2011). These striking numbers are evidence to the fact that the tourism industry in The Bahamas is heavily concentrated in one area that has the capacity to support large hotels and resorts, unlike other Family Islands. Due to the large range of tourism development in The Islands of The Bahamas, it is imperative to explore alternative forms of tourism for the smaller family islands. According to Jurowski and Gursoy (2004), tourism planning, development and sustainability must be first accepted and supported by the locals before it can be successful. Therefore, a short review of resident attitudes towards tourism is discussed in this chapter.

According to a 2008 study done on resident attitudes towards tourism in the Family Islands of The Bahamas, 74% of residents reported that they would choose to work in the tourism industry (Bahamas Ministry of Tourism, 2008). Of this 74%, the islands of Eleuthera and Andros (85%) had the largest population of residents stating that they would choose to work in the tourism industry, while Exuma had the smallest (63%). Among these respondents, 88% chose "meeting new and/or interesting people" as the reason why they would work in the tourism industry while 46% stated "the volatility of the industry" as the reason why they did not want to be employed by the tourism industry. Among the attitudes measured towards tourism, 61% of respondents felt that "Bahamian Culture" was not represented well enough in tourism ventures and 86% felt that the government was not providing sufficient opportunities or training for Bahamians to be qualified to hold "top" positions in the industry most often held by foreigners. A deeper look into the support for volunteer tourism and cross-cultural understanding could serve as a solution to some of these issues.

Impacts of Tourism on Small Island Communities

According to the report of the Commonwealth Secretariat (2000), Small Island

Developing States (SIDS) are defined as having a population of 1.5 million or less. SIDS

share many of the characteristics of other developing countries but they face unique

challenges which are widely recognized (Liou & Ding, 2004; Nunkoo, Gursoy &

Juwaheer, 2010). These states tend to have extremely high levels of intrinsic

vulnerabilities due to their natural, economic and social systems. Challenges facing SIDS

arise due to their small size, remote geographical locations, vulnerability to external

shock, a narrow natural and human resource base, environmental challenges, small

domestic markets and a heavy dependence on external markets (United Nations, 2011;

Briguglio,1995; Cross & Nutley, 1999; Douglas, 2006; Liou & Ding, 2004). Other

challenges noted by The United Nations Office of the High Representative for the Least

Developed Countries, Landlocked Developing Countries and Small Island Developing

States (UN-OHRLLS) include infrastructure, transportation, communication, long

distances from export markets, low or irregular international traffic volumes, little

resilience to natural disasters and fragile natural environments. Not uncommon to SIDS is

the growing dependence or reliance on developing and/or sustaining their tourism

industry as a viable economic contributor to the state's GDP.

Tourism is generally perceived to provide a solid economic base for many

communities around the world, yielding benefits such as a higher quality of life,

employment opportunities, and economic diversity (Andereck, Valentine, Knopf & Vogt,

2005). However, other positive and negative impacts have been cited in the literature

under the groupings of economic impacts, socio-cultural impacts and environmental impacts (Allen, Long, Perdue & Kieselbach, 1988; Ap, 1990; Farrell, 2001; Li, Sheldon & Var, 1987; Liu & Var, 1986; Long, 1990; Nepal, 2008). Early research argues that tourism could be an avenue to develop emerging nations and provide capital investment and modernization (Boissevain, 1977). However, early research suggests that there are some major discrepancies when it comes to tourism development. It has been argued that service based jobs are degrading and limiting the ability for career development (Naipaul, 1969).

Researchers also argue that tourism fails to generate "true development" within a community. Many sociologists and anthropologists have reported tourism development in small islands as being the agent of socio-cultural change, which could have a negative impact (Boissevain, 1977). As it pertains to the current study, while much of the research done previously on resident perceptions of tourism impacts, the islands under examination here are fairly underdeveloped and have seen many different types of both failed and successful tourism ventures. For example, the Island of Exuma opened a Four Seasons hotel in 2004 that was forced to close 5 years later due to a "tourism drought" in the country. This hotel employed nearly 500 Bahamians that were forced to look outside the island for work after its closing. Today, however, Sandals resort now occupies the former four seasons and has successfully been employing Bahamians over the past 3 years. It therefore becomes extremely difficult to apply the findings of previous studies to these small islands because of their unique characteristics and past tourism development. The following paragraphs will discuss the specific impacts of tourism on Small Island States.

Economic Impacts of Tourism

Economic impacts due to tourism development have been cited in the literature both positively and negatively. Due to the small amount of studies done on SIDS, the impacts listed are general tourism impacts and may not be applicable to all Small Island States. Positive economic impacts include a reduction of unemployment, tax revenues, increased standard of living and the creation of new opportunities providing higher revenue at the individual, community and government level (Liu & Var, 1986). Negative impacts include an increase in the cost of living, which includes an increase in the prices of goods and services (Ling, Jakpar, Johari, Myint & Rani 2011).

Socio-Cultural Effects of Tourism

Generally, residents welcome the economic benefits of tourism development but are very unaware of the negative socio-cultural impacts that plague the industry (David & Morais, 2004; Lankford, 2003). Resident perceptions of socio-cultural impacts have been researched extensively in the literature (Ling et.al, 2011). The majority of this research reports residents having positive perceptions of social and cultural impacts (Gursoy & Rutherford, 2004) such as entertainment, cultural and historical exhibits (Liu & Var, 1986), improved cultural heritage and community services (Gilbert & Clark, 1997), the development of national and recreational parks (McCool & Martin, 1994) and more recreational opportunities for residents (Perdue, Long & Allen, 1990). Negative socio-cultural impacts include a decline in cultural traditions, increase in crime rates, drug use, social conflicts, traffic congestion and overcrowding (Brunt & Courtney, 1999; Ling et.al,

2011). Tourism has also been found to have an effect on the characteristics of local residents, which could have a negative effect on social lives, religious beliefs, morals and values (Dogan, 1989). Other studies found that tourism can negatively affect the core family unit (Kousis, 1989) and alcohol use (King, Pizam & Milman, 1993).

Environmental Effects of Tourism

Environmental damage to small island developing states, such as water pollution, air pollution, plant destruction, deforestation, erosion of beaches, destruction of wetlands and soil, hurricanes, volcanic explosions, and sea level rise is a rising topic in academic literature (Adrianto & Matsuda, 2002; Andereck, 1995; Nunkoo & Ramikissoon, 2010). SIDS are especially vulnerable to these natural disasters due to their small size and geographical location. These small economies are also easily exposed to negative environmental damage due to their "fragile biodiversity and ecosystems" (Nunkoo, 2010). According Armstrong & Reed (2002), the vulnerability of SIDS is not only affected by natural disasters, but by economic development as well. Environmental impacts due to tourism development are noise pollution and large buildings that can destruct natural views (Andereck, 1995). Pressures arising from tourism development tend to have a greater affect on the economy than on economies or larger countries (Briguglio, 1995). Thus, the need for sustainable development is an important factor for consideration when considering new tourism developments.

Mass vs. Alternative Tourism

Mass tourism is a concept that is well known within the industry. In this study, mass tourism is defined as any tourism product or attraction that is developed and

designed to captivate large amounts of tourists (Adapted from Gursoy et.al, 2010). These types of ventures tend to offer little opportunity for guests to travel outside the vicinity and interact with the local life. Not only does this localize tourists in one area, preventing them from experiencing traditional Bahamian life, but they also require a large base of human resources and skills, which cannot be found in island communities with less than 10,000 people. This challenge, along with the infrastructural deficiencies, including the availability of local hospitals, fire stations and international flights arriving and departing from The Family Islands makes mass tourism development very difficult to pursue.

Quite oppositely, alternative tourism is defined in the research as any development that caters to a small amount of people and operates with social, environmental and community values in mind (Gursoy et. al., 2010). Alternative tourism often provides 'local' experiences for visitors and places a strong emphasis on the relationship between the host and the tourist (Wearing & Neil, 2009). Many times, alternative tourism will also collaborate with other industries within the community, such as education and agriculture (Newsome, Moore & Dowling, 2002). Overall, alternative tourism tends to have less of a negative impact on the social, cultural and environmental well-being of a community (Gursoy et. al., 2010; Newsome et. al., 2002). Alternative tourism demands much less of the human and natural environment, and has the ability to provide more of a cultural experience for the tourist. Therefore it can be seen as a sustainable alternative to mass tourism for these Family Islands.

Volunteer Tourism: An Alternative Tourism Form

The dilemma faced by the tourism industry is derived from the need to achieve

economic stability as well as sustainable development. This idea of alternative tourism is centered on the search for authenticity for both the tourist and the host community (Wearing, 2001). There is no widely accepted definition for alternative tourism, however, it is generally noted that this 'market differentiated' and 'ideologically divergent' form of tourism is a sustainable alternative to mass tourism (Wearing, 2001). Alternative tourism often provides 'local' experiences for visitors and places a strong emphasis on the relationship between the host and the tourist.

Recently, there has been a growth in the amount of tourists opting to engage in alternative tourism forms including, but not limited to eco-tourism, adventure tourism and volunteer tourism (Tomazos & Butler, 2009). This emergence of 'volunteer tourism' has received much attention by researchers as well as practitioners and has had an immense impact on the tourism industry as a whole (Honey, 1990, Tomazos & Butler,2009). Growth in alternative tourism forms is argued to be a product of peoples increasing awareness and reaction to the environmental, social and cultural destruction caused by mass tourism along with an increase in desire for altruism and self-changes (Brown & Morrison, 2003). Volunteer tourism is one form of alternative tourism that meets these criteria. Alternative tourism demands much less of the human and natural environment, and has the ability to provide more of a cultural experience for the tourist. Therefore it can be seen as a sustainable alternative to mass tourism for these Family Islands.

According to the literature, volunteer tourism is central to the model of alternative tourism (Brown & Morrison, 2003, McIntosh & Zahra, 2007, Wearing, 2001). Figure 2.1, below adopted from Wearing (2001) shows volunteer tourism within the context of the alternative tourism experience.

23
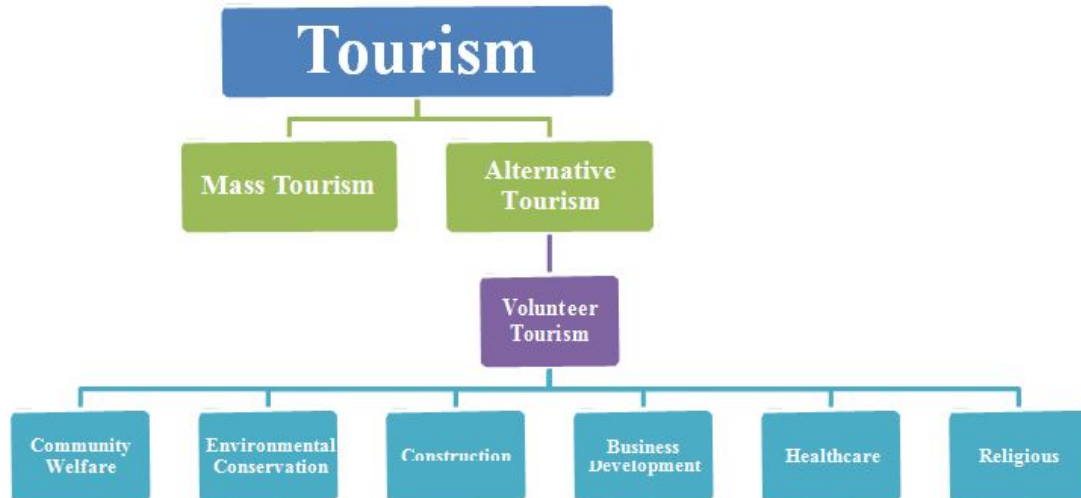
Figure 2.1 The concept of Volunteer Tourism as a form of Alternative Tourism

(Adapted from Wearing, 2001)

The act of volunteering refers to contributing services to a cause without gaining financially (Volunteer Tourism-International, 2008). According to the United Nations "volunteerism is an important component of any strategy aimed at poverty reduction, sustainable development and social integration" (Bakker & Lamoureux, 2008). Volunteer Tourism involves individuals traveling to a destination with the specific purpose of performing volunteer service activities along with the support of the local community. Academics describe volunteer tourism as a sustainable form of tourism that can be mutually beneficial to both the host community as well as the tourist and can foster the growth of meaningful and rewarding relationships between tourist and host (Callanan & Thomas, 2005; Wearing, 2001 & 2004). According to Wearing and Neil (2009), there are three trends involved in the volunteer tourism experience. The first aspect involves volunteer tourism as a personal experience that is taken on for the purpose of intrinsic

24

motivation by the volunteer. Secondly, the volunteer tourism experience can benefit the participants' life as well as the life of the host community. Lastly, experiences through volunteer tourism are given meaning through social and cultural interaction that may involve rediscovery of ones' identity.

  While there has been considerable growth in volunteer tourism research, there has been a lack of research done on the comparisons between the volunteer tourist and the residents of the host community. The majority of studies found look specifically at the motivating factors of the voluntourist to participate in such programs, without examining host community perceptions (Brumbaugh, 2010; Gursoy et. al. 2010; Ooi & Laing, 2010; Sin, 2009). To the best of the researchers' knowledge, as per Table 2.1, there have been seventeen studies done on the volunteer tourist, two studies examining both the host community and the host community compared to the volunteer tourist. Therefore, there is a great need to understand the perceptions of both parties as well as to compare those perceptions to see if there are any similarities and differences between the host and the volunteer as they both have the opportunity to benefit. There is also very little research on the possible negative impacts of volunteer tourism in the host community. Gray and Campbell (2007) state "While it is important to understand the volunteers, they represent only half the story

Table 2.1: Summary of the literature reviewed on Volunteer Tourism

Summary of the literature reviewed on Volunteer Tourism							
Author (s)	**Paper Title**	**Main Objectives**	**Study Variables**	**Sample**	**Methodology**	**Results**	**Future Research**
Studies on the volunteer							
McGehee & Santos (2005)	Social Change, Discourse and Volunteer Tourism	This study explores how volunteer tourism influences social movement participation	1. Social Networks 2. Consciousness-raising	Volunteer tourists	Focus Groups Social Exchange Theory	Volunteer tourism does have a positive effect on participants willingness to support activism & social movement activities	1. Volunteer tourism & social movements 2. Participant Observation as a method of study for VT 3. Interaction among participants in VT
Tomazos & Butler (2012)	Volunteer Tourists in the field: A question of balance	To explore the relationship between volunteers, their experiences and their behavior as a result	1. The children's home 2. The volunteer organization 3. The experience 3. Demographics 4. Balance	Volunteer tourists	Covert participation observation Modified Grounded Theory	Volunteers had a difficult time balancing their work duties and & hedonistic pursuits	1. Testing the sacrifice - hedonism balance to try and find a balance for volunteer tourists
Raymond & Hall (2008)	The development of Cross-Cultural (Mis) Understanding Through Volunteer Tourism	Identifying the role of sending organizations in cross-cultural understanding through volunteer tourism	1. The role of sending organizations	Volunteer sending organizations	Appreciative Inquiry Ten Interviews Focus Groups Online Forum (Blog)	The development of cross cultural understanding should be perceived as a goal of volunteer tourism rather than a result	1. Factors influencing cross-cultural understanding 2. How can sending organizations facilitate this
Simpson (2004)	Doing Development': The gap year, volunteer-tourists and a popular practice of development	Critique of volunteer travelers and what they learn about 'the others' through volunteer travel programs	1. Marketing 2. Participant experiences	Student volunteer tourists	Ethnographic case study Interviews	Student volunteer travelers are not forced to ask 'why' or 'how' global differences occur-therefore allowing participants to use 'luck' as the reason for their higher quality of life	1. A pedagogy of social justice should be researched for inclusion in the gap year industry

Summary of the literature reviewed on Volunteer Tourism							
Author (s)	**Paper Title**	**Main Objectives**	**Study Variables**	**Sample**	**Methodology**	**Results**	**Future Research**
Studies on the volunteer							
Tomazos & Butler (2009)	Volunteer Tourism: The New Ecotourism?	Review of the process by which volunteer tourism has developed from an altruistic endeavor to a more conventional form of tourism	1. Locations 2. Destinations 3. Target market	Volunteer sending organizations	Online Forum (Websites)	Volunteer tourism has increased their attention to target conventional tourism markets (as did the development of ecotourism)	1. No future research was recommended
Brown & Morrison (2003)	Expanding Volunteer Vacation Participation: An Exploratory Study on the Mini-Mission Concept	A study to examine the demand for mini-mission trips among members of the Ambassadair Travel Club.	1. Willingness to spend2. Volunteer interest3. Leadership4. Demographics	Potential Volunteer Tourists	Quantitative Survey	Results indicate considerable demand for mini-mission trips based on the characteristics of the traveler	1. Psychological orientations and motivations of volunteers
Stoddart & Rogerson (2004)	Volunteer Tourism: The case of Habitat for Humanity south Africa	Profiling volunteer tourist in the Habitat for Humanity program-South Africa	1. Age 2. Occupation 3. Religious Profile 4. Location 5. Motivations	Volunteer tourists	Questionnaire	Volunteer tourists are searching for an experience beyond mass tourism	1. No future research was recommended
McIntosh & Zahra (2007)	A Cultural Encounter through Volunteer Tourism: Towards the Ideals of Sustainable Tourism?	Examines the relationship between volunteer and cultural tourism in search of sustainable tourism experiences	1. Motivations 2. Experience 3. Host community response	Volunteer tourists Host community	In depth interviews Diaries Participant Observation	Interactions were perceived as mutually beneficial & different from traditional cultural tourism products	1. Qualitative research between the hosts and the volunteers in other case study contexts
McGehee (2002)	Alternative Tourism and Social Movements	To explain the changes in social movement participation in earthwatch expedition volunteers	1. Network ties 2. Perceived self-efficacy gains 3. Pre-trip social movement participation	Volunteer tourists	Social psychological theory Resource mobilization theory	Results suggest that as a consequence of the networks established during an expedition, participation in an expedition had a significantly positive	1. Various forms of alternative tourism and their effects on social movement participation

Summary of the literature reviewed on Volunteer Tourism							
Author (s)	**Paper Title**	**Main Objectives**	**Study Variables**	**Sample**	**Methodology**	**Results**	**Future Research**
Studies on the volunteer							
Guttentag (2009)	The Possible Negative Impacts of Volunteer Tourism	Examines the possible negative impacts of volunteer tourism	1. Negative Impacts	Academic literature	A review of the literature	If negative impacts are ignored, volunteer tourism will risk entering communities that do not understand the drawbacks	1. Negative impacts of volunteer tourism
Brumbaugh (2010)	The Impact of Diversity Seeking and Volunteer Orientation on Desire for Alternative Spring Break Programs	This study seeks to examine the difference in the values that effect perceptions towards volunteer tourism programs vs. ideal or previous spring break vacations	1. Motivations 2. Values 3. Values	Student volunteer tourists	Survey	Individual difference factors affect these values	Future research should include a different demographic other than students
Ooi & Laing (2010)	Backpacker tourism: sustainable and purposeful? Investigating the overlap between backpacker tourism and volunteer tourism motivations	Examines the overlap between backpacker and volunteer tourists motivations	1. Motivations	Backpacker tourists	Self-administered questionnaires	Findings suggest that overlap exists between the two groups	1. A closer examination of backpackers motivations 2. The role of altruistic motivations in backpacker volunteer tourists
Heuman (2004)	Hospitality and Reciprocity: Working Tourists in Dominica	Examines the importance of host-guest relationships on volunteer vacations	1. Protection 2. Reciprocity 3. Obedience 4. Performance	Student Volunteer tourists	Interviews Focus Groups	Findings suggest that traditional elements of hospitality are found in the relationships between working tourist and host	1. Small scale tourism relationships between guest/host

Summary of the literature reviewed on Volunteer Tourism							
Author (s)	Paper Title	Main Objectives	Study Variables	Sample	Methodology	Results	Future Research
Studies on the volunteer							
Sin (2009)	Volunteer Tourism "Involve Me and I will Learn?"	Review of volunteer tourism with regards to motivations, performances of the "self" and tensions and paradoxes	1. Motivations 2. Performances of the 'self' 3. Tensions and paradoxes	Volunteer tourists	Interviews Participant Observation	Volunteer tourism could be reinforcing negative stereotypes	1. Continual and critical reviews of volunteer tourism 2. Research focusing on the host community
Broad (2003)	Living the Thai Life- A Case Study of Volunteer Tourism at the Gibbon Rehabilitation Project, Thailand	A case study evaluating the relationship between volunteers, volunteering and the outcome as a result.	1. Motivations 2. Experiences 3. Outcomes	Volunteer tourists	Ethnographic case study Interviews Research Journal	Results suggest that there is a relationship between volunteer motivations, perceptions and positive experiences.	1. Research on all participants in volunteer tourism
Campbell & Smith (2006)	What Makes Them Pay? Values of Volunteer Tourists Working for Sea Turtle Conservation	This article examines how volunteers value sea turtles	1. Values 2. Motivations 3. Experience	Volunteers tourists	Grounded Theory Approach Interviews	Results show the fragile the environment for understanding human environment relations.	Future research examining these relationships, specific to eco-tourism is much needed.
Coghlan (2008)	Exploring the Role of Expedition Staff in Volunteer Tourism	This study aimed to understand the perceptions and expectations of expedition leaders of their volunteer tourists	1. Characteristics2. Expectations3. Motivations	Expedition leaders	Self-administered questionnaires	Results suggest that there are some differences in the perceptions between leaders and volunteers. Leaders may not be properly prepared to handle volunteers and their expectations	Future research examining leaders preparedness for volunteer trips is needed

Summary of the literature reviewed on Volunteer Tourism							
Author (s)	**Paper Title**	**Main Objectives**	**Study Variables**	**Sample**	**Methodology**	**Results**	**Future Research**
Studies on the residents							
Sin (2010)	Who are we responsible to? Locals' tales of volunteer tourism	An examination of the positive and negative opinions of volunteer tourism from the perspective of the host community	1. Relationships between the host and volunteer	Host community	Interviews	Researchers found that volunteer tourism can sometimes reinforce stereotypes, but can also formulate healthy caring relationships between guest and host. However, the issues facing volunteer tourism should not be ignored	1. Host communities and volunteer tourism
McGehee & Andereck (2009)	Volunteer tourism and the "voluntoured": the case of Tijuana, Mexico	This research used the social exchange theory to predict the degree to which personal benefit from volunteer tourism will predict residents perceptions on impacts and their support for volunteer tourism activities	1. Benefits 2. Positive Impacts 3. Negative Impacts 3. Support for additional volunteer tourism; volunteer tourism planning & voluntourism activities	Host community	Social Exchange Theory Surveys	Results indicate mixed support for social exchange theory	1. Application of the resident attitudes model under different social and cultural conditions 2. A closer examination of the religious/spiritual role in volunteer tourism

Summary of the literature reviewed							
Author (s)	**Paper Title**	**Main Objectives**	**Study Variables**	**Sample**	**Methodology**	**Results**	**Future Research**
Studies on Volunteers and residents							
Gray & Campbell (2007)	A Decommodified Experience? Exploring Aesthetic, Economic and Ethical Values for Volunteer Ecotourism in Costa Rica	An examination of the differences in aesthetic, economic and ethical values between stakeholder groups in volunteer tourism	1. Ecotourism elements 2. Views of Tourism 3. Development	Host communities NGO Staff Government Employees	Interviews Grounded Theory Approach	Results suggest positive perceptions and support for volunteer eco-tourism among all groups, however, differences between volunteer and guest attitudes towards the project were found.	2. Studies to examine and compare the volunteer/host relationship and views
McGehee & Andereck (2008)	Pettin' the critters: exploring the complex relationship between volunteers and the voluntoured in McDowel County, West Virginia, USA, and Tijuana, Mexico	Case studies of two host communities with the purpose of highlighting some of the complex issues that exist between volunteer tourists and the voluntoured	1. Dependency 2. Organized Religion	Volunteer tourists Residents	In depth interviews Informal interviews Questionnaires Observation Website content analysis	Both positive and negative impacts exist between volunteer tourists and the voluntoured, but this relationship is extremely complex. There is no method in place for matching community needs with volunteer tourism programs	1. How should the phenomenon of volunteer tourism proceed in a way that maximizes positive benefits and minimizes negative ones 2. More in depth research on the role and impacts of religion in volunteer tourism

Understanding Resident Perceptions

Tourism in small island communities relies heavily upon the support of local residents for successful planning, development and sustainability (Jurowski & Gursoy, 2004). Although tourism generates a plethora of economic benefits for a community, it also puts a strain on natural resources and can impose negative social and cultural impacts in many destinations, especially small island communities (Gursoy et. al. 2002). Therefore, a host community that show signs of lack of support for tourism will be unwelcoming and drive away visitors that could potentially be repeat customers (Fridgen, 1991). As a result, researchers argue that community involvement in tourism is key to the sustainability of any tourism development (Gursoy et. al., 2009).

Previous studies suggest that the success and sustainability of a tourism venture largely depends of the acceptance of the tourist and tourism related activities within in a community. In fact, researchers have become more and more intrigued by host community perceptions and attitudes over the past years, and have conducted numerous studies on this topic (Gursoy & Rutherford, 2004; Gursoy et. al., 2002; Liu & Var, 1986; Tosun, 2002; Gursoy et. al.,2010). The idea that tourism planning must be unique to a destination is directly related to the sustainability of any tourism product or development. Many pose the argument that a sustainable tourism model that is successful within any one community can be duplicated to fit multiple different communities. However, scholars disagree with this notion and claim that such development cannot be generalized (Potts & Harril, 1998). Case studies have strong supported the argument that 'mutuality' and 'locality' should be the focus in the tourism planning process rather than stereotyping, which tends to belittle the unequivocal individuality of a destination (Potts

& Harril, 1998). Therefore, the Islands being studied in this case were chosen to address the unique issue of tourism development on Family Islands in The Bahamas.

Volunteer Tourism Motivations

Motivations surrounding participation in volunteer tourism activities are extremely diverse and multi-faceted. According to the literature, altruism is central to the concept of volunteer tourism, however self-development and a thirst for adventure are also cited as strong motivators (Brown, 2005; Coghlan, 2006, McIntosh & Zahra, 2007; Ooi & Laing, 2010; Stoddart & Rogerson, 2004, Wearing, 2001). The desire of the volunteer tourist to participate in a vacation that has a positive effect on the community is also a key reoccurring theme (Coghlan, 2006; Brown, 2005). In contrast to this, seemingly selfless contributions to local, underdeveloped communities and environments may in fact be tools to boost ones self-image (Gray & Campbell, 2007; Wearing, 2001). This information seems to suggest two mutually exclusive motivations for participation in volunteer tourism, altruism and ego enhancement. By challenging and expanding oneself through interactions within the volunteer tourism experience, individuals are able to explore and enhance their opportunities for personal growth through altruistic efforts and motivations. However, according to Wearing (2001, p. 3) "as part of the volunteer tourism experience, interactions occur and the self is enlarged or expanded, challenged, renewed and reinforced", thus suggesting the idea of 'ego enhancement'.

Other motivations to participate in volunteer tourism include personal growth and exploration of the "self", development of skills, the desire for travel and adventure, opportunities for networking and professional development, cross cultural experiences, a search for nature and resume boosters (Wearing, 2001). In addition to these motivations,

Wearing & Neil (2009) note that an interest in making lifelong friends has also been

found to be an integral part of the volunteer tourism experience, which can be a strong

motivating factor. Various studies on volunteer tourism have noted the importance of the

social interactions between different cultures involved in the volunteer tourism experience

(Broad, 2003; Wearing, 2001) as well as the ability to interact with likeminded

individuals (Brown, 2005; Raymond & Hall, 2008). The search for close contact with

nature also appears to be of high importance when understanding motivating factors.

Benefits of Volunteer Tourism

On the positive side, existing research on volunteer tourism has identified a range

of possible benefits to the voluntourist as well as to the host community. Not only do

voluntourists crave personal enjoyment, but they also crave an experience that has a

positive effect on the host culture and community they are visiting (Rogers, 2007). For

example, the structural improvements a community may benefit from due to volunteer

tourism, conservation efforts often promoted by volunteer sending organizations and the

irreplaceable experience gained by voluntourists are just some of the benefits to local

residents and their communities. Other benefits associated with participating in a

volunteer tourism program include learning new skills, being challenged by the volunteer

activities and contributing to the development of a community (McGehee & Andereck,

2009). Volunteer tourism is also considered to be a form of sustainable tourism for

smaller communities. Due to its close contact with the host community, there is often a

genuine encounter that provides mutual benefits for both the host community and the

tourist (McIntosh & Zahra, 2007). Additionally, the transfer of skills can also be a benefit

to the local community (Broad, 2003; Coghlan, 2008; McGehee & Andereck 2009; Ooi & Laing, 2010; Stoddart & Rogerson, 2004).

Negative Impacts of Volunteer Tourism

Optimism towards this 'volunteer-abroad' idea has received some criticism by academics in the industry (Guttentag, 2009). One criticism is that tourists' seemingly altruistic motives to participate in volunteer tourism, may in fact be self-serving (Gray & Campbell, 2007; Wearing, 2001). According to Guttentag (2009), some negative impacts of volunteer tourism include a neglect of locals' desires, a decrease in employment opportunities and a promotion of dependency, a reinforcement of conceptualizations of the 'other' and rationalizations of poverty, and an instigation of cultural changes. Other negative impacts due to volunteer tourism can include the following: noise and pollution, vandalism in the community, friction between locals and volunteers as well as burdening the communities resources (McGehee & Andereck, 2009).

A neglect of locals' desires

One of the major criticisms of volunteer tourism activities is the fact that they don't meet the needs of the local communities. Many times, volunteer tourism activities are organized and executed by foreign run companies targeting the needs and wants of the tourist rather than the communities. Numerous studies that have researched volunteer tourist motivations have found that participants are not simply motivated by altruism, but also largely motivated by personal fulfillment (Broad, 2003; Broad & Jenkins, 2008; Brown, 2005; Cohglan, 2006; Galley & Clifton, 2004; McGehee & Andereck 2009; McIntosh & Zahra, 2008; Wearing, 2000). Many assume that volunteer

tourism is beneficial; as long as this is the case, the idea that volunteer tourists are motivated by personal factors becomes irrelevant. In fact, according the Guttentag (2009), "satisfying the volunteers' motivations becomes desirable because it is a necessary measure for attracting project participants".

Many communities that are extensively voluntoured can easily end up missing out on what is really needed in their community (Gray & Campbell, 2007; Guttentag, 2009; Speer, 1994). An example of this was shown in a study done on a sea turtle conservation project in Costa Rica. A neglect of locals' desires was made apparent to Matthews (2008) when she discovered that poaching was a way of life for some locals and that the locals they worked alongside were mostly National park rangers, which was not representative of the greater population. The lack of widespread local support for this project highlights the need for a new approach that takes local needs into consideration.

A decrease in employment opportunities and a promotion of dependency

One reason for an increase in growth and popularity for volunteer tourism projects is that many companies require little to no skills to be a participant. "The only essential skill that is required by many of these organizations is the desire to help others" (Brown & Morrison, 2003, pp. 77). Due to this fact, many voluntourist provide labor that may already be available in the community. For example, many volunteer tourism projects include manual labor to build structures such as schools or hospitals. A case study by Ver Beek (2006) done on a short-term mission trip revealed that volunteer tourists often come to communities to perform jobs that locals are qualified to complete. Many organizations are not cautious of this, and will send any volunteer who is willing

to pay the price of the trip. Although volunteer activities do provide money that may have not otherwise have been available, they also provide free labor, which puts local laborers at great risk to a decrease in employment opportunities. The presence of free labor may also disrupt local economies and promote a cycle of dependency. Many volunteer tourism projects travel to communities multiple times,until there is no longer a demand for that destination. This is very dangerous for the host community because they run the risk of becoming dependent on free services provided by volunteers.

Conceptualizations of the 'other' and poverty rationalizations

       The review of literature has also revealed that many studies have applauded the benefits of volunteer tourism tend to focus on the intangible rather than the tangible. It was found that many statements regarding the positive impacts of volunteer tourism were based on personal growth and/or benefit or intercultural understanding (Wearing, 2001). For example, in a study done by Sin (2009) on volunteer motivations with students traveling to South Africa, it was found that the majority of students craved to find an 'identity of self', rather than gaining an understanding of the host community. One of the students on the trip was quoted in an interview about his feelings towards the economic status of the community saying "I am brought up to believe that as long as I work hard, I can succeed. I guess it is because I am lucky and have so many opportunities. My first reaction is to blame the locals for not working hard for themselves" (Sin, 2009, pp. 495). These are the types of statements that lead us to believe that the personal and intercultural benefits of volunteer tourism are overstated. This young man seemed to have no greater understanding or appreciation for the community he was working in. Instead, he seemed to emphasize the 'them and us' approach rather than finding commonality between the

developed and the developing world. According to research done by Raymond and Hall (2008), stereotypes are actually being reinforced instead of reduced in many volunteer tourism programs. In fact, many volunteer tourism organization portray a simplistic view and imagery of destinations and local cultures in order to appeal to their volunteer tourism market (Simpson, 2004) This portrayal highlights the 'otherness' and "rationalizations of poverty' in host communities by simply defining them by their needs rather than defining them as a people with distinct cultural differences that should be appreciated.

Cross-Cultural misunderstanding: "The demonstration effect"

According to Guttentag (2006) "The demonstration effect is a term denoting the process by which a host culture is impacted when tourist draw attention to their lifestyles and items of wealth" (Quoted from Wall & Mathieson, 2006, pp. 236). Although this effect can sometimes create positive change, it is more often negative with the impacts of tourists who parade symbols of their affluence to host communities. This is a great risk for communities when they agree to have volunteer tourist come into their home. It can create feelings of unworthiness among the local community, while volunteer tourists continue to feel 'lucky' to live a life of such opportunity (Guttentag, 2009). Simpson (2004) also discovered that some volunteers actually came to romanticize ideas of poverty and associate it with social and emotional wealth. A large number of volunteers in Simpsons' study acknowledged the lack of development or poverty they witnessed by attributing their lifestyle to luck and "favorable conditions" (Simpson, 2004). These types of statements show that volunteer tourist often continue to focus on their own situation rather than that of the community in need. Many volunteer projects are geared solely

towards satisfying the wants of the volunteers for the community they are visiting.

Positive Impacts of Volunteer Tourism

Volunteer tourism can also have positive impacts on the host community ranging from the development of more facilities for the community, solving/addressing community issues and problems, improvements in the local economy possibly leading to sustainable development, the breakdown of stereotypes and cross-cultural understanding and directing tourism to communities that may not otherwise be visited (McGehee & Andereck, 2004; Rogers, 2007; Raymond & Hall, 2008).

Development of facilities for the community

One of the most obvious positive impacts of volunteer tourism is the development of new or refurbished facilities that the community could not afford on its own. Many volunteer tourism projects involve construction projects including the building of schools, hospitals, churches, and community centers. These projects not only provide free labor, but they also provide materials needed for the project as well as other monies needed to complete the project successfully (McGehee & Andereck 2009). In a study done on resident attitudes towards volunteer tourism in Tijuana, Mexico, it was found that the majority of respondents agreed with the statement "As a result of volunteer activities, communities develop more facilities that local residents can also use" (McGehee & Andereck, 2009). The respondents also agreed that volunteer tourism provided worthwhile opportunities for residents and improved the quality of life for the host community.

Solving or addressing community problems

As mentioned in Chapter 1, volunteer tourism includes community services such as health care, conservation projects and community welfare. These are all areas that can address community needs or problems. Many communities that are extensively voluntoured do not have the money to provide healthcare for their residents, or the means to provide education for all the children in the community (Bruyere & Rappe, 2007; Wearing, 2001). Volunteer tourism projects allow developing communities the access to free hands and minds to help with these problems (Wearing, 2001). Many projects volunteer tourism projects include opening schools, providing teachers, opening orphanages and providing free health care (Wearing, 2004). However, in order for these types of programs to successfully solve community problems, the projects must focus on 'teaching teachers'. Ideally, elders in the community would be taught the skills to perform the same tasks as the volunteers after the project has been completed. This type of program would result in sustainably solving or addressing community problems.

Improvement of the local economy: Sustainable tourism development

Sustainable development can be a positive impact of volunteer tourism. When volunteer tourism involves laborers imparting knowledge and skills on the local community, this can create a good possibility for sustainable development rather than dependency. In McGehee and Andereck's 2009 study on volunteer tourism in Tijuana, Mexico, respondents agreed with the positive statement "increasing the number of volunteers visiting a community improves the local economy" (pp. 45).The article did not specify what they meant by 'improving the local economy', however it can be assumed that this is referring either to the economy at the time, or the economy after the

volunteer tourism project is completed. Nonetheless, volunteer tourism has the ability to bring extra money into the economy, whether it is through staying at local hotels while in the community or dining in local restaurants. Another example may include volunteer tourism programs that specialize in giving classes to locals on small business development. If done properly this could lead to the creation of sustainable small businesses for local community members.

Cross cultural understanding through volunteer tourism

Cultural awareness and international understanding are concepts that have been promoted to bring positive effects to communities through tourism development (Raymond & Hall, 2008). Specifically, researchers argue that the concept of cross-cultural understanding can be achieved through volunteer tourism activities (Broad, 2003; Wearing, 2001). Cross-cultural understanding reflects the idea that there is a greater opportunity for exchange between tourists and residents as a result of volunteer tourism activities. This argument can also be found within the industry itself, for example *Cross-Cultural Solutions: Excellence in International Volunteering* mission states that their volunteer tourism trips will result in "bringing people together to work side-by-side while sharing perspectives and fostering cultural understanding" (Cross-Cultural Solutions, 2012). Another industry player, the International Cultural Youth Exchange (ICYE) mission is "To promote intercultural understanding, equality of opportunity, tolerance and peace among people in the world" (IYCE Federation, 2012). However, according to Raymond and Hall (2008), it cannot be assumed that sending volunteer tourist abroad will automatically result in host community acceptance and

cross-cultural understanding. One way to prevent cross-cultural misunderstanding could be to understand host community involvement and support for volunteer tourism activities. Cross-cultural understanding has the capacity to be a positive impact of volunteer tourism; however, this involves a deep understanding of other cultures. Language differences are one of the most difficult barriers to overcome (Guttentag, 2009). Without a means of communication, cross-cultural understanding is near impossible. An example of cross-cultural understanding being successful was found in a case study done on a volunteer tourism project in Maori (McIntosh & Zahra, 2007). According to an interview done with a resident in the community, "The holiday program with the volunteers from Australia helped the kids identify with their culture. These volunteers were interested in them and in their culture and it made them proud to be Maori" (McIntosh & Zahra, 2007).

Community involvement in tourism is an extremely important factor when it comes to the sustainability of any tourism project (Gursoy et. al., 2010; Musa et. al., 2004). This concept can promote a form of cross-cultural understanding that can beachieved through the ideals 'peace through tourism' (Brown & Morrison, 2003) and 'reconciliation tourism' (Crabtree, 1998) (see Raymond & Hall, 2008). Raymond and Hall (2008) recommend that sending organizations deliberately create opportunities for volunteer tourists to interact with the local people and their culture. Without this type of strategy, researchers argue that there is no chance that cross-cultural understanding can occur (Guttentag, 2009; Raymond & Hall, 2008). Therefore, it is extremely important to continue the measurement of host community perceptions when embarking on any tourism development venture. Residents who see tourism as having positive economic or

cultural impacts on their community are more likely to support alternative forms of tourism (Gursoy et. al., 2010).

Scope & Size of the Volunteer Tourism Market

Due to continuous growth within the volunteer tourism market, it is extremely difficult to evaluate its size. To date, no study has been done to approximate the size of the global market for volunteer tourism (Bakker & Lamoureux, 2008). However, based on a survey of over 300 volunteer tourism organizations worldwide, it has been estimated that 1.6 million people participate in organized volunteer tourism annually with a market share between 1.7 and 2.6 billion (Global Volunteer Tourism Guide, 2012). The majority of these organizations can be found in the UK, Australia, Western Europe and The United States (Bakker & Lamoureux, 2008). In the United States, approximately 60.8 million Americans volunteered through an organization spending at least 52 hours doing volunteer activities in 2007 (Bakker & Lamoureux, 2008),

According to the Travel Industry Association of America (TIAA), more than fifty-five million Americans have participated in some form of volunteer travel with another hundred million contemplating the idea as an alternative form of tourism. In a 2006 survey, TIAA found that out of 1,100 travelers, 24% expressed interest in volunteering on their next vacation. Travelocity.com surveyed 1,280 of their members and found that 38% of respondents were likely to plan a volunteer trip in the future. This commitment to volunteer tourism, along with the intrepid thirst among Americans for travel has created a booming industry of companies providing volunteer-abroad service opportunities (Bakker & Lamoureux, 2008).

Social Exchange Theory

Social exchange theory was developed approximately forty years ago by four prominent figures namely George Homans, John Thibaut, Harold Kelly and Peter Blau (Emerson, 1976). Between these academicians, SET was explored through social psychology (Homans, 1958, Thibault & Kelly, 1959), sociology (Blau, 1964) and anthropology (Sahlins, 1972). Through the exploration of these three major works, a widely accepted definition was formed by Blau (1964) and states that "social exchange as here conceived is limited to actions that are contingent on rewarding actions from others" (Cited from Emerson, 1976, pp.336). These interactions are usually described as being "interdependent" and based on the actions of another person (Blau, 1964).

More recently, social exchange theory has been defined as "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation" (Ap, 1992, pp.668). The theory provides researchers with a framework to examine the position an individual may take depending on the rewarding action from others (Wang & Pfister, 2008). These rewards or benefits are considered the outcome, or achievement, of the motives to participate in a volunteer experience (MacNeela, 2008) thereby asserting that motives are a precursor to benefits. According to Pearce and Butler (1993), motives are a key factor leading to involvement, whereas benefits refer to what is achieved through involvement. In some instances a benefit may be a motive fulfilled, but benefits may also be unanticipated (Pearce & Butler, 1993). Thus, as an antecedent, motives are goal oriented objectives the participant wishes to pursue while the benefits are the achievements obtained resulting from the experience (Piliavin, 2005).

Studies on volunteer tourism have used a wide range of theories including development theory (Simpson, 2004), social movement theory (McGehee, 2002) and grounded theory (Halpenny & Caissie, 2003; Tozamos & Butler, 2009). Resident attitudes towards tourism have also been studied using multiple theories namely life cycle theory (Ap & Crompton, 1993) and identity theory (Nunkoo et. al., 2010). Over the years, SET has been explored throughout many different disciplines such as sociology, leadership, workplace behavior, organizational change, economics, social psychology and, more recently in tourism studies (McGehee & Andereck, 2009;Wang & Pfister, 2008). However, most studies examining resident attitudes towards tourism used social exchange theory (SET) (Andereck & Nickerson 1997; Ap, 1990; Gursoyet. Al., 2002; McGehee & Andereck, 2004; Jurowski et. al., 1997; McGehee & Andereck, 2009; Nunkoo & Ramkissoon, 2010; Wang & Pfister, 2008). For example, one tourism study used SET to aid in developing a unique model for understanding resident attitudes in small island communities (Gursoy et. al., 2002). Specifically related to volunteer tourism, McGehee and Andreck's (2009) study on resident attitudes towards volunteer tourism, SET was employed to predict the variables that would have an effect on the support for volunteer tourism. McGehee and Andereck (2009) argued that perceived benefits and positive impacts will result in higher support for volunteer tourism ventures whereas a lack of perceived positive impacts and benefits will likewise result in a lack of support. Findings from this study suggest that SET is partially supported by residents from this particular case study. However, future research on volunteer tourism under different cultural and socioeconomic conditions using SET is suggested by the researchers (McGehee & Andreck, 2009). Thus it is reasonable to also extend this

relationship to a support for cross-cultural understanding (Raymond & Hall, 2008). Due to the focus of this study on both the resident and volunteer tourist, SET will be used as a theoretical foundation.

Summary

In conclusion, a review of the relevant literature suggests that there are a multitude of opportunities for more research to be done on volunteer tourism, specifically on resident attitudes. In addition, tourism in small island communities was found to be quite fragile, therefore needed much attention by the industry and academic community. By employing the social exchange theory, this research attempts to bridge the gap between residents and volunteer tourists in a volunteer tourism setting.

Although extensive literature on volunteer tourism exists and has been reviewed; this study seeks to add to the literature by using both qualitative and quantitative methods on both the residents and the student volunteer tourists. The following chapters will examine these methods and the findings from this study with conclusions and recommendations to be drawn from them.

<center>Chapter 3</center>

<center>**Research Design and Methodology**</center>

Introduction

      This chapter presents information regarding the research setting, research

questions and hypotheses, methods, the survey instrument, target samples, data

collection procedures, and the techniques used to analyze and treat the collected data. For

the purpose of this study, a mixed methods research design was used to uncover deeper

underlying issues towards a better understanding of volunteer tourism in small island

communities. The main research variables of motivation, perceived personal benefits,

perceived negative impacts, perceived positive impacts, support for volunteer tourism

programs and support for cross cultural understanding have been explored both

qualitatively and quantitatively thus adding original academic work to the existing

literature.

Research Questions and Hypotheses

      As indicated in Chapter 1, there were five research objectives developed. They

were: (1) to measure host community perceptions of volunteer tourism activities; (2) to

determine what factors contribute to supporting additional volunteer tourism programs;

(3) to investigate what variables, if any, contribute to the support for cross-cultural understanding created as a result of volunteer tourism programs; (4) to evaluate the differences, if any, between the perceptions of residents and volunteers on their motivations to participate in volunteer tourism programs; and (5) to evaluate the differences, if any, between residents and volunteers of their perceived benefits, impacts, support for these programs and support for the resulting cross cultural understanding. Objectives four and five were designed to fill the current gap in the literature where there have not been a lot of studies comparing the perceptions of both groups of participants in volunteer tourism programs. Therefore, it was necessary to employ a qualitative exploration through face-to-face as well as online interviews with both participant groups before employing empirical tests of previous research scales by utilizing uni- and multi-variate statistical analyses. To guide this mixed-methods study, the following research questions and hypotheses were developed in line with the stated research objectives for qualitative and quantitative exploration. Research questions were used to further guide the qualitative study while hypotheses were developed where needed to test the relationships amongst key variables in the study.

1. What motivates residents/volunteer tourists to participate in volunteer tourism?

2. What variables contribute to the perceived personal benefits of volunteer tourism programs? The following hypothesis is posited for quantitative analysis:

> **H1:** Motivations for participating in volunteer tourism will contribute to the perceived personal benefits of volunteer tourism
>
> **H1: Benefits = a + β_1 Motives + e (1)**

3. What variables contribute to the perceived positive and negative impacts of a volunteer tourism program? The following hypothesis is posited for quantitative analysis:

> **H2:** Perceived personal benefits will contribute to the perceived positive and negative impacts of a volunteer tourism program
>
> **H2.1: Positive= a + β_1 Benefits + e   (2.1)**
>
> **H2.2: Negative= a + β_1 Benefits + e   (2.2)**

4. What variables contribute to the support for volunteer tourism activities? The following hypothesis is posited for quantitative analysis:

> **H3:** Perceived personal benefits, negative impacts and perceived positive impacts will contribute to the support for volunteer tourism activities. Thus:
>
> **H3: Support = a + β_1 Benefits + β_2 Positive+ β_3 Negative + e (3)**

5. What variables contribute to the support of cross-cultural understanding created through volunteer tourism? To address this research question, the following hypothesis is posited for quantitative analysis:

> **H4:** Perceived personal benefits, negative impacts, positive impacts and support for volunteer tourism activities will contribute to the support for cross-cultural understanding through volunteer tourism activities. Thus:
>
> **H4: Culture = a + β_1 Benefits + β_2 Positive+ β_3 Negative + β_4 Support + e (4)**

6. What differences, if any, exist between the volunteer tourist and host community motivations and perceptions on the benefits, impacts and support for volunteer tourism programs and cross cultural understanding?

H5: Difference will exist between the volunteer tourist and host

community among these variables

The Research Variables

This study explores six research variables as represented in Figure 3.1

and discussed below.

Motivating Factors

The first variable examined in this model is "Motivating Factors." Motivating

factors refer to those reasons why people choose to participate in volunteer tourism vs.

other types of tourism or extracurricular activities. In the research model proposed,

motivating factors are predicted to have a significant influence on perceived personal

benefits. Motivations for participating in volunteer tourism are explored qualitatively

through face-to-face interviews with residents and online open ended questionnaires for

students. Quantitatively, motives were explored through various scale items,

represented by nine themes adopted from various researchers as per Table 3.1.

Perceived Personal Benefits

"Perceived Personal Benefits" is the second variable examined in this study. This

variable is designed examine the benefits involved in participating in volunteer tourism

activities. Benefits are predicted to have a significant impact on both perceived positive

and negative impacts as well as support for volunteer tourism programs and cross-cultural

understanding. Benefits were explored qualitatively through interviews with family island

residents and online open ended questionnaires for student volunteer tourists. Five variable themes representing scale items used in the quantitative surveys can be found in Table 3.1.

Perceived Positive and Negative Impacts

"Perceived Positive and Negative Impacts" is the third variable tested in the survey. This refers to the perception of impacts that may arise as a result of participating in volunteer tourism activities. Based on the social exchange theory, impacts are predicted to have a significant effect on the support for volunteer tourism and cross- cultural understanding. Fifteen themes representing the scale variables used for quantitative data collection are summarized in Table 3.1 below.

Support for Volunteer Tourism Programs

The fourth variable is "Support for Volunteer Tourism Programs" which measures the level at which volunteer tourists and the residents would support participating in volunteer tourism activities and programs. Support for volunteer tourism programs is predicted to have a significant impact on the support for cross-cultural understanding through volunteer tourism. Variable scale items are represented by six variable themes adopted from the literature (Table 3.1).

Support for Cross-Cultural Understanding

The fifth variable measures "Cross-Cultural Understanding". Cross-cultural understanding involves the interaction between two or more individuals from different cultural backgrounds. This variable measures the opinions of both the volunteer tourists

and the residents about the idea of cross-cultural understanding as a result of volunteer tourism activities. Support for cross-cultural understanding is predicted to be significantly affected by benefits, positive impacts, negative impacts and support for volunteer tourism. Five variable themes adopted from the literature and primary research are summarized below in Table 3.1
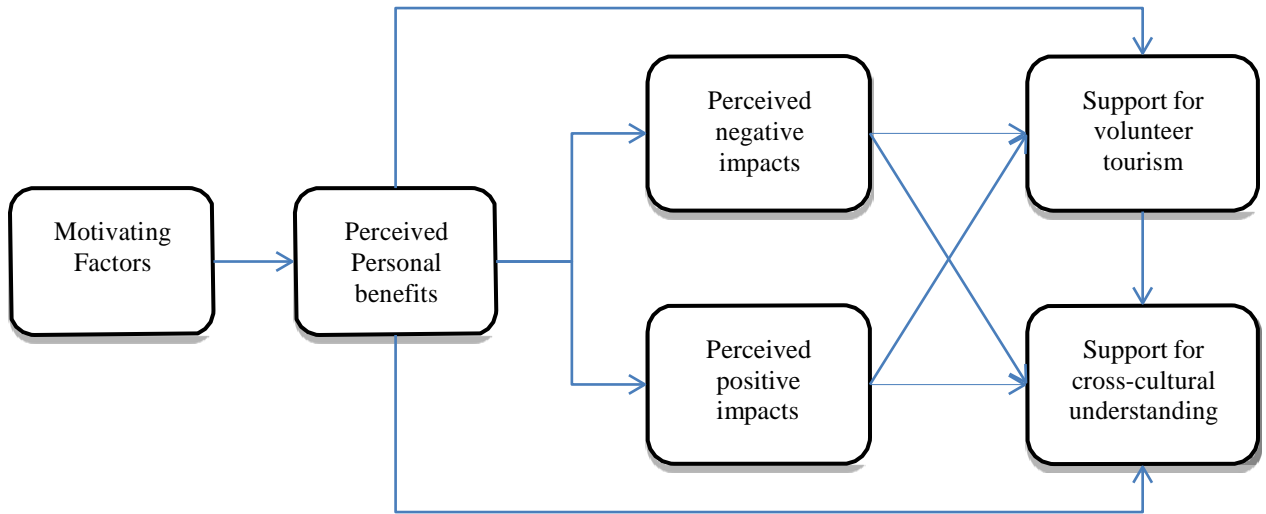

Figure 3.1. Research Model Depicting The Relationship Among Study Variables

Table 3.1 Summary of the research variables

Summary of the research variables used in residents & student volunteer tourist surveys		
	Variable	**Source**
Motivations	Community development	Brumbaugh, 2010; Gray & Campbell, 2007; Ooi & Laing, 2010; Sin, 2009; Wearing, 2001
	Interact with foreigners/other cultures	Brumbaugh, 2010; Wearing, 2001
	*Challenging	Broad, 2003; Coghlan, 2008; Ooi & Laing, 2010; Sin, 2009; Tomazos & Butler, 2009; Wearing, 2001
	Local Involvement	Brumbaugh, 2010; Coghlan, 2008; Ooi & Laing, 2010; Wearing, 2001
	Cultural Exchange	Broad, 2003; McGehee & Andereck, 2008; Ooi & Laing, 2010; Stoddart & Rogerson, 2004; Wearing, 2001
	*Increased volunteer tourists	Primary Research
	**Future employment opportunities	Bruyere & Rappe, 2007; Riecken et. Al., 1994; Wearing, 2001
	**Help others	Brown & Lehto, 2005; Stoddart & Rogerson, 2004
	**Travel for adventure	Broad, 2003; Tomazos & Butler, 2009; Stoddart & Rogerson, 2004; Wearing 2001
Benefits	*Personal benefit	Broad, 2003; Broad & Jenkins, 2008; Brown, 2005; Cohglan, 2008; Galley & Clifton, 2004; McGehee & Andereck 2009; McIntosh & Zahra, 2008; Wearing, 2001
	Gaining new skills	Broad, 2003; Coghlan, 2008; McGehee & Andereck 2009; Ooi & Laing, 2010; Stoddart & Rogerson, 2004
	Self-empowerment	Ooi & Laing, 2010; McGehee & Andereck 2009
	Educational opportunities	Broad & Jenkins, 2009; Brown & Lehto, 2005; McGehee & Andereck 2009; Wearing 2001
	**Volunteer quality of life	McGehee & Andereck, 2008
Positive Impacts	Employment opportunities	Bruyere & Rappe, 2007; Riecken et. al., 1994; Wearing, 2001
	Positive economic impact	Gray & Campbell, 2007; McGehee & Andereck ,2008 & 2009
	Community empowerment	McGehee & Andereck 2009
	Physical development	McGehee & Andereck 2009
	Community Quaity of life	McGehee & Andereck 2009
	**Aesthetic appearance	Campbell & Smith, 2006; McGehee & Andereck 2009
	**Sustainability	Gray & Campbell, 2007, Primary Research

53

Summary of the research variables used in residents & student volunteer tourist surveys		
	Variable	**Source**
	**Cultural Understanding	Coghlan, 2008; Ooi & Laing, 2010; McGehee & Andereck, 2008 & 2009; Stoddart & Rogerson, 2004; Wearing, 2001; Primary Research
Negative Impacts	Neglect of community needs	Gray and Campbell, 2007; Guttentag, 2009; Speer, 1994
	Noise & pollution	McGehee & Andereck 2009
	Exploitation of locals	Guttentag, 2009; McGehee & Andereck 2009; Raymond & Hall, 2008
	Vandalism	McGehee & Andereck 2009
	Burden community resources	McGehee & Andereck, 2008 & 2009
	Community dependence	Guttentag, 2009; McGehee & Andereck, 2008; Primary Research
	Friction between host & volunteer	Engen, 2000; McGehee & Andereck, 2008 & 2009
Support for volunteer tourism activities	Vital role in community life	McGehee & Andereck 2009
	Major economic role	McGehee & Andereck 2009
	*Government support	McGehee & Andereck 2009
	Local involvement & interaction	Coghlan, 2008; Ooi & Laing, 2010
	Increase volunteer tourism programs	McGehee & Andereck 2009
	**Student volunteer tourism companies	Primary Research
Support for Cross-Cultural Understanding	Increased cultural exchange	Ooi & Laing, 2010; Stoddart & Rogerson, 2004; Wearing, 2001
	Increased cross-cultural understanding	Coghlan, 2008; Ooi & Laing, 2010; McGehee & Andereck 2009; Stoddart & Rogerson, 2004; Wearing, 2001; Primary Research
	Positive impact on cultural Identity	McGehee & Andereck 2009
	**Local leaders	Primary Research
	**Meeting people from different cultures	Coghlan, 2008; Ooi & Laing, 2010; McGehee & Andereck 2009; Stoddart & Rogerson, 2004; Wearing, 2001
***Refers to those statements only appearing on the Bahamian resident survey* *** Refers to those statement only appearing on the student voluntourist survey*		

Research Design: A Mixed Methods Approach

In line with previous research, this study utilizes a mixed methods approach (McGehee & Andrereck, 2008). In an attempt to capture detailed and holistic perceptions from both the volunteer tourists and the residents, both qualitative and quantitative research is employed. According to McGehee and Andreck (2008) "this method is crucial to gathering meaningful data about a case or cases" (Beeton, 2005; Decrop, 2004).These methods are discussed below.

Target Samples

Two distinct samples were drawn for this study; family island residents as well as student volunteer tourists. Each sample was surveyed at two different time intervals by way of qualitative and quantitative data collection techniques, both of which are further explained below. Face-to-face semi-structured interviews as well as a structured open-ended questionnaire administered online were the techniques utilized for qualitative data collection while a quantitative survey instrument was developed and tested for administration to a larger number of participants in both groups. For the quantitative study, both an online survey as well as a paper-based survey was used to collect data.

Family Island Residents

The voluntoured sample is comprised of residents from four different Bahamian Family Islands. The qualitative sample was taken from the Islands of Andros, Eleuthera and Exuma while the quantitative sample was taken from the Islands of Exuma, Eleuthera and Grand Bahama. Before beginning the study, contact was made with the Director of Sustainable Tourism from the Ministry of Tourism for the Bahamas. Through this

contact, individual persons associated with tourism on each island were identified and contacted with regards to the study. The original group of interviewees was expanded using the "snowballing' technique, a method that has been found helpful in qualitative studies of this nature (Steeton, Cooke & Campbell, 2004). Upon arrival to the islands, interviewees were contacted based on suggestions from the key contact. Random community residents were also selected by the researcher in order to prevent the snowball technique from producing a homogeneous sample (Steeton, Cooke & Campbell, 2004).

The Volunteer Tourist

According to Brumbaugh (2010, p. 475), "college students and those planning spring break vacations in particular have become a fruitful population for research." In a 2009 study done on the student traveler, only 11% of students went to a "party destination" while 47% went home, 24% worked, 16% stayed at their respective schools and 2% volunteered on alternative vacations (StuVu Inc., 2009). With almost half of the college students in the StuVu Inc. study electing to go home for spring break rather than to a party destination, there could potentially be a larger voluntourist market amongst the student body. Rogers (2007) believes that college students are an untapped market for these alternative vacations. With the majority of students going home for their spring break vacations and only a negligible portion choosing an alternative vacation, the opportunity exists to understand student traveler perceptions regarding volunteer tourism programs Volunteers participating in volunteer tourism were recruited from different volunteer, church based and non-profit organizations participate in volunteer tourism. Organizations that responded include Swim to Empower (36%), Hands for Hunger (21%), Cornerstone Church (28%), Project Bonafide (7%) and Northpark Church (7%)

The quantitative sample for this study was taken from the AuburnServes organization which is a network of 956 student volunteers and 128 non-profit community partners. The survey was also given to a group of 71 hospitality students in the College of Human Sciences at a well-known Southeastern University. The survey was distributed to a total of 1027 people with 184 responses collected and 151 usable responses.

Phase 1: Qualitative Study

Qualitative research techniques such as interviews, focus groups, observation, online forums and case studies have been used generously by a number of researchers investigating volunteer tourism (Anderson & Shaw, 1999; Broad, 2003; Gray & Campbell, 2007; Heuman, 2004; McGehee & Santos, 2005; Raymond & Hall, 2008; Simpson, 2004; Sin, 2009; Sin, 2010; Tamazos & Butler, 2012). To understand the perceptions of Bahamian residents toward community volunteer tourism projects, face-to-face semi-structured interviews were conducted with residents on three Family Islands, namely, Exuma, Andros and Eleuthera. These locations were selected based on their population count, past and current tourism developments and proximity to the main island of New Providence. The qualitative phase sought to explore new perceptions on the study variables that may not be captured by the current literature as well as to confirm those existing.

In this phase of the study, data was also collected from students who participate in various volunteer tourism activities. An online open-ended questionnaire was designed for the researcher to gain a better understanding of student volunteer perceptions and motivations to participate in volunteer tourism. The results of this phase along with

current literature were used in the development of an online and paper-based quantitative survey that was piloted before conducting the main study. Interviews were conducted with Family Island residents between June 22nd 2011 and June 26th 2011 while the volunteer tourists completed an online questionnaire during January 2012.

Qualitative Data Collection Techniques

Semi-structured Interview

The semi-structured interview used for this project was adopted from the literature on general resident attitudes towards volunteer tourism (Gursoy, Chi & Dyer (2010, McGehee & Andereck, 2009 McGehee & Andereck, 2004). It was modified to suit the proposed study on volunteer tourism development in the Family Islands of The Bahamas. A total of eighteen face-to-face interviews were conducted to collect data for this phase of the study. Interviews were conducted over a period of five days between the different islands with approximately one and a half days spent on each island. Each interview lasted between twenty minutes to an hour with only one interview below twenty minutes and one exceeding an hour. Before each interview, subjects were briefed on the purpose of the project and their rights as a research subject, for example, to withdraw from the study at any time. An audio release form as well as an informed consent form was explained to and signed by the participant before the interview began. A few brief 'ice breaker' questions were asked along with the investigators self- presentation and description of volunteer tourism. Respondents were asked to discuss their feelings and opinions with regards to current tourism development on their island as well as their support or opposition for mass and alternative tourism before they were asked to share

their thoughts on volunteer tourism as an alternative form of tourism development. The interview process was concluded when the researcher determined that the themes being derived were saturated or repetitive. Interview questions used to guide the process follow below.

1. What are your perceptions on tourism in The Bahamas, and specifically on your family Island?

2. What are some of the negative and positive impacts you have seen as a result of tourism?

3. What are your thoughts on mass vs. alternative tourism as forms of tourism for your island and The Bahamas in general?

4. Do you have any experience with volunteer tourism? If so, what has your experience been?

5. Do you feel that volunteer tourism provides an authentic experience for tourists?

6. What are some of your concerns about a volunteer tourism program coming to your community?

7. Would you participate in a volunteer tourism program, directly or indirectly?

8. Do you feel that volunteer tourism would promote a form of cross-cultural understanding? (If needed, the researcher provided a description of this term)

9. Do you feel that volunteer tourism could invade the culture and traditions of the Island?

10. Do you think this type of tourism would work on your Island?

11. Any other questions that may arise during the interview process pertaining to perceptions of volunteer tourism. These questions will not include any identifiable information; eg: names, addresses, locations.

Structured Open-Ended Questionnaire

A structured online interview was used to collect data on perceptions of student volunteer tourists. The data from the interview was disbursed and collected through Survey Monkey, an online survey distribution website. Along with the interview, each participant was required to agree to a consent form, which stated their rights as a participant in the study. Thirty online interviews were distributed to a targeted set of volunteer tourist who were mostly students with a total of 14 usable responses collected by the researcher resulting in a 47% response rate.

To preface the interview, there was a short paragraph explaining the research project and its goals. Each interview was instructed to take approximately twenty minutes to complete, with space for extra comments at the conclusion of the interview. Questions for the interview were adapted and further developed from McIntosh & Zahra, (2007) and McGehee & Santos (2005). Interview questions to guide the formation of the online survey are as follows:

1. Have you ever participated in a volunteer tourism activity? If so, describe your experiences

2. What are your motivations for participating in volunteer activities?

3. Would you participate in a volunteer tourism program in The Island of The Bahamas?

4. If yes, what would be some of your motivations and expectations?

5. What personal benefits do you see resulting from participation in a volunteer tourism program?

6. What benefits do you think the community would gain?

7. Following a definition of cross-cultural understanding: Do you think cross- cultural understanding would play a role in a volunteer tourism activity?

8. Do you think there could be any misunderstandings between cultures during a volunteer tourism activity?

9. Do you think there are any misconceptions about volunteer tourism?

10. If you would like to provide any additional information about your knowledge or experience with volunteer programs or volunteer tourism activities, please do so below.

Qualitative Data Analysis Technique

After data collection, the information was transcribed by the researcher and then coded while ensuring that authenticity was maintained. Word Stat 6.1 was used to analyze the qualitative data. Word Stat is a self-organizing text analysis program that provides a complete look at the frequency of keywords and phrases along with charts and diagrams to show the inter-relationships among words.

Using this program, interviews were screened through a process of data coding and smoothing after a systemization and quantification process. Systemization is the analysis of text which eliminates biases in classification formation that supports the researchers' hypothesis, and quantification is the process by which qualitative data is

altered into a form amendable for statistical methods (Berelson 1952; Holsti 1969). Data coding involves techniques to exclude frequent words that are irrelevant such as "we", "like" "and", "what" and others. Data smoothing involves standardizing grammatical spelling procedure concerning alternate ways the keywords are presented. Additionally, words with similar meaning were coded to represent one word, for example "hotels" and "resorts" were coded to "hotel".

Phase 2: Quantitative Study

Quantitative Data Collection Techniques

Family Island Residents

Using the snowballing technique, participants for the quantitative survey were recruited. As with the qualitative phase of the study, initial contacts were made through the local branch for The Bahamas Ministry of Tourism on each island as well as through local community leaders. This resulted in direct identification of different community groups where surveys were distributed. These groups included schools, community centers hosting town hall meetings, office buildings and small neighborhoods. An online version of this survey was also distributed through key contacts on these islands. Online surveys were collected through Survey Monkey while the paper based surveys were hand delivered and retrieved by the primary researcher for this project. In order to adequately survey local Bahamian Islanders, 210 surveys were distributed throughout the different Bahamian Family Islands on paper by the researcher, with 10 surveys collected online. Out of a total of 220 surveys distributed, 218 usable surveys were obtained. A review of previous literature surveying resident attitudes towards volunteer tourism reveals that

these numbers are adequate for the research population and methodology (McGehee & Andereck, 2009).

Student Volunteer Tourists

Two different methods of survey distribution were used to collect data from student volunteer tourists; an online survey as well as a paper based survey. Separate email requests were sent out to instructors and coordinators of student volunteer networks requesting access to their network of volunteers. After this request was granted to the researcher, an email announcement was sent out to student volunteers with a link to the online survey as well as a copy of the IRB approved information letter. The online version of the survey was available for access between May 29th 2012-August 31st 2012. Paper based surveys were distributed to a group of hospitality students over a period of one day on August 29th 2012.   Please see email announcement and a copy of the survey in Appendix B.

Quantitative Data Analysis Techniques

Normality. To actuate the appropriateness of the data for analysis on the basis of normality, skewness and kurtosis tests were conducted. Generally, the rule of thumb to determine skewness in the data is if a variable has an absolute value greater than 3. Kurtosis was determined in the data if values were above the acceptable range of 10. Rules for these tests were adopted from Kline (2005).

Multicollinearity. Multicollinearity is a statistical phenomenon in which two or more predictor variables in a multiple regression model are highly correlated. In order to investigate whether or not this was an issue with the data, Pearson's *r* statistics was used

to determine the level of correlation between variables. According to Kline (2005), a Pearson's *r* greater than .850 is characteristic of potential issues with multicollinearity. As multiple regression was conducted to test hypotheses 3 and 4, multicollinearity checks were conducted beforehand to ensure that the data did not violate the assumptions of multi-variate regression.

Scale Reliability. Reliability is defined as the extent or degree to which a scale consistently measures test scores across samples and testing conditions (Anastasi, 1988). Reliability can be tested by looking at the strength and significance of the correlation between all the scale items for those respondents who attempted all items (Robinson, Shaver & Wrightsman, 1991). This test speaks to the internal consistency of the instrument therefore examining the uniformity of the responses to the item set. Most commonly used to assess the internal consistency of a data set is the coefficient alpha with Cronbach's Alpha among the most popular. Ranges for Cronbach's alpha are between 0 and 1. An alpha estimate of 1 suggests that all the items in the scale measure with true reliability and with little or no measurement error exhibits a very high degree of internal consistency. Therefore, it is favorable as coefficients approach 1 and unfavorable the close they are to 0. An estimate of at least .80 is desirable, however, researchers and statisticians have varying opinions on the acceptability of a Cronbach's alpha score. Some researchers say a Cronbach's Alpha between .30 and .70 is acceptable for items to remain in the test instrument (Henryson, 1971), while others argue that items must obtain an alpha score of at least .70 to remain in the instrument (George & Mallery, 2003). For the purposes of this research a values between .70 and .80 will be considered as good, .90 excellent and .60 acceptable for inclusion. Values falling below .60 are considered

unsatisfactory and will be evaluated for deletion (George & Mallery, 2003). ***Validity***:

Validity is defined as "the underlying soundness of the instrument signaling sufficiency

that the instrument does indeed measure what it is purported to measure (Murray, 2009

pp. 71)" Two methods of validity were used for this study: construct validity and content

validity. Construct validity was measured through the application of a pilot study using

exploratory factor analysis to determine the validity of the instrument. Content validity

also used factor analysis to measure the validity of the variables being tested. Face

validity was assessed through experts in the field of tourism research.

    Independent Samples t-test: The independent samples *t*-test measures the

difference between the means of two independent groups. Within this test, each group

must have scores on two variables, the grouping variable and the test variable. Levene's

test of Equality of Variances measures the sampling adequacy between the two groups. If

the test is significant, it can be assumed that the equality-of-variance assumption has been

violated, therefore the *t* value for unequal variances should be reported avoiding the

homogeneity of variance assumption (Green & Salkind, 2011).

    Multiple Regression Analysis: Multiple regression equations are used to analyze

the effect of predictive variables on a dependent variable. The multiple correlation *(R)* is

used to determine the strength of the relationship that indicated the degree to which the

independent variable predicts the dependent variable (Green & Salkind, 2011).

    Principal Components Analysis. Confirmatory factor analysis (CFA) seeks to

determine if the number of factors and the loadings of measured variables conform to

what is expected based on a pre-established theory. Principal components analysis (PCA)

is a method of classification that derives dimensions among a set of variables measuring

the same population. It takes a group of variables measured over a sample of observations and examines the interrelationships among them. The result of the PCA is a new set of variables which show a set of interrelated variable relationships thus making a more valid and reliable scale. Table 3.2 shows the criteria used for conducting principal components analysis.

Table 3.2 Analysis Criteria for Conducting Principal Components
Analysis
Adopted from: Douglas
(2008)

Confirmatory Principal Components Analysis
1. Sample size >/= 100
2. Significant
3. Kaiser-Meyer-Olkin value no less than .60 to proceed with factoring
4. Kaiser's rule of at least 1.0 eigenvalue to determine the number of components

5. Component retention
     a. Component should have at least two items loaded to it
     b. Components with 2 items must be highly correlated with each other but not with others
 	
     c. Components with 2 items must have substantial loadings

6. Item retention
   a. Communalities of at least .40
   b. Loading's
    i. Minimum of .40 as the lowest loading on a component
    ii. Not less than .15 difference between the highest loadings on components where an item cross loads
    iii. Where there are two or more loading higher than +/- .32 they should be considered for deleted
  Practical relevance of the item in relation to the component should be taken into consideration

The Pilot Study

Using interview results as well as previous literature (Gursoy et al., 2010; McGehee & Andereck, 2009), two 41-item surveys with 6 demographic questions and 35 five-point Likert scale items examining the study variables were developed for both family island residents as well as student volunteer tourists. Resident surveys were administered as a pilot study to 86 Bahamian residents. These participants were all residents of New Providence and were randomly selected by the researcher on a nationally recognized public holiday in April 2012. Using respondents from this Island

ensured that the researcher did not contaminate the target sample of Family Island

Residents. Respondents were asked to complete the questionnaire and to analyze the

instrument for clarity and content.

The pilot study, with 75 useable responses, was designed to evaluate the clarity,

content, and reliability of the survey instrument as well as to explore the underlying

dimensionality of the data through exploratory principal components analysis (PCA).

Data from the pilot study were deemed to be normally distributed with no skewness (<3),

kurtosis (< 10) or multicolinearity (< .850) violations (Kline, 2005). An initial PCA

conducted in SPSS v. 19 on the 35-item scale used the a priori assumptions based on

Figure 3. Following Douglas' (2008) comprehensive guidelines, these results revealed

five offending items that were subsequently removed due to cross-loadings on multiple

factors, poor commonality statistics (below .400) and low factor loadings (below .400)

reducing the scale to 30 items. One demographic question was added to identify the

respondent's island of residence. With six components, the resulting analysis yielded a

KMO statistic of .730, was significant at the .001 level with a Chi-Square value of .000,

explained 64% of the variance and had an overall scale reliability score of .734. The final

survey for family island residents consisted of 37 questions, 30 scale items and 7

demographic questions divided into seven sections. Table 3.3 below shows the variables

that were removed from the original survey along with Table 3.4 presenting the remaining

scale items to be tested in the main study.

Table 3.3 Items dropped from Pilot Study Factor Analysis

Variable Name	Item dropped from PCA
Benefit_1	Improve the quality of life in an area
Positive_1	Help me understand different cultures
Positive_7	Improve the aesthetic appearance in an area
Positive_8	Be a sustainable form of tourism for my community
Culture_5	Meeting people from other cultures is a valuable experience

Table 3.4 Exploratory Principle Components Analysis: Pilot Study (Residents)

Component	Label	Factor Loading	Mean	Reliability (Alpha)
Principle Components Analysis Pilot Study				
1	**Negative Impacts**		**2.34**	**0.900**
Negataive_1	Neglect the needs the host community	0.759	2.36	
Negataive_2	Create more noise and pollution in the host	0.822	2.26	
Negataive_3	Exploit local residents	0.845	2.15	
Negataive_4	Result in more vandalism	0.823	2.14	
Negataive_5	Create dependency within a community on volunteer	0.717	2.25	
Negataive_6	Burden a community's resources	0.684	2.66	
Negataive_7	Lead to friction between locals and volunteers	0.810	2.55	
2	**Motivations**		**3.88**	**0.798**
Motive_1	Contribute to the development of my community	0.812	4.07	
Motive_2	Interact with foreigners	0.736	3.72	
Motive_3	Be challenged	0.669	3.85	
Motive_4	Become more involved with volunteer activities with	0.687	3.91	
Motive_5	Learn about others cultures belief systems	0.731	4.01	
Motive_6	I want tourists who come to my community to	0.562	3.71	
3	**Support for Volunteer Tourism Activities**		3.80	0.826
Support_1	Volunteer activities play a vital role in my	0.766	3.70	
Support_2	Volunteer activities could play a major economic	0.817	3.64	
Support_3	My community's government should do more to promote volunteer	0.698	3.94	
Support_4	I favor developing more programs that will attract	0.811	3.92	
4	**Positive Impacts**		**3.82**	**0.767**
Positive_2	Help create jobs in my community	0.655	3.69	
Positive_3	Improve the local economy	0.835	3.77	
Positive_4	Empower Bahamians through acquiring new skills	0.745	3.95	
Positive_5	Develop more facilities that residents can use	0.586	3.85	
Positive_6	Improve the quality of life in my community	0.639	3.82	
5	**Benefits**		**4.28**	**0.816**
Benefit_1	Make me more aware of my quality of life	0.782	4.31	
Benefit_2	Provide me with new skills	0.760	4.34	
Benefit_3	Empower the community receiving my volunteer	0.727	4.19	
Benefit_4	Result in new opportunities for residents in the host community	0.642	4.29	
Positive_3	Empower residents in the host community	0.611	4.18	

Principle Components Analysis Pilot Study				
Component	Label	Factor Loading	Mean	Reliability (Alpha)
6	**Cross-cultural understanding**		**4.03**	**0.774**
Culture_1	Volunteer tourism activities are likely to result in more cultural exchange between tourists and residents	0.716	4.1	
Culture_2	Volunteer tourism activities are likely to increase cross-cultural understanding between tourists and residents	0.794	4.04	
Culture_3	Volunteer tourism activities are likely to create a positive impact on the cultural identity of a community	0.701	3.9	
Culture_4	A local leader or representative should be involved in volunteer tourism programs to mediate between tourists and residents if there is a cross cultural misunderstanding	0.726	4.08	

A panel of three experts was used to review the survey instrument for the student volunteer tourist sample. The survey was completed by this panel with close attention paid to face validity, content and clarity of questions. No questions were removed from this 41-item survey and due to the difficulty in attracting students for a pilot study of the survey, no further analysis was conducted. Please refer to Appendix B for both quantitative survey instruments for the participant groups.

The final survey for residents and student volunteer tourists were divided into seven sections. Section one included seven demographic questions for residents and six for student volunteer tourists. Sections 2-7 examined variables relating to the motivations for volunteering, the benefits of volunteer tourism activities, the positive impacts and the negative impacts resulting from volunteer tourism activities, the support for volunteer tourism activities, and the support for cross-cultural understanding through volunteer tourism activities.

Summary

In conclusion, Chapter 3 has provided a detailed description of the methods used for collecting and analyzing the obtained data. The research questions, research variables, target samples, data collection and data analysis techniques were discussed for both groups. Literature supporting the scale variables was also presented. The following chapter will present the results of this study based on the research design discussed in the previous sections. A variety of charts, tables and diagrams will be used to present the information gathered from the qualitative analysis as well as statistical analysis performed on both data sets. The chapter will also report on demographic information obtained from the residents and the students.

Chapter 4

Results

Introduction

This chapter presents a summary of the processes and results of both the qualitative and quantitative methods discussed in Chapter 3. Qualitative and statistical analysis procedures performed on the both data sets will be discussed. Section one will present the qualitative results, including demographic information for both samples while section two will present the quantitative results in an attempt to answer the research questions posed.

Phase 1 - Qualitative Study

Demographics

Results of this phase along with current literature were used in the development of an online and paper-based quantitative survey that was piloted before conducting the main study. Family Island residents were mostly from Eleuthera (39%) with second largest representation of respondents from Exuma (33%) and the least from Andros (28%). The majority of the respondents were male (67%) and worked in the tourism industry (72%) with female only accounting for 33% of the sample and non-tourism workers (28%). Demographic information collected from Family Island residents is presented in Table 4.1.

Table 4.1 Family Island Residents: Qualitative Demographics

Family Island Resident: Qualitative Demographics			
Demographic	**Levels**	**Frequency**	**Percenta**
Island of Residence (3)	Andros	5	27.7
	Eleuthera	7	38.9
	Exuma	6	33.3
	Total	18	100
Gender	Male	12	66.7
	Female	6	33.3
	Total	18	100
Occupation (2)	Tourism Industry	13	72.2
	Non-Tourism Industry	5	27.8
	Total	18	100

Student volunteer tourists were mainly female (71%) and students (78%).

Other participants in the survey that were not students (21%) had volunteer

travel experience while they were students, therefore their responses were

maintained for data analysis. Five volunteer tourism organizations were used

for the sample; Swim to Empower, a non-profit organization dedicated to

empowering Bahamian citizens through water safety and instruction (Swim to

Empower, 2008); Hands for Hunger, a "humanitarian organization committed

to the elimination of unnecessary hunger and the reduction of food waste

through the creation of meaningful and engaging partnerships formed amongst

all sectors of the Bahamian community" (Hands for Hunger, 2010);

Cornerstone Church, a religious, faith based organization dedicated to sending

volunteer workers to their partner church in Buloba, Uganda (Cornerstone

Church, 2012); Project Bonafide, is a non-profit organization "working toward

sustaining culture through organic agriculture, community correlated outreach,

and re-forestation projects in Nicaragua" (Project Bonafide, 2012) and Mercy

Ships, an organization dedicated to bringing love and hope to "the world's

forgotten poor" through medical services (Mercy Ships, 2012).

Table 4.2 Student Volunteer Tourists: Qualitative Demographics

Student Volunteer Tourists: Qualitative Demographics			
Demographics	**Levels**	**Frequency**	**Percentage**
	Male	4	28.6
Gender	Female	10	71.4
	Total	14	100
	Student	11	78.6
	Product Designer	1	7.1
Occupation (4)	Strength Coach Banking	1	7.1
	Banking	1	7.1
	Total	14	100
	Swim to Empower: Eleuthera, Bahamas	5	35.7
	Hands for Hunger: Nassau, Bahamas	3	21.4
Volunteer Tourism Organization (5)	Cornerstone Church:Buloba, Uganda	4	28.6
	Project Bonafide: Ometepe, Nicaragua	1	7.1
	Mercy Ships	1	7.1
	Total	14	100

Qualitative Data Analysis

As follows, a five-step approach was used to analyze data gathered from

the interviews done with both family island residents and student

volunteer tourists:

1. Interview questions and answers were coded into six distinct

categories based on the literature review and the questions posed:

    a. Motivations to participate in volunteer tourism

    b. Perceived benefits of volunteer tourism

    c. Perceived positive impacts of volunteer tourism

74

     d.   Perceived negative impacts of volunteer tourism

     e.   Support for volunteer tourism activities

     f.   Support for cross-cultural understanding through volunteer tourism activities

2. Data was screened using coding and smoothing procedures after a systemization and quantification process. Systemization is the analysis of text which eliminates biases in classification formation that support the researchers hypothesis, and quantification is the process by which qualitative data are altered into a form amendable for statistical methods (Anderson & Shaw, 1999). Words with synonymous meanings, for example "hotel", "hotels" and "resorts" were coded to be one word "hotel".

3. Using Word Stat 6.1, a computer assisted text analysis program from Provalis Research, , keyword frequencies were identified.

4. A dendogram analysis was used to aid in the identification of major sub- categories or themes occurring across participant responses.

5. Keyword retrieval was used to confirm and evaluate the context in which keywords were being used by the respondents.

     From the analysis of the data, eight major themes were derived between both sets of qualitative interviews specifically using the keyword frequency charts from both groups. These charts can be found in Table 4.3 and 4.4 respectively. Themes identified were: "Community", "Empowerment", "Sustainability", "Education", "Dependency", "Neglect of Community Needs", "Local Involvement" and "Communication". Themes derived from the

interviews were consistent with previous research and used in the quantitative

survey development process (Brumbaugh 2010; Guttentag 2009; McGehee &

Andereck 2009; Wearing, 2001). Resident perceptions on tourism development

in Grand Bahama Island were mentioned throughout the interview process as

"having a good balance between mass and alternative tourism development". As

such, this island was included in phase two of the study and replaced Andros

which had the lowest interviews obtained at 28%. Figure 4.1 below represents

the eight major themes found in data from the interviews.

Table 4.3 Keyword Frequency Chart: Residents

Keyword	Frequency	Keyword	Frequency
Keyword Frequency Chart: Residents			
1. People	375	21. Skills	51
2. Tourism	314	22. Mass	51
3. Program	214	23. Hotel	50
4. Islands	201	24. Alternative	47
5. Tourists	154	25. Learn	46
6. Bahamas	126	26. Music	40
7. Bahamian	110	27. Development	39
8. Community	105	28. Government	38
9. Culture	104	29. Exchange	37
10. Volunteer	101	30. Country	36
11. Education	99	31. Environment	35
12. Work	82	32. Number	35
13. Young	79	33. Impacts	34
14. Locals	69	34. Money	34
15. Jobs	64	35. Involved	33
16. Large	61	36. Important	32
17. Small	57	37. Build	30
18. Service	55	38. Business	29
19. Family	54	39. Nassau	22
20. Sustainable	50	40. World	19

Table 4.4 Keyword Frequency Chart: Student Volunteer Tourists

Keyword	Frequency	Keyword	Frequenc
Keyword Frequency Chart: Student Volunteer Tourists			
1. Community	44	11. Different	7
2. Development	26	12. Empower	6
3. Education	20	13. Trip	5
4. Help	17	14. Believe	5
5. Skills	14	15. Experience	5
6. Understanding	13	16. Volunteer	5
7. Teach	12	17. People	4
8. Learn	11	18. God	3
9. Locals	11	19. Realize	2
10. Culture	9	20. Love	1
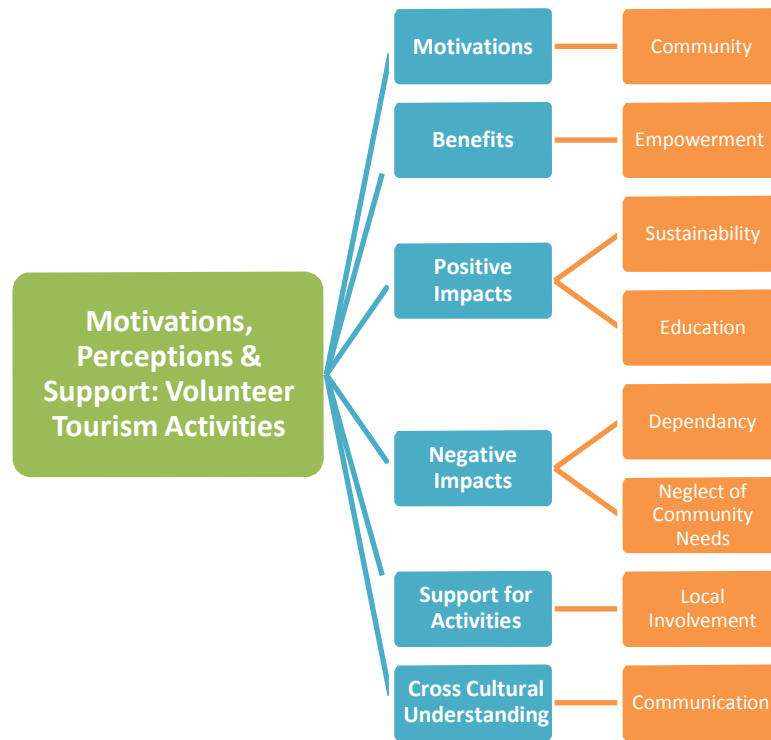
Figure 4.1: Motivations, Perceptions & Support: Volunteer Tourism Activities

Motivations: "Community"

Residents and students alike used the keyword "community" to identify the number one motivation for participating in volunteer tourism. This keyword was mentioned 105 times by 77% of residents and 44 times by 83% of volunteer tourists. Keywords mentioned by residents in support of this theme were "help," "young," "islands," "Bahamian," "community," and "locals" occurring a total of 564 times among resident interviews. Those keywords mentioned by volunteer tourists "community," "need," "development," and "help," occurred 98 times in the data.

Residents felt that volunteer tourism activities could create an avenue for community growth and development, especially for the younger generations. Not only would this provide an opportunity for young people to interact with other cultures, but

residents also felt that it would revive Bahamian tourism as the strength of family island communities by teaching young people about the importance of this industry. One resident shares that:

> *"Once again, volunteer tourism can be another tool for education as far as making more people aware of the tourism industry while still volunteering. I think this would be great for the young people to get involved in the community, they can learn about Bahamian tourism and meet new people"-Resident # 10*

On the other hand, students felt a strong conviction towards helping the communities they were volunteering in. All students mentioned community as a motivation for volunteering, specifying the motivation to satisfy "community needs". For example, volunteer tourist # 3 shares their motivation for starting a non-profit volunteer tourism organization.

> *"My motivations for co-founding Swim to Empower were a desire to teach a skill that people in the community needed and wanted to learn, and to connect with people in the community." Volunteer Tourist # 3*

Benefits: "Empowerment"

Although the word "empowerment" is not listed in the keyword frequency chart, it was determined during the process of analyzing data to be the main theme identified as a benefit of volunteer tourism. Keywords and phrases used in reference to this theme include 'people', 'education', 'work', 'development', 'build', 'jobs', 'skills', 'learn' and 'teach' appearing 746 times among resident and student interviews. This theme "empowerment" was supported by 88% of residents and 92% of volunteer tourists.

These keywords were used by respondents to explain the idea that volunteer

tourism programs could create an environment for education and development, especially

among young people. As a result of this, respondents felt that Bahamians would

eventually become empowered as a result of participating in volunteer tourism programs

to use the skills learned in a positive way. One resident expressed their views on

empowerment by discussing their idea of a volunteer tourism program in the community:

> *"If you're teaching locals new skills so that they themselves can carry on and help you with further training, that's totally different and I think it's very important to do it that way. In this way, volunteer tourism is a tool of empowerment and not dependency. If we come in and we do it together, it's a different approach." Resident # 17*

In the same way, student volunteer tourists explained how their previous

experience with a volunteer tourism program created an environment of empowerment

within the host community.

> *"During my trip, one of the goals was to have a local teacher's aide help along with the program, this way, once we left, those teachers could continue imparting skills and knowledge into the community." Volunteer Tourist #5*

Positive Impacts: "Sustainability through Education"

Perceived positive impacts presented two different, but interrelated themes

discussed by the residents and volunteer tourists. Sustainability was a major theme

appearing throughout the residents interviews with the keyword "sustainable", occurring a

total of 50 times supported by 100% of resident respondents. Other keywords and phrases

related to this theme were "tourism," "program," "tourists," "education," "small,"

"sustainable," "skills," "alternative," and "business" appearing a total of 1,015 times. This

theme was referenced by all eighteen participants with regards to many different facets of

tourism as well as volunteer tourism specifically. Residents felt that mass tourism alone

was not sustainable for their Islands due to lack of the proper infrastructure as well as small populations. Alternative tourism was mentioned a total of 47 times by respondents with regards to "the way forward" for Family Islands, volunteer tourism being one form of alternative tourism that could be sustainable. Job creation and skill development were both suggested as positive impacts resulting from volunteer tourism, this making the idea a sustainable one for the Islands. Another respondent suggested alternative tourism as the way forward for a more sustainable way of tourism for the islands.

> *"I believe you'd be providing skill sets that are either lacking or in need of improvement. I also believe that you'd be creating or contributing towards human resource development on the island. With new skills, comes a multitude of foregone opportunities for career choices." Resident # 9*

> *"We need to be able to be more creative in the way that we approach tourism, making it more sustainable, making it greener and making it one that's shifting from mass tourism to more alternative forms of tourism "Resident # 9*

Another major concept that was discussed throughout the interview process in support of the theme, "sustainability," was the concept 'repeat tourists'. Respondents felt as though alternative forms of tourism would attract those tourists who have an interest in continually visiting a community once they create a bond with the environment and its people. One respondent expressed their keen interest in attracting those tourists who are well educated about the Islands and the culture of its people.

> *"I think volunteer tourism has the ability to bring repeat tourists-tourists who are educated about the community. This is what we need in the family islands; we need to move more towards sustainable forms of tourism". Respondent # 2*

Respondents in the volunteer tourist interview as well as those in the resident interviews felt that education would be the major positive impact on the host community involved in a volunteer tourism project. Eight three percent (N=15) of residents regarded education as a possible positive impact of volunteer tourism. Specifically, one resident suggests that volunteer tourism could educate Bahamians more about their number one industry, tourism.

> *"Once again, volunteer tourism can be another tool of education as far as making people more aware of the tourism industry while still volunteering and doing some stuff for your community as well. I think it would work and be successful." Resident # 12*

On the other hand, 83% of volunteer tourists felt that education of a community could lead to cultural exchange through the teaching and learning of skills. Keywords related to this theme were 'education', 'skills', 'teach', 'learn', and 'culture' occurring a total of 66 times throughout interviews. One respondent says

> *"I think that the results of a volunteer tourism activity can result in having different cultures look at an activity with different understandings of things. In this way, we can learn new things from each other throughout the process." Volunteer Tourist # 8*

This theme of education is directly related to the sustainability of volunteer tourism projects where host communities and tourists interact. Without the educational component, residents may not be as likely to interact with volunteers, thus creating friction between the two groups, and ultimately, failure of the program (McGehee & Andereck, 2009).

Negative Impacts: "Dependency and a neglect community needs"

Two major themes were discussed as possible negative impacts of volunteer

tourism, dependency and a neglect of community needs. The majority of residents felt

that there would be no negative impacts from a volunteer tourism program (78%),

however, concerns from the remainder of respondents were noted as valid due to the

small sample size, and the support from the literature. "Dependency" was discussed by

17% of residents as a possible negative impact due to volunteer tourism. Keywords

used to discuss this theme were "community," "program," and "people" occurring a

total of 319 times. Resident # 8 from shares a personal experience where dependency

was cultivated in the host community through volunteer tourism.

> *"I saw a situation in the community on more than one occasion, where a church group came in, took an old building, cleaned it up, made it beautiful, brought in computers, set up computer centers to teach the kids and when it was done, they left. Six months later, there were weeds were growing out of the doors. I think before it (volunteer tourism) can work, Bahamians have to learn how to go back to being self-dependent. Programs like volunteer tourism can encourage this culture of dependency." -Resident # 8*

Another negative impact mentioned by two of the respondents (11%) was a 'a

loss of Bahamian culture'. When tourists come to visit The Bahamas, there is a form of

cultural exchange that occurs. With tourism being the number one industry in the

country, there may be pressure to cater more to the tourists' way of life instead of

preserving what is truly Bahamian. Below are two quotes addressing the loss of

Bahamian culture as a possible negative impact due to the nature of volunteer tourism

programs.

"Yeah. I guess the loss of Bahamian culture "what does it mean to be Bahamian?" There's this big thing about Junkanoo, should we be doing Junkanoo year round? Do we need to be doing a Junkanoo rush out every summer event that comes along? I think tourism has the potential to do that, but if we are not careful, we will lose our culture and become more and more Americanized." Resident # 3

"If foreigners were to come in, they should not bring their ideals from their country. I think that's another big problem with volunteer tourism is that they bring their ideals and therefore the people grasp onto their ideals and then the society collapses under that pressure. This is how I feel about it from case studies that I've read. People who are coming in should want to learn about the culture and become a part of it rather than take away from it." Resident # 11

Both residents (5%) and volunteer tourists (67%) expressed concern for programs

resulting in a neglect of community needs. Keywords mentioned by volunteer tourists in

relation to this theme were "understanding," and '"community," occurring a total of 57

times. Respondents to the volunteer tourist survey discuss the fact that volunteer

organizations may not always have the community's best interest at heart. For example,

one respondent talks about neglecting local needs as a result of supplying too much "free

help", which would take away local jobs instead of helping the community based on their

immediate needs. Below are two quotes from the interviews supporting this theme.

"Maybe one culture wants to help the other but doesn't understand, or care what they actually need, they just want to do what they want" Volunteer Tourist # 7

"I think some people think that they can do more good than locals in the same role, and that is rarely true. If volunteers do all the work, there will be none left for the locals to do." Volunteer Tourist # 4

Likewise, one resident (5%) felt that volunteers do not always know

or care about the needs of the host community, thus resulting in projects that are

not taken care of after the volunteers leave.

"It was not something the community wanted. Some guy had a contact with some group of people and decided they would like to come and do a

project in this community. And so, these people come in, they give their people a great vacation, he gets his project done, but once they leave, he has nobody to keep the program going because now it's in a situation where you have to pay somebody to keep it going and the community was not willing to do that." Resident # 8

Support for volunteer tourism activities: "Local Involvement"

Community Involvement was identified as the major theme in support of

volunteer tourism activities by both residents and volunteer tourists. When asked about

supporting volunteer activities, a total of 194 keywords including "locals," "family,"

"involved," and "government" occurred in the resident data in support of the theme

"community development". Volunteer tourists mentioned "locals," "community," and

"help" a total of 72 times among interviews. These keywords were mentioned by, 94% of

residents and 58% of volunteer tourists. Residents felt as though the support for volunteer

activities would depend on the amount of local involvement in the development process

as well as implementing the program. When asked what would be the most important

aspect of developing a volunteer tourism program, resident # 2 said:

> *"I think it's in their best interest to contact a local leader to be a part of the program because people are receptive to a more familiar face. Whether that's a leader in the church, or in the community it just needs to be somebody that people already know and trust." -Resident # 2*

Volunteer tourists expressed support for volunteer tourism programs through their

desire to work with the locals residing in the community. Volunteer Tourist # 2 says:

> *"One of the reasons I will continue to participate in volunteer tourism was a desire to work with, learn from and to connect with people in the community" Volunteer Tourist # 2*

Support for cross-cultural understanding: "Communication"

Communication came out as the only significant theme regarding support cross-cultural understanding as a result of volunteer tourism. Keywords and phrases used to discuss this theme included "culture," "learn." "music," "exchange," occurring 227 times in the resident data and "education," "different" "understanding" occurring a total of 49 times in the volunteer tourist data. The theme of "communication" was supported by 83% of residents and 58% of volunteer tourists. This theme is also related to the previous theme of "local involvement" with regards to the support for volunteer tourism activities. Below are two quotes addressing the importance of local involvement and communication in order to reach a point of cross-cultural understanding.

> *"That's where I think it would be important to have a local contact…because, like I said there are differences, cultural barriers, so a person from the island would know all of these things and would be able to direct you as to how to maneuver or how you would need to deal with this, or if there's something that is a really strong belief, you should always respect somebody's belief. That's where a local person would be vitally important because you wouldn't want to disrespect somebody's belief or their culture."-Resident # 1*

> *"Again, it's about identifying the right people and making sure that you are steered in the right direction when you come to volunteer; because in all of these islands, you have positive developments in terms of people, and good Bahamian leaders that should be involved. "Resident # 7*

Volunteer tourists also expressed support for communication as a key factor leading to support for cross-cultural understanding. As mentioned above, 58% of respondents supported this theme. One respondent is quoted below expressing their concern for cross-cultural understanding without communication.

"I believe that if both parties have an open mind and are willing to learn from one another, then misunderstandings can be put to a minimum with proper education of both parties." Volunteer Tourist # 1

Phase 2: Quantitative Study-*Family Island Residents*

Demographics

    A total of 220 people took the resident survey, with 218 useable responses

obtained. The majority of the participants in the main study resided on the Island of

Exuma (45%) while the remaining participants were from Eleuthera (26%) and Grand

Bahama (28%). Most participants were between the ages 30-39 (33%), female (46%) and

had at least a high school diploma (48%). Table 4.5 below shows a summary of the

descriptive statistics for the Residents.

Table 4.5 Demographics of Bahamian Family Island Residents

Family Island Residents Quantitative Demographics			
Demographics	**Levels**	**Frequency**	**Percentage**
Gender	Male Female	26 125	17.2 82.8
	Total	151	100
Occupation	Student	151	100
	Total	151	100
Volunteer Experience	Yes	151	100
	No	0	0
	Total	151	100
Volunteer Travel Experience	Yes	151	100
	No	0	0
	Total	151	100
Education	Less than high school High School Bachelors Degree Masters Degree or above	1 112 38 0	.7 74.2 25.2 0
	Total	151	100
Age	19-29 30-39 40-49 50-59 60 and up	145 5 1 0 0	96 3.3 .7 0 0
	Total	151	100

Data Analysis

Mean scores were computed in order to answer research questions one with regards to motivations and research question two with regards to perceived personal benefits, stated in the previous chapter. For the purposes of this study, only mean scores of "4" or "5" are considered to be significant to answer the research questions. Please refer to Table 4.6 for a summary of these mean scores.

Research Q1: What motivates residents to participate in volunteer tourism?

Mean scores for motivations to participate in volunteer tourism ranged from 3.7-4.0 (as per Table 4.6) with only one motive at 4 or above (4.032), and five motives scoring below 4. Residents were most highly motivated by the statement "I want tourists who come to my community to volunteer" (M=4.03). The second highest motivation was "I want to become more involved in volunteer activities with other local people", however this did not exceed the mean score cut off of at least 4, (M=3.95).

Research Q2: What variables contribute to the perceived personal benefits of volunteer tourism programs?

None of the mean scores reported for perceived personal benefits were significant, however, the highest mean score reported was that of (M=3.87) for the statement "Volunteer activities will increase educational opportunities for the community".

A confirmatory principle components analysis was conducted on all 30 items representing "motivating factors for volunteering", "benefits of volunteer tourism activities", "positive impacts of volunteer tourism activities", "negative impacts of

volunteer tourism activities", " support for volunteer tourism activities" and "cross-cultural understanding" to find out if scale items loaded onto these factors accordingly. Please refer to table 4.6 for a summary of these items along with the mean scores for each individual item.

Table 4.6 Confirmatory Principle Components Analysis Items (Residents)

Variable Name	Items	Mean			
	Motivations (I want to…)		**Std. Deviation**	**Skewness**	**Kurtosis**
Motive_1	Contribute to the development of my community	3.91	0.75032	-0.443	0.113
Motive_2	Interact with foreigners	3.71	0.86264	-0.512	0.146
Motive_3	Be challenged	3.94	0.78645	-0.522	0.362
Motive_4	Become more involved in volunteer activities with other local people	3.95	0.75728	-0.558	0.654
Motive_5	Learn about others cultures belief systems	3.96	0.76388	-0.679	0.892
Motive_6	I want tourists who come to my community to volunteer	4.03	0.72726	-0.341	-0.232
	Benefits (Volunteer activities will…)		**Std. Deviation**	**Skewness**	**Kurtosis**
Benefit_1	Personally benefit me	3.82	0.70741	-0.346	0.173
Benefit_2	Allow me to learn new skills	3.86	0.73274	-0.186	-0.262
Benefit_3	Empower myself and my community	3.86	0.81973	-0.29	-0.464
Benefit_4	Increase educational opportunities for the community	3.87	0.82134	-0.461	-0.179
	Positive Impacts (Volunteer tourism activities will…)		**Std. Deviation**	**Skewness**	**Kurtosis**
Positive_1	Help create jobs in my community	3.85	0.80882	-0.608	0.42
Positive_2	Improve the local economy	3.75	0.82304	-0.243	-0.18
Positive_3	Empower Bahamians through acquiring new skills	3.98	0.67504	-0.425	0.519
Positive_4	Develop facilities that residents can also use (eg. educational)	3.81	0.74536	-0.689	0.965
Positive_5	Improve the quality of life in my community	3.89	0.70329	-0.159	-0.24
	Negative Impacts (Volunteer activities are likely to…)		**Std. Deviation**	**Skewness**	**Kurtosis**
Negative_1	Neglect the needs of my community	2.36	0.91938	0.551	-0.214
Negative_2	Result in more noise and pollution	2.25	0.7971	0.343	-0.196
Negative_3	Exploit local residents	2.28	0.80234	0.353	0.064

Variable Name	Items	Mean			
	Negative Impacts (Volunteer activities are likely to…)		**Std. Deviation**	**Skewness**	**Kurtosis**
Negative_4	Result in vandalism in the community	2.2	0.76741	0.448	0.406
Negative_5	Burden a community's resources	2.17	0.80861	0.675	0.805
Negative_6	Make my community dependent on outside help	2.25	0.91534	0.606	-0.024
Negative_7	Lead to friction between locals and volunteers	2.23	0.81993	0.466	-0.135
	Support for Volunteer Tourism		**Std. Deviation**	**Skewness**	**Kurtosis**
Support_1	Volunteer activities will play a vital role in my community	3.89	0.69007	-0.527	0.672
Support_2	Volunteer activities could play a major economic role in my community	3.76	0.74979	-0.353	-0.003
Support_3	My community's government should do more to promote volunteer tourism activities	3.93	0.69215	0.01	-0.685
Support_4	I would be more likely to support volunteer tourism programs if a local Bahamian leader is involved	3.9	0.68479	-0.299	0.173
Support_5	I favor developing programs that will attract volunteer tourists	3.93	0.69501	-0.315	0.123
	Cross-Cultural Understanding		**Std. Deviation**	**Skewness**	**Kurtosis**
Culture_1	Volunteer tourism activities are likely to result in more cultural exchange between tourists and residents	3.82	0.80872	-0.549	0.318
Culture_2	Volunteer tourism activities are likely to result in increased cultural understanding between tourists and residents	3.59	0.79792	-0.038	-0.427
Culture_3	Volunteer tourism activities are likely to create a positive impact on the cultural identity of a community	3.7	0.85693	-0.566	-0.009

Data from the resident survey were deemed to be normally distributed with no skewness (< 3), kurtosis (< 10) or multicollinearity (< .850) violations (Kline, 2005). An initial confirmatory PCA conducted in SPSS v. 19 on the 30-item scale used the a priori assumptions based on Figure 3.1 found in Chapter 3. These results revealed five offending items (as per Table 4.7) that were subsequently removed due to cross-loadings on multiple factors, poor commonality statistics (below .400) and low factor loadings (below .400).

Table 4.7 Items dropped from Principle Components Analysis (Residents)

Component	Item dropped from component
2	
Motive_6	I want tourists who come to my community to volunteer
Support_1	Volunteer activities will play a vital role in my community
Support_2	Volunteer activities could play a major economic role in my community
3	
Motive_1	Contribute to the development of my community
Positive_5	Improve the quality of life in my community

In previous discussions, it was hypothesized that cross-cultural understanding would be dependent upon support for volunteer tourism, positive impacts, negative impacts and perceived personal benefits. This is supported from the results of the confirmatory principle components analysis. Essentially, only 25 out of the 30 items originally thought to measure "cross-cultural understanding" remained after factoring.

With six components (see Table 4.8) the resulting analysis yielded a KMO statistic of .769, which exceeded the KMO statistic of .730 obtained from the pilot study satisfying the cutoff point of < .60 for our measurement of sampling adequacy. The analysis was also significant at the .001 level with a Chi-Square value of .000 and explained 59.7% of the variance, which proved to be less than the pilot study that

explained 64% of the variance. The overall scale reliability score of .837 was good according to George and Mallery's (2003) standards, and exceeded the reliability of the instrument for the pilot study of .734 thus proving internal consistency of the instrument. The lowest alpha reliability score of .641 for component 6 "Support for volunteer tourism activities" tells us that the group of scale variables used to measure this component has weak internal consistency. However, it did meet the cutoff point of .60 discussed in Chapter 3, supported by the research (George & Mallery, 2003). Table 4.8 shows the remaining items, their factor loading scores and the alpha reliability score.

The outcome of the confirmatory PCA indicates certain patterns in the data that can be seen from the resulting factors. After the PCA was conducted, the 25 remaining scale variables were configured into six factors. All variables remained under their original "factor" or "theme" based on the research model proposed in Chapter 3. Therefore, as per Table 4.8, the six factors for regression are: "negative impacts", "motivations", "positive impacts", "benefits", "cross- cultural understanding", and "support for volunteer tourism."

Table 4.8: Final Principal Components Analysis Solution (Residents)

	Principle Components Analysis: Residents		
Component	**Label**	**Factor Loading**	**Alpha**
1	**Negative Impacts**		**0.851**
Negataive_1	Neglect the needs the host community	0.643	
Negataive_2	Result in more noise and pollution in the host community	0.719	
Negataive_3	Exploit local residents	0.753	
Negataive_4	Result in vandalism in the community	0.768	
Negataive_5	Burden a community's resources	0.759	
Negataive_6	Make my community dependent on outside help	0.714	
Negataive_7	Lead to friction between locals and volunteers	0.617	
2	**Motivations**		**0.798**
Motive_2	Interact with foreigners	0.724	
Motive_3	Be challenged	0.808	
Motive_4	Become more involved in volunteer activities with other people	0.786	
Motive_5	Develop facilities that residents can also use	0.598	
3	**Positive Impacts**		**0.737**
Positive_1	Help create jobs in my community	0.726	
Positive_2	Improve the local economy	0.839	
Positive_3	Empower Bahamians through acquiring new skills	0.657	
Positive_4	Develop facilities that residents can also use	0.618	
4	**Benefits**		**0.737**
Benefit_1	Personally benefit me	0.647	
Benefit_2	Allow me to learn new skills	0.782	
Benefit_3	Empower myself and my community	0.739	
Benefit_4	Increase educational opportunities for the community	0.495	
5	**Cross-cultural understanding**		**0.742**
Culture_1	Volunteer tourism activities are likely to result in more cultural exchange between tourists and residents	0.780	
Culture_2	Volunteer tourism activities are likely to result in increased cross-cultural understanding between tourists and residents	0.738	
Culture_3	Volunteer tourism activities are likely to create a positive impact on the cultural identity of a community	0.772	
6	**Support for Volunteer Tourism Activities**		**0.641**
Support_3	My community's government should do more to promote volunteer tourism activities	0.715	
Support_4	I would be more likely to support volunteer tourism programs if a local Bahamian leader is involved	0.731	
Support_5	I favor developing programs that will attract more volunteer tourists	0.547	

The type of regression used in this research was the Stepwise regression method. The Stepwise algorithm in SPSS combines forward and backward procedures to examine each variable or factor for entry or removal from the predictive model (Douglas, 2008). After entering the dependent variables and independent variables for all five hypotheses (found in Chapter 3) into SPSS for Stepwise regression with a collinearity diagnostic test, five predictive models were generated. Four out of the five models were found to be significant at the $(p<0.005)$ level. Model one tested H1, the influence of "Motives" on "Benefits".

Model 1: H1: Motivations for participating in volunteer tourism will contribute to the perceived personal benefits of volunteer tourism

$$\textbf{H1: Benefits = a + } \boldsymbol{\beta_1} \textbf{ Motives + e} \quad \textbf{(1)}$$

Hypotheses 1 was accepted with "Motives" ($\beta=0.448$) being a significant predictor for perceived personal benefits with a residual value of 55.182, an R^2 of 0.236 and an F statistic of 66.622. This suggests that 24% of "Benefits" can be explained by residents' motivations for participating in volunteer tourism programs. Model two tested $H_{2.1}$ "Benefits" regressed on "Positive".

Model 2 & 3: H2: Perceived personal benefits will contribute to the perceived positive and negative impacts of a volunteer tourism program

$$\textbf{H2.1: Positive= a + } \boldsymbol{\beta_1} \textbf{ Benefits + e} \quad \textbf{(2.1)}$$

$$\textbf{H2.2: Negative= a + } \boldsymbol{\beta_1} \textbf{ Benefits + e} \quad \textbf{(2.2)}$$

The results showed a significant model with a residual value of 65.881, an R^2 of 0.061 and an F statistic of 14.118. Therefore, 6.1% of "Positive" can be explained by

students' perceived personal benefits of volunteer tourism.

Model three tested $H_{2.2}$, the influence of "Benefits" on "Negative" and was found to be insignificant (p= .205). Below are the final predictive regression equations for the significant models.

$$H_1: \textbf{Benefits= 2.106 + 0.448 Motives + e} \qquad \textbf{(1)}$$

$$H_{2.1}: \textbf{Positive = 2.906 + 0.244 Benefits + e} \qquad \textbf{(2.1)}$$

To test hypotheses three and four, a multiple regression analysis using the stepwise method was conducted. Model four tested H_3, the influence of "Benefits", "Positive "and "Negative" on "Support".

Model 4: H3: Perceived personal benefits, negative impacts and perceived positive impacts will contribute to the support for volunteer tourism activities. Thus:

$$\textbf{H3: Support = a + } \beta_1 \textbf{ Benefits + } \beta_2 \textbf{ Positive+ } \beta_3 \textbf{ Negative + e}$$
$$\textbf{(3)}$$

Hypothesis 3 was partially accepted as "Positive" (β=0.211) and "Benefit" (β=0.172) were the only variables to have a significant influence on "Support" and had a residual value of 54.721, an R^2 0.092 and an F statistic of 10.885. This suggests that 9% of "Support" can be explained by residents' perceived personal benefits and perceptions of positive impacts from volunteer

tourism.

Hypothesis 4 was tested and partially supported with Model 5 where Benefits", "Positive", "Negative" and "Support" were regressed on "Culture."

Model 5: H4: Perceived personal benefits, negative impacts, positive

impacts and support for volunteer tourism activities will contribute to the support for cross- cultural understanding through volunteer tourism activities. Thus:

H4: Culture = a + β_1 Benefits + β_2 Positive+ β_3 Negative + β_4 Support + e (4)

The results showed a significant model with a residual value of 82.448, with an R^2 of 0.145 and an F statistic of 18.280. Therefore, 14% of "Culture" can be explained by residents' perceived personal benefits of volunteer tourism and residents support for volunteer tourism. Below are the final predictive regression equations for these models and a summary of the five regression models in Table 4.9.

H$_3$: Support = .253 + .172 Benefits +.211 Positive + e

(3) H$_4$: Culture = .355 + .143 Benefits + .323 Support + e   (4)

Table 4.9: Regression Analysis of the relationship between variables for Residents

Regression Analysis of the relationship between variables (Residents)					
Dependent Variable	**Analysis of Variance**	**Sum of Squares**	**Df**	**Mean Square**	**f**
1 (Benefits) H_1	Regression	17.02	1	17.02	66.622
	Residual	55.182	216	0.255	
	Independent	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	2.106	0.216	9.733	0.00	0.236
	Motives	0.448	0.055	8.162	0.00	

Dependent Variable	**Analysis of**	**Sum of Squares**	**Df**	**Mean Square**	**f**
2 (Positive) $H_{2.1}$	Regression	4.306	1	4.306	14.118
	Residual	65.881	216	0.305	
	Independent	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	2.906	0.253	11.438	0.00	0.061
	Benefits	0.244	0.065	3.757	0.00	

Dependent Variable	**Analysis of**	**Sum of Squares**	**Df**	**Mean Square**	**f**
3 (Negative) $H_{2.2}$	Regression	.589	1	.598	1.613
	Residual	78.848	216	.365	
	Independent	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	2.595	.277	9.374	.205	.007
	Benefits	-0.086	.071	-1.270	.205	

Dependent Variable	**Analysis of**	**Sum of Squares**	**Df**	**Mean Square**	**f**
4 (Support) H_3	Regression	5.541	2	2.77	10.885
	Residual	54.721	215	0.255	
	Independent	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	0.253	0.293	8.735	0.00	0.092
	Positive	0.211	0.062	3.14	0.002	
	Benefit	0.172	0.061	2.566	0.011	

Dependent Variable	**Analysis of**	**Sum of Squares**	**Df**	**Mean Square**	**f**
5 (Culture) H_4	Regression	14.02	2	7.010	18.28
	Residual	82.448	215	0.383	
	Independent	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	0.355	0.382	3.832	0.000	0.145
	Positive	0.323	0.082	4.992	0.000	
	Support	0.143	0.075	2.205	0.029	

Phase 2: Quantitative Study-Student Volunteer Tourist Demographics

A total of 184 people took the survey with 151 useable surveys obtained for data analysis. The majority of the participants in the student volunteer tourist study were female (83%), had at least a high school education (74%) and are between the ages of 19-29 (96%). Table 4.10 presents a summary of the demographics for student volunteer tourists.

Table 4.10 Summary: Demographics of Bahamian Family Island Residents

Student Volunteer Tourists Quantitative Demographics			
Demographics	**Levels**	**Frequency**	**Percentage**
Gender	Male Female	26 125	17.2 82.8
	Total	151	100
Occupation	Student	151	100
	Total	151	100
Volunteer Experience	Yes	151	100
	No	0	0
	Total	151	100
Volunteer Travel Experience	Yes	151	100
	No	0	0
	Total	151	100
Education	Less than high school High School Bachelor's Degree Master's Degree or above	1 112 38 0	.7 74.2 25.2 0
	Total	151	100
Age	19-29 30-39 40-49 50-59 60 and up	145 5 1 0 0	96 3.3 .7 0 0
	Total	151	100

Data Analysis

An exploratory principle components analysis was conducted on all 36 scale items representing the research variables. Mean scores were computed in research questions one and two. For the purposes of this study, only mean scores of "4" or "5" are considered to be significant to answer the research questions.

Research Q1: What motivates residents/volunteer tourists to participate in volunteer tourism?

Mean scores computed to determine the significant motivations to participate in volunteer tourism are shown in Table 4.11. Student volunteer tourists felt most strongly motivated by "Motive_4" (M=4.74) "I want to become more involved in volunteer activities with other communities". Students felt least motivated by the only insignificant variable, "Motive_7" (M=3.63) "I want to volunteer because it will look good on my resume". Mean scores for motivations ranged from 3.7-4.7, with seven significant variables predicted. Other significant motivations for students to participate in volunteer tourism were interacting with other cultures (M=4.33), travelling for adventure (M=4.48), learning about other belief systems (M=4.04), helping others (M=4.10), and travelling with a purpose (M=4.15).

Research Q2: What variables contribute to the perceived personal benefits of volunteer tourism programs?

All variables posed for perceived personal benefits were found to be significant among student volunteer tourists with mean scores above 4. The most significant variable is "Benefit_2" (M=4.34) "Volunteer activities will provide me with new skills". Mean scores ranged from 4.1- 4.3, with 'Benefit_3" (M=4.19) being the least significant variable (see Table 4.11). Other significant variables were "Volunteer

activities will make me more aware of my quality of life" (M=4.31) and "Volunteer

activities will result in new opportunities for residents in the host community"

(M=4.29).

Table 4.11 Student Volunteer Tourist

Exploratory Principle Components Analysis Items

Component	Items	Mean	Std. Deviation	Skewness	Kurtosis
	Motivations (I want to…)				
Motive_1	Contribute to the development of other communities	4.23	0.70658	-0.938	2.167
Motive_2	Interact with people from other cultures	4.33	0.77172	-1.013	0.547
Motive_3	Travel for adventure	4.48	0.79039	-1.751	3.283
Motive_4	Become more involved in volunteer activities with other communities	4.74	0.48208	-1.639	1.81
Motive_5	Learn about others peoples belief systems	4.04	0.76372	-0.813	1.288
Motive_6	Help others	4.1	0.84758	-1.076	1.974
Motive_7	Volunteer because it will look good on my resume	3.63	1.0419	-0.612	-0.054
Motive_8	Travel with a "purpose"	4.15	0.90478	-0.786	-0.033
	Benefits (Volunteer activities will…)		Std. Deviation	Skewness	Kurtosis
Benefit_1	Make me more aware of my quality of life	4.31	0.64187	-0.552	0.128
Benefit_2	Provide me with new skills	4.34	0.60915	-0.349	-0.629
Benefit_3	Empower the community receiving my volunteer services	4.19	0.68971	-0.778	1.169
Benefit_4	Result in new opportunities for residents in the host community (including employment, infrastructural, educational opportunities etc.)	4.29	0.63819	-0.664	0.926
	Positive Impacts (Volunteer tourism activities will…)		Std. Deviation	Skewness	Kurtosis
Positive_1	Create jobs in the host community	3.78	0.57434	-0.555	0.694
Positive_2	Boost the economy in the host community	3.84	0.72609	-0.374	0.762
Positive_3	Empower residents in the host community	4.08	0.77528	-0.321	0.279
Positive_4	Develop more facilities for residents of the community	4.08	0.62731	-0.231	0.183
Positive_5	Improve my quality of life	4.18	0.63302	-0.814	3.298
Positive_6	Help me understand different cultures	4.18	0.77215	-0.938	0.965
Positive_7	Improve the aesthetic appearance in the area	4.11	0.67464	-0.799	2.463
Positive_8	Be a sustainable form of tourism for the host community	3.58	0.8062	-0.445	0.296

103

Component	Items	Mean	Std. Deviation	Skewness	Kurtosis
	Negative Impacts (Volunteer activities are likely to…)				
Negative_1	Neglect the needs the host community	2.11	0.80451	0.882	1.527
Negative_2	Create more noise and pollution in the host community	2.35	1.04275	0.113	-0.931
Negative_3	Exploit local residents	2.14	0.87883	0.262	-0.568
Negative_4	Result in more vandalism	2.05	0.71495	0.707	0.998
Negative_5	Burden a community's resources	2.68	0.81666	0.698	0.672
Negative_6	Create dependency within a community on volunteer work	2.25	0.84755	0.487	0.114
Negative_7	Lead to friction between locals and volunteers	2.39	0.92942	0.261	-0.751
	Support for Volunteer Tourism		Std. Deviation	Skewness	Kurtosis
Support_1	Volunteer activities play a vital role in my life	3.75	0.93028	-0.487	-0.311
Support_3	I would like to see more volunteer tourism companies cater to students	3.89	0.77747	-0.433	-0.097
Support_4	I would be more likely to volunteer if I got to work with members in the community	3.95	0.72236	-0.366	0.753
Support_5	I would rather be a volunteer tourist than a regular tourist	3.45	1.05378	-0.115	-0.681
	Cross-Cultural Understanding		Std. Deviation	Skewness	Kurtosis
Culture_1	Volunteer tourism activities are likely to result in more cultural exchange	4.05	0.696	-0.913	2.521
Culture_2	Volunteer tourism activities are likely to increase cross-cultural understanding between tourists and residents	4.16	0.66006	-0.909	3.065
Culture_3	Volunteer tourism activities are likely to create a positive impact on the cultural identity of a community	3.99	0.77025	-0.697	1.033
Culture_4	Volunteer tourism programs should always have a local leader or representative	4.26	0.75737	-0.688	-0.314
Culture_5	Meeting people from other cultures is a valuable experience	4.57	0.55854	-1.219	1.953

Data from the student volunteer tourist survey were deemed to be normally distributed with no skewness (< 3), kurtosis (< 10) or multicollinearity (< .850) violations (Kline, 2005). An initial confirmatory PCA conducted in SPSS v. 19 on the 36-item scale used the a priori assumptions based on Figure 3.1 found in Chapter 3. These results revealed eleven offending items that were subsequently removed due to cross-loadings on multiple factors, poor commonality statistics (below .400) and low factor loadings (below .400). With six components the resulting analysis yielded a KMO statistic of .825, was significant at the .001 level with a Chi-Square value of .000, explained 68.5% of the variance and had an overall scale reliability score of .744. Table 4.13 shows all items that were dropped. Table 4.12 shows the remaining items, their factor loading scores and the alpha reliability score.

Table 4.12 Items dropped from Exploratory Principle Components Analysis

Component	Item dropped
Motive_1	Contribute to the development of other communities
Motive_3	Travel for adventure
Motive_4	Help others
Motive_6	Become more involved in volunteer activities with other communities
Motive_7	Volunteer because it will look good on my resume
Motive_8	Travel with a "purpose"
Positive_6	Help me understand different cultures
Support_3	I would like to see more volunteer tourism companies cater to students
Culture_3	Volunteer tourism activities are likely to create a positive impact on the cultural identity of a community
Culture_4	Volunteer tourism programs should always have a local leader or representative
Culture_5	Meeting people from other cultures is a valuable experience

As stated previously, the research model for this study hypothesized that cross-cultural understanding would be dependent on support for volunteer tourism, positive impacts, negative impacts and perceived personal benefits. The outcome of the exploratory PCA indicates certain patterns in the data that can be seen from the resulting factors. After the PCA was conducted, the 25 remaining scale variables were configured into six factors. After the PCA was conducted, results yielded six components grouping the variables according to their theme. One component included a variable that was not originally positioned under that theme. For example, "Positive_3" was repositioned under "Benefits" after PCA. In the end, only 25 out of the 35 items originally thought to measure "cross-cultural understanding" remained after factoring 9as per Table 4.13).

Therefore, the six factors for regression are: "negative impacts", "motivations", "positive impacts", "benefits", "cross-cultural understanding", and "support for volunteer tourism."

Table 4.13 Final Principal Components Analysis Solution (Students)

Component	Label	Factor Loading	Alpha
Principle Components Analysis: Student Volunteer Tourists			
1	**Negative Impacts**		**0.897**
Negataive_1	Neglect the needs the host community	0.728	
Negataive_2	Create more noise and pollution in the host community	0.824	
Negataive_3	Exploit local residents	0.840	
Negataive_4	Result in more vandalism	0.786	
Negataive_5	Create dependency within a community on volunteer work	0.813	
Negataive_6	Burden a community's resources	0.661	
Negataive_7	Lead to friction between locals and volunteers	0.786	
2	**Positive Impacts**		**0.858**
Positive_1	Create jobs in the host community	0.833	
Positive_2	Boost the economy in the host community	0.863	
Positive_4	Develop more facilities for residents of the community	0.587	
Positive_6	Help me understand different cultures	0.676	
Positive_7	Improve the aesthetic appearance in the area	0.656	
Positive_8	Be a sustainable form of tourism for the host community	0.646	
3	**Benefits**		**0.816**
Benefit_1	Make me more aware of my quality of life	0.782	
Benefit_2	Provide me with new skills	0.760	
Benefit_3	Empower the community receiving my volunteer services	0.727	
Benefit_4	Result in new opportunities for residents in the host community (including employment, infrastructural opportunities etc.)	0.642	
Positive_3	Empower residents in the host community	0.611	
4	**Support for Volunteer Tourism Activities**		**0.656**
Support_1	Volunteer activities play a vital role in my life	0.693	
Support_4	I would be more likely to volunteer if I got to work with members in the community	0.656	
Support_5	I would rather be a volunteer tourist than a regular tourist	0.766	
5	**Cross-cultural understanding**		**0.895**
Culture_1	Volunteer tourism activities are likely to result in more cultural exchange	0.783	
Culture_2	Volunteer tourism activities are likely to increase cross-cultural understanding between tourists and residents	0.817	
6	**Motivations**		**0.795**
Motive_2	Interact with people from other cultures	0.792	
Motive_5	Learn about others peoples belief systems	0.837	

Five regression models, using the stepwise method were conducted to test the hypotheses formed in Chapter 3. All models were found to be significant at the ($p<0.005$) level. Model one tested H_1, the influence of "Motives" on "Benefits". H_1 was accepted with "Motives" ($\beta=0.34$) a residual value of 35.163, an R^2 0.116 and an F statistic of 19.508. This suggests that 11.6% of "Benefits" can be explained by students motivations for participating in volunteer tourism programs. $H_{2.1}$ was tested and supported with Model two where "Benefits" was regressed on "Positive" The results showed a significant model with a residual value of 28.33, an R^2 of 0.302 and an F statistic of 64.464. Therefore, 30% of "Positive" can be explained by students' perceived personal benefits of volunteer tourism. Model three tested $H_{2.2}$, the influence of "Benefits" on "Negative" and was found to be significant ($p=.001$). H3 was accepted ($\beta=-0.259$) with a residual value of 65.173, an R^2 of 0.067 and an F statistic of 10.694. Below are the final predictive regression equations for these three models.

H1: Benefits = 3.291 + .34 Motives + e   **(1)**

H2.1: Positive = 1.621 + .55 Benefits + e   **(2.1)**

H2.2: Negative = 3.750 + (-.259) Benefits + e   **(2.2)**

The final two models were analyzed using multiple regression analysis with a stepwise method. Model four tested H_3, the influence of "Benefits", "Positive "and "Negative" on "Support". H_3 was partially accepted as "Positive" ($=\beta=0.351$) and "Negative" ($\beta=-0.238$) were the only variables to have a significant influence on "Support" and had a residual value of 64.843, an R^2 of 0.152 and an F statistic of 13.271. This suggests that 15% of "Support" can be explained by students perceptions of positive and negative impacts from volunteer tourism. Model five tested H_4, the

influence of "Benefits", "Positive "and "Negative" and "Support" on "Culture". H_4 was partially accepted as "Positive" ($=\beta=0.351$) and "Support" ($\beta=0.279$) were the only variables to have a significant influence on "Culture" and had a residual value of45.922, an R^2 of 0.265 and an F statistic of 26.624. This suggests that 26% of "Culture" can be explained by students perceptions of positive impacts and their support for volunteer tourism programs. Below are the final predictive regression equations for these two models.

$$H_3: \textbf{Support} = \textbf{2.854} + \textbf{0.351 Positive} + \textbf{(-0.238) Negative} + \textbf{e} \quad \textbf{(3)}$$

$$H_4: \textbf{Culture} = \textbf{1.425} + \textbf{0.351 Positive} + \textbf{0.279 Support} + \textbf{e} \quad \textbf{(4)}$$

Regression models are presented in Table 4.14.

Table 4.14 Regression Models for Student Volunteer tourists

Regression Analysisis of the relationship between variables (students)						
Model	**Analysisis of Variance**	**Sum of Squares**	**Df**	**Mean Square**		***f***
1 (Benefits)	Regression	4.604	1	4.604		19.508
H_1	Residual	35.162	149	0.236		
	Variable	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	3.291	0.228	14.411	0	0.116
	Motives	0.34	0.054	4.417	0	
Model	**Analysis of Variance**	**Sum of Squares**	**Df**	**Mean Square**		***f***
2 (Positive)	Regression	12.257	1	12.257		64.464
$H_{2.1}$	Residual	28.33	149	0.19		
	Variable	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	1.621	0.298	5.433	0	0.302
	Benefits	0.55	0.069	8.029	0	
Model	**Analysis of Variance**	**Sum of Squares**	**Df**	**Mean Square**		***f***
3 (Negative)	Regression	4.678	1	4.678		10.694
$H_{2.2}$	Residual	65.173	149	0.437		
	Variable	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	3.750	0.453	8.286	0	0.067
	Benefits	-0.259	0.105	-3.27	0.001	
Model	**Analysis of Variance**	**Sum of Squares**	**Df**	**Mean Square**		***f***
4 (Support)	Regression	11.629	2	5.814		13.271
H_3	Residual	64.843	148	0.438		
	Variable	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	2.854	0.527	5.417	0	0.152
	Positive	0.351	0.109	3.227	0.002	
	Negative	-0.238	0.083	-2.867	0.005	
Model	**Analysis of Variance**	**Sum of Squares**	**Df**	**Mean Square**		***f***
5 (Culture)	Regression	16.522	2	8.261		26.624
H_4	Residual	45.922	148	0.31		
	Variable	**β**	**Std. Error**	**t**	**Sig.**	**R^2**
	(Constant)	1.425	0.376	3.789	0	0.265
	Positive	0.351	0.092	4.711	0	
	Support	0.279	0.067	3.746	0	

Comparison Results

What differences, if any, exist between the volunteer tourist and host community motivations and perceptions on the benefits, impacts and support for volunteer tourism programs and cross cultural understanding?

Hypotheses 5: Difference will exist between the volunteer tourist and host community among these variables

To test H_5, an independent samples t-test was conducted to compare the perceptions of family island residents to that of student volunteer tourists with regards to volunteer tourism programs. Only mean scores of the variables from both surveys that were identical in nature were compared in order to determine what differences exist, if any, in the respondents' perceptions of "Motives", "Benefits", "Positive", "Negative", "Support" and "Culture". A total of 20 variables were used in the independent samples t-test for comparison amongst 218 responses from residents and 151 responses from student volunteer tourists. Four "Motivations", three "Benefits", five "Positive Impacts", seven "Negative Impacts", three "Support for Volunteer Tourism" and three "Cross-cultural Understanding" variables were included in the independent samples t-test for comparison. A total of 13 significant differences were found between variables and are shown as the highlighted variables in Table 4.15. Therefore, hypotheses five can be accepted because differences between some variables were found. Overall, students scored higher than residents on the statements relating to motivations, benefits, and cross-cultural understanding suggesting that they have stronger feelings towards the positive nature of volunteer tourism.

Table 4.15 Independent Samples t-test between groups

Variable Name	Variable Description						
Independent Samples T-test **Comparison between residents and students**							
Motives (I want to…)		Mean	SD	t	DF	Sig.	Mean Diff.
**Motive_1				-4.183	367	0.000	0.327
Residents	Contribute to the development of my community	3.91	0.75				
Students	Contribute to the development of other communities	4.23	0.711				
**Motive_2				-6.77	367	0.000	0.593
Residents	Interact with foreigners	3.74	0.863				
Students	Interact with people from other cultures	4.33	0.772				
Motive_4							
Residents	Become more involved in volunteer activities with other local people	3.95	0.757	-1.074	367	0.283	0.0904
Students	Become more involved in volunteer activities with other communities	4.04	0.848				
Motive_5							
Residents	Learn about other cultures belief systems	3.96	0.764	-0.967	367	0.334	0.0819
Students	Learn about other peoples belief systems	4.04	0.848				
Benefits (Volunteer tourism activities will…)		Mean	SD	t	DF	Sig.	Mean Diff.
**Benefit_2				-6.86	367	0.000	0.485
Residents	Allow me to learn new skills	3.86	0.733				
Students	Provide me with new skills	4.34	0.609				
**Benefit_3				-4.103	367	0.000	0.334
Residents	Empower myself and my community	3.86	0.819				
Students	Empower the community receiving my volunteer services	4.19	0.689				

Independent Samples T-test Comparison between residents and students							
Variable Name	**Variable Description**						
Benefits (Volunteer tourism activities will…)		**Mean**	**SD**	**t**	**DF**	**Sig.**	**Mean Diff.**
**Benefit_4				-5.306	367	0.000	0.422
Residents	Increase education opportunities for the community	3.87	0.821				
Students	Result in new opportunities for residents in the host community (including educational employment, infrastructural opportunities etc.)	4.29	0.638				
Positive Impacts (Volunteer tourism activities will…)		**Mean**	**SD**	**t**	**DF**	**Sig.**	**Mean Diff.**
Positive_1				0.772	367	0.441	0.063
Residents	Help create jobs in my community	3.85	0.808				
Students	Create jobs in the host community	3.78	0.726				
Positive_2				-1.11	367	0.134	0.104
Residents	Improve the local economy	3.75	0.823				
Students	Boost the economy in the host community	3.84	0.775				
Positive_3							
Residents	Empower Bahamians through acquiring new skills	3.98	0.675	-1.502	367	0.267	0.94
Students	Empower residents in the host community	4.08	0.627				
**Positive_4				-4.944	367	0.000	0.367
Residents	Develop more facilities that residents can also use	3.81	0.745				
Students	Develop more facilities for residents of the community	4.18	0.633				
**Positive_5				-3.699	367	0.000	0.287
Residents	Improve the quality of life in my community	3.89	0.703				
Students	Improve my quality of live	4.18	0.772				
Negative Impacts (Volunteer tourism activities are likely to…)		**Mean**	**SD**	**t**	**DF**	**Sig.**	**Mean Diff.**
**Negative_1				2.65	367	0.008	0.246
Residents	Neglect the needs of my community	2.36	0.919				
Students	Neglect the needs of the host community	2.11	0.804				

Independent Samples T-test Comparison between residents and students							
Variable Name	**Variable Description**						
Negative Impacts (Volunteer tourism activities are likely to…)		**Mean**	**SD**	**t**	**DF**	**Sig.**	**Mean Diff.**
Negative_2				-1.151	367	0.25	0.101
Residents	Result in more noise and pollution	2.25	0.797				
Students	Create more noise and pollution in the host community	2.35	0.879				
Negative_3				1.67	367	0.096	0.143
Residents	Exploit local residents	2.28	0.802				
Students	Exploit local residents	2.14	0.817				
Negative_4				1.88	367	0.061	0.149
Residents	Result in vandalism in the community	2.19	0.767				
Students	Result in more vandalism	2.05	0.715				
Negative_5				-0.918	367	0.359	0.082
Residents	Burden a community's resources	2.17	0.809				
Students	Burden a community's resources	2.25	0.848				
**Negative_6				-4.157	367	0.000	0.427
Residents	Make my community dependent on outside help	2.25	0.915				
Students	Create dependency within a community on volunteer work	2.68	1.04				
Negative_7				-0.1742	367	0.082	0.159
Residents	Lead to friction between locals and volunteers	2.23	0.819				
Students	Cause friction between locals and volunteers	2.39	0.929				
Support for Volunteer Tourism Activities		**Mean**	**SD**	**t**	**DF**	**Sig.**	**Mean Diff.**
Support_1				1.626	367	0.105	0.137
Residents	Volunteer activities will play a vital role in my community	3.89	0.69				
Students	Volunteer activities play a vital role in my life	3.75	0.93				

Independent Samples T-test Comparison between residents and students							
Variable Name	**Variable Description**						
Support for Volunteer Tourism Activities		**Mean**	**SD**	**t**	**DF**	**Sig.**	**Mean Diff.**
Support_4				-0.712	367	0.477	0.055
Residents	I would be more likely to support volunteer tourism programs if a local Bahamian leader is involved	3.89	0.685				
Students	I would be more likely to volunteer if I got to work with members in the community	3.95	0.777				
**Support_5				5.276	367	0.000	0.48
Residents	I favor developing programs that will attract more volunteer tourists	3.93	0.695				
Students	I would rather be a volunteer tourist than a regular tourist	3.45	1.053				
Cross-Cultural Understanding		**Mean**	**SD**	**t**	**DF**	**Sig.**	**Mean Diff.**
**Culture_1				-2.837	367	0.005	0.229
Residents	Volunteer tourism activities are likely to result in more cultural exchange between tourists and residents	3.82	0.809				
Students	Volunteer tourism activities are likely to result in more cultural exchange	4.05	0.696				
**Culture_2				-7.262	367	0.000	0.572
Residents	Volunteer tourism activities are likely to result in increased cultural understanding between tourists and residents	3.59	0.798				
Students	Volunteer tourism activities are likely to result in increased cultural understanding between tourists and residents	4.05	0.66				
**Culture_3				-3.39	367	0.001	0.295
Residents	Volunteer tourism activities are likely to create a positive impact on the cultural identity of a community	3.69	0.857				
Students	Volunteer tourism activities are likely to create a positive impact on the cultural identity of a community	3.99	0.77				
** =Significant at < 0.01 level							

Motivations

Motivations found to be significantly different between the two samples were related to community development (Motive_1) and interactions with another culture (Motive_2). Resident perceptions of "Motive_1" had a mean score of 3.91 and a student mean of 4.23 and significant p-value = 0.000 and a mean difference of 0.327. A significant difference (p=0.000) was also found between groups for the variable "Motive_2" addressing interaction with foreigners as a motivation to participate in volunteer tourism. Residents scored much lower (M=3.74) than students (M=4.33) on this variable. These results suggest that students regard interacting with people from other cultures as well as contributing to community development as important motivations for participating in volunteer tourism. Specifically, students agree with both these statements more than residents do.

Benefits

Significant differences between residents and students were found in all three variables "Benefit_2", "Benefit_3" and "Benefit_4" as per Table 4.17. "Benefit_2" suggests a higher support from students (M=4.34) than that of residents (M=3.85) with regards to learning skills as a benefit of volunteer tourism activities. "Benefit_3" also shows a significant difference between residents (M=3.86, SD=0.819) and students (M=4.19, SD= 0.689) p=0.000. This suggests that students agree with the statement that "Volunteer tourism activities will empower the community" more than residents do. Lastly, "Benefit_4" is significantly different (p=0.000) between residents (M=3.87, SD= 0.821) and students (M=4.29, SD= 0.638). Specifically, this suggests that students agree

more than residents on the perception that volunteer tourism activities will increase educational opportunities for the local community.

Positive Impacts

Two significant differences were found for perceptions of positive impacts between groups. "Positive_4" suggests that residents (M=3.81, SD= 0.745) agree less with the idea that volunteer tourism will develop facilities for the community than students (M=4.18, SD=0.633), p=0.000. "Positive_5" is significantly different between residents (M=3.89, SD= 0.703) and students (M=4.18, SD=0.772), p=0.000. This suggests that students perceive quality of life to be more of a positive impact than residents.

Negative Impacts

Significant differences were found between residents and students between two variables; "Negative_1" and "Negative_6". "Negative_1" suggest that residents disagree slightly less (M=2.36, SD=0.919) than students (M=2.11, SD=0.804), p=0.008 with the statement "Volunteer tourism activities are likely to neglect the needs of my community/the host community". "Negative_6" suggests a significant difference between residents (M=2.49, SD=0.915) and students (M=2.68, SD=1.043); p=0.000 with regards to the statement creating a culture of dependency within a community as a result of volunteer tourism programs.

Support

A significant difference was found between the support for "Support_5" by residents (M=3.93, SD= 0.695) and students (M=3.45, SD=1.053), p=0.000. In this case, residents favored the idea of developing more programs to attract volunteer tourists, while students neither agreed nor disagreed on the idea of being a volunteer tourist rather than a regular tourist. However, both groups somewhat agreed with this variable for support.

Culture

A significant difference was found between the three variables addressing the support for cross-cultural understanding; "Culture_1", "Culture_2" and "Culture_3". "Culture_1" posits that students support cultural exchange as a result of volunteer tourism slightly more (M=4.05, SD=0.696) than residents (M=3.82, SD=0.809). "Culture_2" suggests that residents are less likely to support volunteer tourism due to the increase in cross-cultural understanding (M=3.59, SD= 0.798) while students are more likely to support cross-cultural understanding as a result of volunteer tourism (M=4.16, SD=0.660), p=0.00. Lastly, "Culture_3" is significant with a mean difference (MD=0.295) and a p value < 0.01. This suggests that students support the idea that volunteer tourism will have a positive impact on a community more than residents.

Summary

Chapter four presented a comprehensive summary of the qualitative and quantitative results from both samples along with a comparative analysis of the perspectives between the two groups.

The results of the mean scores identified significant differences in the mean scores answering research questions one (motivations) and two (benefits) between residents and students. Results indicate that student volunteer tourists are much more motivated by the variables tested than residents are. On the same token, they perceive volunteer tourism to be much more beneficial than residents do.

Multiple regression analysis partially supports the research model posed for this study, however certain variables that were predicted to significantly affect support for cross cultural understanding were found to be insignificant. The comparison between data sets revealed that there are significant differences between the motivations and perceptions of residents and student volunteer tourists, thus supporting the hypotheses stated in Chapter 3. Overall, the findings from the study are quite interesting and provide much room for discussion. These results will be discussed and concluded in Chapter 5.

Chapter 5

Discussion and Conclusion

Overview

This chapter discusses the findings from this study in five distinct sections. First, a description and purpose of the research is discussed. Section two addresses each research question posed. Third, a review of the significance and contribution of the study is discussed along with implications of the study. Section four presents future research opportunities in the field of study. Lastly, section five provides a brief conclusion to summarize the chapter and this research study as a whole.

Description and purpose of the research

The purpose of this study was to expand understanding on perceptions of host communities as well as volunteer tourists with regards to volunteer tourism programs. In addition, the research sought to compare the perceptions for similarities or differences. Drawing from previous literature on volunteer tourism, a resident attitudes model was adopted and further developed to examine the motivations of residents and students to participate in volunteer tourism as well as the addition of cross-cultural understanding as a factor affecting the support for volunteer tourism activities (McGehee & Andreck, 2009). This research model is reintroduced below as Figure 5.1 as a reference for this chapter.
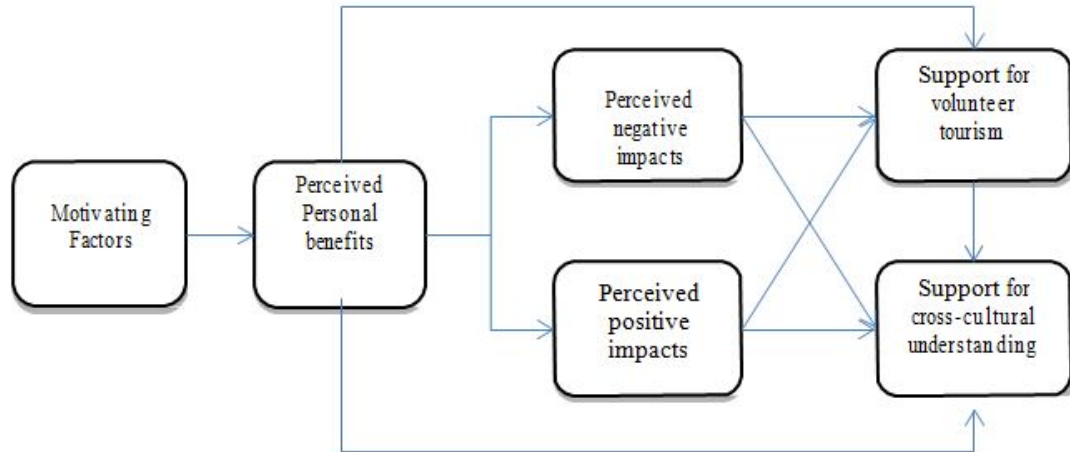
Figure 5.1 Research Model Depicting The Relationship Among Study Variables

Addressing the research questions

Research Question One: "What motivates residents/volunteer tourists to participate in volunteer tourism?"

Motivations to participate in volunteer tourism programs were evaluated by residents and student volunteer tourists on a likert type rating scale from 1-5. For the purpose of this research study, only mean values between the ranges of 4 (agree) and 5 (strongly agree) were used to determine significant motivations. Interestingly, residents only scored one variable in the motivation component above four on the rating scale. Among the participants in the sample, it was agreed that residents would prefer more tourists who are visiting their community to volunteer (M=4.032). This is very interesting because it brings attention to the fact that tourists do not have to visit the community with the sole purpose of volunteering. This may be pointing towards the growing phenomenon of "mini-mission trips", explored by Sin (2009) as a balanced alternative to volunteer tourism. Ideally, this could be a happy medium for

both host communities and tourists who want to volunteer as well as enjoy more free time on their vacation.

Community involvement was also highlighted during the qualitative interviews as an important motivation for participating with volunteer tourists. Contrarily, both variables relating to community involvement resulted in mean scores below 4 (M=3.95, M=3.91) (see Table 4.6, Chapter 4). This is surprising due to the overwhelming support community involvement during the phase one of this study. However, to the best of the researchers' knowledge, residents have not been evaluated on their motivation to participate in volunteer tourism programs. This fact may have contributed to the lower scores recorded in the quantitative survey.

Students volunteer tourists, on the other hand, found the majority (87.5%) of the variables presented to be significant motivators responding very favorably when asked about their motivation to participate in volunteer tourism programs. Significant motivating factors were strongly supported by the literature reviewed (Broad, 2003; Brown, 2005; Coghlan, 2006; McIntosh & Zahra, 2007; Ooi & Laing, 2010; Stoddart & Rogerson, 2004; Wearng, 2001). The opportunity to contribute and be involved in the development of other communities was regarded as highly important by the student volunteer tourist sample (M= 4.23, M=4.74) (Brown, 2005; Coghlan, 2006) as well as the qualitative interviews presented in Chapter 4. This result is important to note due to the converging views between residents' and students. Along with this, community support is one of the factors important for the sustainability of any tourism project (Jurowski, & Uysal, 2004). Therefore, this thirst for volunteer tourists to be involved with the host community is extremely intriguing, especially for organizations seeking

to develop sustainable volunteer tourism programs.

Cultural exchange and education was also found to be significant. Students felt that both interactions with other cultures as well as learning about other people's belief systems were very important to their motivations for participation (M=4.33, M=4.04). This can also be linked to the theme of "community" derived from the qualitative study. As a result, it can be argued that the highest motivators are pointing towards community development as well as interaction with host communities. This being the case, a strong connection between host and volunteer will lead to sustainable and successful volunteer tourism programs (Gursoy et. al. 2009). However, Wearing (2001) suggests that this form of interaction can lead to 'ego-enhancement' of the volunteer tourist.

Research Question Two: What variables contribute to the perceived personal benefits of volunteer tourism programs?

Surprisingly, residents did not score above four on any of the individual variables posed as perceived personal benefits. However, among the strongest variables closely approaching 4 were the themes of "empowerment" (M=3.86) and "education" (M=3.87). However, these themes can be argued due to the support from the qualitative study in phase one of this research. Qualitative interviews with residents noted the benefits of working with others who have different skills sets and knowledge than that of the host community can lead to empowerment. Many residents felt that volunteer tourism could lead job creation through learning a new skills and building on those skills to create a business. However, this idea of volunteer tourism leading to empowerment through the development of new skills may not have been conveyed well

enough in the survey and may account for the gap found between the qualitative and quantitative phases.

Students, on the other hand, found all four variables to be significant with mean scores above four. Interestingly, students agreed with the statement "Volunteer activities will make me more aware of my quality of life" (M=4.31). Although this result is conventional (Wearing, 2001), it has been argued by researchers that this sort of attitude can lead to the reinforcement of stereotypes, instead of a mutual respect between developed and developing countries (Raymond & Hall, 2008; Sin, 2009). Due to the controversial nature of this topic, argument for further in depth research in warranted.

The six component rotated model of resident and student volunteer tourist perceptions identified the strongest perceived personal benefits among both populations. Following the principle components analysis, a regression analysis of the relationship between variables indicated a significant contribution of motivations towards perceived personal benefits for both groups. This supports the research model presented for this research study (as per figure 5.1) as well as the social exchange theory discussed in Chapter 2 (Pearce & Butler, 2003). Findings did support the hypotheses of this study; important to note however, is the fact that "Motivations" was an addition to this model by the researcher which was originally adopted from McGehee and Andereck (2009).

Research Question Three: What variables contribute to the perceived positive and negative impacts of a volunteer tourism program?

Regression models for positive and negative impacts indicated that perceived personal benefits have a significant influence on perceived positive

impacts for both groups as stated by the social exchange theory. However, only the

student group indicated significance between benefits and negative impacts, thus

the resident sample did not result in supporting the social exchange theory. This

could be attributed to the unfamiliarity of residents with volunteer tourism

programs. A closer look at the interactions between residents and students could

address this issue and evaluate SET in action.

Research Question Four: What variables contribute to the support for volunteer

tourism activities?

Factor analysis identified the strongest individual variables leading to the support

for volunteer tourism. This relationship between the themes derived from qualitative and

quantitative populations could be a fascinating area of research in this field. Following

this procedure, a multiple regression equation measuring the effect of perceived personal

benefits and perceived positive and negative impacts on the support for volunteer tourism

was used to analyze this relationship. Both models partially supported social exchange

theory and the research model. Resident perceptions of positive impacts as well as

benefits accounted for 9% of their likelihood to support volunteer tourism, and were

found to be significant. Again, it is surprising that negative impacts are not proving to be

significant in this model for residents as posited by SET. Perhaps the fact that only 29%

of residents had previous experience with volunteer travel can explain the insignificance

of negative impacts on the support for volunteer tourism. In future research, case studies

of volunteer tourism programs could be done to understand the perceptions of impacts

from those residents actually participating in the program. The student volunteer tourist

sample showed a high support for volunteer tourism as a result of their perceptions of

positive and negative impacts (15%). This only partially supports the model due to the absence of perceived personal benefits. However, it is interesting to note that "personal benefits" did not play a role in their support for volunteer tourism, but rather the impacts to the community. This case diverts from the idea of 'ego-enhancement' presented by some researchers (Gray & Campbell, 2007; Wearing, 2001).

Research Question Five: What variables contribute to the support of cross-cultural understanding created through volunteer tourism?

Support for cross-cultural understanding was an additional component to the original model for this research study. Regression models for both groups found positive impacts and support for volunteer tourism to be significant predictors for supporting cross-cultural understanding. However, negative impacts and perceived personal benefits were not found to be significant as predicted by the research model (Figure 5.1). This could be due to the fact that cross-cultural understanding was an additional component added to this model for the purpose of this study. However, overall, both residents and students supported the idea that volunteer tourism activities are likely to result in cultural exchange (M= 3.93, M= 4.05).

Qualitative results predicted "communication" to be the most reoccurring theme among residents and students highlighting their understanding that there are differences between cultures that are not always easily overcome. A deeper look into specific cultural interactions between residents and volunteer tourists could be more revealing for this component.

***Research Question Six: What differences, if any, exist between the volunteer tourist
and host community motivations and perceptions on the benefits, impacts and
support for volunteer tourism programs and cross cultural understanding?***

Measuring the perceptions of volunteer tourism between residents and instructors
was vital to this research in order to understand if there were any differences between
the groups. As determined by this research study, there were numerous differences with
a select few posing some important questions for future research on volunteer tourism.

A significantly large mean difference (M=0.593) was found between the
motivation to participate in volunteer tourism to "interact with foreigners/people from
other cultures". While students were extremely keen on this idea (M=4.33), residents
held some reservations towards agreeing with this statement (M=3.74). One reason
behind these findings could be the concerns posed in the qualitative findings for cultural
barriers as an issue, especially without a local leader as a part of the volunteer tourism
program. This speaks to the concerns for cross-cultural misunderstandings posed in the
literature (Guttentag, 2009; Simpson, 2004).

Another significant and interesting difference found in the results was between
the statements posited to residents "I favor developing programs that will attract more
volunteer tourists" (M=3.93) and students "I would rather be a volunteer tourist than a
regular tourist" (M=3.45). As discussed previously, this could be pointing to the idea
of "mini-mission trips" instead of volunteer tourism programs. Residents seem to want
tourists who come to their community to volunteer, while students want to volunteer,
they are not willing to give up their vacation to volunteer instead. Perhaps it could
capture a niche market that wants to volunteer while travelling, instead of travelling to

volunteer, thus satisfying both the host community and the tourist.

Lastly, comparisons between groups on support for cross-cultural understanding identified a significantly large difference between the idea that volunteer tourism will increase cultural understanding between tourists and residents. A mean difference of (MD=0.572) indicates that students held much higher support for the automatic increase in cultural understanding while residents were more conservative with regards to agreeing with this statement. Again, this raises awareness for the fact that volunteer tourists may not understand the possible danger of mixing cultures and stereotypes, especially between people from developed and developing nations.

Implications

This research aimed to explore the volunteer tourism phenomenon by using a variety of study methods across residents as well as volunteer tourists. Results from this study are extremely relevant to the alternative tourism industry, small island tourism development as well as to the understanding of the relationship between the host community and volunteer tourist. As discussed in the literature review, sustainability of any tourism project relies on the support of the host community. This research sheds light on some positive and negative issues that may result from volunteer tourism, and provides implications for various sectors of the industry.

The Bahamas' Ministry of Tourism

Due to the location of this study, research findings are very relevant to The Bahamas, as well as other small island communities. Specifically, the ministry of tourism can use the information gathered from residents to better understand their level of support for alternative tourism developments. Additionally, the information regarding volunteer tourism will be useful in the case of the government partnering with communities towards developing volunteer tourism programs. Study findings on the student volunteer tourist are also very relevant. For example, current volunteer tourism programs operating in the islands can use the demographic information to target their services more to students in the future. Additionally, the concept of mini-mission trips could be a source for new business venture in small communities to offer one-day volunteer activities to tourists already visiting the islands. Mean scores from the scale variables along with the results from the qualitative research will be very helpful for companies to determine and understand the motivations and perceptions of student volunteer tourists. In this way, companies can better cater to their market and capture the essence that volunteer tourists are looking for, while still maintaining support from their local community.

Volunteer sending organizations

It has been argued that sending organizations don't always have the community's best interest at heart. This research provides volunteer sending organizations with the data necessary to understand differing perceptions between the volunteer tourist and the host community. In this way, companies will now have more information to use when planning volunteer trips, specifically to small island

communities. Data on the student volunteer tourist will also be key to organizations wishing to break into the student volunteer market.

Destination management companies

Destination management companies specialize in containing extensive local knowledge in order to plan events, activities and tours for visitors. A branch of volunteer tourism is the "mini-mission trip" concept discussed in the literature review. Destination management companies would be in charge of trips like these for vacationers who want to spend some of their time volunteering. This study sheds light onto the student break market and the opportunity for companies to offer short term volunteer activities for students who may want to get involved while already travelling to a destination for a vacation. Results gathered from this study will be pertinent for these companies to understand the dynamics of interactions between volunteers and hosts. Both residents and volunteer tourists expressed to desire for interaction with local community residents. This will be a key factor for companies planning "mini-mission" for volunteers.

Community Leaders

One of the major themes found in this study was "community involvement". For future volunteer tourism programs, local community leaders should make this a priority for any outside groups or companies sending volunteers. As pointed out by one of the resident interviewees; neglecting community needs will only result in useless projects that will not be taken care of after volunteers leave. That being said, leaders must take the initiative to ensure that programs are not taking this approach and be continuously involved with the

volunteer tourism programs

Recommendations

Residents

Residents involved in volunteer tourism programs should take note of the vulnerability regarding cultural interactions. However, it will be the responsibility of the locals to ensure that their cultural and traditions are being shared with the tourists. According to this study, volunteer tourists are seeking cultural exchange and understanding; however it must be initiated by local residents.

Volunteer Tourists

Volunteer tourists need to be more aware of the programs they are signing up for. Participants should be aware of the activities they will be involved in, and the specific needs that the host community has. This can be achieved through doing deeper research before choosing a company, as well as making a concerted effort to interact with the locals during volunteer trips.

Limitations and Future Research

Due to time and limited resources, this research did not interview student volunteer tourists face-to-face, which may have hindered the amount of in-depth information retrieved during the qualitative phase. The pilot study for the quantitative research instrument was only able to be done for the resident sample, not the volunteer tourist sample. During the principle components analysis, 11 items were removed from the student volunteer tourist instrument to continue with the PCA. Therefore, the reliability and validity of this instrument was not as high as it could have been with a pilot study. In the future, more in depth interviews

with students should be done, along with a pilot test for the quantitative survey instrument.The location of this study limits the generalizability of the findings to small island communities, however, the motivations and perceptions of residents can be used to understand volunteer tourism as a whole. It is the intention that this study can serve as an initial foundation to promote case studies comparing host communities and tourists and their interactions. Specifically, future research in the area of cross-cultural understanding as it relates to alternative tourism is an avenue where much focus is needed.

There is potential for future examination of the social exchange theory to further studies in the volunteer tourism research stream. SET involves a series of interactions between at least two groups or individuals and usually generates an obligation (Cropanzano & Mitchell, 2005). Future research should include a full examination of the volunteer-host community relationship examining perceptions, behaviors and attitudes using SET as a theoretical base. In addition, factors affecting cross-cultural understanding through volunteer tourism could be explored using the model proposed for this research where the presence of mediation is likely. Volunteer tourism is a multi-dimensional area of research with much more growth to be expected in the academic community as well as the industry at large.A student volunteer tourist population was used for this research. This is a limitation with regards to the generalizability of this study for all volunteer tourists. In the future, research on a larger demographic group of volunteer tourists could be done to see if there are any difference between student volunteer tourists and regular volunteer tourists.

Results between the qualitative and quantitative studies, specifically for family island residents, were not consistent. Continuous research employing these two methods is necessary to further develop and understand how they can be combined for a deeper understanding of the host community in volunteer tourism. Additionally, other qualitative techniques such as focus groups, participant observation and ethnography could be used in future research for a better understanding of the interactions between volunteers and residents.

Conclusion

This study provides a wealth of in depth information on the perceptions of both groups participating in volunteer tourism. The qualitative study was especially helpful in understanding resident perceptions and should be a method used for future research. Most importantly, the comparison between the two groups advanced the scope of research done on volunteer tourism thus far. However, this topic is far from reaching its peak in the academic industry and future research is highly encouraged and recommended.

It was shocking to see that the results from the residents' qualitative and quantitative studies did not match up. There was only one significant motivation found for residents and no significant perceived personal benefits. Future studies employing larger samples may be a solution to this issue. Student volunteer tourists, on the other hand presented results supporting all of the previous literature with no new or shocking additions. However, is it important to note the range of differences found between the perceptions of both groups. Student

volunteer tourists were much more supportive of the benefits and impacts leading to cross-cultural interaction and understanding, while residents were more reserved with these ideas. In the qualitative interviews, residents expressed how important communication and having a local leader is to successful volunteer programs. According to Guttentag (2009), the high mean scores recorded by volunteer tourists vs. residents may be accounted for by the demonstration effect. Likewise, other researchers argue that this positive attitude towards benefits and positive impacts by volunteer tourists may lead to reinforcement of stereotypes, instead of cross- cultural understanding (Raymond & Hall, 2008; Sin, 2009). In the future, case studies done employing participant observation would be extremely useful in identifying whether or not this issue is true among participants in volunteer tourism programs. As a result of these findings, it is extremely important for volunteer tourism organizations to note that this will be an area in need of much attention when sending groups into the community.

Overall, this study highlights some major differences between the perceptions of volunteer tourists and residents providing a foundation for future comparison studies to be done. Most importantly, host communities in volunteer tourism should be considered in all future research done on volunteer tourism thus expanding the view of the volunteer tourists as well as sending organizations involved in this rapidly growing phenomenon.

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APPENDIX A Resident Survey Instrument

Dear Participants,

Thank you for agreeing to take part in this study which will examine the perceptions, attitudes and motivations of residents of The Bahamas regarding volunteer tourism.

Your participation is entirely voluntary and if you choose to participate, you have the right to withdraw at anytime without any penalty. You can expect to complete this survey in approximately 10 minutes. Your responses will be confidential and stored in a password protected electronic format.

ELECTRONIC CONSENT:
Please select your choice below. Clicking on the "agree" button below indicates that:
• you have read the above information
• you voluntarily agree to participate
• you are at least 19 years of age

*1. If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

      Agree

      Disagree

To start the online study, please click on the 'next' button below. If there are any difficulties completing this online survey please contact me at (305) 588-2788 or email at dilleak@auburn.edu

Volunteer Tourism Survey

Please answer the following questions about yourself.

2. In which Island do you reside?

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                                              5

                                              6
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3. What is your gender?

- Male
- Female

4. Do you have any experience with participating in volunteer work?

- Yes
- No

5. Have you ever travelled outside your community to do volunteer work?

- Yes
- No

6. Are you directly employed in the tourism industry?

- Yes
- No

7. What is your highest level of education?

- Less than high school
- High school diploma
- Bachelors Degree
- Masters degree or above

8. How old are you?

- 19-29
- 30-39
- 40-49
- 50-59
- 60 and up

Motivations for volunteering

Volunteer Tourism involves traveling to a destination to volunteer your time and services in a community. These communities are usually small, economically and/or socially underdeveloped. Examples of these activities would include providing voluntary medical services, environmental conservation, construction and/or restoration services, the spreading of religious beliefs, teaching academics and/or sports. Volunteer tourism can also help to lower the level of poverty in some communities.

9. Please rate the following statements with regards to your MOTIVATIONS for volunteering.

I want to...

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Contribute to the development of my community					
Interact with foreigners					
Be challenged					
Become more involved in volunteer activities with other local people					
Learn about others cultures and belief systems					
I want tourists who come to my community to volunteer					
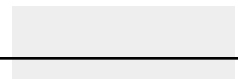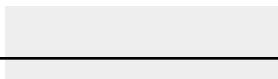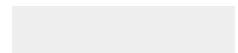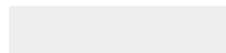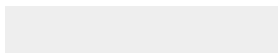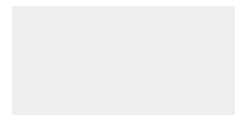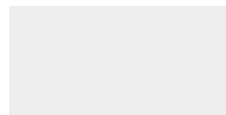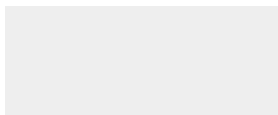
Benefits
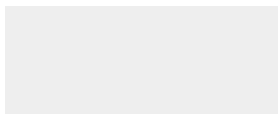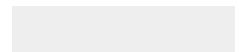
10. Please rate the following statements with regards to the BENEFITS of volunteer tourism activities.

Volunteer activities will...

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Personally benefit me	▢	▢	▢	▢	▢
Allow me to learn new skills	▢	▢	▢	▢	▢
Empower myself and my community	▢	▢	▢	▢	▢
Increase educational opportunities for the community	▢	▢	▢	▢	▢

Positive Impacts

11. Please rate the following statements with regards to the POSITIVE IMPACTS of volunteer tourism activities.

Volunteer tourism activities will...

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Help to create jobs in my community	☐	☐	☐	☐	☐
Improve the local economy	☐	☐	☐	☐	☐
Empower Bahamians through acquiring new skills	☐	☐	☐	☐	☐
Develop more facilities that residents can use	☐	☐	☐	☐	☐
Improve the quality of life in my community	☐	☐	☐	☐	☐

Negative Impacts

12. Please rate the following statements with regards to the NEGATIVE IMPACTS of volunteer tourism activities.

Volunteer activities are likely to...

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Neglect the needs of my community					
Result in more noise and pollution					
Exploit local residents					
Result in more vandalism in the community					
Burden a community's resources					
Make my community dependent on outside help					
Lead to friction between locals and volunteers					

Support for volunteer tourism activities

13. Please rate the following statements with regards to your level of Support for Volunteer tourism activities.

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Volunteer activities will play a vital role in my community	☐	☐	☐	☐	☐
Volunteer activities could play a major economic role in my community	☐	☐	☐	☐	☐
My community's government should do more to promote volunteer tourism activities	☐	☐	☐	☐	☐
I would be more likely to support volunteer tourism programs if a local Bahamian leader is involved	☐	☐	☐	☐	☐
I favor developing more programs that will attract volunteer tourists	☐	☐	☐	☐	☐
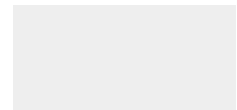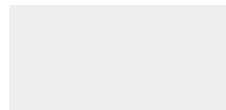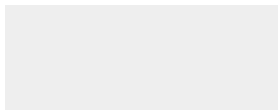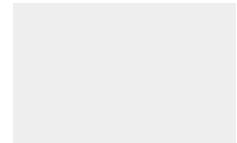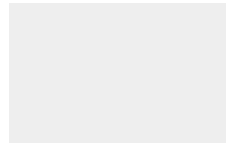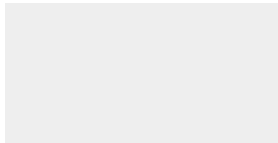
Cross-Cultural Understanding

Cross-cultural understanding involves the interaction between two or more individuals from different cultural backgrounds. For example, this may involve the interaction between an English speaking American volunteer and a Spanish speaking South American. Barriers to understanding both cultures may include language, religion, traditions, values, food and music.

14. Please rate the following statements with regards to your opinions on CROSS-CULTURAL UNDERSTANDING

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Volunteer tourism activities are likely to result in more cultural exchange between tourists and residents	⊙	⊙	⊙	⊙	⊙
Volunteer tourism activities are likely to result in increased cultural understanding between tourists and residents	⊙	⊙	⊙	⊙	⊙
Volunteer tourism activities are likely to create a positive impact on the cultural identity of a community	⊙	⊙	⊙	⊙	⊙

End of Survey

Thank you for participating in this Survey!

Appendix B Student Volunteer Tourist Survey Instrument

Dear Participants,

Thank you for agreeing to take part in this study which will examine the perceptions, attitudes and motivations of volunteers regarding volunteer tourism.

Your participation is entirely voluntary and if you choose to participate, you have the right to withdraw at anytime without any penalty. You can expect to complete this survey in approximately 10 minutes. Your responses
will be confidential and stored in a password protected electronic format.

ELECTRONIC CONSENT:
Please select your choice below. Clicking on the "agree" button below indicates that:
• you have read the above information
• you voluntarily agree to participate
• you are at least 19 years of age

* 1. If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

  ☞   Agree

  ☞   Disagree

To start the online study, please click on the 'next' button below. If there are any difficulties completing this online survey please contact me at (305) 588-2788: dilleak@auburn.edu

Volunteer Tourism Survey

Volunteer Tourism involves traveling to a destination to volunteer your time and services in a community. These communities are usually small and underdeveloped economically and socially. Examples of this can include voluntary medical services, environmental conservation, construction services, the spreading of religious beliefs, teaching academics and/or sports. Volunteer tourism can also help to lower the level of poverty in some communities.

Please rate the statements in this survey with regards to your beliefs on volunteering.

2. What is your gender?

- Male
- Female

3. Do you have any experience with participating in volunteer work?

- Yes
- No

4. Have you ever travelled outside your community to do volunteer work?

- Yes
- No

5. What is your highest level of education?

- Less than high school
- High school diploma
- Bachelors Degree
- Masters degree or above

6. What is your age?

- 19-29
- 30-39
- 40-49
- 50-59
- 60 and up

7. Are you a student?

- Yes
- No

Motivations

8. Please rate the following statements with regards to your MOTIVATIONS for volunteering.

I want to...

	Strong Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Contribute to the development of other communities	☐	☐	☐	☐	☐
Interact with people from other cultures	☐	☐	☐	☐	☐
Travel for the adventure	☐	☐	☐	☐	☐
Help others	☐	☐	☐	☐	☐
Become more involved with volunteer activities in other communities	☐	☐	☐	☐	☐
Learn about other peoples belief systems	☐	☐	☐	☐	☐
Volunteer because it will look good on my resume	☐	☐	☐	☐	☐
Travel with a "purpose"	☐	☐	☐	☐	☐
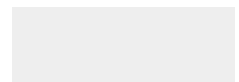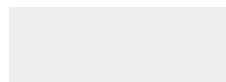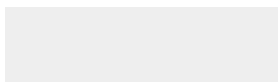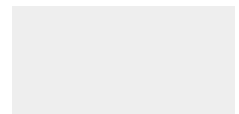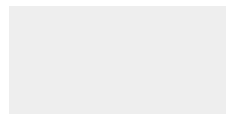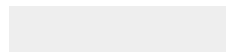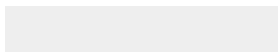
Benefits

Volunteer tourism activities will...

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Make me more aware of my quality of life	▢	▢	▢	▢	▢
Provide me with new skills	▢	▢	▢	▢	▢
Empower the community receiving my volunteer services	▢	▢	▢	▢	▢
Result in new opportunities for residents in the host community (including educational, employment, infrastructural opportunities etc)	▢	▢	▢	▢	▢

Positive Impacts

10. Please rate the following statements with regards to the POSITIVE IMPACTS of volunteer tourism activities.

Volunteer tourism activities will...

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Help me understand different cultures	○	○	○	○	○
Create jobs in the host community	○	○	○	○	○
Boost the economy in the host community	○	○	○	○	○
Empower residents in the host community	○	○	○	○	○
Develop more facilities for residents of the community	○	○	○	○	○
Improve my quality of life	○	○	○	○	○
Improve the aesthetic appearance of an area	○	○	○	○	○
Be a sustainable form of tourism for the host community	○	○	○	○	○

Negative Impacts

11. Please rate the following statements with regards to the NEGATIVE IMPACTS of volunteer tourism activities.

Volunteer tourism activities are likely to…

	Strongly Disagree	Disagree	Neither Agree not Disagree	Agree	Strongly Agree
Neglect the needs of the host community	◯	◯	◯	◯	◯
Create dependency within a community on volunteer work	◯	◯	◯	◯	◯
Create more noise and pollution in the host community	◯	◯	◯	◯	◯
Result in more vandalism	◯	◯	◯	◯	◯
Exploit residents	◯	◯	◯	◯	◯
Burden a community's resources	◯	◯	◯	◯	◯
Cause friction between locals and volunteers	◯	◯	◯	◯	◯

157
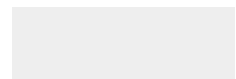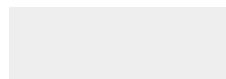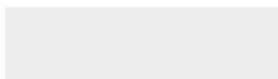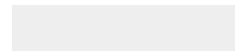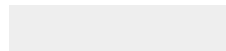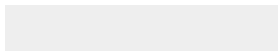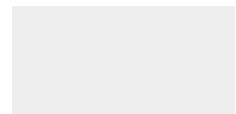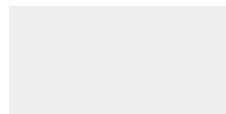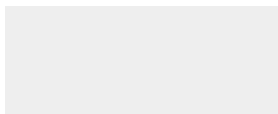
Support for volunteer tourism activities

12. Please rate the following statements with regards to your level of SUPPORT for volunteer tourism activities.

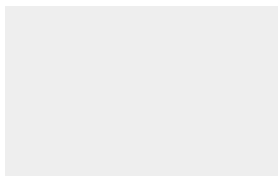|	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Volunteer activities play a vital role in my life	☐	☐	☐	☐	☐
I would be more likely to volunteer if i got to work with members in the community	☐	☐	☐	☐	☐
I would like to see more volunteer tourism companies cater to students	☐	☐	☐	☐	☐
I would rather be a volunteer tourist than a regular tourist	☐	☐	☐	☐	☐
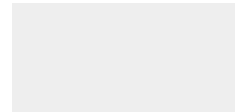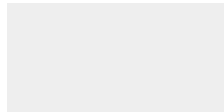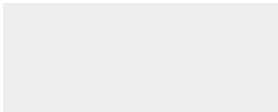
Cross-Cultural Understanding

Cross-cultural understanding involves the interaction between two or more individuals from different cultural backgrounds. For example, this may involve the interaction between an English speaking American volunteer and a Spanish speaking South American. Barriers to understanding both cultures may include language, religion, traditions, values, food and music.

13. Please rate the following statements with regards to your opinions on CROSS-CULTURAL UNDERSTANDING

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Volunteer tourism activities are likely to result in more cultural exchange	⬚	⬚	⬚	⬚	⬚
Volunteer tourism activities are likely to increase cross cultural understanding between tourists and residents	⬚	⬚	⬚	⬚	⬚
Volunteer tourism activities are likely to create a positive impact on the cultural identity of a community	⬚	⬚	⬚	⬚	⬚
Volunteer tourism programs should always have a local leader or representative	⬚	⬚	⬚	⬚	⬚
Meeting people from other cultures is a valuable experience	⬚	⬚	⬚	⬚	⬚

End of Survey

Thank you for participating in this suNey!