
MOTIVATIONS OF VOLUNTEER TOURISTS

FROM A GENDERED PERSPECTIVE



Motivations of Volunteer Tourists: From A Gendered Perspective

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ABSTRACT

Volunteer tourism is growing rapidly and therefore becomes an interesting field of research for many scientists (Sin, 2009; Stebbins 2009; Sherraden *et al.*, 2008; Wearing, 2001). However there still seems to be little evidence of information about international volunteers from a broader and gendered perspective. Thus it seems important to gain more knowledge about these types of tourists and also more insights from a gendered perspective (Meng & Uysal, 2008). Yet interestingly current and past research have not focused on the question as to why females carry out international volunteering more often than their male counterparts. The general purpose of this research is to explore and understand differences of motivations between male and female volunteer tourists. Central to this topic is the collection of in-depth information about motivations of male and female volunteer tourists. As opposed to quantitative research making use of probability sampling, qualitative research uses non-probability sampling due to its small-scale surveys (Berg, 2007). Non-probability snowball sampling is used. Results showed there were some differences regarding to motivations of male and female respondents. Whereas escaping from home environment seemed fairly important for most male respondents, female respondents indicated more specific ‘escaping’ factors such as a different (better) climate or relaxing, thus being away from busy daily life. Female respondents seemed slightly more motivated by altruistic motives, such as the need to help other people, whereas for male respondents most important seemed to be meeting other (like-minded and local) people. Female respondents presented more personal interest in working with, and taking care of animals. Both male and female respondents perceived women as more caring. Question remains how to attract more (young) men in volunteer tourism. I stress about multiple other factors influencing this phenomenon, such as the roles of (young) males and females in modern society, and might therefore be more concerned with identity and image. Organizations offering volunteer travels should respond more to men’s practical occasions, egoistic motives, and emphasize on the combination of pleasure with work.

Keywords:

Volunteer tourism, gendered perspective, motivations, escapism, climate, relaxing, altruistic motives, identity, image, practical occasions, egoistic motives, pleasure with work.

PREFACE

There were many reasons for me to choose this particular topic and try to investigate differences between men and women regarding to international volunteering. However two specific reasons in particular. First, I did international volunteering myself, and as a woman I was interested in traveling abroad to work within a community and to help on a wild life reserve among other (international) volunteer tourists. First thing I noticed was the over representation of women among locals who were in this case mostly male. First thing I questioned was why mainly women seem to be interested in doing this particular (construction) voluntary work, and most of us women could not even carry out some of the work, resulting in that we got specific work tasks that we could carry out. I wanted to know more about these motivations of males and females in order to find out why mainly women are interested in carrying out volunteer work abroad, even though according to my opinion, males would have the same learning and enjoyable experiences as women. Second, I noticed how even in postmodern times (2010) there are still perceptions of gender regarding to tourism. Hereby it is noteworthy that I do not imply that gender differences have to be completely resolved for the future but I do wish to articulate on some gender differences which might be re-evaluated for the future. For example I heard something interesting on the Dutch radio where an ecologist told about his education and wishes for the future. He would love to travel around and even did not care what kind of work he had to carry out. The DJ of the radio made a comment to that and questioned whether the ecologist should of chosen tourism for a career, where the ecologist answered “that’s more of a woman’s thing right?”.

From this starting point I searched for scientific information about the topic, gender differences in motivations regarding to international volunteering. Gender differences can be researched in many ways, but motivation seems to be most interesting for its subjective nature which lies within each individual. This is also emphasized by Dann (1981) stating that motivation is an interesting topic of research due to its freedom of choice. Over the past years and decades, motivation theory is often used in order to grasp one’s motivation to travel. Even volunteer tourism got attention by researchers such as Stephen Wearing with attention to motivation. Variables such as for example age and level of education got attention when conducting research about differences in volunteering (McPherson & Rotolo, 1996, Wilson & Musick, 1998, Wuthnow, 1995, Mutchler, Burr, and Caro, 2001, cited in Petrzelka & Mannon, 2006). Surprisingly the variable gender has got little attention to researchers regarding to international volunteering as opposed to sex and romance tourism which will be discussed further on in this report. One of the things that did come out is in early research from Pearce & Caltabiano (1983, p. 1) who have already shown differences of gender regarding to motivations where they state that ‘female travelers...recorded slightly more self-actualization needs than men’. So it might be important to conduct research about this topic in order to gain more knowledge about motivational differences of males and females regarding to international volunteering. I underline motivation here, because it is seen as a critical variable and an important component of behavior (Crompton, 1979). Therefore I would like to conduct research about this topic.

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1. INTRODUCTION

In recent decades various forms of alternative tourism including so-called ‘voluntourism’ or volunteer tourism became popular. This growth has started many years ago and it still remains a growing phenomenon. Many articles recognize the increasing growth of volunteer tourism or international volunteering (Sin, 2009; Tomazos & Butler, 2009; Lough *et al.*, 2009; Stebbins, 2009; Sherraden, 2008; Wearing, 2001). According to a research completed by Tourism Research and Marketing (2008) the tourism market has grown to a total of approximately 1.6 million volunteer tourists a year. Simpson (2004) recognizes the growth of international volunteering in the context of people taking a time off during their gap year. These people, according to Simpson, increasingly take a certain amount of time off to travel abroad and participate in volunteering activities. People often undertake their activities in so-called ‘third world’ volunteer-tourism programs which “seek to combine the hedonism of tourism with the altruism of development work” (Simpson, 2004, p. 1). The author emphasizes these projects receive an estimate of 10,000 traveling participants every year (Interview, Year Out Group Employee, 2002 in Simpson, 2004). To continue on the growth of international volunteering, Tomazos & Butler (2008, p. 2) undertook a research about volunteer tourism and by doing a “Google search for “volunteer abroad” (they) yielded over a million “hits”, and a recent (October 2007) search found more than 300 organizations involved in the activity, with over 3000 projects being listed in over 150 countries”. Today these numbers will even be larger. In addition, many websites argue that ‘voluntourism’ or volunteer tourism still is a growing phenomenon and that it is a “rapidly growing travel niche” (Travel Eguides; Tourism Review, 2007; Safaris, 2007). As a consequence the offer in volunteer travel has diversified as well by means that it becomes more flexible and commercial (Travel Eguides). Volunteer tourists are no longer required to do solely volunteering but they can also choose for smaller doses of volunteering in their travel program. In current globalized society Western people increasingly travel abroad to volunteer in communities and wild- life (Lough *et al.*, 2008). It seems that more and more people, especially younger people, are interested in volunteering abroad and exercise ‘good practices’ in order to do something good for the world, people and the environment. Many researchers who did research on North American and European volunteers carrying out voluntary work abroad such as, Williams (1991), Jones (2004), McBride & Lough (2007), Powell & Bratovic (2007), Powell *et al.*, (2007) in Sherraden *et al.*, (2008) found that volunteer tourists tend to be young, educated, affluent, and white. Hardly no information has been given about gender in the sense whether more females participate in international volunteering than their male counterparts.

According to Travel Eguides ‘the increasing global demand for volunteering is met by a growing number of volunteer service organizations’. They argue about the increasing growth of the commercial providers within the from origin non-profit branch. Countries in Africa, Asia and Latin America are most popular for doing voluntary work (Tourism Research and Marketing, 2008; Travel Eguides; Safaris, 2007; Tourism Review, 2007). Volunteer activities mostly fall into several categories, working within communities, wild life, agriculture, archaeology,

conservation, construction, education and teaching, environmental protection and research, technical assistance, historic preservation, medical and dental, work camps (Brown 2005). Other findings of Tourism Research and Marketing (2008) are found in a survey of over 8500 young travelers in 2007 that more women than men volunteered, 'and 70% were aged between 20-25'.

In terms of an increasing globalizing world with leisure growing rapidly as well some new long-term trends have emerged. I would like to mention three trends. The first trend is commercialization, which is about people increasingly having more money to spend and the awareness of perceiving a more commercial world than 100 years ago (Roberts, 2006). The second trend is blurred divisions. It implies on blurring of divisions in 'leisure tastes and activities by age, sex, social class and region' (Roberts, 2006). They argue that this trend does not imply massification for all types of leisure activities, but an increase in smaller groups interested in particular things. The third trend is individualization which is related to the above (Roberts, 2006). Individualization is about creating distinct groups within a population. People become more individual and create their own leisure taste. The author concludes by arguing 'no skill or interest will be unique to any person, just the total package'. It highlights people becoming increasingly aware of more flexible accumulation. People want to fill in their leisure time on their own terms. Many websites anticipate well on this by offering more flexible travel options.

Furthermore many researchers have their own definition of volunteer tourism and tourists (Stebbins, 2009; Lepp, 2009; Sin, 2009; Sherraden *et al.*, 2008; Tomazos, 2008; Petrzelka & Mannon, 2006; Lyons & Wearing, 2008). According to Stebbins (2009) there are different definitions of volunteering, which are economic and volitional. The economic definition is about perceiving volunteering as an unpaid labor where there is no payment in money or what so ever. Stebbins argues about this definition the missing of the question as to why participants involve in volunteering at the first place whilst they receive no money for it. Stebbins even compares it to housework whilst it being an unpaid activity as well. He argues about housework not at all being voluntary work and mostly done by women seeing it as obligatory work. Deriving from this 'conceptual deficiency' Stebbins came up with the volitional definition, which is 'fundamentally sociological: volunteers feel they are engaging in a leisure activity, which they have had the option to accept or reject on their own terms. A key element in this leisure conception of volunteering is the felt absence of coercion, moral or otherwise, to undertake a particular activity' (Stebbins, 2009, p. 1). Thus the volitional definition becomes an important element for explanations about volunteer tourism and volunteers. Wearing (2001, p. 13) has another definition of volunteer tourists: 'those tourists, 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'. They (volunteer tourists) do not only participate in volunteer tourism because of the sakes of other peoples (altruistically) but they also benefit themselves, e.g. 'having pleasant social interaction, self-enriching experiences, and feelings of contributing to group success' (Stebbins, 2009, p. 2). For this report I used Stephen Wearing's definition of volunteer tourists. This for the reason that his definition comes closest to my group of interest namely: those tourists visiting other countries in order to help alleviating poverty, the

restoration of certain environments or sort like voluntary work.

Earlier papers regarding to volunteer tourism mostly discussed about volunteer tourism *per se*, about seeking an understanding towards volunteer tourism and its activities and impacts, and about volunteer tourists and their motivations, expectations and experiences (see for example; Crompton, 1979; Cohen, 1979; Dann, 1981). Nowadays researchers begin to question about the effectiveness¹ of volunteer tourism (Sin, 2009; Lough *et al.*, 2009; The Guardian, 2008; Tourism Research and Marketing 2008). This because volunteer tourism often is seen as ‘good travel’ although hardly any articles refer to evidence which shows that volunteer tourism actually is contributing to effective volunteerism whereby both host and guest are benefitting from it (Sin, 2009; The Guardian, 2008). However it seems that often it is not the case that both host and guest are benefitting from volunteer tourism (The Guardian, 2008). I argue that one point of approval regarding to this issue would be the improvement of proper management systems (of various sending and host organizations) to ensure people volunteer at places which would fit best to them in terms of activities and location. Sin (2009) has suspicion about motivational factors of volunteer tourists and perceives them as Westerns going away from their daily routine and engage in third world activities for the sake of doing something different. There might also be the advantage of using this experience for college application or job resume (Kwa, 2007 in Sin, 2009). Surely it is not my goal to articulate that solely (volunteer) tourists benefit from tourism, because the host community profits from tourism as well. It is mainly about seeking for motivations of (volunteer) tourists which often seem to be egoistically of nature instead of altruistically. However I do not wish to generalize these views but rather seek for evidence showing its real nature. Thus seeking for volunteer tourists motivations without putting them in certain boxes of solely altruistic or egoistic persons, more likely to trace their true, inner feelings of wanting to carry out international volunteering.

1.1 PROBLEM STATEMENT

Volunteer tourism is growing rapidly and therefore becomes an interesting field of research for many scientists (Sin, 2009; Stebbins 2009; Sherraden *et al.*, 2008; Wearing, 2001). However there still seems to be little evidence of information about international volunteers from a broader and gendered perspective. It is still dominated within an often white, Western and male perspective. Even most articles are written by white, Western and often male researchers, however there is an increase in female scientists (example Sin, 2009). This by male dominated research area is also emphasized by Meng & Uysal (2008) and Norris and Wall (1994). Meng & Uysal (2008, p. 3) observed ‘a lack of gender-specific concerns...where ‘no allowance is made for gender differences in social research... because of a gender bias which subsumes female behavior into that of the dominant male patterns’ (Breathnach *et al.*, 1994 in Meng & Uysal,

¹ Important concept to mention but not of further importance for this report.

2008). According to Meng & Uysal (2008) some lack of knowledge within gender differences in tourism are within attitude studies and nature-based tourism context. As stated before alternative tourism is increasingly growing and thus becoming more popular as a research topic. People increasingly become interested in alternative tourism 'and to obtain tourism experience in natural settings' (Meng & Uysal, 2008, p. 3). Thus it seems important to gain more knowledge about these types of tourists and also more insights from a gendered perspective (Meng & Uysal, 2008). Yet interestingly current and past research have not focused on the question as to why females carry out international volunteering more often than their male counterparts. Current literature on gender and tourism is discussed in sex tourism (Meng & Uysal, 2008). As stated earlier, most volunteer work is carried out by women (Lep, 2009; Lough *et al.*, 2009; Stebbins, 2009; Tourism Research and Marketing, 2008; Cambell & Smith, 2006; Petrzelka & Mannon, 2006). However, questions as to why females apparently carry out international volunteering more often than their male counterparts are hardly asked.

This overrepresentation of women regarding to international volunteering is not the case for every type of volunteer work abroad. For example, there is an underrepresentation of women in Peace Corps programs (Cohn & Wood, 1985). There is a clear division of work done by men and women. For example, women tend to be more engaged in providing services, such as health and nutritional. According to Cohn & Wood (1985, p.4), 'in 1978 over two-fifths of Peace Corps volunteers were women-certainly a much higher proportion than in most other types of aid programs-suggests that a potential advantage of the Peace Corps has not been fully realized'. This underrepresentation of women is partly due to requests for solely male volunteers in highly technical fields. Cohn & Wood (1985) stress about companies not mentioning their discrimination towards host countries, because of fear for diminishing their requests. As a result, females who are qualified to carry out these particular technical activities and even studied for it, are denied (Cohn & Wood, 1985). This is very unfortunate because these women and their qualities and abilities are unutilized (Cohn & Wood, 1985). So it seems that gender of volunteers might be of relevance when determining whether the host community receive benefits from international volunteers (Cohn & Wood, 1985 in Sherraden *et al.*, 2008). So even considered we currently live in a postmodern world whereby gender differences regarding to travel and tourism is much less pronounced there still remain gender differences regarding to travel and tourism (Collins & Tisdell, 2002 in Meng & Uysal, 2008).

Thus there seems to be a research gap regarding to information about gender and volunteer tourism. Most of the articles refer to this phenomenon shortly by mentioning more women and less men being involved in volunteering. Furthermore much research regarding to volunteering focused on 'universal predictors of volunteerism, such as level of education..., membership in social networks..., marital status..., and age (McPherson & Rotolo, 1996, Wilson & Musick, 1998, Wuthnow, 1995, Mutchler, Burr, and Caro, 2001 in Petrzelka & Mannon, 2006, p. 4). However in sports volunteering there seems to be the opposite result, thus men volunteering more than women (Downward *et al.*, 2005). According to Downward *et al.* (2005), a reason for men volunteering more than women in sports volunteering, is because women still play the role of mother or 'traditional' wife. According to Downward *et al.*, (2005, p. 5), 'this can

seriously affect their sports participation, partly due to having less control over the families' resources of time and money. Although this is reversed they also recognize an under researched field of motivations of male and female volunteers in events. Even though the latter statement about sports volunteering is not of relevance for my report, it can be mentioned in order to show the size of the lack of knowledge regarding to gender differences in motivations. Nowadays men take more business trips than women, within the leisure market it is different, as women seem to take as many holidays than men or even more (Waters, 1988 in Meng & Uysal, 2008). Thus it seems vital to learn more 'about the interests and activities of potential visitors from a gendered perspective...' (Meng & Uysal, 2008, p. 3). The authors continue by stressing about the 'limited research (that) has been conducted to address gender perspectives' (Kinnaird *et al.*, 1994, Kinnaird & Hall, 1996, Swain, 1995 in Meng & Uysal, 2008, p. 3). Even though Meng & Uysal (2008) focused their research within the field of nature-based resort destination, it does show the importance of investigating motivations of gender regarding to tourism and all of the assets, including alternative tourism.

In addition I mention research findings from Carr (1999, *cited in* Meng & Uysal, 2008) that there were little differences to be found regarding to gender differences of young tourists in a UK coastal resort. It raises the possibility that gender differences might be related to specific ages only (Meng & Uysal, 2008). However I do recognize a gap of knowledge of motivations of males and females concerning international volunteerism. It should however contribute to the body of knowledge regarding to volunteer tourism. Therefore I would like to gather more information about motivations from males and females within the broader context of international volunteers coming from various countries including non-Western countries. Hereby I describe my problem statement as follow:

To gain more insight in the motivational factors of male and female volunteer tourists. This in order to contribute to the body of knowledge and within the broader context of international volunteer tourism.

1.2 RESEARCH OBJECTIVE AND QUESTION

In this section the research objective and research question will be identified. The sub questions are mentioned after the motivation theory in chapter 2.

Research objective:

To explore and understand the motivating factors of male and female volunteer tourists within a broader context of international volunteer tourism.

Research question:

What are the motivations of male and female volunteer tourists regarding to international volunteering, and are they different?

1.3 STRUCTURE

In chapter 2 the theoretical background will be discussed. In chapter 3 the type of research, which is qualitative of nature, will be described. Results are revealed in chapter 4. Lastly, discussion and conclusion are described in chapter 5 and 6.

2. THEORETICAL BACKGROUND

In this chapter relevant concepts will be discussed. In order to execute solid research the beginnings of leisure and tourism should be highlighted. After that some other concepts will be discussed such as sex and romance tourism. These concepts are used to reveal differences in evidence regarding to male and female volunteer tourists and their motivations. Finally various theories on motivation are highlighted in order to create the theoretical framework that will guide this research.

2.1 HISTORICAL CONTEXT

Leisure travel goes way back in times, where people, starting from approximately 1244 BC to around the 18th century, mostly had the opportunity to travel when they were privileged (Wearing, 2001). Within these earlier centuries a lot of different forms of tourism have emerged and developed in times. Tourism even adapts to specific time periods linked to size of population, economic status, available modes of transport (Smith & Eadington, 1992). Tourism can be seen as an ever going transformative process changed by current undertakings and influenced by past events. However nowadays tourism has grown ever more and takes on many different forms such as alternative tourism, including volunteer tourism. Alternative tourism is the opposite of so-called mass tourism. It is linked with nature, small scale, and often more immersion with local cultures (Wearing & Wearing, 2001; Tomazos, 2008; Wearing, 2001). Tomazos (2008) stresses about this growth of alternative tourism, and even calls it “the fastest growing form of tourism”. This particular seeking for something new or different is however not a new phenomenon.

Back in history during the Roman empire, about 1.5 million people, the majority of them already had the same motivations for traveling, such as escaping from daily routine, and the need for fresh air (Smith & Eadington, 1992). In these times mainly wealthy Romans traveled to Naples, where they enjoyed their holidays. They carried out their trip by chariot and built themselves private villas for their overnight stops along the highroad, even though they only stayed in these villas for about three or four nights per year (Smith & Eadington, 1992). Evidently not all Romans could afford these luxury ‘getaways’, it was purely a phenomenon for the wealthy. Even though tourism seemed to be merely available for the wealthy, during the beginning of the Imperial era, Tivoli (a few miles outside Rome) became popular as a holiday destination well-known for its gardens and waterfalls (Smith & Eadington, 1992). Another phenomenon which became known and popular starting from the 16th century is the ‘Grand Tour’. According to Wearing (2001, p. 4) the Grand Tour ‘best represents the initial

developments of international tourism'. During the Grand Tour young European aristocratic men traveled for cultural and educational purposes to other parts of Europe. According to Wearing (2001) this was already the beginning of changes in travel motivations, with not only travel for educational purposes but also for pleasure and sightseeing. As this phenomenon best shows the beginnings of international tourism, it also shows the great absence of women as well. It mainly gives you an idea about how (young) men were the only participants and women, especially young women in this regard, were not seen as important to participate in this phenomenon. In these times leisure was purely white male oriented. This is also to be seen in so-called 'tramping' which was then seen as an 'alternative' form of tourism in Europe during the 19th century (Wearing, 2001). Tramping entailed young British travelling around for work. This is also comparable with the French 'Tour de France' and the German 'Wanderpflicht', which all seem to entail traveling abroad while gaining work experience done by young European men. (Smith & Eadington, 1992).

During the 19th century tourism became a major industry (Wearing, 2001; Smith & Eadington, 1992). The main reason for the tremendous growth of tourism was the emergence of Thomas Cook (Wearing, 2001). As a result of Thomas Cook's success the appearance of 'mass tourism' started, where people (aristocratic) no longer had to travel for cultural or educational purposes and intermingle with local communities, now it was the beginning of the 'gazing' (Urry, 1990 *cited in* Wearing, 2001). Millions of people could enjoy their holidays from a 'safe' distance, thus from the train or hotel without having to interfere with any other (local) communities or what so ever (Wearing, 2001). It must be noted here that then mass tourism primarily was north-south, people from colder countries (developed world) seeking the warmth from the southern countries (Third world) (Smith & Eadington, 1992). Thus according to several literature, primarily and perhaps even now, taking a holiday is seen as a white, Western (male) phenomenon. Continuing into the 20th century there became a some sort of awareness for the environment, and people were seeking new experiences. It became the emergence of 'alternative tourism' and it soon became institutionalized while still growing rapidly (Sin, 2009; Stebbins, 2009; Tomazos, 2008; Sherraden, 2008; Wearing, 2001). Noted here is the term 'youth tourism' which is popular today with many young people traveling around because of curiosity for the world. This is related and traced back to the Grand Tour where young men already traveled around for partly the same motivations (Smith & Eadington, 1992).

2.2 CURRENT RESEARCH APPROACHES

Furthermore mentioned, Stephen Wearing's sociology of the self, due to two reasons. The first reason is because I think it is important to view motivations of males and females from an individual perspective and thus from a more wider context. My wish is not to completely discount the concept of gender, but rather to look beyond the dominant male perspective. This is substantiated by various feminist writers, such as Butler (1990, *cited in* Wearing & Wearing 2001), who argues that the "I" is male dominated and constructed. In the context of tourism, Wearing (2001) argues about the universal way about looking towards tourism and how it was

seen as an escape of the everyday world. This raised difficulties for travelers to have their own identity and sense of self. However according to Butler (1990 *cited in* Wearing & Wearing, 2001, p. 3), 'the self is a political construct and there are many subjectivities, many 'I's'. The author continues 'that gender is not a cultural inscription written on sexed bodies but a process through repeated performative acts which are culturally discursively constructed' (Butler, 1990 *cited in* Wearing & Wearing, 2001, p. 3). Thus the self is more or less created by society as well, and the way how we perceive tourists to be, and the roles of males and females.

Secondly, it is also noteworthy to mention some new perspectives of the self with the emergence of volunteer tourism. This because a simplistic view of perceiving the tourist as a 'gazer' and the concept of escapism has shortcomings compared to volunteer tourism. Volunteer tourism involves more than solely 'gazing', they (volunteer tourists) are directly involved with the host community and the site (Wearing, 2001). Additionally, it also depends on the type of tourist and one's motivation, 'and changes in the self through tourist experience hinge on the tourist being able to break through the staged tourist space and observe other people's lives as they really are (Wearing, 2001). Thus again I stress the importance of viewing tourists as individual travelers instead of putting them in certain boxes of gender, age, class, ethnicity etc. It is not my intention here to unify the sexes into one phenomenon, however I do stress the opportunity to re-evaluate certain images such as the dominant male perspective into a more flexible perspective. A more flexible perspective where the "I" can have many subjective selves with different meanings and look beyond the concept of tourists as solely gazers, and look beyond the "I" as a solely dominant male perspective.

2.3 GENDER PERSPECTIVES

Difference of gender in tourism is discussed in so-called 'sex tourism' and 'romance tourism'. Sex tourism is perceived as primarily white, Western men going to exotic countries to (s)exploit the exotic other. However during the 1990s a shift occurred with white, Western women traveling to exotic countries in order to 'consume' exotic men as well. This shift mainly was a consequent of women becoming more independent, and being able to travel alone. Volunteer tourism is the same phenomenon of which women can choose from when going on a holiday. Various researchers argue about gender differences and that women are not included in the term sex tourism, but more likely to romance tourism (Pruitt & LaFont, 1993). Even though certain motives are equal, such as erotic and exotic fantasies about the other and having a level of control and power, female tourists seem to want more than just sex (Pruitt & LaFont, 1993). According to Pruitt & LaFont (1993), female tourists often have trouble finding a satisfying relationship at home, thus pertaining certain imaginations of finding their ideal husband elsewhere. Jacobs (2009) mentions that romance tourism differs from sex tourism in the sense there is an emotional element to their sexual relationship. As a result different motives can be distinguished for male and female tourists. Even though white, Western males and females both travel to exotic countries to have sex with the other, still there remain differences in motivations and behavior. When applying this to volunteer tourism, hardly no data is to be found of

motivational differences of male and female tourists. Even though gender is acknowledged to be an important variable. Look at sex tourism for example. Due to gender differences, and to what actually is the same phenomenon (sex tourism), two different concepts arise. Because probably there always will be gender differences, it is challenging to conduct research in order to examine what these differences are. Astonishingly in the field of volunteer tourism these gender differences in motivations have not really been distinguished yet.

2.4 MOTIVATION THEORY

Motivation theory has already been highly discussed over the past years. Motivation theory should not be confused with behavior theory, since motivation only is a component of behavior (Maslow, 1943). However due to its freedom of choice, motivation is an interesting topic of research (Dann, 1981). It is subjective rather than objective and lies within each individual. Beginnings of theories about human motivations have been studied by Maslow and his hierarchy of needs. Many researchers continued to study on human motivations in relation to tourism and recreation and even volunteer tourism (Dann, 1981; Pearce & Caltabiano, 1983; Fodness, 1994; Brown, 2005; Chan & Baum, 2007; Xu *et al.*, 2008). Early research from Pearce & Caltabiano (1983, p. 1) has already shown differences of gender regarding to motivations where they state that ‘female travelers...recorded slightly more self-actualization needs than men’. However little data is still to be found when seeking for differences of male and female motivations regarding to (volunteer) tourism.

2.4.1 HIERARCHY OF NEEDS BY MASLOW AND PEARCE

First mentioned is the theory of Maslow for its simplicity and because Maslow was one of the first researchers to set the beginnings for a theory of motivation. These needs are critiqued upon a lot, but that will not be of high importance for this research. These needs are to be linked with tourism as well, which will be done after a description of the theory of Maslow.

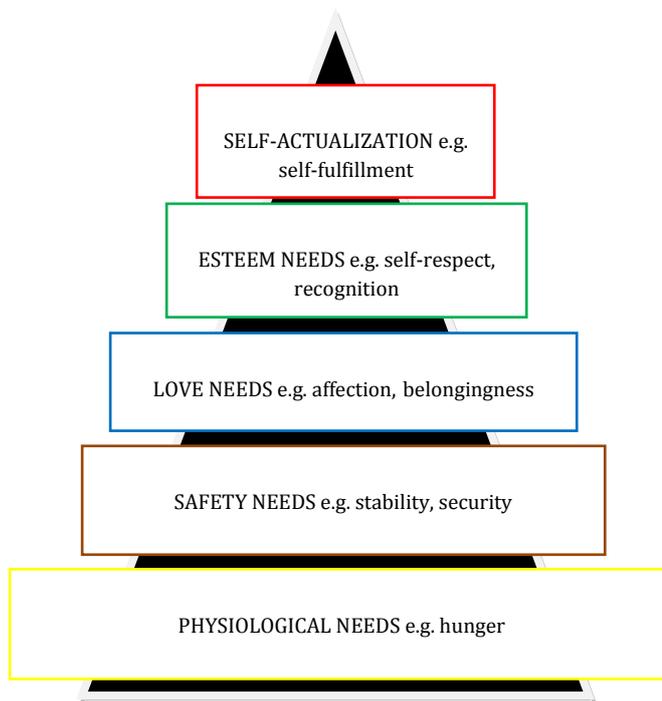


Figure 1: Hierarchy of needs, Maslow, 1943

The first type of needs are considered the starting point for motivation theory which are the physiological needs. These physiological needs are considered to be the most powerful needs. As Maslow (1943, p. 4) argues, ‘...the human being who is missing everything in life in an extreme fashion, it is most likely that the major motivation would be the physiological needs rather than any others. A person who is lacking food, safety, love, and esteem would most probably hunger for food more strongly than for anything else’. When a human being has nothing left but his hunger, he most probably will not think about anything else than his hunger. All other things become of secondary fashion. Future hopes and wishes also tend to change, because a very hungry man will only perceive having sufficient food as his ultimate Utopia (Maslow, 1943). As Maslow (1943, p. 5) continues, ‘anything else will be defined as unimportant. Freedom, love, community feeling, respect, philosophy, may all be waved aside as fripperies which are useless since they fail to fill the stomach. Such a man may fairly be said to live by bread alone’. However this cannot be fully experienced in our current society. Western society speaks more of having an appetite than being extremely hungry (Maslow, 1943). As a consequence it can be stated a man will only purely think about food when he is in a constant lack of having it. When there is plenty of food, new wishes and needs emerge in the hierarchy of needs (Maslow, 1943).

The second sets of needs which emerge when the physiological needs are satisfied are the safety needs. Living in a ‘good’ society where certain dangers such as ‘wild animals, extremes of temperature, criminals, assault and murder, tyranny, etc’ are limited can make people feel more safe (Maslow, 1943, p. 10). Exceptions are for example war, natural disasters, terrorism, diseases etc. People seek for order in their regular life, ‘familiar rather than unfamiliar things, or

for the known rather than the unknown' (Maslow, 1943, p. 10). When the physiological needs and the safety needs are more or less satisfied the third type of needs arises which are the love needs. People seek for love, belongingness and affection. When there is an 'absence of friends, or a sweetheart, or a wife, or children...He will hunger for affectionate relations with people in general, namely, for a place in his group, and he will strive with great intensity to achieve this goal' (Maslow, 1943, p. 12). Once a person finds himself in such a position, he might even forget the importance of the other already satisfied needs (Maslow, 1943). The fourth type of needs in the hierarchy of needs are the esteem needs. It entails receiving respect and recognition from others and having your own self-respect. As Maslow argues, 'satisfaction of the self-esteem need leads to feelings of self-confidence, worth, strength, capability and adequacy of being useful and necessary in the world. But thwarting of these needs produces feelings of inferiority, of weakness and of helplessness' (Maslow, 1943, p. 13). The last need of the hierarchy of needs is self-actualization. Maslow argues about the difficulty of this last need, since there is lack of evidence. However, according to Maslow, a person will develop a certain state of unhappiness when he is not doing for what he is fitted for. This by means a person does what he is talented for. 'What a man *can* be, he *must* be' (Maslow, 1943, p. 13).

The order in the hierarchy of needs is not fixed and for some people it might be of total different order. For example powerful persons might consider self-actualization more important than love (Maslow, 1943). Maslow also argues about the degrees of relative satisfaction. A person does not need to be 100% fulfilled in order to continue to the other need. However not entirely fixed nor sufficiently researched, the hierarchy of needs is to be considered one of the first in building a framework for human motivations.

Tourism can be related to the hierarchy of needs in such a way a tourist would only be willing to go on a holiday once the first two basic needs are met, such as physiological and safety needs (Brown, 2005). Brown (2005) continues by mentioning that self-actualization can be stated as the end or goal of leisure. Thus the needs could be related to tourism for it entails the basic human motivation. This would only include the interest to travel when basic needs such as hunger, thirst, feelings of safety and security are met. Vacations often offer much more and could therefore be seen as the search for self-fulfillment, for they offer a possibility to re-evaluate and discover more about oneself, and to determine someone's self-image which can be modified or corrected during one's holiday (Brown, 2005). Pearce (1983) suggests that travel behavior could also be placed in a certain hierarchy of travel motives. The five levels of the Travel Career Ladder are: physiological, safety/security, relationship, self-esteem/development, and fulfillment (see appendix IV). The Travel Career Ladder seems like a good tool for explaining travel motivation of volunteer tourists. On the physiological level it explains on the one side about the tourists need for escape, excitement and curiosity. On the other side it also explains about the need for relaxation. Volunteer tourists could have the same 'basic' motivation needs as the usual pleasure seeker, for they wish to carry out volunteer activities abroad and thus escape from daily routine for a certain period of time. That might also be considered as relaxation for they focus on one thing only while being away. They escape from their busy lives and social obligations for a while in order to follow either a short or long term volunteer project abroad.

Hereby they leave the 'known' and search for the 'unknown'. They often have much curiosity for the world, seek for new places and experiences, and wish to immerse in different cultures, while getting to know different people. Another comparison can be drawn from the relationship needs. The need to affiliate, and the need to give love could be a motivation for volunteer tourists, because they often indicate altruistic motives, such as the need to do something for other people. Usually people who live in more extreme situations than the 'Western standard', with countless poverty and other, often lower living standards. Another comparison can be drawn from the self-esteem/ development needs level. Some volunteer tourists admit they carry out volunteer activities abroad in order to increase their status, seek for respect and recognition. The need for self-development and the need for growth could explain about the motivation of volunteer tourists as well. They experience a totally different culture, meet other (international and local) people, carry out certain activities within an environment totally different from their home environment. The question as to why people would do this might be among other things due to the need for self-development and the need for growth.

Even though exploring the needs, in order to explain travel motivation, is a step in the right direction, according to Witt & Wright (1992) it is not sufficient for it only focuses on the needs as the only driving force to understand travel motivation. Witt & Wright (1992, p.5) also critique on Maslow's theory of needs because it "largely ignores more recent developments in motivation theory". They argue that the needs of human motivation is only a particular part of motivation. So in order to make this research more representative, more theories are presented which together built a framework that will guide this research.

2.4.2. PUSH AND PULL

Another theory which might be helpful for explaining volunteer tourist motivation are the so-called motivational "push" and destinational "pull". They are described by several researchers such as Dann, in his seven approaches, and Crompton, in his nine motivations for pleasure vacation.

Berkman & Gilson, (1978, *cited in* Crompton, 1979, pp. 2-3) recognizes that 'motivation is considered a critical variable because it is the impelling and compelling – force behind all behavior. This is also emphasized by Broad & Jenkins (*cited in* Lyons & Wearing, 2008, p. 72), who mentions that 'understanding volunteer's motivations is vital to the design and operation of successful conservation programs that rely on volunteers as their primary labor source'. Crompton (1979) argues that the "push" and "pull" theory is most discussed in tourist motivation. However Dann (1981) notices the ambiguity about the many definitions and descriptions of tourist motivation. Lundberg (1972 *cited in* Dann, 1981) asks the very simple question, 'why do people travel?'. According to Dann (1981, p. 3) 'he (Lundberg) suggests that answer poses a number of difficulties stemming from two sources: first, individuals and their cultural conditioning and, second, the possibility that "what the traveler says are his motivations for traveling may only be reflections of deeper needs, needs which he himself does not understand nor wish to articulate".'

Therefore Dann (1981) came up with his seven approaches within the push and pull theory. Push factors are the tourist motivation *per se*. Pull factors are ‘the specific attractions of the destination which induces the traveler to go there once the prior decision to travel has been made’ (Dann, 1981, p. 11). Push factors can be divided in anomie and ego-enhancement (Dann, 1981). Anomie ‘refers to a situation of perceived normlessness and meaninglessness in the origin society’ (Dann, 1981, p. 11), which triggers the motivational push to go on a holiday. Ego-enhancement ‘is usually associated with relative status deprivation in the individual’ (Dann, 1981, p. 11). And going on a vacation could boost that self-esteem again. Other push factors are escapism, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction, which will be described below (Dann, 1981). Examples of pull factors of the resort are for example sunshine, relaxed tempo, friendly natives (Dann, 1981). These pull factors respond to the push factors within the individual. In addition Gray (1970, *cited in* Dann 1981) speaks about “sunlust” and “wanderlust”. Sunlust is about people who get motivated to travel to another country because that country has better or different amenities than the home environment. Usually it is about seeking for the sun (Crompton, 1979). Wanderlust could be explained as people leaving their familiar environment for the search for something different, such as different existing cultures, places and their historical ruins and monuments (Crompton, 1979). This typology could also be useful for explaining motivations of volunteer tourists.

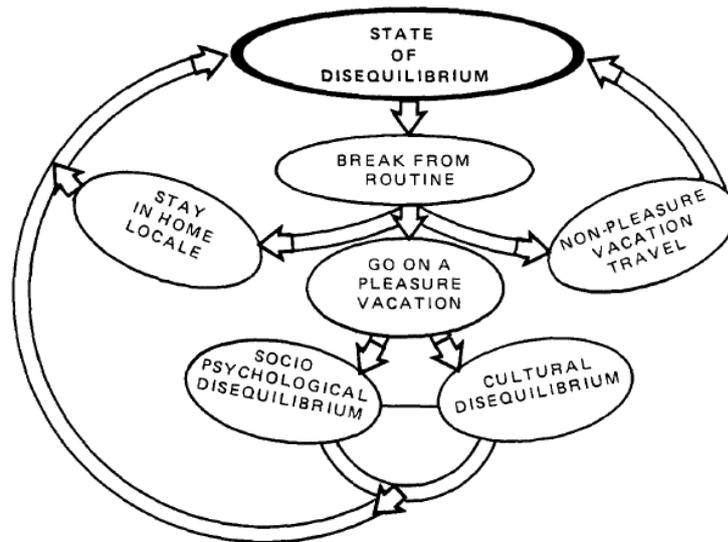
Push factors help explain why volunteer tourists feel the need to travel abroad and volunteer. Pull factors might be helpful for explaining the choice of destination. Why would a volunteer tourist choose for Thailand instead of Argentina? Or why go to an island? And the question arises why a volunteer tourist want to go abroad instead of doing volunteer work within their own country. The question is whether a volunteer tourist truly can be motivated by something which goes beyond the concept of simply escaping from daily routine. In order to grasp that motivation more theories are described which help guide this research. Below mentioned are the nine motivations for pleasure vacation by Crompton. His theory relates much to Dann’s push and pull motives. It will explain more about push and pull motives, which forms an important basis for this research. Thereby it contributes to the framework in order to make this research more representative.

Push factors arise from the individual and seem helpful for explaining the desire to go on a holiday (Crompton, 1979). Thus these push factors for a vacation are socio-psychological (Crompton, 1979). On the other hand, pull factors seem helpful for explaining why individuals chose a certain destination. Crompton (1979) likes to refer for the latter category of motives as “cultural”. It is quite challenging and interesting to uncover why people choose the destination that they choose. Why people prefer to go to Bali instead of another island?

Below I added a conceptualization which emerged from Crompton’s analysis of data in his report of 1979. It shows how it starts with a state of disequilibrium. People are feeling that they are unbalanced and something is missing in their daily life so they seek for a break from routine. After that decision it could go three ways, either ‘stay at home, go on a pleasure vacation, or travel for other purposes such as visiting friends and relatives or going on a

business trip' (Crompton, 1979, p. 6). Finally, the earlier mentioned motives, socio-psychological or cultural, 'which help determine the nature and destination of the pleasure vacation if that alternative is selected' (Crompton, 1979, p. 6).

Figure 2: A Conceptualization of the Role and Relationships of Respondents' Motives (Crompton, 1979, p. 7)



SOCIO-PSYCHOLOGICAL MOTIVES

I will mention six socio-psychological motives described by Crompton (1979), which are: escape from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; and facilitation of social interaction. These socio-psychological motives are related to the motivational push motives. This type of motive comes from within each individual and often represents one's inner feelings. These socio-psychological motives can be difficult to grasp among (volunteer) tourists.

ESCAPE FROM A PERCEIVED MUNDANE ENVIRONMENT

Escapism is not about seeking better things elsewhere, it is about experiencing something *different* than the home environment both physically and socially (Crompton, 1979). It is about anticipating during for example cold winters. This might be a difficult motivator to grasp since volunteer tourists might not be aware of this feeling. Although I assume this could be a strong motivator for any type of tourist to even consider going abroad.

EXPLORATION AND EVALUATION OF SELF

This type of motivation might be seen as a possibility for re-evaluating and discovering more about themselves (Crompton, 1979). Self-discovery in the sense of gaining more insights into the self, and improving one's status by exploring different (probably less wealthy) cultures both emerge when entering another country. Usually volunteer tourists encounter different cultures where they can re-evaluate themselves.

RELAXATION

As the same with a break from routine, relaxation was an often used term in Crompton's research (1979). According to Crompton, the term relaxation was many times used ambivalent, because people were not physically seeking for relaxation but rather mentally. As a consequence relaxation in this sense would mean doing things of interest which people would not think of when being in their home environment. This type of motivation might not directly be linked with the volunteer tourist. However this might be a motivator in the sense of seeking relaxation mentally while physically being active. It concerns with doing particular activities outside one's initial environment.

PRESTIGE

Previous prestige might have been more of an important motive. However in recent times with people traveling more, it becomes more of an indigenous lifestyle instead of symbolizing a higher status (Crompton, 1979). Still it might be a form of prestige to carry out volunteer work. For example they use it for their curriculum vitae and it might increase their personal status as opposed to others who have not done 'good practices' yet.

REGRESSION

This motive is about being able to do things on a pleasure holiday which are beyond belief to do in their usual life. Usually it is about a more childish behavior than an adult could behave in their normal life. This is because people feel free to do anything they want as opposed to being at home in their daily routine. Another form within the regression motive is the "nostalgia factor", which explains the search for the life style of a previous era. It is linked to a life style of less technology, less complex (Crompton, 1979). Usually volunteer tourists go to less fortunate communities where there is less technology and luxury. So it might be that regression is a motivator for volunteer tourists to carry out volunteer work abroad instead of in their own country. They want to experience the 'simple life', either with local people or back to nature and wild life aspects.

FACILITATION OF SOCIAL INTERACTION

This might be an important motive for some people to go on a pleasure vacation. Social interaction with other people from outside their initial group who they are on vacation with. Crompton (1979) explains that like some of the other socio-psychological motives, respondents

became aware of this motive after their trip. Crompton also concluded from his empirical data that a variety of dimensions of this motive had emerged. For example some people were seeking for a longer more permanent relationship while others only had little chats with others from outside their initial group. There was also the desire to meet and talk with local people, but this seemed more difficult. Most of the contact occurred with other tourists in the same area. This motivator is expected to be fairly important for volunteer tourists as well. It entails the social aspect, where volunteer tourists are longing for new (international and local) friendships. It must be researched though, how these friendships will develop after the volunteering experience.

CULTURAL MOTIVES

Cultural motives are more dealt with the destination rather than socio-psychological. Most of the time this is one of the prime motives to travel. According to Crompton (1979), most respondents received satisfaction from cultural benefits instead of socio-psychological. Cultural motives are related to the destination pull, due to the attractiveness of the destination. Below two cultural motives have been identified.

NOVELTY

Novelty is linked with the concepts curiosity, new and different (Crompton, 1979). People seek for new experiences however it does not mean they know nothing about it. They just want to experience it with their own eyes. Tourists want to experience new cultural sites instead of re-experiencing known cultural sites. They seek for new stimuli every time they go on a pleasure vacation. However not all tourists would visit other destinations every year but return to the same destination. Crompton (1979) found three reasons why these tourists would visit the same places again. First, it could be that socio-psychological motives determined instead of cultural motives. Second, because these tourists only had restricted knowledge about the other places and thus feel less risky when returning to the same place. The third might be fear for the unknown and therefore it might be more safe to visit the destination of which they are already familiar with. Examples of these type of vacations are packaged tours. Tourists still get to experience cultural sites but also have the certainty of to be taken care of (Crompton, 1979). Usually volunteer tourists seek for new, adventurous destinations of which they already have knowledge. They long for novelty and want to experience new things with their own eyes (Crompton, 1979). In this sense, the feeling of novelty seeking is aroused by the destination. The unique features of the destination motivate the volunteer tourist to visit a new destination.

EDUCATION

Another pull factor is education. Volunteer tourists might feel the need for education, which is aroused by the destination. It remains questionable whether volunteer tourists are motivated by the pull factors of a destination or by socio-psychological push factors and which specific factors

are most important. Thereby, and as described above, it might be difficult to measure the true inner feelings of the volunteer tourists. For example they might think that they are pulled due to the attractiveness of the destination, but actually are pushed due to other reasons.

2.4.3 MOTIVATION AND VOLUNTEER TOURISM

In addition to the above theories, herewith another theory more closely related to volunteer tourism is presented. Tourist motivations concerning alternative tourism such as volunteer and eco tourism are more and more acknowledged by researchers as an interesting field of research (see for example Brown, 2005 and Chan & Baum, 2007). Within the theory described below there is hardly no consideration for difference in gender, however that will be of most importance in this research. Broad & Jenkins (*cited in* Lyons & Wearing, 2008) carried out research about motivational factors of volunteer tourists going to Gibbon Rehabilitation Project, Phuket, Thailand. They discovered five types of motivations which will be discussed below:

ALTRUISM

For some volunteer tourists altruism can be a motivator to carrying out volunteer work abroad. They feel the desire to help out for the environment or less fortunate communities. It might also be that volunteer tourists perceive their volunteer work as a first step in achieving a future career working with wild life (Broad & Jenkins *cited in* Lyons & Wearing, 2008).

TRAVEL

Volunteering abroad might be seen by some volunteer tourists as a cheap way to travel and also to be part of an authentic culture (Broad & Jenkins *cited in* Lyons & Wearing, 2008). According to Broad & Jenkins, some volunteer tourists had the desire to visit Thailand or any other part of Asia. Other volunteers would perceive their trip as a unique experience to immerse in a different culture, which can be linked with escapism (described above). So instead of the ‘gazer’ which sees any other different environment as an escape, in this context the volunteer tourist wants to go further than that. He/she feels the inner desire to experience something completely new and different (see: novelty described above). According to Broad & Jenkins (*cited in* Lyons & Wearing, 2008), for some volunteer tourists there was not the motivation to travel, but more likely the need to volunteer at a primate rehabilitation project. For them the location of the project did not matter.

CAREER DEVELOPMENT

Some volunteer tourists perceive their volunteering as part of their study or linked interest. In the study of Broad & Jenkins (*cited in* Lyons & Wearing, 2008), most of the volunteer tourists were already studying in a field relevant to their volunteering such as for example animal management. So it seems they participate in this particular volunteering in order to gain experience for among others their future career. This motivation can be linked to the push

motivator exploration and evaluation of self (described above) where volunteer tourists feel the desire to learn more when going abroad to travel and volunteer.

PERSONAL INTEREST/ DEVELOPMENT

According to Broad & Jenkins (*cited in Lyons & Wearing, 2008, p. 81*), ‘more than half of the volunteers expressed a motivation that could be related to a personal interest or a desire to develop personally as a result of volunteering’. Hereby valued most by the volunteers are ‘the opportunity to work with primates or gibbons more specifically and to meet and work with like-minded people’ (Broad & Jenkins *cited in Lyons & Wearing, 2008, p. 81*).

GRP FACTORS (PROJECT FACTORS)

This motivation is specifically focused on a particular project namely the *Gibbon Rehabilitation Project, Phuket, Thailand*. However I assume this motivation can give certain insights in general volunteer tourists motivation. Some volunteers were motivated to go there because of the cheap travel to Thailand and others because they were fascinated by the primates (Broad & Jenkins *cited in Lyons & Wearing, 2008*). It seems for some volunteers a good and cheap chance to travel abroad and learn more about wild life living there. However this cannot be applied for every volunteer trip abroad. Most of the volunteer trips are quite expensive, and consequently the question arises why people would pay that much money, or even pay money at all, in order to go abroad and work instead of just going on a holiday.

2.4.4 SUB QUESTIONS DERIVING FROM MOTIVATION THEORY

Now that the motivation theory is elaborated, the sub questions are mentioned.

Sub questions:

How are the (above described) motivation theories helpful for explaining possible gender differences regarding to international volunteering?

What reasons for traveling abroad and volunteer can be recognized for both sexes?

What gender differences regarding to motivational factors in international volunteering can be recognized?

Which reasons can be identified for the fact that women participate more often in doing international volunteering than their male counterparts?

3. METHODOLOGY

In this chapter will be discussed with which research method the research question, sub questions and the problem statement are answered. Initially, details about type of research,

cooperating organizations, background of respondents, and how these respondents are approached are given. Then will be discussed how the final analyses of data has occurred. Lastly, limitations are indicated.

3.1 RESEARCH DESIGN

The general purpose of this research is to explore and understand differences of motivations between male and female volunteer tourists. Central to this topic is the collection of in-depth information about motivations of male and female volunteer tourists. The question is not only about why people travel but it also seeks for understanding as to why females supposedly carry out international volunteering more often than their male counterparts. Difficulty is that motivation is hard to grasp because it comes from within each individual and might reflect unspoken deeper needs. Thus by carrying out in-depth semi-structured interviews the chance increases to achieving useful insight information. Most appropriate would be a qualitative approach within the interpretive/ constructionist paradigm for I seek ‘understanding’ and trying to give the respondents their own voice (Ateljevic, 2008, PP). Single data-collection is used, because there is only one researcher. However multiple theories were used. Limitations of this process will be discussed in paragraph 3.5. Finally, confidentiality issues are to be taken care of as well. Participation has to be voluntary at all times with the possibility of discontinuing at any time. Respondents must agree to the recording process and always have to be advised of the confidentiality of all information given, and anonymity of all taped and transcribed interview material.

3.2 SAMPLING

As opposed to quantitative research making use of probability sampling, qualitative research uses non-probability sampling due to its small-scale surveys (Berg, 2007). Non-probability snowball sampling is used. Due to the reason that the researcher has the ability to use networks of respondents in order to create a representative research. This also positively affects the external validity due to generalizability. Another advantage is that the process is simple and cheap. Limitations of this process will be discussed in paragraph 3.5. Furthermore the research unit must fit into the profile of the volunteer tourist. Therefore used is Stephen Wearing’s definition of volunteer tourists (2001, p. 13): ‘those tourists, 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’. Research unit consist of:

- 17 International (mostly Dutch) volunteer tourists of which 8 male and 9 female

Six of seventeen Dutch respondents were contacted via Dutch volunteer companies. Furthermore, two international volunteer tourists, of which one male and one female, were contacted via Internet. They are within my own network though, and participated in the same

international volunteer project as I did. Four of seventeen Dutch respondents were contacted via university of Wageningen. One female Dutch respondent is contacted via an American friend who participated in the same international volunteer project as I did. Furthermore, two respondents, who are mother and daughter, were contacted via my own network. Via their church, two more respondents were contacted, of which a mother and son. In appendix III, an overview is given of all respondents including their age, type and duration of volunteer project, and with whom they booked their volunteering trip. All respondents were contacted via email. The intention was to reach out to more respondents. However it turned out to be difficult because either respondents indicated to have no time or they did not respond at all. As a consequence, solely seventeen respondents wanted to participate. Four of seventeen respondents preferred to fill in questions themselves. Three of them allowed me to check up on their survey, and when needed, send more questions in order to clarify other questions which were misinterpreted or unclear. Two of seventeen interviews were held by telephone. Eleven of seventeen interviews were face-to-face, of which four in a café, two at respondents work place, three at the university of Wageningen, and two at respondents' homes.

Concerning contacting Dutch volunteer organizations, some volunteer organizations were not interested in participating, and to give access to respondents for privacy reasons. However, two Dutch volunteer organizations felt interested in participating. In return for access to their respondents, they were promised to get insight in the results. These organizations were contacted by telephone or email. The two Dutch volunteer organizations who were interested in participating are; ICLI (Inter Cultural Learning Institute) and Commundo. ICLI also promised to publish my thesis in order to contribute to the body of knowledge. ICLI is founded by a Ghanaian man and a Dutch woman who not only offer volunteer trips to Ghana, but also collect information, research, exchange knowledge, and education about volunteer work abroad. Their emphasis is to learn from and with each other, and the fact that we are all citizens of the same world. My contact person was Jolanda, and we had several mail contact exchanging information. Commundo is another non-profit organization offering volunteer projects abroad for people aged between 18 to 79. They put an emphasis on active participation in development projects. According to them volunteering abroad is seen as the perfect way for getting to know the local people and culture while also contribute towards something valuable (Commundo, 2009). Types of projects they offer: nature, community, building, sport, social, and individual. My contact person was Larissa Belo. We had several mail contact in order to exchange information.

Before ICLI and Commundo were able to reach out to their database, an indication was given about which type of respondent was needed. Respondents must fit the profile of a volunteer tourist who at least once went abroad to volunteer for a period of at least two weeks with a maximum of a year. Because there were difficulties finding sufficient male respondents, Commundo specifically searched for (young) male volunteer tourists. This turned out to be very useful for this research.

In-depth face-to-face and telephone interviews were held because this improved attaining insight useful information. Because some (international) volunteers were difficult to speak face-to-face or even get in contact with, semi-structured interviews were conducted solely

consisting of open questions to be sent online. All research units vary in age, education, profession etc. The face-to-face and telephone interviews took about approximately an hour. No names of respondents are used to guarantee anonymity of respondents. However to ensure readability, respondents' age and gender are used. Additionally, their current age is used, and those respondents who carried out volunteering abroad more than once, got to choose themselves which project they had in mind for the interview.

3.3 OPERATIONALIZATION

In order to answer the research questions, concepts from the push and pull theories were converted into concrete items and questions which were used for interviewing. At the end of the interview, respondents were also asked several questions about gender and volunteer tourism (see appendix I; interview structure, and appendix II; question list for online sending). Below each item will be explained, and how the other motivation theories were also included such as; Travel Career Ladder, sunlust and wanderlust, and five types of motivations more closely related to volunteer tourism).

PUSH MOTIVES

In order to find out more about each respondent, questions were asked about; their current lifestyle (aspects including music, religion, leisure, sports, status symbols, volunteering, culture, work etc.), their personality (norms and values, character, beliefs etc.), influences of friends, family, colleagues etc., own explanation of wanting to do volunteering abroad, influences of images and or videos, YouTube, TV, radio, Internet etc., the expectation of destination before and/ or after the experience, the level of satisfaction about the experience, and lastly the impact on current life, whether it changed their lifestyle. These items are converted into questions (see appendix I). By using these items I could trace each respondent' background and how they were 'pushed' to volunteer abroad. I did not follow each question strictly, more likely used it as a guiding line. By questioning about how their usual life looks like, why they even consider going abroad, influences of media, religion and their expectation about their trip, I attained useful information which is also to be placed in the Travel Career Ladder consisting of physiological needs, security/safety needs, relationship needs, self-esteem/development needs and fulfillment needs. Furthermore, these questions also give answers to the five types of motivations more closely related to volunteer tourism, which are: altruism, travel, career development, personal interest/ development, and project factors. All types of motivations, except for altruism, also gave answers to the pull motives. This will be explained below.

However, by questioning about their life and personality, and the fact why they choose to go abroad gives useful information about their travel motivation. Whether they travel and volunteer due to altruistic reasons (altruism), or in fact just enjoying an alternative holiday because they enjoy travelling in order to perceive other cultures and doing something different (travel), or carrying out volunteer work abroad in order to gain experience for their future career or linked interest (career development), or because they perceive it as an opportunity to

work with certain animals or meet like-minded people (personal interest/ development), or due to specific project factors (project factors). Often though, respondents feel more than one specific travel motivation. Lastly, I checked respondents for their “sunlust” and “wanderlust”. I chose not to ask them directly about their seeking for the sun or their seeking for something different such as for example existing cultures, (in some interviews I did though because respondents mentioned themselves, and I wanted to gain more information), because I wanted to minimize the interviewer’s impact. By going in-depth and questioning about why they go abroad, why go to Thailand for example instead of another country, I gained much more useful information without influencing the respondents. Another tactic when respondents did not know why, is to remain asking why and give examples of where they could also go or even within their own environment, and to just let them think for a while.

PULL MOTIVES

To attain more insights in the pull factors, questions were asked about their explanation of their certain destination, and choice of particular project, housing, place etc. In fact, respondents were asked why they chose to go abroad and volunteer instead of volunteering within their own environment. Cultural motives such as novelty and education were not directly included in the questions, in order to minimize the interviewers’ impact. Afterwards, deriving from the information, pull factors including novelty seeking and education were traced. To what extent these pull factors were useful for this research are described in chapter 5. Depending on the respondents’ answers, information was also attained regarding to the Travel Career Ladder. Often these needs, (physiological, safety/security, relationship, self-esteem/development and fulfillment), are closely related to socio-psychological, for the needs represents (inner) needs. It remains questionable though to what extent pull and push motives are overflowing with each other. This will be discussed in subparagraph 5.5. By questioning about their choice for that particular destination or project, useful information could be attained which is to be applied to the five types of motivations more closely related to volunteer tourism, such as for example “travel” (might be aroused to go somewhere for its specific features). Once more, I emphasize on the fact that each interview was different, and as a consequence it depends on the given information whether it could be useful for each used motivation theory.

GENDER

Lastly, questions were asked about gender and volunteer tourism. These questions should provide more insight information of how males and females perceive gender differences regarding to international volunteering themselves. Additionally, both sexes were asked what should change in the future in order to attract more males regarding to international volunteering.

At the beginning of the interview respondents were explained about this research and about confidentiality issues. After that, respondents were asked in which project they volunteered, for how long, and via whom they booked their volunteer trip abroad. Furthermore,

a scheme of interviewing (refer to appendix I) is used, which helped in order to structure the interview. However, and as explained above, I did not follow each question strictly, more likely used the scheme as a structure. At the end, demographic information was asked. These items converted into questions, gave answers to the research questions. These will be discussed in chapter 4.

3.4 DATA ANALYSIS

For analyzing data the same approach, interpretivism/ constructivism was used. This approach is not about putting people into models and boxes according to some theories, rather it is about perceiving people as they really are, and hearing their opinions and experiences (Ateljevic, 2008, PP). In processing the questions pre-defined concepts of motivations were used. All the questions, either in survey or face-to-face, were open-ended, without pre-defined answer categories. All the face-to-face and telephone interviews were taped with a voice recorder, and afterwards transcribed into Word. Most interviews were transcribed *ad verbatim*, however some interviews were transcribed in themes of most important answers. For analyzing data content analysis was applied. Furthermore coding was used with pre-defined concepts of motivations. I used each theory separately for content analysis.

I started with the Travel Career Ladder. The five-way coding scheme was used, placing each need (physiological, safety/security, relationship, self-esteem/development, and fulfillment) separately on a document for each respondent. Then placing each relevant quote of that particular respondent on that document. Afterwards, seventeen documents of each respondent were printed in order to have an overview and check for gender differences. Second, push and pull motives were investigated. Again, each push and pull motive were placed separately on one document for each respondent, and placing quotes of each respondent's push and pull motive on that document. Afterwards, seventeen documents of each respondent were printed and could then easily be checked for gender differences. Third, five motivations more closely related to volunteer tourism were investigated. Each motive for each respondent were placed on one document, including each relevant quote. Afterwards, seventeen documents of each respondent were printed, and checked for gender differences. Fourth, sunlust and wanderlust were investigated. Each respondent was checked for their seeking for the sun or seeking for something different, such as existing cultures etc. Afterwards, gender differences were easily checked. Fifth, concepts derived from the above described theories were compared and put together. Concepts which overlapped were put together, and new themes emerged. Seven themes which emerged are; experiencing something new and different, altruism, escapism, personal interest/development, career development, project factors, and regression. Gender differences within these themes are discussed in chapter 4. Finally, I coded the "gender" part, where each respondent gave their opinion on gender and volunteer tourism. I used content analysis where I tried to seek understanding of what respondents were saying. Eventually, each question was investigated and checked upon differences or similarities. Results of this analysis

are presented in chapter 4 in order to give an answer to the problem statement and research questions.

3.5 LIMITATIONS

Using one researcher might affect the internal validity. As a consequence, this will be resolved by minimizing the impact of the researcher and trying to really give the respondents their own voice. Snowball sampling also has its limitations. Sampling bias could occur, because respondents might nominate people who they know well, and therefore it is more likely they share the same characteristics. Therefore representativeness might not be guaranteed. However this will be limited, because Dutch volunteer organizations were also used for reaching respondents. Limitations might also occur regarding to missing information about short or long term volunteer tourists and their motivations. Their motivations might be different which could also affect gender differences, because it could be that male volunteer tourists who participate in long term volunteer projects have different motivations as opposed to males who participate in short term projects. This will not be a focus of this research, and might therefore possibly affect results. Another limitation which is also described above in paragraph 3.2, is the fact that solely 17 respondents were willing to participate. The intention was to include more respondents, both male and female. However, some difficulties occurred, such as respondents who agreed to fill in the survey, but never did. Other respondents were not interested in participating, either by telephone or face-to-face. Some female volunteer tourists claimed that they had sent their survey, but unfortunately I never did. And they were not able to send it again. This might affect representativeness, due to fewer respondents.

4. RESULTS

In this chapter results are presented. I coded seventeen transcripts of which 9 females and 8 males. First, the five way coding scheme, push and pull motivations, five motivations related to volunteer tourist motivation, and the concepts “sunlust” and “wanderlust” were used to check what motivations were relevant, and which were not relevant. After that, gender differences were researched. Deriving from the theory, seven themes emerged which have different outcomes for male and female respondents. These will be discussed below, starting with most important. Second, an overview is given of the seven emerged themes of male and female respondents. Lastly, respondents answered questions about gender differences, and they are also presented.

4.1 MALE RESPONDENTS

First, motivations regarding to experiencing something new and different are revealed, which seemed to be most important for male respondents. Second, physiological needs are presented of which escapism is most important. Relaxation and seeking for sun seemed to be of no importance for male respondents, assuming honest answers were given, and male respondents

were aware of their inner feelings. Third, motivations regarding to their personal interest and development are presented. Fourth, motivations regarding to altruism and social interaction are presented. Fifth, even though of less importance, results regarding to career development are revealed. Sixth, motivations concerning project factors are presented. Lastly, and of no importance for male respondents, regression is discussed.

4.1.1 EXPERIENCING SOMETHING NEW AND DIFFERENT

It seems that almost every male respondent (N=7) is motivated to leave their familiar environment for the search for something *different*, such as different cultures and countries. This phenomenon also referred to as “wanderlust” is highly related to escapism, for respondents indicated the wish to leave their familiar environment in order to undertake something *different*, such as getting to know other cultures and exploring different countries. Escapism will be described below in subparagraph 4.1.2. However, I stress about male volunteer tourists’ need to experience something *different*. Following the previous, seeking for novelty seemed to be important for all of the male respondents (N=8). Novelty is linked with the concepts curiosity, new and different (Crompton, 1979). People seek for new experiences however it does not mean they know nothing about it. They just want to experience it with their own eyes. According to the results, some of the male volunteer tourists indicated the need to see it with their own eyes, to experience it themselves, even though they already know what it looks like. This phenomenon showed some results in the following quotes:

“Curiosity, experience a country, see how far I get, something new...climate doesn’t actually play a part in my choice, nature does though” (Male, 46, Dutch)

Volunteering abroad might also be seen by some volunteer tourists as a cheap way to travel, and also to be part of an authentic culture (Broad & Jenkins *cited in* Lyons & Wearing, 2008). Other volunteers would perceive their trip as a unique experience to immerse in a different culture. Some of the male respondents had the desire to be more than the average tourist, the ‘gazer’, and to be more immersed into local life. Some of the male respondents also felt the need to go on an adventure, whilst others just perceive it as a cheap holiday. Either way, within this concept of travel, where male respondents indicated to perceive international volunteering as a cheap way to travel, or as a unique experience to immerse oneself in another culture, or maybe just for the adventure, are mentioned by all male respondents (N=8). It is thus seen as an important motive for going abroad to volunteer. This phenomenon showed some results in the following quotes:

“We like to travel, but found the way of travelling we did too distant. So we looked for a way of travelling where we could more participate in the culture of a country” (Male, 46, Dutch)

“But... I always wanted to go away, to a far away country, just for the adventure or something” (Male, 21, Dutch)

“And the reason was a cheap holiday” (Male, 28, Dutch)

4.1.2 ESCAPISM

By asking the respondents why they feel the need to volunteer abroad instead of within their own environment, and by going in-depth about their travel motivations, results could be drawn about escapism. I expected escapism to be an important travel motivation for any type of tourist, and according to the results, it seemed quite important for male respondents. More than half of the respondents (N=6) claimed that they wanted to go away, and in particular abroad, from their own environment. This motivation showed some results in the following quotes:

“I just wanted to go away. It was a coincidence. I didn’t really had an idea. I just wanted to go away....hmm....maybe because I found it a bit boring in the Netherlands” (Male, 21, Dutch)

“Hmm...I wanted something completely different than what I’m used to” (Male, 21, Dutch)

“And it was the country the farthest away from the Netherlands” (Male, 22, Dutch)

“It’s linked to the holidays and seeing new things outside the Netherlands” (Male, 28, Dutch)

Another male respondent argued that he did not particularly wanted to go abroad in order to carry out volunteer work, and therefore to be away from his home environment. However he did miss certain cultural aspects which cannot be found in his own environment and therefore he needs to search for other places where he can find those aspects. He stated:

“Well it is not particularly abroad, but better to say particularly new and different cultures. I find it more interesting to study things that I don’t know already. It might be sort of an escape from my personal and cultural legacy and traditions” (Male, 24, Israeli)

Most surprisingly, escapism in this sense is not related to male respondents’ search for the sun. Most male respondents indicated that their trip abroad had nothing to do with climate. Thus, it is more related to male respondent’s need to leave familiar environment, in order to undertake something *different* and new, and to go on an adventure. Afterwards, some male respondents explained about their work being hard, which however did not affect their level of satisfaction, for most of the male respondents mentioned about having a great experience. Solely two male respondents indicated to be partly motivated by nature though. In addition, relaxation was not mentioned by any of the male respondents as well. The term relaxation is referred to a mental state of mind, instead of physically. However, no one of the male respondents were motivated to carry out international volunteering for relaxation. Most interestingly, some female respondents were indeed motivated by motives such as “sunlust” and relaxation. This will be further discussed in paragraph 4.2 and chapter 5. An example of one male respondent who said to be motivated by nature:

*“I want to do something according to nature... particularly the combination of culture and nature”
(Male, 46, Dutch)*

4.1.3 PERSONAL INTEREST/DEVELOPMENT

It seems that a motivation which could be related to a personal interest or a desire to develop personally is perceived important for more than half of male respondents (N=6). Most valued by male respondents are meeting like-minded people, interest in other people and their cultures, and because it seemed like fun. In fact, results from male and female respondents do not differ much. Results of female respondents are revealed in paragraph 4.2. Regarding to develop personally, most of the male respondents (N=6) indicated to find it somewhat important to learn from this experience. It remains to be discussed how personal development is defined. For example, no one of the male respondents indicated that the volunteering experience changed their whole lives. More likely, most of the male respondents felt that they were able to better put things in perspective after their volunteering experience, which they did not expect beforehand. In fact, most of the male respondents had very few expectations before their initial trip. For example, one male respondent mentioned that he did not change much, but, is able to put things in a greater perspective:

“I haven’t changed that much. Just you realize more about yourself, and who you are to the outside of the world and how you can also be” (Male, 22, Dutch)

Three male respondents felt the need to actually learn from the volunteering experience. However, and to be more specific, they indicated to feel the need to learn about other cultures, and to perceive how other people live, in order to broaden one’s mind and simply because it is not a part of their everyday life. This concept is linked to escapism. Results indeed show that escapism is an important motivation for male respondents, which is closely related to experiencing something new and different (subparagraph 4.2.1) and personal development. These three male respondents explain about the importance of exploring and evaluating the self. This phenomenon showed some results in the following quotes:

*“I think it is an important tool that can be used by one to open its mind and to be more tolerance”
(Male, 24, Israeli)*

*“Learn how other people live, how things are done, to experience myself, to broaden my mind”
(Male, 46, Dutch)*

“For me it’s more of an educative and instructive process where you can think along with people who are familiar with carrying out certain activities, then you don’t have any experience with it, and so you get to learn how olives are picked for example. It’s just really cool to see how that’s done” (Male, 28, Dutch)

In addition to personal development, only one male respondent specifically indicated to have become more assertive, which he gained by traveling alone as a shy guy. Even though, six of eight male respondents indicated to be influenced on a certain way by personal development, most of them mentioned about how quickly they get back to daily routine. Example from a male volunteer tourist who went to a township in South Africa:

“You get back in daily routine really easily. But I worry less about smaller things. Where other people really worry themselves about, you become more soft and friendly. Less irritated towards people. I got more resilience. So that’s what you take from it” (Male, 27, Dutch)

In conclusion, most male respondents perceived self-development on a “self-directed” way (see appendix IV). Thus, the need for self-development and growth. Most important were learning about other cultures and peoples. Only one male respondent also indicated to have felt “other-directed” needs (see appendix IV), such as need for status. As Dann (1981, p.3) already stated, answering the question as to why people travel poses a number of difficulties such as the possibility that “what the traveler says are his motivations for traveling may only be reflections of deeper needs, needs which he himself does not understand nor wish to articulate”. Thus, it remains difficult to trace their true motivations. However, another explanation might be that nowadays people travel more, and therefore it becomes more of a lifestyle instead of symbolizing a higher life style (Crompton, 1979). For example, one male respondent admitted he viewed his volunteer travels abroad as “*something to tell*” (Male, 46, Dutch). After asked for clarification of his statement, he stated:

“Perhaps status does play a part in the background. Indeed it is distinctive, of which I am not completely insensitive” (Male, 46, Dutch)

4.1.4 RELATIONSHIP

Relationship needs include reducing anxiety about others, the need to affiliate, and the need to give love. Examples are having close relationships and worthwhile contact with the host community. Male respondents mentioned different kinds of ‘relationship needs’. Some had expectations before their trip (of meeting other people), and some talked about experiences after their trip (about the impact of meeting other people). So it shows different expectations and experiences. For example, one respondent realized afterwards the importance of being in contact with other (local) people. While another respondent became motivated to go abroad and volunteer because it is seen as the best way to intermingle with locals. And one respondent also thinks it is a potential way to start a romance, either with local people or other volunteer tourists. See below:

“I forgot that aspect, you still work with humans who can steal your heart. We cried so much when we had to leave” (Male, 26, Dutch)

“Because it seemed like the best way to intermingle with locals” (Male, 27, Dutch)

“And there are beautiful women in Africa! Haha, so it’s a nice way to start a relationship or something. It’s a very international project, so you can meet whomever you want, local or not. Or maybe just a girl from Germany, in that way you can see her again maybe” (Male, 21, Dutch)

However most of the male respondents had the need to achieve a deeper understanding and connectedness with the local people. Thus, meeting like-minded and local people is an important motive. However, some male respondents also indicated that they quickly fall back into daily routine after their trip. Some examples of these findings are:

“But what I like most, is being on a project, and ehh it’s just.. you’re just with a bunch of people, that’s really fun, and because a lot of organizations send people, you have people from Taiwan, China, Korea, Brazil, America, Czech Republic, they come from everywhere, there are not more than two from the same country. So you have a very international group. All that together, I just enjoy that so much, I totally immerse myself in the group, working together...” (Male, 21, Dutch)

This respondent found it quite important to work with like-minded people, either local or international, but he also indicated the difficultness of maintaining that contact. He said:

“Yeah, but because the projects are short, I mean, you are together for a short and intense period. And afterwards, yes, you exchange email addresses, but with African people it’s more difficult, because they don’t all have an email or they just don’t check their emails. Or they have no Internet or something. But with one guy, an African guy, with him I do have Face book contact. But the other ones, yes, I do have Face book contact, but still, yes, it’s a shame, but you don’t speak much with them anymore. Maybe that’s different when you are there for a longer period” (Male, 21, Dutch)

Another example is from another male respondent who indicated to be pushed by the need to meet other people, in particular local people, but he also had interest in meeting other volunteer tourists. The latter due to curiosity of tracing their (volunteer tourists) motivations of carrying out volunteer work abroad.

“And because I wanted to meet local people. And sharing the experience with other Dutch people is also great, working with them was very nice” (Male, 27, Dutch)

It might be questioned though to what extent he is looking for (long term) friendships or just the need to share your experience with other like-minded people for a short period of time. This respondent explained about his experience afterwards and how he enjoyed contact with other volunteer tourists, but he also indicated that:

“The contact with the other volunteer tourists easily becomes less and less. Sometimes we try to meet up but then we have to come up with a date and we all live in different cities, which makes it very difficult. And during the trip you have a group feeling, and that really bonds, but after the trip,

you get to see the differences and everyone returns to his own daily routine, The common goal we've shared is gone. On the one side it's a shame, but on the other side it's just logical everyone does his own thing" (Male, 27, Dutch)

One male respondent critiqued the typical tourists, by telling that he did not like the 'usual way of traveling' which he found too distant. He described the importance of getting to know other people and their cultures. He said:

"Because I have interest in other people and their cultures. Get an idea of how these people really live" (Male, 46, Dutch)

Thus according to the results, there are differences to be found in each individual seeking of deepening with other people and how they want it to affect their live, either for a short or long period of time. According to the findings, this seems to have nothing to do with gender, but more likely with each individual personal interest. Results of female respondents are revealed in chapter 4.2. As stated above, relationship needs are also about giving love to others. Thus, this motive seems closely related to altruistic motives, such as the need to do something for other people, usually people who live in more extreme situations than the 'Western standard', with poverty and other, often lower living standards. Half of male respondents (N=4) stated to be motivated by altruistic motivations. Their altruistic motives are mostly based on the need to help other (often less fortunate) people, having some impact on the project, and sometimes due to individualism and nonchalance of people within own environment. One male respondent for example stated:

"Yes, it's the nonchalance of people and egoism, which has inspired me to do something for people who are less wealthy than us" (Male, 27, Dutch)

In addition, more than half of the male respondents (N=6) indicated motivations closely related to altruism. It seemed that most of the male respondents (N=6) were able to reflect well on profound issues, their sense of life's mysteries, and their own role (Pearce & Caltabiano, 1983).

Examples are from a male volunteer tourist who went to the Ukraine, where 90% of the men is alcohol addicted, leaving children behind in orphanages or the streets:

"...and when something happens abroad, and the chance occurs you can help in order to stop the injustice a little" (Male, 26, Dutch)

4.1.5 CAREER DEVELOPMENT

This motive did not come out as an important motivation for going abroad to volunteer for male respondents. Only two of the male respondents indicated that they carried out volunteering abroad as part of their study or linked interest. This result does not have any gender differences though. For example, one male respondent indicated he was among other reasons motivated to go abroad and volunteering to improve his Spanish. He said:

“Because I have Spanish at school and I am not really good at it, so it was also a benefit for my study” (Male, 22, Dutch)

4.1.6 PROJECT FACTORS

Specific project factors were not mentioned much by male respondents. Solely one male respondent indicated the need to specifically go to a project in Austria, *“because it’s not too long by train. It is cheap and closest from home”* (Male, 28, Dutch).

4.1.7 REGRESSION

By asking them about their expectation of the trip, and their experience afterwards much insights were gained about this motive. It turned out that no one of the male respondents stated that their volunteer trip abroad is about doing things which are beyond their belief to do in their usual life. And also no one of the male respondents felt motivated by the so-called “nostalgia factor”, which explains the search for the lifestyle of a previous era.

4.2 FEMALE RESPONDENTS

Herewith, motivations of female respondents are presented. Stated from most important to less or of no importance. However, motivations concerning experiencing something new and *different* and altruism are of same importance for female respondents. In this sense, order is of no relevance. Thus, first mentioned are motivations concerning experiencing something new and *different*. Second, motivations related to altruism and social interaction are presented. Third, results regarding to personal interest and development are presented. Fourth, motivations concerning physiological needs, such as seeking for sun, relaxation, and escapism are revealed. Fifth, motivations concerning career development are presented. Sixth, project factors are presented. Lastly, results regarding to regression are presented, even though of no importance for female respondents.

4.2.1 EXPERIENCING SOMETHING NEW AND DIFFERENT

According to the results, seeking for novelty seemed to be important for all female respondents (N=9). Novelty is linked with the concepts curiosity, new and different (Crompton, 1979). People seek for new experiences however it does not mean they know nothing about it. They just want to experience it with their own eyes. Indeed, some female respondents indicated the need to see it with their own eyes, to experience it themselves, even though they already know what it looks like. Some female respondents also wanted to work with certain animals which are not to be found in their own environment. This phenomenon showed some results in the following quotes:

“Warm waters, many possibilities for diving. Palms, white beaches, and it was all there! I just wanted to see a different part of the world and like I said I wanted to go to a development country...because I have never been there before” (Female, 27, Dutch)

For some female respondents volunteering abroad was also seen as a cheap way to travel and also to be part of an authentic culture (Broad & Jenkins *cited in* Lyons & Wearing, 2008). Eight of nine female respondents gave reasons such as their love for travelling and seeing another side of the world. In fact, just having a nice, fun experience. Another important motive is learning about other cultures. See for example:

“I love going to different countries...it was also fairly cheap and looked to be fun, new experience” (Female, 18, English)

“But I just love to travel...” (Female, 50, Dutch)

“I like travelling around in order to see other cultures” (Female, 23, Dutch)

In addition, most of the female respondents (N=7) were motivated to leave their familiar environment for the search for something *different*, such as different cultures and countries. However, most important for female respondents were getting to know other cultures and peoples, their love for traveling, having a nice experience, relaxing and enjoying a warm climate. This concept is closely related to escapism. Interesting result is differences in findings of male and female respondents regarding to escapism. First, escapism seemed to be of greater importance for male respondents as opposed to their female counterparts. Second, escapism is perceived differently by male and female respondents, which will be further discussed in subparagraph 4.2.4 and chapter 5.

4.2.2 RELATIONSHIP

Relationship needs include reducing anxiety about others, the need to affiliate, and the need to give love. Examples are having close relationships and worthwhile contact with the host community. According to the results, it seems that this motivation is important for all female respondents (N=9). This motive is related to altruistic motives and the facilitation of social interaction. First, altruistic motivations are discussed. Altruism is among others the need to do something for other people, usually people who live in more extreme situations than the ‘Western standard’, with poverty and other, often lower living standards. Eight of nine female respondents indicated to be motivated by altruistic motivations. However, Sin (2009) has suspicion about motivational factors of volunteer tourists and perceives them as Westerns going away from their daily routine and engage in Third world activities for the sake of doing something *different*. Sin (2009) continues that there might also be the advantage of using this experience for college application or job resume (Kwa, 2007 in Sin, 2009). This indeed contradicts current findings, for it seems that most of the female respondents (N=8) felt the

desire to help out for the environment or less fortunate communities. Most female respondents had the desire to help other (less fortunate) people, do something which has meaning, and to make a difference. For example:

“Having a great experience, and making changes in someone else’s life. And that’s just so special to experience. Really making a difference” (Female, 25, Dutch)

Another motivation might also be that their volunteer work is seen as a first step in achieving a future career working with for example wild life or development work (Broad & Jenkins, cited in Lyons & Wearing, 2008). Such as for example, a female respondent who wanted to do something good for the world too, but thought that her choice of education would be a better way to contribute to development work. And by doing volunteer work she could perceive whether it would be something for her to do. In addition, more than half of the female respondents (N=7) indicated motivations closely related to altruism. It seemed that most of the female respondents (N=7) were able to reflect well on profound issues, their sense of life’s mysteries, and their own role (Pearce & Caltabiano, 1983). Example from a Dutch female volunteer tourist who went to the West bank in Israel:

“Because I really recognize that feeling of powerlessness, which dominates there. With injustice and dishonesty I really get this frustrated feeling. So this is a way for me to contribute to something positive. That you might have a slight influence on that” (Female, 23, Dutch)

Other findings are regarding to expectations and experiences of respondents. As stated above in subparagraph 4.1.4, male respondents seem to have different expectations and experiences. However, this finding was less apparent with female respondents. Even though both male and female respondents had the need to achieve a deeper understanding and connectedness with local people, it seemed most female respondents were more aware of their feelings beforehand. For example, their wish to meet and work with certain wild life, get in contact with other (local) people, and their need to do something for other people. Only one female respondent said how her volunteering experience got extra special because she fell in love, she said:

“I also fell in love, and I’ve never been so in love before! And because you experience something with someone else, it makes that place (particular volunteering place) very special” (Female, 23, Dutch)

Second, relationship needs also include the need to affiliate and facilitate social interaction. As stated in the motivation theory in chapter 2, this might be an important motive for some people to go on a (pleasure) vacation. Social interaction with other people from outside their initial group with whom they are on vacation with. As Crompton (1979) indeed already distinguished, some of the respondents became aware of this motive after their trip. According to the results, meeting other like-minded and local people is an important motive for female respondents of which they are aware of before their trip. One female respondent for example had the need to solely meet locals. She said she likes other volunteer tourists, but mainly had an interest in local

people. Solely one female respondent indicated the difficultness of maintaining contact with other volunteer tourists after her trip.

4.2.3 PERSONAL INTEREST/ DEVELOPMENT

It seems that a motivation which could be related to a personal interest or a desire to development personally is perceived as important for almost every female respondent (N=8). Most valued by female respondents are meeting new (local and like-minded) people, working with animals, and seeing other cultures and countries. Concerning self-development, six of nine female respondents did self-discovery in the sense of gaining more insights into the self, and improving one's status by exploring different, and often less wealthy, cultures. An example of a female volunteer tourist who went to a wild life rehabilitation center in South Africa;

“And you learn so much from it, personally, you get to know yourself better. I mean, here in the Netherlands you are being lived, and then you find yourself doing things because they are in your agenda, instead of doing it because you want to. And there I got so much energy! While here sometimes you get so tired of being lived. You get back to the core, and get to see what it's all about” (Female, 24, Dutch)

Another example is from a female volunteer tourist who went to the West bank in Israel.

“It changed my whole world. My vision of the world has changed because of that. I really self-reflected myself as well. You experience so many things during these five months” (Female, 23, Dutch)

Overall, both male and female respondents had few expectations about their trip abroad, but still more than half of female respondents (N=7) came home as changed persons who learned much about themselves and the places they have been. Some examples are:

“But it was a very intense experience, actually it kind of stopped my world after I got back. This is difficult to explain. It changed my whole world. My vision of the world has changed because of that. I really self-reflected myself as well. You experience so many things during these five months. I have seen and learned so many things. So I gained knowledge about myself” (Female, 23, Dutch)

In conclusion, most female respondents perceived self-development on a “self-directed” way (see appendix IV) which is the same the result as their male counterparts. Thus, the need for self-development and growth. Most important were learning about other cultures and peoples. Only one female respondent indicated to have felt “other-directed” needs as well (see appendix IV), such as need for status. As Dann (1981, p.3) already stated, answering the question as to why people travel poses a number of difficulties such as the possibility that “what the traveler says are his motivations for traveling may only be reflections of deeper needs, needs which he himself does not understand nor wish to articulate”. Thus, it remains difficult to trace their true motivations. Another explanation might be that nowadays people travel more, and therefore it

becomes more of an indigenous lifestyle instead of symbolizing a higher life style (Crompton, 1979). For example, one female respondent who is affiliated with a church admits that from within the church people perceive volunteering abroad (as a missionary) as something really positive, which is to be linked with a certain status. She said:

“Well, from within the church, people perceive it as something really positive. So you get encouraged when you visit people who are missionaries abroad” (Female, 50, Dutch)

4.2.4 ESCAPISM

By asking the respondents why they feel the need to volunteer abroad instead of within their own environment, and by going in-depth about their travel motivations, results could be drawn about escapism. I expected escapism to be an important travel motivation for any type of tourist, but finding out why female respondents felt the need to go away from their home environment in order to carry out volunteering abroad appeared to be more difficult than it seemed. For example, solely three of nine female respondents directly referred to going abroad and volunteer due to escaping home environment. See for example:

“I wanted to get away from England, with all the stress of exams and leaving school” (Female, 18, English)

“Getting away from busy daily life...” (Female, 50, Dutch)

“Back at the West bank I have that feeling I’m alive and here I don’t have that feeling” (Female, 23, Dutch)

While most male respondents (N=6) directly referred to escapism as the need to be away from their home environment, most female respondents indicated other reasons such as, seeking for the sun (different climate) and relaxing (being away from busy daily life). However, most of the female respondents were at first not aware of their feelings, such as seeking for sun. By going in-depth, and questioning why they have the need to go to Thailand for example, and whether they would still go if the country would have a colder climate, answers were given and feelings were revealed. According to results, more than half of the female respondents (N=5) seem partly motivated by “sunlust”, thus the need for a warm climate. Most surprisingly, this has not been a motivation for any of the male respondents. Examples of these findings:

“I grew up in a very warm climate and that’s what triggered me to be there. It’s so cold here (referring to the Netherlands). When for example I would go to Finland, well, I’d chose to go there for my friend, but... this is interesting though. I didn’t think of this before. I am not sure if I would go there for the second time if it didn’t have a warm climate” (Female, 57, American)

Relaxation seemed to be an important motive for less than half of female respondents (N=4). The term relaxation was not a constant respondent theme, and often its use was ambivalent.

While respondents indicated the wish for relaxation, rather its referred to a mental state of relaxation. Physically, the respondents indicated the need to do something instead of doing nothing, and afterwards the respondents experienced their work being hard, but still indicated their trip to be a great experience. Thus, relaxation meant undertaking things of interest of which they often do not take time for in their daily life. However interestingly though, solely female volunteer tourists seem to indicate relaxation motivations. Often indicated was the need to 'relax' in the sense of focusing on one thing only instead of their busy daily lives. It might give important insights in gender differences regarding to volunteer tourism. This will be discussed in chapter 5. Examples of this result:

“For me going on a holiday is to do something in a different way. I am a workaholic. Look, for some people holiday is laying on a beach. For me it’s going somewhere and doing the same thing as I do back home. And then I can focus on that one thing only. While here I have many different projects and activities. So it feels very good to be occupied with that one thing only, for me that’s relaxing” (Female, 57, American)

Another example comes from a British girl who volunteered at a wild life reserve in Israel. At home she had been doing lots of exams, so she indicated that going abroad was *“a way to relax”* (Female, 18, English).

4.2.5 PROJECT FACTORS

Specific project factors were not mentioned much by female volunteer tourists. Three of nine female respondents indicated the need to specifically go to a certain project. See for example a female respondent who did not matter which country she would go, for she went specifically to a certain home of sexually abused girls:

“It didn’t matter to me if it were Thailand, Cambodia or Indonesia. I went to that home specifically and hardly did any research about it” (Female, 57, American)

Another female respondent went specifically to a certain project in Australia, because she wanted to work with kangaroos.

4.2.6 CAREER DEVELOPMENT

This motive did not come out as an important motivation for going abroad to volunteer for female volunteer tourists. However some female respondents indicated that they carried out volunteering abroad as part of their study or linked interest. This result does not have any gender differences though. Two female respondents indicated to be influenced by education choices and therefore chose to go abroad and volunteer. They both chose for a certain project which could help them decide whether to follow a certain follow-up study. See for example:

“And then I was almost finished with my bachelor. I did sociology. I didn’t want to do a master sociology as well, and so I was thinking about doing something with development cooperation. But then I thought, I have to visit a development country first, because I have never been there before. And because I didn’t want to fly to some country and see what I will do, I thought, I might as well do a volunteer project” (Female, 27, Dutch)

4.2.7 REGRESSION

By asking them about their expectation of the trip, and their experience afterwards much insights were gained about this motive. It turned out that no one of the female respondents stated that their volunteer trip abroad is about doing things which are beyond their belief to do in their usual life. And also no one of the female respondents felt motivated by the so-called “nostalgia factor”, which explains the search for the lifestyle of a previous era.

4.3 CONCEPTUAL MODEL

Based on results, I herewith present a conceptual model which provides an overview of all themes. This model shows each theme derived from several theories described in chapter 2.4. Colors indicate which theme is most important for male or female respondents. The darker the color, the more important for male and female respondents. Most valued by both sexes were the search for something new and *different*. Equally important for female respondents were altruistic motivations, thus the need to give love, and the desire to help out for the environment or less fortunate communities. Then, escapism seemed to be quite important for male respondents. On the one side, male respondents have the desire to go on an adventure (before their initial trip), but they seem to indicate much about their daily’s hard work afterwards. This did not influence their level of satisfaction though, for most of the male respondents mentioned they had great experience. Escaping from familiar environment is also perceived as important for female respondents, but more likely in the sense of seeking for the sun (different climate) and relaxation (escape from busy daily life). Personal interest was also valued high for both sexes. However, differences of interests could be distinguished. For example, female respondents indicated the desire to work with certain animals or to work and meet local people. In some cases, they felt the need to meet like-minded people. As for male respondents, their interests are more likely focused on meeting and working with like-minded people, also including local people. Nevertheless, both sexes felt the desire to learn about other cultures and countries. Of less importance for both sexes were motivations regarding to career development and project factors. Regression seemed to be of no importance for both sexes. For an overview see figure 3 below.

Figure 3: Conceptual model

	MALES (=8)	FEMALES (N=9)
EXPERIENCING SOMETHING NEW AND DIFFERENT	Novelty (N=8)	Novelty (N=9)
	Travel (N=8)	Travel (N=8)
	Wanderlust (N=7)	Wanderlust (N=7)
ALTRUISM	Relationship (N=6)	Relationship (N=9)
	Fulfillment (N=6)	Fulfillment (N=7)
	Facilitation of Social Interaction (N=4)	Facilitation of Social Interaction (N=6)
ESCAPISM	Altruism (N=4)	Altruism (N=8)
	Escapism (N=6)	Escapism (N=3)
SUNLUST/RELAXATION	Sunlust (N=0)	Sunlust (N=5)
	Relaxation (N=0)	Relaxation (N=4)
PERSONAL INTEREST	Personal Interest (N=6)	Personal Interest (N=8)
	Self-Esteem/Development (N=6)	Self-Esteem/Development (N=7)
	Exploration and Evaluation of Self (N=3)	Exploration and Evaluation of Self (N=6)

CAREER DEVELOPMENT	Prestige (N=1)	Prestige (N=1)
	Career Development (N=2)	Career Development (N=3)
	Education (N=1)	Education (N=2)
PROJECT FACTORS	Project Factors (N=1)	Project Factors (N=3)
REGRESSION	Regression (N=0)	Regression (N=0)

4.4 PERCEIVED GENDER DIFFERENCES BY RESPONDENTS

During the interviews and questionnaires, the respondents were asked several questions about gender (differences). Two male respondents and three female respondents were not overrepresented by women during their volunteer experience abroad. These five respondents could however give several reasons why it could be that women might participate more often in volunteer work abroad than their male counterparts. Most given reasons are, women grow up faster and are more mature, women are less self-centered (which seems to correlate with altruism as mentioned above), and women are more caring. Some of these five respondents clarified that their projects were not overrepresented by women because they did construction projects or did projects in combination with construction projects, which seems to attract more males than females. None of these five respondents believe that volunteering abroad is ‘more of a woman’s thing’, stating the following:

“Certain projects appeal more to women such as education and care. Feeling that women have more faith in booking their volunteer holiday via an organization and within a group. It might be that men feel differently and book themselves or via backpacking” (Female, 24, Dutch)

“You would think it would be more of a women’s thing, but...I also worked with two Israeli guys and they found it fantastic to be there as well. So it depends on the type of person you are. I think in the end it doesn’t make a difference” (Female, 23, Dutch)

Four of five above respondents perceive volunteering abroad as an amazing experience which is to be recommended for other people as well. No gender differences are to be found. Even though these five respondents agree that gender does not play a part concerning volunteering abroad, they still think there are differences, it is all about marketing and attracting certain target groups, and it is project dependent. Another male respondent said:

“Yes, except for example the physical work. I can’t watch when women have to carry out work which is too hard. So it’s work dependent” (Male, 28, Dutch)

As for the other twelve respondents who were overrepresented by women during their volunteer trip abroad, most discussed when asked why they think it is more represented by women and whether they perceive volunteering abroad as more of a women’s thing are:

Half of these twelve respondents think that it is project dependent, and it has something to do with their interest. For example, women are more likely interested to work with, and take care of animals and children, and to just take care or help other people, while men are more interested in building projects for example. One male respondent thinks that men will participate more if the activities appeal more to their interest, when they have some autonomy, responsibility and results are more visible. And some of the female respondents know about certain (groups of) men carrying out volunteer work abroad within their own field of interest such as World Servant for example. Less than half of these twelve respondents think that women might be more caring, social and open, which according to some male and female respondents is also to be seen with volunteering within own environment. Most volunteering activities relating to care and education are done by women, while men have other interests. Some respondents even mention that men might be a little more egoistic perceiving volunteer work abroad as a ‘waste of time’, or “ridiculous to do”. Or some feel that it has something to do with the roles of men in (Western) society, and their time availability. One male respondent for example states:

“I guess it is more depended on the type of person you are. I guess that more women fit the profile of one who volunteers abroad, but I can’t determine why. Maybe it is connected to the roles of men in Western society and therefore to men’s time availability and motivation to go abroad to volunteer” (Male, 24, Israeli)

This is also emphasized by three of twelve respondents. See for example:

“I think more women would be more interested in volunteering than men. Volunteering is quite a compassionate thing to do. And often men aren’t so inclined. Men I have met also at times tend to be less generous towards charity, stating, ‘charity starts at home” (Female, 18, English)

“Because it’s in a woman’s nature to care for others. And I wonder, because men often have these life goals, you know, searching for a wife, getting a job and children. I think volunteer work would be a ‘waste of time’ for them. You know, going abroad to volunteer isn’t bringing them closer to their ultimate goal” (Female, 25, Dutch)

Most of the above mentioned twelve respondents perceive volunteering as something that is very “satisfying and worthwhile” (Female, 18, English), and as “an important tool that can be used by one to open its mind and be more tolerant” (Male, 24, Israeli). Some respondents, both male and female, emphasize the importance of doing something for other people without the expectation of getting paid. Some even reflect on their home environment where they feel that

society is becoming more individualistic and people should do more for each other, to give more love for example. Most of the respondents suppose that gender should not play a part, and it is more a matter of character. However, most of them do acknowledge that gender often does play a part. As mentioned above, given reasons are that men might be a little more egoistic and individualistic. Other reasons are that it is project dependent.

Lastly, results of all seventeen respondents are discussed, and how they answered the question as to what they think should be different in order to attract more males. Ten of seventeen respondents, of which five males and five females, believe that promotion should be different. Volunteering should have a 'cooler' image and respond more to male interests or male activities. According to some respondents, men should get something out of it for themselves as well and maybe have more responsibility. Another male respondent said:

"Take a look at the activities. Special men activities. Tuff! Because I am a man myself I know what I don't like, for example: commercials with too much color and images. I am less sensitive for that. Men perceive things different, like what can I get out of it for myself? What is the reward?" (Male, 28, Dutch)

Another suggestion is to respond to groups of friends. According to my results, some respondents, either male or female, also think that schools or companies should pay more attention to this, *"in the sense of giving education about different cultures and that everyone is equal. People can give presentations about volunteer work. And this could raise more interest for the world"* (Female, 23, Dutch).

Concerning promotion, one male respondent for example said:

"Males are probably in a whole different way activated for such projects than women. All my guy friends thought it was really cool that I volunteered. But if they were triggered right they would do volunteering" (Male, 22, Dutch)

Most respondents perceive image as the problem and one female respondent gives an example of how she thinks it should be different in order to attract more males:

"It should be more accessible to men, just state clear what is needed, for example an ICT specialist. Like some people don't even know how to turn on their computer, which is a perfect chance for men. It should be stimulated more, maybe via companies" (Female, 23, Dutch)

It remains questionable to what extent this image improvement will work, because some respondents feel that men will still not be stimulated to go due to their 'life focus' which is mentioned above. Another interesting finding is a female respondent who discusses different life phases of young men and women between 18-30, who usually carry out most of the volunteer work abroad. She states:

“And it might be that these men are more busy with themselves and women more with the world around them. I don’t know if this is true, it’s just an idea” (Female, 27, Dutch)

One male respondent mentioned:

“Maybe women grow up faster and are more mature. When I was 16 until 22, I didn’t care what other people think. But when I talk with girls who are that age it is very different, like boys are only doing their own things such as playing football etc. Women are more open for others, just different, I don’t know” (Male, 26, Dutch)

Another suggestion of how to attract more males is rotation of activities. Usually, most projects are focused on one theme, for example wild life, care or education. And one male respondent thinks it would work better if there are more activities at one place.

5. DISCUSSION

5.1 MALE-FEMALE DIFFERENCES

Lundberg (1972, *cited in* Dann, 1981) asked the very simple question, ‘why do people travel?’. To be more specific, the question could be asked, ‘why would people choose to work while going on a holiday?’. In general, it seemed that most male and female respondents were not completely aware of their motivations. And they could not indicate one specific motivation, more likely had multiple motivations for going abroad and volunteer. When talking to them and asking them open questions, more in-depth information was gathered about their true inner feelings. This will be further discussed in paragraph 5.2.

Surely, I was expecting some differences between male and female respondents, but somehow I kept doubting whether there would be bias. Bias in the sense of choosing particular male volunteer tourists who represent the small amount of men who participate in international volunteering, and thus difficulty in finding out why females supposedly carry out international volunteering more often than their male counterparts. Surprisingly, some interesting differences between gender regarding to international volunteering were found.

ESCAPISM

It seemed that escaping from home environment was perceived as fairly important for male respondents. Some male respondents even admitted to perceive their home environment as boring, and therefore seek *different* experiences elsewhere. I do not imply that escapism is the only motivation for male respondents, however, results show that escapism is a dominating motivation, as opposed to their female counterparts. Solely three female respondents indicated escapism, such as the need to be somewhere else than their home environment, as a motivation for going abroad and volunteer. Interestingly, “sunlust” is mentioned by more than half of female respondents (N=5), as opposed to none of the male respondents. Sunlust is about people who get motivated to travel to another country because that country has better or different amenities

than the home environment. Usually it is about seeking for the sun (Crompton, 1979). Thus more than half of female respondents do feel the need for something *different*, namely a different climate. These female respondents emphasize specifically on a warm climate. For them, it is about enjoying a warm climate for that is missing in their own environment. I stress male respondents maybe are more practical in the sense that climate is not of any importance for them within the volunteering experience. They mostly emphasize on carrying out volunteering abroad, and consequently focus on that instead of worrying about climate issues. Same results came out for relaxation motives. Less than half of female respondents indicated 'relaxation motives', while no one of the male respondents had relaxation motives. In this case, most female respondents emphasize on their busy daily lives, and perceive going abroad for a little while as a perfect opportunity to relax. Relaxing mentally by carrying out activities or just focusing on solely one thing. It might be possible that male respondents have a different definition of relaxing, for it might be that male respondents rather put emphasis on relaxing physically. In this case, there is a possibility that male respondents are more practical, and focused on the 'job' instead of going away to seek for the sun and relax. Thus, it seems that most male respondents indicated the wish to 'just go away in order to do something *different* than their home environment', while female respondents are more specific in their 'escaping' of home environment, and mention "sunlust" and relaxation motives.

RELATIONSHIP

Another difference is in the area of altruism and the facilitation of social interaction. Results of this research show that female respondents were slightly more altruistic, in the sense of being motivated, among other reasons, to give love and do something for other people. Almost all female respondents indicated motivations related to altruism, as opposed to half of male respondents. Conclusions can be drawn that females might be more caring, which is also perceived by almost all male and female respondents after asking various questions about gender differences regarding to (international) volunteering. Once more, I stress the possibility that male respondents might be more practical than their female counterparts. For example, one Dutch male respondent emphasized not to go abroad and volunteer in order to 'improve the world and help those poor people', but rather having a nice experience and getting to know other (local) people. For him it was important to *understand* them (locals) first instead of the other way around. Thus, cultural exchange was perceived as important, instead of the image of Western people helping those *poor* people from developing countries. This was perceived as important for most of male and female respondents though. Both sexes had a strong feeling of immersing in another country, and getting to know and understand local people. There were also no differences to be found regarding to gender differences in the actual experience. Most male and female respondents reflected on their experiences as very positive and even life-changing. However, most male respondents afterwards indicated to better be able to put things in perspective instead of major life changes.

Both sexes made friendships with like-minded and local people, though some male and female respondents had difficulty of maintaining that contact afterwards. I stress most male and female respondents are seeking for connectedness with other like-minded people during their (intense) experience abroad, but quickly fall back in daily routine once they return. However, it is seen as a strong motivator for both sexes to consider going abroad and volunteer, and might be an important push factor for going again.

PERSONAL INTEREST

Personal interest is perceived somewhat differently by sexes as well. Surely, I do not wish to generalize gender to specific interests, for each individual has own personal interests. However, some female respondents tend to have animal related interests and taking care of them, while male respondents put emphasis on meeting other people (local as well as like-minded people with same interests). Anyhow, both sexes were mostly motivated to experience new things, to travel, seeing other places and cultures, and meeting other (like-minded) people. Most respondents had the need to be more than just the ‘gazer’, and to be more immersed in the local culture. Hardly no motivations related to symbolizing status were used, solely their love for traveling, and immersing in other cultures. Thus, traveling indeed seems to become more of an indigenous lifestyle instead of symbolizing a higher lifestyle (Crompton, 1979).

5.2 HIDDEN MOTIVATIONS AND EXPECTATIONS

What motivations are distinguished among male and female respondents, and what gender differences can be recognized? Answering this question arose various difficulties. First, difficulties in finding out their ‘true’ inner feelings of wanting to do international volunteering. In many cases, it seemed not the case that respondents did not know why, for they had an idea themselves, but they were often not aware of their inner ‘hidden’ feelings, such as for example their need for a warm climate and escapism. Resulting that respondents were sometimes surprised of their feelings once we talked. In addition, I argue that inner feelings do not always refer to egoistic motives, for they may also be altruistic of nature. For example, many respondents, (eight females and four males) felt motivated to do something for other people, who are often less fortunate, due to inner feelings of injustice and powerlessness. For various reasons, some respondents felt very connected to certain countries, cultures and peoples who struggle with various problems, such as poverty, injustice, abuse and just being in certain situations which according to some respondents are unfair. When asked why they feel so connected to these people, who often live at the other side of the world, specific answers cannot be given. Most of the respondents feel that this altruistic feeling has always been a part of them.

Other respondents link it with their faith in God, saying God literally spoke to them. In this sense, religion does seem to play an important role regarding to (travel) motivations. Both male and female respondents who are religious (in this case Christian) seem to be motivated by faith in the first place. Surely, once we were talking other motivations arose, such as for example meeting other people and having a nice experience. No gender differences were distinguished.

Christianity entails serving God, and often religious people are more likely to do things for others. This phenomenon might be interesting for further (qualitative) research in order to trace and learn more about motivations of (young) volunteer tourists.

Second, it might be different whether these volunteer travels are organized or not. Even though there seem to be hardly no records of this phenomenon, I stress the possibility that certain men prefer to backpack and perhaps choose to volunteer on occasion instead of arranging beforehand. Unfortunately, there is hardly no evidence to be found regarding to this topic. It might be interesting to investigate the independent (male) backpacker who might prefer to volunteer on occasion.

Additionally, respondents expectations and experiences were also very different. Most respondents indicated to have very few expectations. Most surprising though was the fact that most of these respondents at first said to have no or very few expectations, but when they thought about it, they indicated to have some expectations. Most were concerned with the expectation of meeting other people, and to learn and see new things. However, their experiences turned out to be different, and more elaborated. Most respondents talked about very positive experiences, such as meeting (local) like-minded people, sharing and having amazing experiences, and for example working with specific animals. For most respondents, deepening occurred after the trip which they apparently did not expect beforehand. Even though, most of the respondents indicated that it did not change their current lifestyle, for most of them it did change the way they perceive their usual way of living. Most likely, they spread the word in order to stimulate other people to carry out international volunteering as well. Due to differences of expectations and experiences, I argue that international volunteering most likely does have a certain impact on a person's life which will broaden one's life due to the intense contact with (local) people for a short (or long) period of time. Thus, I stress that the most important element for organizations to attract more (male) volunteer tourists is promotion. They have to be attracted to try it once, appealing to their interest, and they most likely perceive strong (either positive or negative) experiences as well.

5.3 WHY DIFFERENCES BETWEEN GENDER

However, how then to attract people who are not religious, and in particular (young) men? For it is this target group who apparently are underrepresented regarding to international volunteering. Interestingly, recommendations towards attracting more men were made in the sense of offering more construction projects for example, and overall using a 'cooler' image. How to explain Commundo's situation then? They sent out about 250 volunteers per year, spread over 10 countries where they are located. As explained in chapter 3, Commundo offers various projects, including construction projects. Thus they should be able to attract an even amount of males and females for they appeal to the wishes of both sexes. Questionable is why only 25% of their volunteers are male, as opposed to 75% female. I stress about multiple other factors influencing this phenomenon, such as the roles of (young) males and females in modern society. Even though in these modern times, younger generations are more equal, and both have more or

less time available for carrying out international volunteering. The question as to why young men carry out international volunteering less than their female counterparts, might therefore be more concerned with identity and image. Each individual carries out a certain identity, and has a certain image. Still dominant though, is the way how (international) volunteering is perceived. Most respondents indicated that volunteering still might have a 'lame' image, which often is related to social projects. Most of the respondents also mentioned about women being more caring, and therefore many (young) men might have the idea that volunteering abroad solely comprises helping and taking care for other people and animals. Another perception among most of the respondents is that women maybe are more independent. I stress the likeliness of attracting more (young) men by responding to groups of friends, which is also indicated by some respondents. Usually young men go on a pleasure vacation with a group of friends, and would most likely prefer to join these friends instead of carrying out international volunteering by themselves. Thus, I argue about the possibility of making international volunteering possible for groups of friends. Initially, most important is a good promotion strategy. These young men should not be attracted by showing them various pictures who respond to ones *emotional status*, more likely, an organization should respond to *practical occasions*. For example, organizations should emphasize on the nature of activities, and show how these men could really achieve something by doing things themselves and together as a group. Due to women being slightly more altruistic, organizations should respond to men's egoistic motives as well. Some examples are; meeting like-minded people, carry out several activities of (male) interest, such as construction projects and try to give them insight in the process and result as much as possible. They need to get something out of it themselves. Some respondents indicated that men need to feel more secure, and one male respondent said he wanted things to be arranged well.

Subsequently, another possibility is responding more to the combination of pleasure with work. This is also emphasized by Wearing (2004), stating that the holiday part is seen as the success factor of volunteer work. Besides, the host organization should take care of all these elements including, a holiday, program, stay, food, drinks, and a place where all things can happen (Wearing, 2004).

5.4 AGE

Knowing the difficulties of finding out what these motivations are, and what gender differences can be distinguished, the question arises what it exactly is what makes them actually go abroad to carry out international volunteering? Two female volunteers aged over fifty mentioned that they only considered going abroad to volunteer due to social contacts. They both indicated not to go abroad when they would not know anyone beforehand. These contacts had invited them, and so the idea was born. Another male respondent aged in his forties carries out international volunteering along with his wife, for they found the usual way of holidaying too distant. Another remark though is that these three 'older' respondents all carry out volunteer work within their own environment as well. All three are religious (Christian) too. However, it is quite difficult to trace what it exactly is what makes them go abroad and volunteer. I suppose it concerns multiple

factors, of which an important one is to have an existing contact. Other influencing motives are; to do something for other people, learn about other cultures and countries, building friendships, and enjoying another climate and nature. For one female respondent, aged over fifty, other important motives seemed to be “sunlust” and relaxation as well. Surely, the idea came from her friend who invited her, but she admitted to be a workaholic, and prefers to work during her holiday instead of laying at the beach. For her that is seen as relaxation, because she can focus on one thing only, and leave the project within a certain period. No further research is done in this report regarding to age differences.

Many respondents indicated to feel comfortable with project-based volunteer work. For the younger respondents this seemed to be an important reason to carry out international volunteering as well. They feel comfortable going abroad for a certain period, and knowing that the project will end in order to return home again. It seems that they will feel restrained when they had to do the same within their own environment. They also indicated that they have no time, or even better to mention, they make no time, for carrying out volunteer work within their own environment. I argue that younger people might perceive international volunteering as an alternative holiday where they can step out of the *tourist bubble* of being the ‘gazer’, and to immerse oneself in another culture. To answer the question what it exactly is what makes younger people go abroad and volunteer, it is most likely concerned with multiple factors as well. For some respondents, either male or female, it happened spontaneously during their traveling. Many respondents, either male or female booked their volunteer trip at an organization. For some respondents international volunteering is seen as their ‘holiday’, and they really enjoy working while being on vacation. Motivations for that are immersing oneself in another culture, getting to know like-minded people, and just do something *different*. To give an answer to what it exactly is what makes younger people go abroad and volunteer, I stress that younger people are more willing to go abroad and volunteer without knowing anyone or everything as opposed to older people. They had an idea of wanting to do something *different*, and having a nice experience, and searched for an organization which could offer something which fit their needs. Positive worth of mouth is another important factor. Some respondents explained to have heard positive stories, and derived contact from that.

5.5 PUSH AND PULL

Finally, it remains questionable to what extent pull and push motives are overflowing with each other. I became aware of the difficultness of finding out what comes first, either the push motive which comes from within, or the pull factor which is aroused by the destination. I stress most respondents feel pushed at first, feeling the desire of doing something *different* than their home environment. Some respondents felt the need to go on an adventure (mostly males), and perceived their own environment as boring, while others seek for the sun (solely females), and felt the need to help others who are less fortunate than themselves (mostly females). After that decision-making process they let themselves be pulled to a certain destination. However, some respondents indicated to only have chosen for a specific destination because it was within the

offer of a certain organization. Some respondents indicated to choose for a certain country because it was not too far from their home environment, thus easy to travel too. While other respondents chose to go somewhere due to social contacts living there. Surely, most respondents admitted to go somewhere, and enjoy the certain climate, palm trees, and beaches or even indicated the desire to get to know local people and their culture, but I stress certain push factors might come first in order to create the need to even consider going abroad. In exception of some (older female) volunteer tourists indicating to only go abroad and volunteer because they were invited. So, even though some respondents indicated certain pull motives, such as experiencing (new) things abroad with their own eyes, education purposes, working with certain animals or meeting local people, I stress they were pushed first. All respondents had their own personal needs, and were pushed by different reasons. However, most of the respondents had the inner need of perceiving something *different* than their home environment, either because of ‘escapism’ (mostly male), working with specific animals (only females), or relaxation and seeking for sun (only females). Surely, these are to be found in another destination, but respondents first had the feeling of something lacking, and then searched for that something which is missing in their initial environment. This is linked with the conceptualization (see figure 2) of the role and relationships of respondents’ motives of Crompton (1979). It shows how it starts with a state of disequilibrium. People are feeling that they are unbalanced, and something is missing in their daily life, so consequently they seek for a break from routine. However, further research about push and pull factors regarding to volunteer tourists’ motivations would give more insight about this phenomenon.

6. CONCLUSIONS

In this chapter conclusions are given by answering all of the research questions, and therefore to give an answer to the problem statement.

6.1 ANSWERING THE RESEARCH QUESTIONS

How are the (above described) motivation theories helpful for explaining possible gender differences regarding to international volunteering?

For analyzing data, coding was used with pre-defined concepts of motivations. I used each motivation theory separately for content analysis. As explained in subparagraph 3.4, I started with the Travel Career Ladder by Pearce. The five-way coding scheme was used, placing each need (physiological, safety/security, relationship, self-esteem/development, and fulfillment) separately on each document for each respondent. Then placing each relevant quote of that particular respondent on that document. Afterwards, seventeen documents of each respondent were printed in order to have an overview, and checked for gender differences. Same process is used for the push and pull theory, five motivations more closely related to volunteer tourism such as, altruism, travel, career development, personal interest/development, and project factors, and “sunlust” and “wanderlust”. Thus, in the end motivations were easily noticed, and

gender differences were checked. Conclusions can be drawn that the motivation theories have been useful for this research. In addition, I became aware of the usefulness of using multiple theories, for not every concept of each theory came out as important nor relevant. Thus, by using multiple theories a total picture could be achieved. First, by using multiple theories, I could easily check respondents' motivations, and second, I checked for possible gender differences. However, in order to achieve a clear overview of useful concepts, new themes were created. Concepts derived from the above described theories were compared and put together. Concepts which overlapped were put together, and new themes emerged. Seven themes which emerged are; experiencing something new and different, altruism, escapism, personal interest/development, career development, project factors, and regression.

One theory in particular, namely the push and pull theory, turned out to be of less importance than expected. According to the results, most respondents indicated to be *pushed* at first, and surely some respondents indicated to have certain pull factors, but I stress they are pushed first. First they feel the desire of doing something *different* than their home environment. Some respondents felt the need to go on an adventure (mostly males), and perceived their own environment as boring, while others seek for the sun (solely females), and felt the need to help others who are less fortunate than themselves (mostly females). After that decision-making process they let themselves be pulled to a certain destination. However, some respondents indicated to only have chosen for a specific destination because it was within the offer of a certain organization. Some respondents indicated to choose for a certain country because it was not too far from their home environment, thus easy to travel too. While other respondents chose to go somewhere due to social contacts living there. Even though certain pull factors were indicated, respondents first had the feeling of something lacking, and then searched for that something which is missing in their initial environment. This is linked with the conceptualization (see figure 2) of the role and relationships of respondents' motives of Crompton (1979). It shows how it starts with a state of disequilibrium. People are feeling that they are unbalanced, and something is missing in their daily life, so consequently they seek for a break from routine. However, further research about push and pull factors regarding to volunteer tourists' motivations would give more insight about this phenomenon.

Another remarkable finding by using the "sunlust" theory, is that solely female respondents (N=5) were motivated to go abroad and volunteer due to climate motivations, as opposed to no one of their male counterparts. They specifically indicated to be motivated to go to a certain country because it has a better climate than their home environment. In this sense, using the "sunlust" theory turned out to be useful for this research, for I would not enhanced those findings when I had not used this theory.

What reasons for traveling abroad and volunteer can be recognized for both sexes?

Seventeen transcripts were coded, of which 9 females and 8 males. Deriving from the motivation theories, seven themes emerged. Each theme has its own importance, or even no importance.

EXPERIENCING SOMETHING NEW AND DIFFERENT

First, motivations regarding to experiencing something new and *different* are revealed, which include seeking for novelty. Novelty is linked with the concepts curiosity, new and different (Crompton, 1979). People seek for new experiences however it does not mean they know nothing about it. They just want to experience it with their own eyes. Volunteering abroad might also be seen by some volunteer tourists as a cheap way to travel and also to be part of an authentic culture (Broad & Jenkins *cited in* Lyons & Wearing, 2008). Other volunteers would perceive their trip as a unique experience to immerse in a different culture, or indicated their love for traveling, and seeing another side of the world.

ESCAPISM

By asking the respondents why they feel the need to volunteer abroad instead of within their own environment, and by going in-depth about their travel motivations, results could be drawn about escapism. I expected escapism to be an important travel motivation for any type of tourist, and according to the results, it indeed seemed fairly important. Escapism is not only escaping from home environment, as there are more factors involved such as, seeking for a different climate, or relaxation factors, in the sense of being away from busy daily life. One respondent also indicated to miss certain cultural aspects, and therefore became motivated to participate in international volunteering.

RELATIONSHIP

Relationship needs include reducing anxiety about others, the need to affiliate, and the need to give love. Examples are having close relationships and worthwhile contact with the host community. This motive is related to altruistic motives and the facilitation of social interaction. Altruism is among others the need to do something for other people, usually people who live in more extreme situations than the 'Western standard', with poverty and other, often lower living standards. Even though, Sin (2009) has suspicion about motivational factors of volunteer tourists, and perceives them as Westerners going away from their daily routine, and engage in Third world activities for the sake of doing something *different*. Sin (2009) continues that there might also be the advantage of using this experience for college application or job resume (Kwa, 2007 in Sin, 2009). This indeed contradicts current findings, for it seems that most of the (female) respondents felt the desire to help out for the environment or less fortunate communities. Most respondents had the desire to help other (less fortunate) people, do something which has meaning, to make a difference, have some impact on the project, and sometimes due to individualism, and nonchalance of people within their own environment.

According to the facilitation of social interaction, most important are meeting (local and like-minded) people. Another important element is achieving a deeper understanding and connectedness with the local people. However, I stress some respondents quickly fall back into daily routine after their trip. Thus, it might be questioned to what extent respondents are looking for (long term) friendships or just the need to share experiences with other (local and like-minded) people for a certain amount of time.

PERSONAL INTEREST/DEVELOPMENT

It seems that a motivation which could be related to a personal interest or a desire to develop personally is perceived as fairly important for respondents. Most valued are meeting new (local and like-minded) people, working with animals (solely females), seeing other cultures and countries, and because it seemed like fun. Most respondents also found it fairly important to gain more insights into the self, and improve one's status by exploring different, and often less wealthy, cultures. Of almost no importance, is the need for status. Taking into consideration that respondents might not be aware of their inner feelings or that they might hide their true feelings. However, it seems that nowadays people travel more, and therefore it becomes more of an indigenous lifestyle instead of symbolizing a higher life style (Crompton, 1979).

CAREER DEVELOPMENT

Career development did not come out as a strong motivation for carrying out international volunteering. Only a few respondents indicated that they carried out volunteering abroad as part of their study or linked interest.

PROJECT FACTORS

Project factors were not mentioned much by respondents either. Only a few respondents indicated the need to specifically go to a certain project or home.

REGRESSION

According to the results, no one of the respondents felt that their volunteer trip abroad is about doing things which are beyond their belief to do in their usual life. And also no one of the respondents felt motivated by the so-called "nostalgia factor", which explains the search for the lifestyle of a previous era.

What motivational differences between gender regarding to international volunteering can be recognized?

EXPERIENCING SOMETHING NEW AND DIFFERENT

Motivations regarding to experiencing something new and *different* seemed to be important for all male and female respondents. Seeking for novelty seemed to be important for all of the male and female respondents. Novelty is linked with the concepts curiosity, new and different (Crompton, 1979). Another motivation mentioned by all male respondents include: perceive international volunteering as a cheap way to travel, or as a unique experience to immerse oneself in another culture, or maybe just for the adventure. Most valued by female respondents were getting to know other cultures and peoples, their love for traveling, and to have a nice experience.

ESCAPISM

Most male respondents (N=6) directly referred to escapism as the need to be away from their home environment, some even admitted to perceive their own environment as boring. While most female respondents indicated other reasons such as, seeking for the sun (different climate), and relaxing (being away from busy daily life). Relaxation and seeking for sun seemed to be of no importance for male respondents, assuming honest answers were given, and male respondents were aware of their inner feelings. Solely three of nine female respondents directly referred to going abroad and volunteer due to escaping home environment. In conclusion, it seems that escaping home environment is a dominating factor for male respondents, while female respondents tend to be more specific in their need to be somewhere else than their home environment. I stress male respondents might be more practical in the sense that climate and relaxing mentally is not of any importance regarding to international volunteering, for they focus on their work instead of worrying about climate or relaxing.

RELATIONSHIP

Male respondents mentioned different kinds of 'relationship needs'. Some had expectations before their trip (of meeting other people), and some talked about experiences after their trip (about the impact of meeting other people). So it showed different expectations and experiences. However, most of the male respondents had the need to achieve a deeper understanding and connectedness with the local people. Thus, meeting like-minded and local people is an important motive. However, some male respondents also indicated to quickly fall back into daily routine after their trip. In addition, half of male respondents (N=4) stated to be motivated by altruistic motivations. Their altruistic motives are mostly based on the need to help other (often less fortunate) people, having some impact on the project, and sometimes due to individualism, and nonchalance of people within their own environment.

Relationship motives are important for all female respondents (N=9). Eight of nine female respondents indicated to be motivated by altruistic motivations such as helping other (less fortunate) people, or just to do something for other people or animals. As for the facilitation of social interaction, meeting other like-minded and local people are very important for female respondents of which they are aware of before their trip.

Conclusions can be drawn that females might be more caring, which is also perceived by almost all male and female respondents.

PERSONAL INTEREST

Personal interest is perceived somewhat differently by sexes as well. Surely, I do not wish to generalize gender to specific interests, for each individual has own personal interests. However, most valued by male respondents are meeting like-minded people, interest in other people and their cultures, and because it seemed like fun. Most valued by female respondents are meeting new (local and like-minded) people, working with animals, and seeing other cultures and

countries. Concerning self-development, six of nine female respondents did self-discovery in the sense of gaining more insights into the self, and improving one's status by exploring different, and often less wealthy, cultures. Most of the male respondents (N=6) indicated to find it somewhat important to learn from this experience as well. It remains to be discussed how personal development is defined. For example, no one of the male respondents indicated that the volunteering experience changed their whole lives. More likely, most of the male respondents felt that they were better able to put things into perspective after their volunteering experience, which they did not expect beforehand. In fact, most of the male respondents had very few expectations before their initial trip. Solely three male respondents felt the need to actually learn from the volunteering experience. However, and to be more specific, they indicated to feel the need to learn about other cultures, and to perceive how other people live in order to broaden one's mind.

Which reasons can be identified for the fact that women participate more often in doing international volunteering than their male counterparts?

I stress about multiple other factors influencing this phenomenon, such as the roles of (young) males and females in modern society. Even though in these modern times, younger generations are more equal, and both have more or less time available for carrying out international volunteering. The question as to why females tend to carry out international volunteering more often than their male counterparts, might therefore be more concerned with identity and image. Because the way how (international) volunteering is perceived, is still dominant. Most respondents indicated that volunteering still might have a 'lame' image, which is often related to social projects. Most of the respondents mentioned about women being more caring, and therefore many (young) men might have the idea that volunteering abroad solely comprises helping and taking care for other people and animals. In addition, I argue about companies responding to one's *emotional status*, such as showing pictures of animals, and emphasizing on helping other people. I stress males are more likely attracted by responding to *practical occasions*, thus emphasizing on the nature of activities, and show how these men could really achieve something by doing things themselves, and together as a group. The latter due to young men often going on pleasure vacations with groups of friends, and thus decreasing the possibility that they will choose to volunteer instead. And due to women being slightly more altruistic, organizations should respond to men's egoistic motives as well. Some examples are; meeting like-minded people, carry out several activities of (male) interest, such as construction projects, and try to give them insight in the process and results as much as possible. They need to get something out of it themselves. Some respondents indicated that men need to feel more secure, and one male respondent said he wanted things to be arranged well. Another reason which could be mentioned, is making volunteer travel more attractive by responding more to the combination of pleasure with work.

Answering this question arose another possibility, for it might be different whether these volunteer travels are organized or not. Even though there seems to be hardly no records of this

phenomenon, I stress the possibility that certain men prefer to backpack and perhaps choose to volunteer on occasion instead of arranging beforehand. However, it might be interesting to investigate the independent (male) backpacker who might prefer to volunteer on occasion.

6.2 ANSWERING THE PROBLEM STATEMENT

By giving answers to the research questions, an answer can also be given to the problem statement, which is as follows:

To gain more insight in the motivational factors of male and female volunteer tourists. This in order to contribute to the body of knowledge and within the broader context of international volunteer tourism.

Before carrying out this research there solely was an idea of wanting to carry out this particular research. As I already mentioned in the preface, I searched for information about gender differences in motivations regarding to international volunteering. Surprisingly the variable gender has got little attention to researchers regarding to international volunteering as opposed to for example sex and romance tourism. Thus, by carrying out qualitative research among 17 volunteer tourists, of which 9 female and 8 male, coming from various countries, however mostly Dutch, useful information is attained regarding to motivations and volunteer tourism. Overall, it seems that females are slightly more altruistic and caring, which is also perceived by most of the respondents as well. Males might be more practical, in the sense most of them do not go abroad in order to improve the world, but more likely emphasize on *understanding* local people first. And males seem less sensitive for certain promotion activities of organizations which offer volunteer travels. Males seem to value high for escaping from home environment, stressing they just want to be away from their home environment because they perceive it as boring, or for the adventure, while females tend to be more specific in their 'escape', such as their need for sun and relaxing. Their personal interest is slightly perceived differently as well. Females tend to have more animal related interests and taking care of them, while males put emphasis on meeting other people (local as well as like-minded). Besides finding out what gender differences can be recognized, much similarities are found as well. For it seems that both sexes find the search for something new and *different* fairly important. And both sexes were mostly motivated to experience new things, to travel, seeing other places and cultures, and meeting other (local and like-minded) people. Most respondents had the need to be more than just the 'gazer', and to be more immersed in the local culture. Both sexes did not seem to travel because they value for symbolizing a higher lifestyle, more likely it becomes more of an indigenous lifestyle (Crompton, 1979).

The intention was to perceive motivations of male and female volunteer tourists from a broader and gendered perspective. And this research might give more useful insights in motivational factors from a gendered perspective. However, it has never been my intention to put *gender* in a certain box, creating two different entities. For each individual should be treated individually, having own opinions and perceptions. No gender should be more dominant than

the other, this research solely searched for possible gender differences (and similarities) regarding to international volunteering in order to gain a better understanding of the whole phenomenon. I stress more qualitative research regarding to gender differences in volunteer tourism would give more understanding by for example carrying out various case studies. It could enhance more insight information about volunteer tourists' true inner feelings.

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APPENDIX I – INTERVIEW STRUCTURE

In this section I set up a structure for the face-to-face interviews including items which can also be used for the online survey. However it might be adjusted in order to be more representative for online questioning. Deriving from the items, which will be described below, the interview questions will be defined. The questions are meant as a certain structure, however they might be adjusted during the interview in order to achieve more in-depth information. Below the interview parts are defined (Maarten, PP):

PART I: INTRODUCTION

PART II: 'WARM UP'

PART III: MAIN BODY OF INTERVIEW

PART IV: 'COOL DOWN'

PART V: CLOSURE

PART I: INTRODUCTION

In the introduction part I will start with introducing myself. Furthermore I shall explain a bundle of things such as the purpose of the interview, the interview process, confidentiality issues and that there are no right or wrong answers [anything goes] (Maarten, PP). Finally an indication of time is given and permission is asked for recording the interview (Maarten, PP). For the online survey this information will be displayed as well.

PART II: 'WARM UP'

During the warm up I will start with a question that is relatively easy to answer and that is not too personal (Maarten, PP).

PART III: MAIN BODY OF INTERVIEW

At this point direct and indirect questions will be asked in order to achieve useful 'insight' information. Hereby I will use main and sub-questions, but they might change during a certain interview. So it depends on each interviewee how the precise questions [and structure] will turn out (Maarten, PP). Tactics which will be used by the interviewer is to not speed up, be interested, but try to keep the interviewee focused to the subject (Maarten, PP).

The following items will be included in the interview:

PUSH MOTIVES

- Current lifestyle [aspects including music, religion, leisure, sports, status symbols, volunteering, culture, job etc.]
- Personality [norms and values, character, beliefs etc.]
- Influences of friends, family, colleagues etc.
- Own explanation of wanting to do/ already did volunteering abroad
- Influences of images and/ or videos, YouTube, TV, radio, Internet etc.
- Expectation of destination, before and/ or after the experience
- Level of satisfaction about the experience
- Impact on current life, changing lifestyle?

PULL MOTIVES

- Explanation of certain destination [attractiveness]
- Explanation of choice for particular project, housing, place etc.
- Influenced by cultural motives such as novelty and/ or education

GENDER

- Own perception of gender differences regarding to volunteering abroad
- Explanation of why females carry out volunteering abroad more often than their male counterparts
- Explanation of general gender differences
- Future changes regarding to gender differences in international volunteering

PART IV: 'COOL DOWN'

In the cooling down section I will end with a positive question (Maarten, PP). Also included whether the interviewee wants to add anything or has any concerns (Maarten, PP). Finally, I will ask for some demographic information of the interviewee.

PART V: CLOSURE

Finally, I will officially close the interview and put off the recorder. The interviewee will be thanked and asked whether or not interested to see the results (Maarten, PP). In case of the online survey, this information will be written down as well and the interviewee has the possibility to indicate whether or not interested to seeing the end results.

QUESTIONS

PART II: 'WARM UP'

- Do you enjoy working abroad during your leisure time? Or;
- Do you often go on an international volunteering trip?

PART III: MAIN BODY OF INTERVIEW

PUSH MOTIVES

- How would you describe a regular day?
- What are your daily activities besides school or work?
- What do you like to do during your leisure time?
- What lifestyle would fit best to yours?
- Do you carry out any type of volunteering in your own environment? If yes; could you please describe your activities?

Does any of the above questions motivated you to volunteer abroad? Could you please explain in what way it influenced you?

- How important is music in your life?
- Do you value cultural activities?
- Are you religious? If yes; does it influence your lifestyle in any way?
- How would you describe your personality?
- What is wrong or right in your eyes?
- Do you feel any influence of friends, family, colleagues etc.?

Does any of the above questions motivated you to volunteer abroad? Could you please explain in what way it influenced you?

- Could you tell me where the idea came from of wanting to do volunteering abroad?
- When did the idea arise for going abroad to volunteer?
- Do you feel that certain images/videos on for example YouTube, TV or Internet influenced you in any way?
- Did any of these images or videos motivated you to volunteer abroad? Could you please explain?
- Did you have any knowledge about the destination before going abroad?
- Could you tell me about your expectation of the destination before you went abroad?
- How did the experience turn out afterwards? (Level of satisfaction)
- Could you tell me how the overall experience changed your current lifestyle?

PULL MOTIVES

- Why did you choose to go abroad?
- Could you tell me why you choose for the particular project?
- Why did you choose the particular destination?
- Do you think that you could not do the particular volunteering in your own environment and thus needed to go abroad? Please explain your motivation.
- What experiences did you expect to learn and/ or see from this experience?
- Were the experiences satisfactory in the end? Could you please explain?

GENDER

- Was your volunteer experience abroad over represented by women? If yes; could you please explain why you think it is mainly women carrying out volunteering abroad?
- Do you also think volunteering abroad is 'more of a women's thing'? If yes; could you please explain why you think so?
- How do you perceive volunteering in general?
- Do you think these gender differences influence volunteering abroad in any way?
- What do you think should be different in order to attract more males?

PART IV: 'COOL DOWN'

- What was the most memorable moment during your volunteer trip abroad?

Some demographic information:

- What is your name?
- What is your age?
- Gender?
- Work status?
- Marital status? Any children?
- Education level?

APPENDIX II – QUESTION LIST

Some volunteer tourists indicated to feel more comfortable filling in the questions themselves instead of a face-to-face or telephone interview. I used the question list as described below.

INTERVIEW -

INTRODUCTION

Good morning/afternoon/evening! My name is Pinel van Aalten. At the moment I follow the master course Leisure, Tourism & Environment at Wageningen University, the Netherlands. First of all I thank you for taking the time to participate.

The purpose of this interview is to explore possible differences of male and female motivations regarding to international volunteering.

I kindly ask you to fill in all the [open] questions below. Please take your time for filling in the questions and fill them in honestly. You do not have to fill in the answers within the dotted lines, so you might also choose to remove them if that works better for you.

All the information given will be handled confidential. No names nor any other data will be published if you do not agree. Please tell me if you do not feel comfortable with that. The interview might take about +/- 60 minutes, however it depends on you. Tip: if it takes too long, continue another day. Finally, remember that any answer goes, there are no right or wrong answers!

Again thank you so much. Enjoy!!

QUESTIONS:

Do you often go on an international volunteering trip?

How would you describe a regular day?

What are your daily activities besides school or work?

What do you like to do during your leisure time?

What lifestyle would fit best to yours?

Do you carry out any type of volunteering in your own environment? If yes; could you please describe your activities?

Did any of the above questions motivate you to volunteer abroad? Could you please explain in what way it influenced you?

How important is music in your life?

Do you value cultural activities?

Are you religious? If yes; does it influence your lifestyle in any way?

How would you describe your personality?

What is wrong or right in your eyes?

Do you feel any influence of friends, family, colleagues etc.?

Did any of the above questions motivate you to volunteer abroad? Could you please explain in what way it influenced you?

Could you tell me where the idea came from of wanting to do volunteering abroad?

When did the idea arise for going abroad to volunteer?

Do you feel that certain images/videos on for example YouTube, TV or Internet influenced you in any way?

Did any of these images or videos motivate you to volunteer abroad? Could you please explain?

Did you have any knowledge about the destination before going abroad?

Could you tell me about your expectation of the destination before you went abroad?

How did the experience turn out afterwards? (Level of satisfaction)

Could you tell me how the overall experience changed your current lifestyle?

Why did you choose to go abroad?

Could you tell me why you chose for the particular project?

Why did you choose the particular destination? (such as e.g. climate, locals etc.?)

Do you think that you could not do the particular volunteering in your own environment and thus needed to go abroad? Please explain your motivation.

What experiences did you expect to learn and/ or see from this experience?

Were the experiences satisfactory in the end? Could you please explain?

Was your volunteer experience abroad over represented by women? If yes; could you please explain why you think it are mainly women carrying out volunteering abroad?

Do you think volunteering abroad is 'more of a women's thing'? Please explain your answer?

How do you perceive volunteering in general as being a woman or a man?

Do you think gender in this case should not play any part at all? Please give me your opinion?

Do you think gender differences influence volunteering abroad in any way?

What do you think should be different in order to attract more males?

What was the most memorable moment during your volunteer trip abroad?

Do you want to see the end results?

Some demographic information:

What is your name?

What is your age?

Gender?

Work status?

Marital status?

Education level?

Thank you very much for your time and honest answers! Please indicate if you do not feel comfortable publishing any of the data.

Kind regards,

Pinel van Aalten

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MSc Leisure, Tourism and Environment

APPENDIX III – OVERVIEW OF RESPONDENTS

	Who?	Where? How long?	Project?	Via whom?	How many times?
1	Male, 22, Dutch	South America, two weeks	Education, Xplorer project ²	Via Commundo	First time
2	Male, 27, Dutch	South Africa, three weeks	In a township, education purposes, Xplorer project	Via Commundo	First time
3	Male, 46, Dutch	Thailand, three weeks	Teaching English at a primary school	Via Commundo	Three times
4	Male, 27, Dutch	Sri Lanka, three weeks	Education, Xplorer project	Via Commundo	Two times
5	Female, 18, English	Israel, two weeks	Wild life, doing maintenance work	Via GoEco	First time
6	Male, 24, Israeli	Israel, two weeks	Wild life, doing maintenance	Via GoEco	Two times

² Xplorer projects are volunteering projects abroad where grants up to 70% are given. This is especially for young people, and when they return to their own country they have to share their experiences and knowledge to other young people by giving presentations for example.

			work		
7	Female, 24, Dutch	Bosnia, one week ³	Education, helping at a school which suffered from the war	Via school	First time
8	Male, 21, Dutch	Tanzania, two weeks	Construction work for a school	Via SIW (International Volunteer projects)	Two times
9	Female, 27, Dutch	Indonesia, two weeks	Community, construction work	Via SIW	Four/ five times
10	Male, 28, Dutch	Austria, three to four weeks	Helping with building a new monastery	Via IBO (International Building Order)	Two/three times
11	Female, 23, Dutch	Australia, three to four weeks	Working with baby kangaroos	Directly	Two times
12	Female, 24, Dutch	South Africa, three to four weeks	Working with wild life	Directly	First time
13	Female, 50, Dutch (mother)	Curacao, ten days	Working with children	Via church	Four times
14	Male, 26, Dutch (son)	Ukraine, three weeks	Working with children and doing maintenance	Via Livingstone Travel	First time

³ Even though this does not fit into the profile of a volunteer tourist, because the respondent went for one week, it still gave some useful insights.

			work		
15	Female, 23, Dutch	Israel, West bank, about two months	Environmental and community project	Directly	First time
16	Female, 25, Dutch	Australia and Malaysia	Different projects, focus on helping people where it is needed	Via school	First time
17	Female, 57, American	Thailand, two weeks	Teaching English at an orphanage for girls who are sexually abused	Via church	First time

APPENDIX IV – PEARCE'S TRAVEL NEEDS LADDER

(University of Minnesota, Department of forest resources, 2009)

