

The Motivations of Paying for Volunteer Experience

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<p>The concept of voluntourism, and motivations behind paying organisation or company for one's volunteer experience is studied in this research. Voluntourism is categorised under alternative tourism. Voluntourism is a form of tourism where the voluntourists seek experience, which is mutually beneficial for them as well as the community in the destination country. Volunteer tourism product is very good example of experience product, it immerses the customer to the experience, teaches and leaves permanent mark on the person.</p> <p>The motivations of purchasing tourism product depends on many various factors. An individual customer is influenced by their personality, lifestyle, past experiences, perceptions and image. When circumstances change over time they influence one's motivations.</p> <p>For this explanatory research qualitative research method was chosen where eight voluntourists were interviewed in-depth. The interviews were semi-structured face-to-face interviews. The collected data was analysed using categorization and unitization. The results from this study are useful when considering marketing volunteer experience products as well as creating new ones.</p> <p>The results indicates that the companies and organisations, which are offering volunteer experience products should emphasize the safety factor what the product brings when travelling to another country. The safety was the most important reason why the volunteertourists paid the companies and organisations for arranging their volunteer experience.</p> <p>The low price and if there are many factors included to the experience attracts voluntourists. Voluntourists are willing to pay large amounts of money for their experience as well, if It is clear how the money they have paid is used for benefit the project where they are travelling to. It is very important for the companies and organisations to be transparent with their finances as well as draw attention to the company's or organisation's reliability and trustworthiness and good connections.</p>	
Keywords Voluntourist, Volunteering abroad, Motivations of paying, Volunteer experience, Alternative tourism,	

Table of contents

1	Introduction	1
2	Volunteer tourism	4
2.1	Volunteer tourist	6
2.1.1	Finnish volunteer tourist	8
2.2	Volunteer tourism companies and organisations, and products	9
2.2.1	Volunteer tourism companies and organisations in Finland	11
2.3	Effects of volunteer tourism to the destination	15
3	Motivation	18
3.1	Behaviourist theories	18
3.2	Intrinsic and Extrinsic motivations, and Self-Determination theory	19
3.3	Hierarchy of needs	19
3.4	ERG and Two factor theory	20
4	Experience	21
4.1	The experience realms	22
4.2	The experience pyramid	23
5	Conceptual model	26
6	Methodology	27
6.1	Research method	27
6.2	Data collection	29
7	Findings from the Interviews	34
7.1	Company or organisation choice	34
7.2	Finnish organisations and companies	35
7.3	Prices	37
7.4	Motivations for paying	39
7.5	Why not to arrange volunteer experience individually?	40
7.6	Why not to donate sum straight to the project?	40
8	Discussion	42
8.1	Practical implications and further research	44
8.2	Reliability & Validity	45
8.3	Learning outcomes	46
	References	47
	Appendices	51
	Appendix 1. Interview Questions	51

1 Introduction

Volunteering within tourism is a growing sector of tourism (Tourism Research and Marketing 2008, 9). Raymond (2007, 58) agrees with Tourism Research and Marketing, (2008) and specifies that volunteer tourism is gaining popularity in the future as new volunteers and alternative tourists seek to combine voluntary work and with more real travel experience. The profile of volunteers is also changing, since more and more older people are taking career gaps and channel their energy to volunteering work abroad (Tourism Research and Marketing 2008, 61). The style of the volunteer tourism is turning to more professional seeking volunteers. Soon these professional reach out directly through Internet without the agencies being the intermediary (Tourism Research and Marketing 2008, 61). According the Raymond (2007, 58) the whole industry of volunteer tourism is becoming more professional due to the growth and increased competition.

The purpose of this thesis is to uncover the reasons why one pays for the organisation to do voluntary work abroad. The aim of this research is to reveal the motivations of using and paying for the services from organisations and companies, which provide volunteer experiences. Since there would be possibility to arrange all of the different factors required to actualize the experience individually. The objective of this research is to identify the motivations of the volunteer tourists when paying organisations to arrange their voluntary experience. The organisations that provide these kinds of services can benefit from this research when pricing their services, developing new ones or marketing the existing ones. The research questions to be answered are

1. Why did the volunteertourist choose this specific company?
2. Which companies and organisations offer volunteer experiences abroad in Finland and what kind services they offer?
3. What do the customers receive for their payment and are the payments too high?
4. What are the motivating factors for paying the organisations?
5. Why not arrange the voluntary experience individually and did the participants consider contacting local organisation by themselves in the destination country?

6. Why not to donate the sum spent to the experience straight to the project?

The hypothesis is that the price would be one of the motivators, which influences the paying decision greatly. Other less significant motivators could be destination as well as what is included to the experience.

This explanatory research is conducted with qualitative research method. Eight volunteertourists have been selected to be studied. The interviews are semi-structured in-depth face-to-face interviews. The collected data is analysed using categorization and unitization. The results from this study are useful when considering marketing volunteer experience products, as well as creating new ones. The volunteertourist unstudied motivations for paying for the product are discovered.

The main topics introduced in literature review are volunteer tourism, motivation and experience. The academic research of volunteer tourism has barely started. The term voluntourist is not widely used in academic literature to describe volunteer tourism, thus the concept of voluntourism is under-theorised (Benson 2011, 1). The most commonly used definition of volunteer tourist is those who “volunteer in an organised way to undertake holidays that may involve the aiding or alleviating of the material poverty of some groups of society, the restoration of certain environment, or research into aspects of society or environment” (Wearing 2001, 1).

There are multiple researches made about the motivations of volunteer tourist to participate to the programs and few researches made about the post-effects to the participants and the destinations. In these researches the motivations of volunteer tourists towards paying the organisations for their services are studied. The overall motivations of the volunteer tourists are studied extensively but the motivations for paying the organisations are not included to these studies. The motivation of purchasing tourism product depends on many different factors (Horner 1999, 41-45). An individual person is influenced by their personality, lifestyle, past experiences, perceptions and image. The motivations of individuals change over time. This can be due to marriage, changing income level or health issues. When travelling with other people, the motivations of the person you travel with influence your decision as well (Horner 1999 41-45).

Experience is linked to the volunteer tourism product that the companies are selling to the customers. According to Kylänen (nd, 134) experiences are taken advantage of within the tourism industry successfully. In the end of 1990s experimental products with new content, nature and meaning has raised interest among the consumers. Functionality is not enough anymore, emotions are now bought and sold. Customers have emotional needs to be filled with the products or services (Kylänen nd, 135-137). Volunteer tourism product is an excellent example of experience product since it immerses the customer to the experience, teaches and leaves permanent mark on the person. According to Pine & Gilmore (2011, 22) there are four economic offerings; commodities, goods, services and experiences; and these experiences are the heightened form of services.

2 Volunteer tourism

There has been volunteer tourism centuries, originally volunteer tourists have been sent by religious and medical organisations to offer medical, spiritual and educational help abroad (Tourism Research and Marketing 2008, 7). In early 1900s organisations such as Australian Volunteers Abroad and United States Peace Corps were founded. Second World War stimulated the growth in 1950s when significant number of organisations started to appear (Tourism Research and Marketing, 2008). In the early years of 21st century growth of the volunteer organisations and amount of the volunteers has risen. More and more NGOs were founded as well as commercial companies, which both offered volunteer experiences (Tourism Research and Marketing 2008, 8).

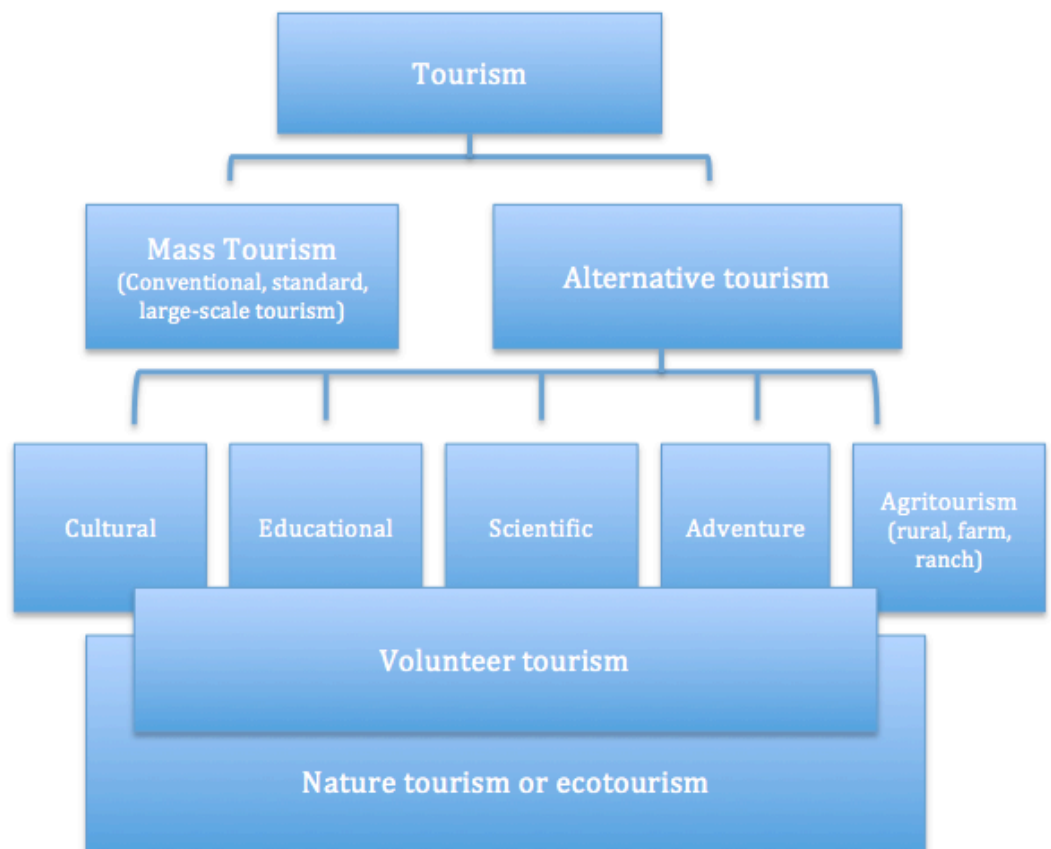


Figure 1. Wearing's Definition of Volunteer Tourism. Edited from Wearing. (2001, 30)

The academic research of volunteer tourism has barely started, even though the history of volunteer tourism is extensive. The term voluntourist is not widely used in academic literature to describe volunteer tourism, thus the concept of voluntourism is under-theorised (Benson 2011, 1). The volunteer tourism

lies under alternative tourism concept. It is part of cultural, educational, scientific, adventure and agritourism. Nature and ecotourism are close related to it as well (Wearing 2001, 30).

The most commonly used definition of volunteer tourist is those who “volunteer in an organised way to undertake holidays that may involve the aiding or alleviating of the material poverty of some groups of society, the restoration of certain environment, or research into aspects of society or environment” (Wearing 2001, 1). Wearing’s definition is very vague but gives outline when defining volunteer tourism. Raymond (2007, 48) critic the definition by pointing out that even the definition is widely used it is very general and it is unclear what can be categorized as volunteer tourism and what not. The simple way of explaining the volunteer tourism is to say it is combination of volunteering and travel, but this is oversimplification (Tourism Research and Marketing, 2008, 9). Volunteer tourists seek experience, which is mutually beneficial, which differentiate them from other tourists (Wearing 2003, 4). According to Mittelberg and Palgi (2011, 102) volunteer tourism allows one to fulfil two goals; to escape person’s social environment and experience unusual norms and value systems in a foreign culture. Lyons (2008, 3) defines volunteer tourism as a term being used to describe various tourist behaviours as well as tourism products and services. Volunteer tourism is currently the quickest emerging form of alternative tourism. The governments, non-government agencies and private-commercial operators consider and promote volunteer tourism to be creative and sustainable solution for broad scope of social and environmental matters that shows in many communities worldwide. This view is based on believe that tourism and volunteering can go hand in hand, but in reality there is many challenges to overcome (Lyons 2008, 3).

Tourism Research and Marketing (2008, 17) divides volunteer work in three different categories, short-term placements, long-term placements and paid supervisor positions. The short-term placements are up to three months, and most of the cases there is a fee to be paid, which covers volunteers accommodations, project costs and materials, and local transportation. The short-term volunteering is usually direct action projects; teaching English or construction (Tourism Research and Marketing 2008, 17). For this kind projects professional and trained volunteers are the best option (Tourism Research and Marketing 2008, 17). The long-term placements concentrate to making a deeper impact to the community and can be free or even paid. In long-term

placements cultural and language benefits are greater. The volunteer is immersed to the community and learns the ways of communication and makes life-long friends (Tourism Research and Marketing 2008, 18). The supervisory and Staff positions are created to carry out the whole projects successfully, safely and with high standards. The short-term volunteers rarely stay at the community as long as the project is carried out. So the supervisors and staff are there to guide through the volunteers and ensuring the project will be carried out fully (Tourism Research and Marketing 2008, 18).

The volume and the value of the volunteer tourism are very difficult to count reliably. According to Tourism Research and Marketing (2008, 5) the estimated generated expenditure of volunteer tourism is 2.6 billion dollars and over 600 000 volunteers do voluntary work yearly abroad. According to WYSEs (2007 20-25) study 3,5% of young travellers primary reason to travel was voluntary work. Over 8500 young travellers from 120 nationalities took part of this study.

2.1 Volunteer tourist

Daldeniz (2011, 30) claims that definition of volunteer tourist can be extended so that those who work for free for example for hospitality industry can be considered as a volunteer tourist as well. His study shows that the motivations of these kind volunteer tourists and the ones, which are working with NGO project are very similar. The problem with this kind volunTOURISTS as Daldeniz (2011, 36-39) calls them, is that they occupy a position, which could be filled with a local community member and the community would benefit significantly more if one of their member would be hired for the position. According to Novelli (2005, 197) volunteer tourists can be divided into three separate categories: shallow, intermediate and deep. The features which divides the volunteer tourists into these three categories are the importance of the destination, duration of the participation, focus of experience: altruistic versus self-interest, skills/qualifications of participant, active/passive participation and level of contribution to locals.

70% of the volunteer tourists are female (Tourism Research and Marketing, 2008, 56). WYSE (2007, 20-25) has the similar results and says that 84% of the volunteer tourists are female. According to WYSE (2007, 20-25) the largest age group, 20-25 years olds, consist over 70% of the volunteer tourists.

70% of the volunteer tourists are students and over 90% of them study full time (Tourism Research and Marketing 2008, 51). The main destinations are Africa, Asia and Latin America, which account altogether over 90% of the locations offered by the volunteer tourism organisations (Tourism Research and Marketing 2008, 52). It seems that volunteers from relatively richer countries are working in relatively poorer countries (Tourism Research and Marketing, 2008, 9).

According to Mittelberg and Palgi (2011, 118-119) prime ideological motivations vary person to person when taking part in voluntary program. That can be simply explained by the “pull” and “push” factors. These factors influence the choice of participating on this kind experience. In the academic research about tourism the “pull” factors has been greatly dismissed, unlike the “push” factors, which been recognized and well noted (Mittelberg & Palgi 2011, 103). McGehee (2007, 18-19) separates volunteer tourists motivations and benefits into four key category; cultural immersion, giving back and making a difference, seeing comradeship, and searching educational bonding opportunities with children. Söderman & Snead (2008, 123) study British Gap year volunteer tourists and the most common motivations for them to do volunteering abroad are

- Making their dream come true
- Improving their language skill
- Broadening horizons
- Altruism/ reciprocal altruism
- Gap year is the perfect time
- Encouragement from family/ Peers
- Many different volunteering projects available
- Positive experience from similar tasks
- Gaining experience
- Did not want to just travel

Aleksander and Bakir (2011, 21) agree mostly with McGehee's findings and add few other motivators to the list:

- To do something different
- To explore
- To do something special
- To become actively involved
- To see another culture
- Cultural immersion
- Cultural exchange
- A challenge
- The thing to do
- To learn
- To escape

- To visit a warmer climate
- To develop one's career
- To network
- To meet new people and develop friendship
- To spread personal beliefs – primarily religious
- Altruism
 - Wanting to serve others
 - To improve other people's lives
 - To give back
 - To help
 - To give time
 - To allow others to benefit from one's skills
 - To support
 - To positively impact.

Aleksander and Bakir (2011,10) studied mainly voluntourists in South-Africa, but some of the participants were contacted by the Aleksander herself. The top five ways of looking for information about volunteer work abroad are Internet, asking from family and friends, guidebooks, tourist information office materials and travel agencies (Tourism Research and Marketing 2008, 53). The average total expenditure of a volunteer tourist is 3100 US dollars. The transportation costs are over 40% of the total expenditure and second largest part goes to accommodation with over 10% share (Tourism Research and Marketing 2008, 54).

2.1.1 Finnish volunteer tourist

There is very little research made about Finnish volunteer tourists. Study made by Nousiainen in 2011 can give rough approximate information about the Finnish volunteer tourists.

According to Nousiainen (2011, 3) typical Finnish volunteer tourist is 28-37 year old single woman without children living in southern Finland. She has university degree and is employed with middle class job according to her annual income. Her interests are culture and exercising, as well as travelling. She prefers independent travelling because of the freedom. The motivation behind the volunteering is egoistic: to find more content in her life. The typical destination is European country where the tourist takes care of children or elderly (Nousiainen 2011, 3).

According to Nousiainen (2011, 42-60) Over 90% of the volunteer tourists are women. The largest age group is 28-37 and the second largest age group is 18-27 year olds, and over 38 year olds are small minority. Almost half of the

Finnish volunteer tourists live in Southern Finland, 73% of the Finnish volunteer tourists have university degree and over 84% are working or studying. All of the participants who participated Nousiainen's (2011, 42-60) study have travelled before. The most popular destination being Europe and 96% of the cases the reason to travel being leisure. 69% participates volunteering in Finland as well (Nousiainen 2011, 42-60).

According to Nousiainen (2011, 42-60) the most popular motivator for Finnish volunteer tourists to participate to voluntary program abroad is to get more content in their life.

Other motivations are

- Helping others
- Interest of the destination culture,
- To experience something out of ordinary
- Project or destination is very important to the participant
- Project is about my hobby or work
- The experience is beneficial for my career
- Wish to grow as a person
- The relatives or friends have suggests the participation

(Nousiainen 2011, 42-60).

2.2 Volunteer tourism companies and organisations, and products

Tourism Research and Marketing (2008, 27-29) divides the companies and organisations into three different categories sending, hosting and servicing. The sending organisations offer trans-national voluntary services, train and prepare the volunteers prior the departure to the destination. The hosting organisations may be part of the sending organisation or totally independent. They usually partner with volunteer servicing organisations to attract volunteers. The servicing organisations bring together many NGOs and the volunteers. The servicing organisations recruit, manage and support international volunteers and provide steady flow of volunteers to the NGOs (Tourism Research and Marketing 2008, 27-29). On the picture below the flow of volunteers is illustrated. Servicing companies and organisations provide steady flow of volunteers to the sending and hosting NGOs. Hosting companies and organisations team up with the sending ones to attract more volunteers.

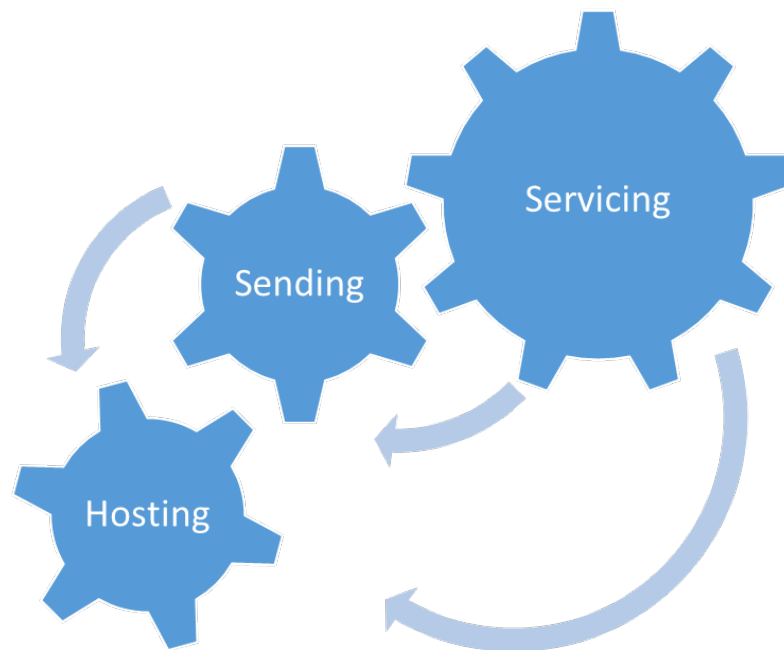


Figure 2. Relation of Servicing, Sending and hosting organisations. Created from Tourism Research and Marketing. (2008, 27-29)

The volunteering opportunities are mostly linked to non-profit organisations but there is some growth in profit-making companies entering to the scene. Some of these companies are charitable organisations but there are as well purely commercial ones (Benson 2011, 1-2). Tourism Research and Marketing (2008, 20) claims that over 50% of the organisations offering volunteer programs abroad are profit-making organisations. Novelli (2005, 198) divides the projects in to three categories shallow, intermediate and deep.

The programs are separated into categories according to flexibility in duration of participants, promotion of the project versus the destination, targeting volunteers: altruistic versus self-interest, skills qualifications of participants, active/passive participation and level of contribution to locals. Programs offer different option ranging from community conservation to education (Benson 2011, 1-2). The largest segment of the programs is social work (45%), followed by work with children (21%), conservation/environment projects (12%), practical projects (12%) and lastly other projects (5%) (Tourism Research and Marketing 2008, 16-19). According to Novelli (2005, 188-189) the top five projects are about community welfare, second most popular is teaching, third business development, fourth environmental regeneration and fifth building

projects. Novelli (2005,191) states Top ten of the destinations of these projects were:

- India
- Ecuador
- Costa Rica
- Ghana
- Honduras
- Guatemala
- China
- Kenya
- Brazil
- Italy
- England
- Indonesia

There are noticeable customer segments within the sector individual volunteer, families, groups, students, corporate market and more, which the different programs are aimed for (Benson 2011, 4-5). 10% of the organisations offer tourism activities, 9.6% requires volunteers to raise funds, 5.1% includes travelling, 2% pays salary and 0.3% pays for the expenses (Tourism Research and Marketing 2008, 16-19).

2.2.1 Volunteer tourism companies and organisations in Finland

There are various different companies and organisations offering volunteer experiences abroad in Finland. The fees and contents of the programs vary significantly. Some of the companies and organisations offer many different options for the customer, but others have only one program or the participants are very carefully selected from applicants, as when hiring for paying job. Few of the companies and organisations, which offer many different programs are

- Kilroy
- Allianssi Nuorisovaihto
- Projects Abroad
- Kainsainvälinen Vapaaehtoistyö RY
- Ekomatkaajat
- Maailmanvaihto RY

In these organisations/companies nearly anyone can participate. Two of these companies, Kilroy and Projects Abroad, are solely commercial companies. Finn Gap as well is commercial company. Finn Gap offers voluntary work only in Tanzania in three different programs. Nakurun Lapset Ry offers only one program in Kenya. AIESEC offers voluntary experiences for university students only. Each university has their own AIESEC section where students can participate to the organisations activities. Following organizations has voluntary opportunities for carefully selected and educated group:

- Red Cross Finland
- Etelän vapaaehtoisohjelma
- CIF in Finland
- Suomenlähetykseura

They have specific positions, which needs to be filled with qualified personnel with adequate language skills. These positions might be in the crisis area and the personnel hired needs to be able to function in these kind conditions.

The organisations that are mostly non-profit and offer the volunteer experience abroad are

- Kainsainvälinen vapaahetoistyö RY
- Maailmanvaihto RY
- Allianssi Nuorisovaihto
- AIESEC
- Red Cross Finland
- Nakurun Lapset RY
- Suomenlähetykseura
- Etelän vapaaehtoisohjelma
- Ekomatkaajat
- CIF in Finland

Fees and products

All the companies and organisations have not stated the amount of money that the customer needs to pay to be able to participate to the volunteer experience. Following tables illustrates the fees and products of the companies and organisations. The tables are divided into profit making companies and organisations and non-profit organisations.

Fees and products of the non-profit organisations			
Name of the company/organisation	Voluntary experience products	Duration	Fees
Kainsainvälinen vapaaehtoistyö RY (KTV)	Sending organisation Various different destinations - Pretraining Help to find the correct program from database of different programs	1 month- 1 year	250€ + 20€ joining fee to the KVT
Maailmanvaihto RY (ICEY Finland)	Sending and hosting organisation Various different destinations - Accommodation - Food - Trainings - Transport in a hosting country - Pocket money - Support from the ICEY offices - Meetings and seminars - Insurance	6-12 months	3500-4300€
Allianssi Nuorisovaihto	Sending organisation Various different destinations Three different programs - Help to find the correct program, - Pretraining, info package, certificate - Insurance (not in all cases)	2 weeks-12 months	< 330€
AIESEC	Sending organisation Four different destinations - Support from AIESEC throughout the whole experience - Accommodation - Airport pick-up - Food (in some cases) - Preparation seminar - Language lessons online - ISIC student card discount Only for university students!	6-12 weeks	250- 380€
Red Cross Finland	- Training	no information	120€
Nakurun Lapset RY	Sending and hosting organisation	4-12	no information

	One destination and program	months	mation
Suomenlähtyisseura	Sending organisation - Pretraining - Help to find the correct program	2-3 months	200€
Etelän vapaaehtoishjelma	Sending organisations Various different destinations and programs - Pretraining - Help to find the correct program	6-12 months	220€ (80€ returned if hands out the report after the experience)
Ekomatkaajat	Sending organisation Help to find the correct program	1 week – 1 year	0€ only fees for the hosting organisation
CIF in Finland	Sending organisation Help to find the correct program	2-6 weeks	0€ only fees for the hosting organisation

Figure 3. Table of Finnish non-profit organisations fees and products

The fees vary significantly between the different companies and organisations. The offerings are very vast. Different companies and organisations include very different services to their products. The overall prices of the voluntary experiences sold in Finland vary between 0-4300 euros. AIESEC, Finn Gap and Maailanvaihto RY offers the most services in their packages. The duration of the volunteer experiences vary from seven days to 12 months. The training seem to be the most popular services the companies and organisations are offering as well as the help to find the most suitable program. The profit-making companies offer only shorter-term voluntary experiences, longest been 12 weeks.

The non-profit organisations prefer the voluntourist to stay longer. All of the companies and organisation did not provide the information of the price of the voluntary experience, duration or what is included to their services.

Fees and products of the profit-making companies and organisations			
Name of the company/organisation	Voluntary experience products	Duration	Fees
Kilroy	Sending company Various different destinations and programs <ul style="list-style-type: none"> - Different programs include very different things starting from flights to accommodation, to transfer and food 	7 days – 2 months	200-2000€
Projects Abroad	Sending and hosting company Various different destinations and programs <ul style="list-style-type: none"> - Food - Accommodation - Airport pick-ups - Insurance - 24 hour support from the personnel 	2-12 weeks	1500-4000€
Finn Gap	Sending company One destination and three programs <ul style="list-style-type: none"> - Pretraining at the destination - Airport pick-up - Accommodation - Support from the personnel throughout the whole experience 	1-12 weeks	170-190€

Figure 4. Table of Finnish profit-making organisations and companies fees and products

2.3 Effects of volunteer tourism to the destination

According to Wearing and Grabowski (2011, 205) when the communities are involved and responsible of volunteer tourism programs and given ownership and power over the programs, they strive to achieve the same goals as when volunteers has been in charge. It has been even so that when volunteers have took the whole responsibility over the project it has been more harmful than aiding. In the table below McGehee (2007, 22) introduces positive and negative impacts of volunteer tourism.

Positive	Negative
<ul style="list-style-type: none"> • Cross-cultural interaction between volunteer tourist and the volunteered can result in increased understanding for both groups 	<ul style="list-style-type: none"> • If individuals stay home and volunteer, they can save the travel costs and put those resources (both time and money) towards local volunteer efforts as well as eliminate the environmental impact of travel
<ul style="list-style-type: none"> • Volunteer tourist may better see the connection between local actions and global effects 	<ul style="list-style-type: none"> • Volunteer tourist may drain valuable resources that might otherwise go to local residents
<ul style="list-style-type: none"> • Volunteer tourist may increase their understanding of international issues by seeing them directly (border issues, environmental issues, etc.) 	<ul style="list-style-type: none"> • If not properly briefed before visiting, the behavior of volunteer tourists can negatively impact the culture of local communities and offend residents
<ul style="list-style-type: none"> • Volunteer tourist may return home inspired to get more involved in environmental or social issues organizations 	<ul style="list-style-type: none"> • Volunteer tourist activities may be conducted in a way that undermines the dignity of local residents
<ul style="list-style-type: none"> • Improvement of the quality of life for targeted individuals and host communities 	<ul style="list-style-type: none"> • As with mass tourism, if carrying capacity is exceeded, environmental damage may occur
<ul style="list-style-type: none"> • Volunteer tourist may have a more positive economic impact on host communities than mass tourist through more direct injections of resources into communities and less leakage 	<ul style="list-style-type: none"> • An environment of dependency may arise as residents begins to rely on volunteer tourist to provide economic support for their communities
<ul style="list-style-type: none"> • Volunteer tourist are able to subsidize social programs in areas with minimal government and private financial resources 	<ul style="list-style-type: none"> • Volunteer tourism may negatively influence perceived dignity and self-esteem among residents
<ul style="list-style-type: none"> • Volunteer tourist provide services in areas that do not have a culture of volunteerism among local residents 	<ul style="list-style-type: none"> • The environment of dependency and despondency may be transferred to the next generation thereby perpetuating the problem

Figure 5. Impacts of volunteer tourism to the destination. Created from McGehee (2007, 22)

When the volunteers are provided to the community with necessary knowledge to go through a process of adaptation and knowledge to communicate with the host community they become part of the community (Wearing & Grabowski 2011, 205-206). In the most fortunate case volunteer tourism generates considerable income for local communities, when volunteer tourist travel around and make donations in cash (Tourism Research and Marketing 2008, 39). Raymond (2007, 52-58) criticises the volunteer tourism displaying westerners as experts without qualifications, the volunteer tourist might contribute to the neo-colonialism, reflecting the former power structure, some of the organisations have been accused to justifying inappropriately the need for volunteer tourist displaying the host community helpless, and some of the organisations have imposed the communities in paternalistic manner. Also the environmental impacts of volunteer tourism need to be recognized. Some of the organisations advise the volunteers to plant a tree for every flight they take (Tourism Research and Marketing 2008, 39).

3 Motivation

The motivation of purchasing tourism product depends on many different factors (Horner 1999, 41-45). An individual person is influenced by their personality, lifestyle, past experiences, perceptions and image for example. The motivations of individuals change over time. This can be due to marriage, changing income level or health issues. When travelling with other people, the motivations of the person you travel with influence your decision as well (Horner 1999 41-45). Furthermore, Horner (1999, 41-45) explains that different market segments have different motivators. Traditionally young people want to party, relax, dance and have lots of fun on their holidays for example, whereas elderly people have very different intentions. Gender also plays a role when it comes to different motivators for purchasing tourism products (Horner, 1999, 41-45). Kotler, Bowen and Makens (2013, 20) described a theory about the needs of human beings turning into motivators. Any person has needs at any given time. A need can be the need for recognition, esteem or belonging. When this need reaches a certain level of intensity, it can become a driver, hence a motivator to undertake certain steps. A step can be purchasing a travel product in order to fulfil a specific need that a person has. Salmela-Aro and Nurmi (2002, 24) divides motivation theories into four different groups: classic motivational theories, new European motivation theories, American motivation theories and modern motivation theories.

3.1 Behaviourist theories

Behaviourist theories that are part of the classic motivational theories has been taught from the early twentieth century until the mid-1970s (Wollaard 2010, 1). Behaviourist believe that people's behaviour is influenced by positive reinforcement, punishment, extinction and negative reinforcement (Van der Wagen & Davies 1998, 32) According to Wollaard (2010, 1) "Behaviourism is a theory of animal and human learning that focuses upon the behaviour of the learner and the change in behaviour that occurs when learning takes place." If person's positive behaviour is rewarded the behaviour which was rewarded increases. If the person is punished for their behaviour they become demotivated to continue that certain behaviour and it will diminish. If the behaviour gets unnoticed it demotivates person to continue the behaviour. Negative reinforcement prevents the negative outcomes of certain behaviour (Van der Wagen & Davies 1998, 32). For example it is raining and person takes umbrel-

la not to get wet. The individuals learning can be seen by the behaviour of the learner in their reactions and actions (Wollaard 2010, 1).

3.2 Intrinsic and Extrinsic motivations, and Self-Determination theory

Edward Deci (1989, 580-590) created extrinsic and intrinsic motivation theory based on his criticism towards behaviourism theory. In behaviourism motivations are based on extrinsic factors but in Deci's theory there is inner intrinsic factors as well. Person is motivated to do certain task just the sake of the task itself being rewarding. Edward Deci and Richard Ryan create self-Determination theory. There is three universal psychological needs; autonomy, competence and relatedness. Autonomy is actions motivated by intrinsic factors, which people can themselves affect. Competence is actions where individual urge to seek power over the outcome and practise mastery. Relatedness is actions where one urges to bond with other people and experience compassion for each other. According to Deci, Connell and Rayan (1989, 580-590) all the three needs must be satisfied to be able to foster well-being and health.

3.3 Hierarchy of needs

There are 5 stages in the hierarchy of needs from Abraham Maslow. The hierarchy of needs was presented first time 1943 in Maslow's research A Theory of Human Motivation.

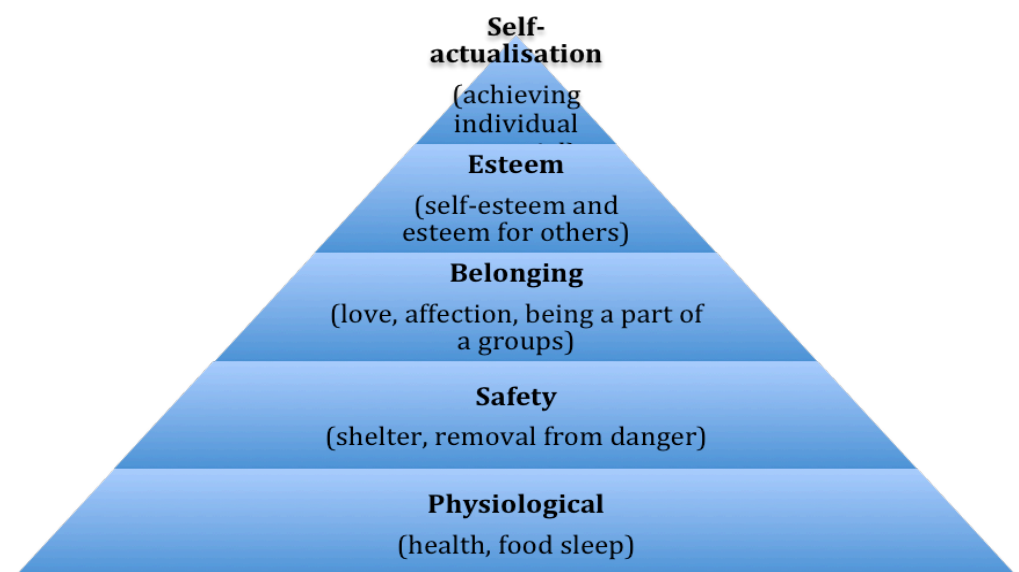


Figure 6. Hierarchy of Needs. Edited from Vilikko-Riihelä (1999, 470)

The bottom stage is physiological needs health, food, sleep and sexual needs. All the basics needs, which needs to be filled to be able to live. These needs are repetitive and needs to be filled continuously. When the lower stages needs have been filled the upper stages can be filled. The next stage is safety. The need for safety can be filled with various factors; shelter, believe to god or higher power, insurance or working public healthcare system. The third stage is belonging. Being part of certain groups; family, friends or hobby groups can fill the need of belonging, love and affection. The fourth stage is esteem. The esteem needs to be feed with recognition, appreciation and the feeling of being useful. Without these esteem-boosting factors person can experience depression or get frustrate. The last stage is self-actualization. The feeling of the ability to achieve dreams and goals. Person can express this by painting, singing, dancing, writing or doing sports (Vilkko-Riihelä 1999, 470).

3.4 ERG and Two factor theory

ERG Theory composed by Clayton Alderfer is based on the Maslow hierarchy of needs. There are three principal groups in ERG theory: existence, relatedness and growth. Safety and psychological needs are in first group called existence. These basic human needs are vital for one's existence (Alderfer 1969, 142-75). The desire for status, acceptance and belongingness are in second group called relatedness. These needs are vital for preserving valuable interpersonal relationships. The desire for personal development, self-fulfilment and self-actualization are part of the final group called growth (Alderfer 1969, 142-75). One difference between the Maslow's hierarchy of needs and ERG theory is that, according to ERG theory people can move around their needs. Each separate group can be fulfilled in any order. There is no need to start from the bottom as in hierarchy of needs (Alderfer 1969, 142-75).

Frederick Herzberg formulated Two Factor theory in 1959. Hezrberg claimed that only esteem and self-actualisation from Maslow's theory motivated people to work harder. In Herzberg's theory there are two types of factors: ones that cause satisfaction and motivate people and others that may cause dissatisfaction if not taken care of (Van der Wagen & Davies 1998, 30-31). The factors that may cause dissatisfaction are called hygiene factors. These factors are for example job, safe physical environment, job security and social environment. If there is a problem or uncertain situation with these factors, it causes dissatisfaction (Van der Wagen & Davies 1998, 30-3).

4 Experience

According to Kylänen (nd, 134) experiences industry is successfully merged with tourism industry. In the end of 1990s experimental products with new content, nature and meaning has raised interest among the consumers. The requirements demanded from the products, which have been filling their traditional purpose before are becoming greater. Functionality is not enough anymore, emotions are now bought and sold. Customers have emotional needs to be filled with the products or services (Kylänen nd, 135-137) According to Pine and Gilmore (2011, 22) there are four economic offerings; commodities, goods, services and experiences. Experience is the heightened form of service. Commodities are inputs and sold for their one purpose for example an airplane. Goods crafted from the commodities and sold anonyms customers. For example a flight in tourist class. Service is personalized for example certain seat can be chosen to a customer according to their wishes or certain meal on the plane (Pine & Gilmore 2011, 23). Experience can be a first class seat with excellent service, exceeding the customers' expectations with the product or service. Experience is memorable and personal. The experience provider is creating a stage for the experience and includes all the senses to the experience (Pine & Gilmore 2011, 23). Experience slowly reveals itself to the guest. Experiences are beneficial for customer and the provider. The provider can charge more from the same service when it is heightened to an experience. As the figure below shows the economic value progress when the input is relevant and differentiated to the customer (Pine & Gilmore 2011, 23).

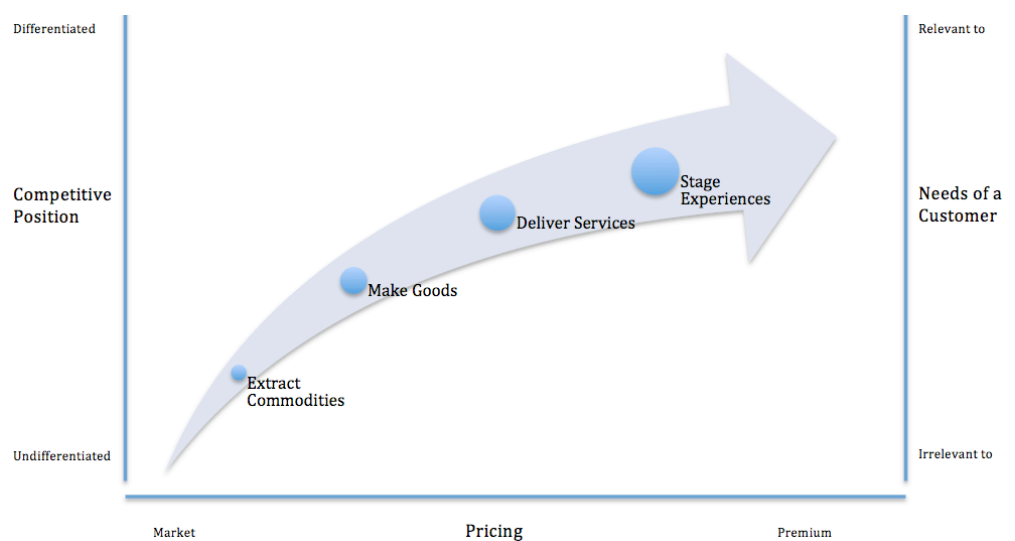


Figure 7. The Progression of Economic Value. Edited from Pine & Gilmore (2011, 22)

4.1 The experience realms

In experience realms Pine and Gilmore (2011, 30) introduces the components of creating successful experience. On the horizontal axis lies guest participation. On the left end there is passive participation and on the right end active participation.

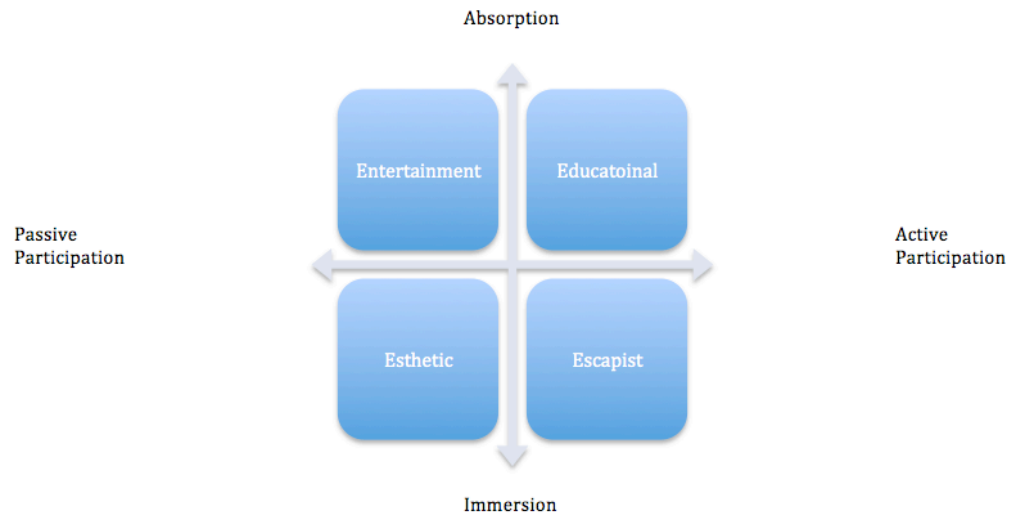


Figure 8. The Experience Realms. Edited from Pine & Gilmore (2011,30)

Good example of passive participation is going to a movies (Pine & Gilmore 2011, 31). The guest sits still and watches the movies without participating to the actual action. Snorkelling trip is great example of active participation. When snorkelling the customer actively takes part of creating their experience. The vertical axis defines participation level of the customer. It resembles the connection or environmental relationship with the event or performance (Pine & Gilmore 2011, 31). On the upper end there is absorption and in the down end immersion. Example of absorption can be person who is in the audience of a cooking show. Example of immersion can be when guest are participating of cooking the actual cooking on the stage. The four dimensions, which create four realms of the experience, are entertainment, educational, esthetic and escapist (Pine & Gilmore 2011, 31). Entertainment can be described to be passive participation with absorption for example listening music. In educational experience guest is engaged actively and absorbed to the experience. For example in a class where the students are making experiments with physics. Esthetic experience occurs when guest is immersed to the experience without actively participating to it. The guest will leave the environment un-

touched when the experience is over (Pine & Gilmore 2011, 31). Example of this kind of experience can be visiting a natural site, hike in a jungle or to volcano. Escapist experience immerses the guest right in the makes them participate actively to the experience. In escapist experience the guest becomes an actor in the experience. They influence how the experience will play out (Pine & Gilmore 2011, 31). Example from this kind of experience can be amusement parks, casinos or live action role-play. Companies blur the lines between the dimensions to create perfect mix for their experience (Pine & Gilmore 2011, 31).

4.2 The experience pyramid

The experience pyramid is created to resemble the perfect experience (Kylänen nd, 138). The pyramid abeles one to analyse and understand experience aspects of tourism products and services, virtual worlds, entertainment and culture based services and products as well as design products (Kylänen nd, 138). The levels of the experience are motivational level, physical level, intellectual level, emotional level and mental level (Kylänen nd, 147-149). The elements of the experience are individuality, authenticity, story, multi-sensory perception, contrast and interaction (Kylänen nd, 139). These elements are important to include every step of the experience starting from marking to actual experience and again in post-marketing (Kylänen nd, 140).

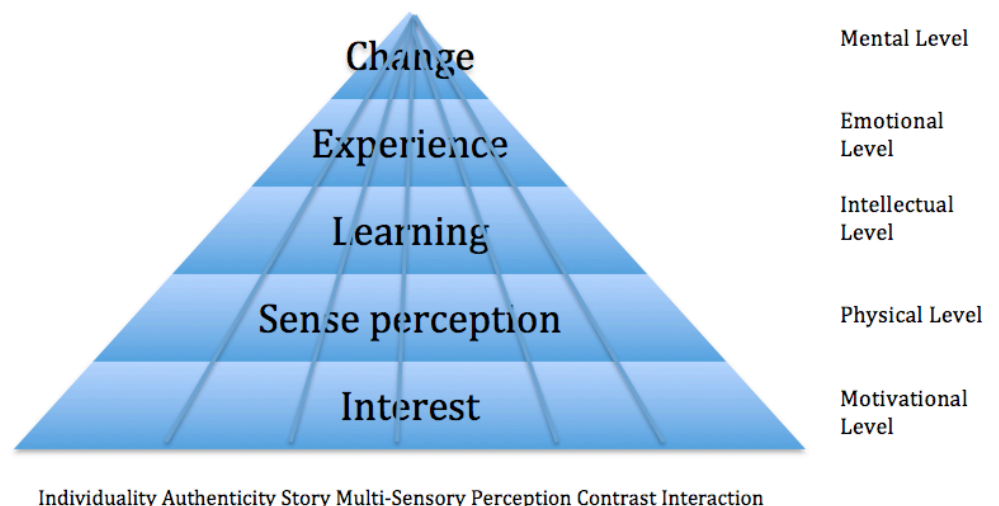


Figure 9. Experience Pyramid. Edited from Tarssanen & Kylänen (nd.149)

The first element is individuality. It is important there is no similar or even roughly the same kind service or product available. This element makes the

customer dignified and feel one- and- only, and special (Kylänen nd 140-141). Authenticity as a concept is very hard to define. In this context authenticity is described as real-life way-of- living and culture of the region or items made by the locals. Authenticity can be understood as a regional or location-based habits and motives of people living on that area. The authenticity on tourist product is based on the creditability. If the product represents enough the perception of the customers idea of authentic culture or performance the product is genuine. Sometimes the actual authentic culture does not represent the perception of a customer's idea of authentic culture. For example igloos built in Lapland as a part of the authentic Lappish culture (Kylänen nd, 142-143). Story binds the whole experience together. It can be historically accurate or fairy-tale. It gives meaning to the experience as well as significance. Great story harmonizes all the different layers and transitions in the experience and clues them together under uniformed theme. Coherent thematisation is profound part of experience tourism product (Kylänen nd, 144). In multi-sensory experience as many senses as possible are stimulated. If done properly the experience will leave permanent mark on the customers' memory. The different sensory stimuli should be a natural part of the experience and enhance the desired impression and theme (Kylänen nd, 145). The experience should create a contrast with customer everyday-life. This element frees the customer from the limitations and customary habits of daily life. It is important that the service providers are familiar with different cultures and aspects of them, so they are able to create product, which is not excessively divert, so it does not scare the customers (Kylänen nd, 145-146). The interaction is feeling of a belonging to a community, the connection between the service providers and the other participants. These elements create feeling of acceptance and appreciation, as well as boost the social status by linking the participants to a certain group (Kylänen nd, 146).

The well working experience product has all of the six elements of experience in each of the five levels of experience. The level of motivation is the level where the customers' interests are awakened. The customers are invited to experience the product and their expectations are created (Kylänen nd, 147). The physical level is the level where a customer experiences the product through their senses. All the physical needs are filled and the customer feels comfortable (Kylänen nd, 148). In the intellectual level customers process the sensory stimuli and act accordingly. The object of an experience product is to transfer information and knowledge to the customer consciously or uncon-

sciously, and provide exciting feeling or learning and development (Kylänen nd, 148). In the emotional level customers actually experiences the product. It is hard to predict the response, but if the all the basic elements are taken care of in motivational, physical and intellectual level the response should be positive (Kylänen nd, 148-149). In the highest level on the mental level customer experiences feeling of change. The positive and powerful emotional reaction can lead to customer to change their way of living and thinking fairly permanently (Kylänen nd, 149).

5 Conceptual model

To conclude the theoretical framework and illustrate the connections between the topics, there is following conceptual model is created. The purpose of this study is to uncover the reasons why one pays for the organisation to do voluntary work abroad.

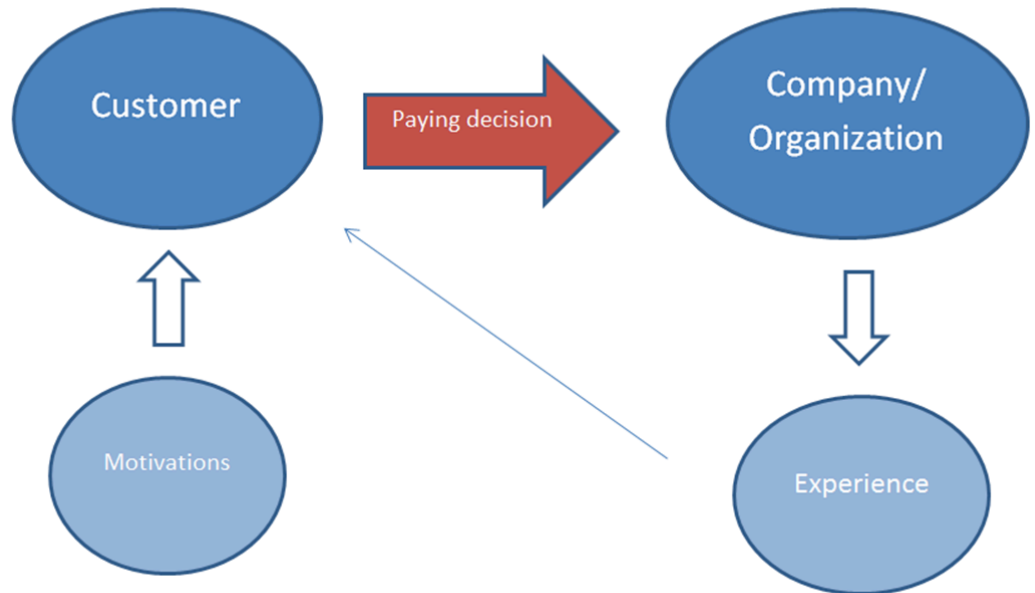


Figure 10. Model of Customers motivations to pay company or organisation for experience.

The experience is the product sold by the organisation or company to a customer. It is the services provided to assist the customer to find the correct volunteer work position abroad, as well depending on the organisation or company other services such as accommodation, food, insurance and training might be also included. The motivation behind the decision of paying for a tourism product depends on many different factors (Horner 1999, 41-45). The motivations are underlying triggers, which guide customer with their paying decision. Kotler et al. (2013, 20) described a theory about the needs of human beings turning into motivators. People have needs at any given time, when this need reaches a certain level of intensity, it can become a driver, hence a motivator to undertake certain steps. The motivators behind this step, to buy a volunteer experience, are researched in this study. The aim of this research is to reveal the motivations of paying for the services from organisations or companies based on Finland offering volunteer work abroad.

6 Methodology

The objective of this research is to identify the motivations of the volunteer tourists when paying organisations to arrange their voluntary experience. The data is collected via structured interviews with 7-10 voluntourists. In this chapter the research method and data collection are explained. The research questions of the study are following:

1. Why did the volunteertourist choose this specific company?
2. Which companies and organisations offer volunteer experiences abroad in Finland and what kind services they offer?
3. What do the customers receive for their payment and are the payments too high?
4. What are the motivating factors for paying the organisations?
5. Why not arrange the voluntary experience individually and did the participants consider contacting local organisation by themselves in the destination country?
6. Why not to donate the sum spent to the experience straight to the project?

6.1 Research method

This explanatory research aims to answer the questions why customers pay a company or an organisation to arrange their voluntary experience. The research is conducted with qualitative research method. There is two research approached introduced by Finn, Elliot-White & Walton (2000, 8) qualitative and quantitative. The qualitative approach, which is chosen for this research is free to study the phenomenon on their own basis and ask questions, which are harder to answer by quantitative approach. The quantitative approach is all about the numbers. It oversimplifies the reality where the qualitative approach deals with the real world but limited numbers. It is useful to choose the quantitative approach when confirming theories and qualitative when developing new one (Finn & al. 2000, 8).

The philosophy of the research is mainly subjectivism. In subjectivism researches aim is to understand their subjects' subjective reality in order to make sense their motives and actions in a way that is meaningful for the

study. People interpret situations differently based on their own view of the world. Past experiences, other social interactions in the past as well as the past events in their life affect their perception of the reality. These factors affect persons' motivations and actions when making a decision (Saunders, Lewis & Thronhill 2007 108-109).

According to Brotherton (2008, 17-18) there are two approaches to research; deductive and inductive. In deductive there are stages of:

- Identification of the problem
- Production of the theoretical framework
- Writing the hypotheses
- Formulating the constructs, concept and operational definition
- Design the research,
- Collecting the data
- Analysing the data
- Interpreting the data
- Implement or refine the theory or develop a new theory

In inductive there are stages of:

- Identification of the problem/question,
- Research designing
- Data collection
- Data analysis
- Data interpretation
- Congruence with existing literature
- Development of new theory

This research follows the deductive approach. In the beginning the problem (why customers pay a company to arrange their voluntary experience) is identified and the research questions and aims are based on it. The theoretical framework introduces the existing literature about the volunteer tourism, experiences and motivation. The research design was conducted and semi-structured interviews were chosen to be the method of the data collection. The data were collected, analysed, interpreted and the results are illustrated in the end.

The sampling method used in the study is snowball sampling. There is no reliable source of the amount of Finnish voluntourists. Therefore multiple companies and organisation, which offer volunteer experiences, were contacted to gather sample from their participants. Unfortunately the companies and organisations were not interest to co-operate, so the participants were gathered with snowball sampling method.

The data collected from the interviews needed to be analysed. There are various different techniques to analyse qualitative data. The mix of the techniques used in this research is categorization, unitising and the template analysis. In categorizations the terms, which emerge from the data or from the existing literature, are base to create categories, which are relevant in relation to the data and the other categories (Saunders & al. 2007, 479-480). The next step is to unitize the data. Now the collected data is labelled according to the previously created categories. In this point the categories maybe needed to be altered (Saunders & al. 2007, 480). The template analysis allows the categories to be created even before the data is collected unlike the grounded theory where it is based on. In template analysis the categories are set in hierarchy according to their relevance (Saunders & al. 2007, 496).

6.2 Data collection

The interviewees were found by using snowball sampling method. The interviewees recommended other voluntourist to be interviewed. All together eight volunteertourist were interviewed. The interviews were conducted from February to March 2015. The interviews lasted between ten to twenty-six minutes. There were twenty-one assigned interview questions selected to answer the research questions. In the following table there are all the interview questions stated as well as the relation to the research questions. The function of the background questions is to classify the interviewees according to certain labels; age, sex, destination and duration of the volunteer experience.

The first two research questions

1. Why did the volunteertourist choose this specific company?
2. Which companies and organisations offer volunteer experiences abroad in Finland and what kind services they offer?

For these two research questions (research questions 1 and 2) there were three interview questions asked. See Figure 11.

The third research questions

3. What do the customers receive for their payment and are the payments too high and what would be appropriate amount?

For this research question (research question 3) there was four interview questions asked. See Figure 11.

The last three research questions

4. What are the motivating factors for paying the organisations?
5. Why not arrange the voluntary experience individually and did the participants consider contacting local organisation by themselves in the destination country?
6. Why not to donate the sum spent to the experience straight to the project?

For this research questions (research question 4, 5, and 6) there was two interview questions asked. See Figure 11.

The research questions	Information Required	The interview questions
Background questions		<ul style="list-style-type: none"> - What is your name? - What is your age? - What is your sex? - Where did you do your volunteer work? - How long did you do volunteer work?
Why did the volunteer choose this specific company?	<p>By this research question the reasons for choosing the specific company is identified.</p> <p>First the company/ organisation is exposed.</p> <p>Secondly the reasons and motivations are revealed.</p> <p>Thirdly the information if the respondent did research before choosing the company is acquired.</p>	<ul style="list-style-type: none"> - Which company's /organisations services did you use? - Could you please identify as many factors as you can, which influenced your decision to choose this specific company/organisation you chose? - What kind a research did you do before you chose the company/organisation you chose in Finland?
Which companies and organisations offer volunteer experiences abroad in Finland and what kind services they offer?	<p>It is crucial to identify the companies and organisation operating in the study area, as well as the services they offer.</p> <p>The first interview questions reveal the amount of companies and organisations operating the in the study area.</p> <p>Secondly the differences between the different companies and organisations are identified.</p> <p>Thirdly is there any difference between the services they offer.</p>	<ul style="list-style-type: none"> - How many companies and organisations you think arrange voluntary experiences abroad from Finland? - What kind a differences there is between the companies and organisations in Finland? - How the companies/organisations differ in their offerings for their customers?
What do the customers receive for their payment and are the payments too high?	<p>The amount paid for the experiences is revealed. The appropriate amount to be paid is inquired.</p> <p>The services included to the experience are identified.</p>	<ul style="list-style-type: none"> - How much did you pay for your experience? - What was included in your experience? - How much do you think the

	<p>The knowledge of the differences in the fees is inquired.</p> <p>The perception of the payments for the companies and organisations of interviewees is revealed.</p>	<p>fees differ from company/organisation to company/organisation?</p> <ul style="list-style-type: none"> - What do you think about the fees?
<p>What are the motivating factors for paying the organisations/companies?</p>	<p>The motivations for paying the organisations/companies are acquired.</p> <p>First the feelings of the volunteertourist are described.</p> <p>Secondly the underlying factors, which influenced the paying decision are identified.</p>	<ul style="list-style-type: none"> - What kind a feelings the company's/organisations involvement to the experience brought to you? - Could you please identify as many factors as you can, which influenced your paying decision?
<p>Why not arrange the voluntary experience individually and did the participants consider contacting local organisation by themselves in the destination country?</p>	<p>The reason behind why the volunteertourist did not arrange their experience by themselves is discovered.</p> <p>First off all the motivations behind the first contact to the company/organisation are revealed.</p> <p>Secondly the reasons why they did not try to find project by themselves is acquired.</p>	<ul style="list-style-type: none"> - Why did you contact the organisation/company in Finland at the first place? - Did you contact local organisation in the destination country? Why?
<p>Why not to donate the sum spent to the experience straight to the project?</p>	<p>The reason why volunteertourist did not donate the sum straight to the project, but went to the destination themselves is revealed.</p>	<ul style="list-style-type: none"> - Why did you choose to do voluntary work abroad? - What kind other options did you consider than doing voluntary work abroad?

Figure 11. The research and interview questions matrix

All of the interviews except one were made face to face in Helsinki. One interview was made via Skype, because of the distance problems. Three of the interviews were conducted in Haaga-Helia premises, two of the interviews in coffee shops, one in the interviewees' work place and last one in the interviewees' home. The interviews were anonymous, so the names of the interviewees are changed.

Name	Place	Time (min)	Date
Joy	Haaga-Helia Pasila Campus	13:56	25 th February 2015
Mary	Haaga-Helia Pasila Campus	20:05	25 th February 2015
Lisa	Moomin Shop Itäkeskus	26:40	7 th March 2015
David	Johto Café	13:14	13 th March 2015
Kaitlin	Haaga-Helia Haaga Campus	12:44	18 th March 2015
Mindy	Skype	14:28	20 th March 2015
Sara	Johto Café	18:35	23 rd March 2015
Henry	Interviewees home	10:22	26 th March 2015

Figure 12. Table of the interviewees

The interview language was English, but some of the words of the interviewed have been translated from Finnish since they did not know the correct word in English. Some of the interview questions were changed to match the interviewees' experience. The interviews were recorded and some notes with computer were made as well. The transcribing of the interviews was started shortly after every interview and basic transcribing was used leaving out expletives and unnecessary repetition of words. The data analysis was carried out from March to April 2015.

7 Findings from the Interviews

The results from the interviews conducted by author of this thesis are presented here. The results are divided under seven headings named after each research questions. There are eight interviewees all together. Six of the interviewees are female and two are male. Six of them are aged between 19-24 and two of them are 25-30. Asia was the most popular continent to do volunteer work, altogether three of the eight interviewees carried out their volunteer experience in Asia. Africa and South-America comes second with two volunteertourist. One of the interviewees volunteered in Europe. Six of the interviewees did short-term volunteering. Two of them volunteered from 1 day to 1 month, and other half from 1 month to 6 months. Last two volunteered from 6 months to 12 months.

7.1 Company or organisation choice

Four of the interviewees used profit-making company. Three used non-profit organisation. One of the interviewees did not use any sending or servicing company or organisation, interviewee volunteered just for the hosting organisation.

The most popular factors, which influenced the decision to choose the specific company where

- Word of mouth
- Familiarity
- Price
- The ability to match their volunteer work to their studies

Mary states about her organisation that *"They were at the fair, which I participated and I saw them there. So I knew them before so the name wasn't unfamiliar to me."* For Sara the price made the difference: *"The price was cheaper than some other organisations. I could fit the work what I did to my studies in Finland."* Henry decided to volunteer since his mother was the founder of the organisation. The second most popular factors were what kind a projects the companies and organisation had, what kind a support the organisation and company provided and lastly quick response from the company or organisation. Following factors were mentioned as well:

- Convenience
- Companies' or organisations' connections
- Collaboration with incoming and going volunteers
- Destination selection
- Orientation procedures

- Insurance
- Safety

For Kaitlin the cultural exchange was important factor, the company do not only send, but receive volunteers as well.

The interviewees mostly researched about the companies and organisations via Internet but word of mouth information was as popular as the information found in Internet. In Internet blogs were popular sources of information as well as websites. The second most popular way of finding information about the companies and organisations were from different events. Interviewees looked for information about destinations, projects and prices. Kaitlin did it all "*I read blogs of people who been volunteering through same organisation. I met few people who were volunteering in the same destination before and I also read through webpage and went see some of their stands at the fares.*" Two of the interviewees did not do any research. One of them volunteered only in hosting organisation at the destination and other ones decision was clear from the beginning since his mother is the founder of the organisation he used. Sara was special as well. She got email from the company and did not do much research after that.

To conclude the four most popular reason to choose the company or organisation the interviewees chose were word of mouth, familiarity, price and that the volunteer work match with their studies.

7.2 Finnish organisations and companies

Three of the interviewees think there is two to five organisation and companies, which provide volunteer experiences. Joy states, "*Maybe five at most.*" The second most popular opinion was ten to twenty, and last two thought there is one to two or five to ten. Mindy has no idea and says twenty. One of the interviewees did not have any opinion about the issue.

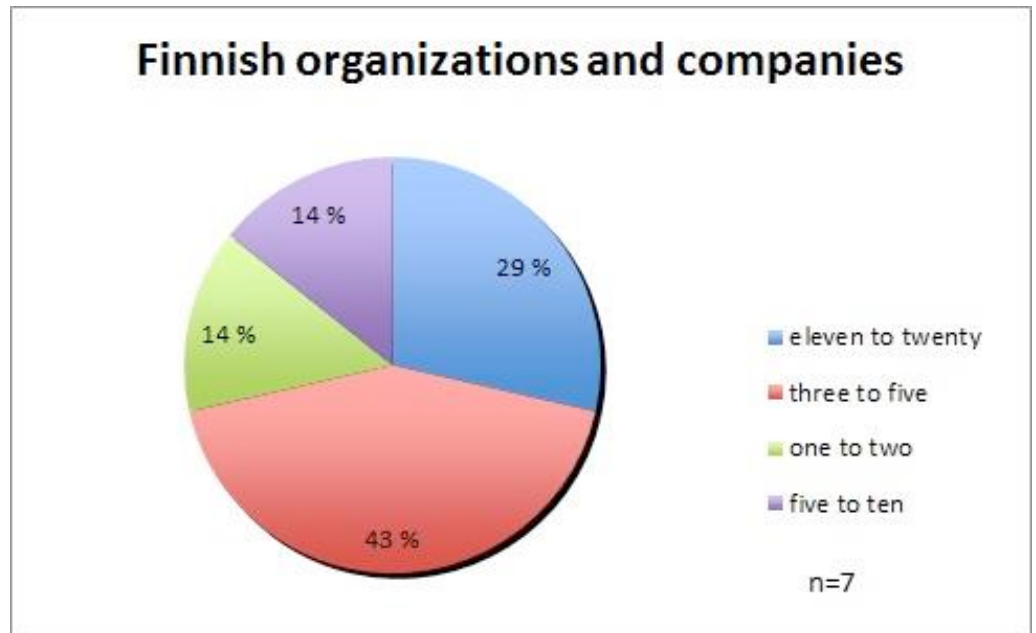


Figure 13. Perception of an amount of Finnish organisations and companies

The most popular differences the interviewees stated between companies and organisation in Finland is that some of the organisations are non-profit and some are profit- making. The second most popular answer was I don't know.

The following factors were mentioned as well:

- Price
- Projects
- Services
- Some companies and organisations only accept younger volunteer-tourist
- Some companies and organisations offer long-term and some short-term volunteer experiences

Kaitlin states, *“First of all there are those who offer long-term and those who offer short-term and then there are those who take younger but no older volunteers.”*

The biggest differences of the companies and organisations offerings to customers according to the interviewees are in projects. Also the length of the volunteer period differs from company and organisation to company and organisation as well as the requirements for the volunteers. Following factors were also mentioned: destination selection, costs, and if the company offer vacation with volunteer work or actual volunteer work placement. Sara states, *“Some organisations have more options with the projects and destinations. There is more commercial organisation where you can combine services like language courses and other services. You can make package, which is more*

volunteer tourism.” One of the interviewees did not have any opinion about the issue.

As a conclusion the interviewees did not have mutual understanding how many companies and organisations offer volunteer experiences abroad from Finland. Their perception of the amount from the organisations and companies varied from one to twenty. The opinion of the majority was that the companies and organisations differ with their project selection.

7.3 Prices

The interviewees paid very different amounts of money for their volunteer experience. Two of them paid zero to twenty euros, another two from 21 euros to 200 euros. One paid from 201 euros to 500 euros and last two from 1000 to 5000 euros. One of the interviewee did not provide the details about this issue.

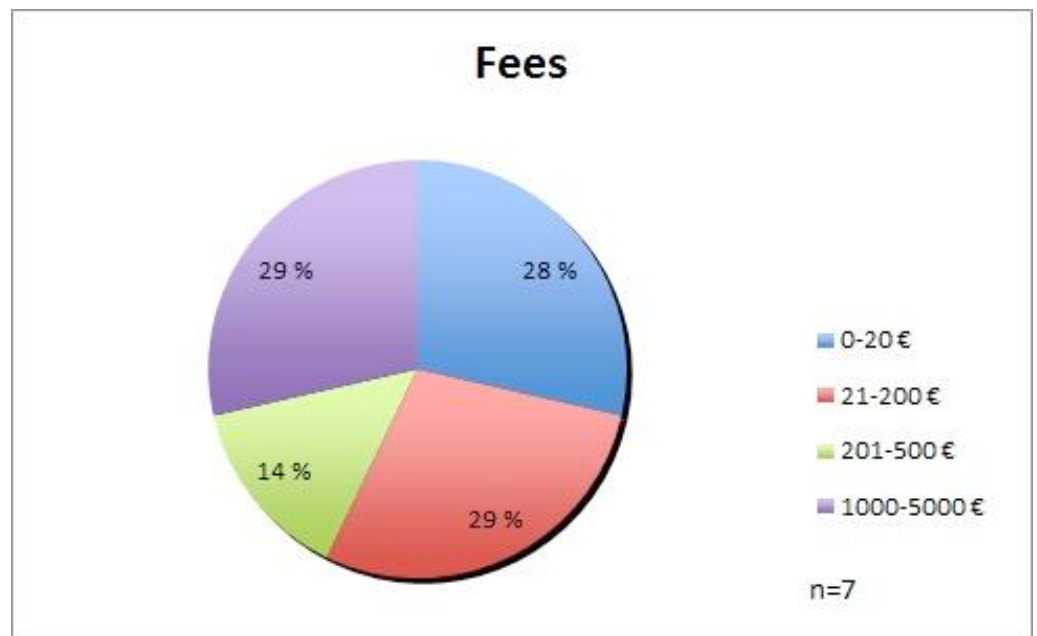


Figure 14. Fees paid to the organisation or company

Henry’s experience included vacation and food. Five of the interviewees’ experience included food and training, four included accommodation. Kaitlin’s experience included insurance, orientations, language course in the country, full accommodation, food and transportation at the work place. Three of experiences included placement to the project, transportation and information. Sara’s experience included the orientation process in Finland and in the destination country, 2-week language class, accommodation during the language class, accommodation in a destination country, food, pocket money, transpor-

tation in the destination country. Also trip to a neighbouring country for 3 days was provided, because of the visa issues. In two experiences there was insurance, language course, pocket money and vacation included. Mary's experience included accommodation, pocket money, food, health insurance and a mentor when she arrived.

The common opinion about the how much the fees differ between the companies and organisations in Finland is a lot. According to Lisa the fees differ *"A lot. They differ from few hundreds of euros to thousands of euros, which is a huge difference."* Two of the interviewees did not have opinion about the issue, but rest of the interviewees all agreed that the fees differ a lot.

Three of the interviewees think that the fees are needed. Lisa says, *"I think it is ok to pay the fee, but if you look at the big picture about you going to do voluntary work, which is good work for the community in a different country it is basically really absurd why you pay for it, for doing it. But then again all the organizing things is worth the money."* Kaitlin agrees, *"First I found it funny, because I thought it would be free, but now I have been working for the organisation and I see how important the fees are in order to keep the thing going. I think it is ok. Even if I work for free I got all the orientations and seminars."*

None of the interviewees are totally against them. Two of the interviewees think that the fees are high. Two of the interviewees think that it depends if the fees are good or bad depending on if it goes to profit-making or non-profit organisation. David states, *"If it is charity organisation or a company, it really does determent my feeling towards the fees."* A transparency was mentioned by one interviewee, who hopes there would be more reports made about the use of the fees. According to Mindy *"It is so much cheaper to go with local company than with the global one."*

To conclude the interviewees paid very different amounts of money for their experience. The fees varied from zero to 5000 euros. Training and food were in top two, when it comes to what was included to the experience. The third most popular was accommodation. The majority thinks that the fees differ a lot from company and organisation to company and organisation. There were more interviewees supporting the fees than against it. Fees being too high were mentioned twice.

7.4 Motivations for paying

The company's or organisation's involvement to the experience made interviewees feel safe. The second most popular feeling was feeling of belongingness. Kaitlin felt *"Really excited, because we had picnics, seminar and orientation camp before I was leaving. It made me feel confident."* Following feelings were mentioned as well:

- Encouragement
- Frustration
- Pressure
- Enthusiasm
- Fun
- Being smart
- Conveniency
- Confidence
- Happy

The most popular factor, which influenced the interviewees paying decision was price. Mary states, *"It was only 20 euros. I got year long trip for 20 euros basically."* Three second most popular factors were safety, scholarship and the perception it would be the only way to do it. Mindy felt safer to going through a global organisation than straight with local one. Following factors were mentioned as well:

- Convenience
- Student aid
- Need to do work experience placement for school
- Support

Kaitlin wanted to be sure she had the support she needed in case of an emergency. Lisa paid because of *"The convenience of it, it was like the easy way to do things as a first timer, and basically I might have thought at the time it was the only way to do it."*

There was no clear conclusion since the interviewees' feelings varied vaguely towards the company's or organisation's involvement to their experience. The feeling of safety was mentioned the most. Half of the interviewees mentioned price to be the factor, which influenced their paying decision. The rest of the factors were mentioned by only one or two interviewees each.

7.5 Why not to arrange volunteer experience individually?

Two of the interviewees did not even consider anything else than contacting the sending or servicing organisation. One of the interviewees wanted to participate in a specific program, which required using sending organisation. One of the interviewees did not use sending or servicing organisation at all, because of the corruption, but went straight to the hosting one. David states, *“I don’t always agree with the whole process of companies, because always the money doesn’t go to the cause, because of all the corruption. A lot of money is raised but it goes to wrong direction. It is just better go direct and see what is happening on the field.”* One interviewee contacted sending organisation because of her time limitations, she felt that it was the fastest way to get to do voluntary work abroad. One of the interviewee received email from a company and was sold. One of the interviewee mentioned familiarity being the factor why he contacted sending organisation.

One interviewee contacted local organisation in a destination country. He got to contact with the organisations through a friend. Rest seven of the interviewees did not contact local organisation in destination countries. Mindy did not contact local organisation in a destination country because she did not know any local organisations. Three of the interviewees who did not contact any local organisation in a destination country felt it was too risky, two of them did not have contacts and for two of them it did not even cross their mind to do it. Sara states, *“I knew I wanted to go somewhere really far away. Contacting organisation in Latin American country didn’t seem tempting. But now afterwards thinking I could have done that. I don’t think it would have been a lot different. Of course it felt safer to have home organisation here in Finland if something happened, they would have helped me.”*

As a conclusion only one of the interviewees contacted local organisation in the destination country. Another two of interviewees thought about it, but found it too risky. Two of the interviewees did not even consider contacting local organisation in a destination country.

7.6 Why not to donate sum straight to the project?

All of the interviewees had different motivations to do voluntary work abroad. Mary wanted to do voluntary work abroad *“For the experience, to learn new things, try work in a youth centre. It is something I have never done before. I just came out of high school so it was just a good way to see life and try new things, and my main motivation was to meet new people and to travel, and*

mostly to learn.” Most popular one was combining travelling with something else. For Mindy *“It was my dream. I wanted to do something to help other people. I really like travelling, so I that was good way to combine those two.”* The second most popular motivation was to learn. Third place is shared with doing one’s work experience, to help others and get experience. Fourth most popular one was to have a gap year. Following motivators were mentioned as well:

- Meeting new people
- To educate
- Fulfil a dream
- By influence of family or friends
- To try new profession

Henry was on vacation in the destination country and wanted to see how the money he invested for the project was used.

The most popular alternative for doing voluntary work abroad was to work. Lisa considered going to work in a hotel abroad. The second most popular ones were to do exchange or just travel. One of the interviewees paid money straight to the project already. One of the interviewee thought about helping in summer camps. One thought of going to university or becoming au pair. To conclude only one of the interviewees paid beforehand to the project where they went to help. Only three of the interviewees mentioned that they wanted to do voluntary work abroad to help. One of the interviewees mentioned that the alternative option for doing voluntary work abroad would be paying money straight to the project. Rest of the interviewees did not consider that option.

8 Discussion

The gender division in the sample were very similar to the general public of the voluntourists. Majority of Finnish voluntourists are female 90% (Nousiainen 2011,3). The age division compared to general voluntourists is similar, but the largest age group presented among Finnish voluntourists is 28-37 years olds (Nousiainen 2011,3). All off the interviewees were under 31 years old. Three most popular continents to do volunteer work abroad are Africa, Asia and Latin America (Tourism Research and Marketing 2008, 7). These three continents were the most popular among the interviewees as well.

According to my own research there are 13 companies and organisations altogether in Finland, which are offering volunteer experiences abroad. The interviewees had very different opinions about the number of the companies and organisations in Finland. Only two of the interviewees estimated close to 13. This can be due to the lack of research what most of the interviewees did not spent much of their time to. The four most popular motivations to choose the company or organisations were word of mouth, familiarity, price and that the volunteer work matches with their studies. All of four motivators can be considered to be extrinsic motivators, which do not come inside of the person themselves. The interviewees were motivated through stimuli coming from outside. The word of mouth and familiarity can also relate to the feeling of safety. When the interviewees have got information from their peers and the company or the organisation is familiar to them ahead, it is easier to trust the company or organisation to arrange their experience.

The opinion of the majority of the interviewees was that the companies and organisations differ with their project selection. According to Benson (2011, 1-2) projects rang from community conservation to education and many more. In Finland the project selection varies from one project to over 50 depending on the company and organisation. The interviewees had good knowledge of the variation of the project compared how little research they did about the companies and organisations.

The majority of the interviewees think that the fees differ a lot from company and organisation to company and organisation in Finland. According to my research the fees differ significantly from zero euros to 5000 euros. See Figure 3. and 4. The interviewees paid very different amounts of money for their

experience. The fees varied from zero to 5000 euros. For some of the interviewees the price, or the lack of the fee, was very important motivator. For some the interviewees other factors were more important.

Most of the interviewees supported the fees that the organisations inquire the voluntourists to pay for the experience. The fees are needed to support the organisations and able their operation. The transparency was wished from the organisations, so it would be perfectly clear where the money is used. Two of the interviews mentioned fees being too high. It was also mentioned that it depends if the fees goes for profit-making company or non-profit organisation. If the fees go to profit-making company and someone benefits, the fees are seen as bad. The interviewees wanted to help the project and the community with their money and did not want their money to go to “wrong hands”. This can be seen as a desire to help, which can be considered to be motivator for doing voluntary work at the first place. The desire to help is intrinsic motivator, which springs from the people themselves.

However only one of the interviewee’s contacted local organisation in the destination country by themselves. Another two of interviewees thought about it, but found it too risky. The desire to help do not over come the need for feeling of safety. Two of the interviewees did not even consider contacting local organisation in a destination country. For these two interviewees the support from the company or organisations was clearly important. One of the interviewee paid beforehand to the project where they went to help so they could be positive where the money is used and see how it helps the community. One of the interviewees mentioned that the alternative option for doing voluntary work abroad would be paying money straight to the project. Rest of the interviewees did not consider that option. It can be seen that for the most of the interviewees the actual experience part is more important than the financial aid that they give to the project. Only three of the interviewees mentioned that they wanted to do voluntary work abroad to help.

The feeling of safety motivates the most interviewees to pay for their experience for a company or organisations. The second most motivating factor was price. It is interesting since price can be seen pull factor from the companies and organisations. If the price is low it attracts the customers. Price is extrinsic factor, which gives stimuli to the customer to buy the product. The feeling of safety is one of the basic needs from a Maslow’s Hierarchy of needs. Without

safety the other needs above it cannot be fulfilled. In Alderfer's ERG theory the argument is that the needs can be fulfilled in any order. When safety is one of the selling arguments the product can be found very useful and needed since it is filling one of the basic needs of people.

The feeling of safety can be considered to be the most important motivator for voluntourist to pay a company or an organisation for arranging their volunteer experience abroad. The price is important motivator as well, especially when it is low and there is many factor included to the price.

The price was expected result from the study, since hypothesis was that the price would be motivating customers greatly to pay or not to pay for the experience to the company or organization. The safety was surprising result for the researches, however when reading through the result makes perfectly sense. The other expected motivators such as destination or what would be included to the price did were not as important as anticipated.

The results from this research could have been different if the there would have be have been larger age difference between the interviewees. The older volunteer tourists probably appreciate the safety and price factor as well, but the project it self would have considered to be very important among the older volunteer tourists. If the older volunteer tourists have children and they wish to do voluntary work as a family, the project need to be suitable for younger children, and the accommodation and food appropriate for the children as well. These are author's own assumptions and great new topics to do research on. Other further studies could be conducted with quantitative research method to discover precisely how many voluntourists appreciate the fees as motivator and how many the safety. More research could be done about how the perception about company or organisation affects the paying decision as well.

8.1 Practical implications and further research

The findings from this study can be utilised when planning and creating new products or marketing plan for volunteer experience product. When creating new product the safety factor has to be emphasised for example offering very covering insurance and 24/7 support system. Also it is important to draw attention to the company's or organisation's reliability and trustworthiness as well as good connections.

The companies and organisations should be clear and transparent with how the money from the fees is used. In addition customers are willing to pay large amounts of money for their volunteer experience but it has to be clear to them where the money is going.

8.2 Reliability & Validity

The method of gathering “the sample snowball method” cannot be considered the most reliable one. The difficulty with gathering the sample was to reach the companies and organisations, which offer volunteer experiences. None of the contacted companies and organisations were interested or had the resources to participate to the research by supplying contact information of their customers. However by using the snowball sampling method and the author’s own network fairly diverse sample was managed to be collected.

As there was majority of the interviewees were female the sample represents well the division of the gender in among the voluntourists. As all of the respondents are under 30 years old the results are mainly describing the younger generation of voluntourists. The research focuses on perceptions of a small fragment of volunteer tourists and so fort cannot be reflected to entire group of volunteer tourists as a whole. However deep insights from the issue of to the unstudied issue of paying for companies and organizations for arranging the volunteer experience abroad has been revealed.

The interview questions could have been tested more. There was only one test run for the questions. Some of the questions were difficult to understand for some of the participants and the interviewer needed to specify the questions and explain the interviewee the question alternative way. The interview questions needed to be changed for two respondents because of the nature of their volunteer experience. The change of the questions may have influenced the result got from these two respondents. However if the interview questions had changed the valuable data would have been lost. One of the interviews were made via Skype, which affected the feeling of closeness between the interviewee and interviewer, this could have affected the answer got from the interviewee about their feelings.

8.3 Learning outcomes

The thesis writing process has increased my knowledge of research methods as well as the thesis writing processes. My knowledge of the voluntourism as a subject has grown. My interest towards studying motivation and human behaviour has increased significantly.

This learning process has developed and improved my vocabulary and shaped my writing skills. My information search skills have improved and it is easier for me now to identify the important and useful pieces of information from the larger pile of information.

I have become very aware of that different people have very different perceptions about the same issues. The values of and motivations of people affect their choices greatly. I am now myself very interested to try voluntary work abroad in some point in my life.

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Appendices

Appendix 1. Interview Questions

Interview Questions

1. What is your name?
2. What is your age?
3. What is your sex?
4. Where did you do your volunteer work?
5. How long did you do volunteer work?
6. Which company's /organizations services did you use?
7. Why did you choose to do voluntary work abroad?
8. What kind other options did you consider than doing voluntary work abroad?
9. Why did you contact the organization/company in Finland at the first place?
10. Did you contact local organization in the destination country? Why?
11. What kind a research did you so before you chose the company/organization you chose in Finland?
12. How many companies and organizations you think arrange voluntary experiences abroad from Finland?
13. What kind a differences there is between the companies and organizations in Finland?
14. How the companies/organizations differ in their offerings for their customers?
15. Could you please identify as many factors as you can, which influenced your decision to choose the specific company/organization you chose?
16. What kind a feelings the company's/organizations involvement to the experience brought to you?
17. How much did you pay for your experience?
18. What was included in your experience?
19. Could you please identify as many factors as you can, which influenced your paying decision?
20. How much do you think the fees differ from company/organization to company/organization?
21. What do you think about the fees?