

THESIS

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**VOLUNTEER TOURISM PROGRAM
DEVELOPMENT, CASE VIETNAM
HERITAGE TRAVEL**



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University of Applied Sciences

DEGREE PROGRAM IN TOURISM

ROVANIEMI UNIVERSITY OF APPLIED SCIENCES
SCHOOL OF TOURISM AND HOSPITALITY MANAGEMENT
Bachelor of Hospitality Management

Thesis

**VOLUNTEER TOURISM PROGRAM DEVELOPMENT,
CASE VIETNAM HERITAGE TRAVEL**

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2012

Commissioned by: Vietnam Heritage Travel

Supervisor: Petra Paloniemi

Approved _____ 2012_____

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Author(s)	Leminh Minik Nguyen	Year	2012
Commissioned by	Vietnam Heritage Travel		
Thesis title	Volunteer Tourism Program Development, Case Vietnam Heritage Travel		
Number of pages	46 + 4		

The purpose of this thesis project is to figure out what kinds of volunteer tourism programs should be developed for Vietnam Heritage Travel, a tour operator in Vietnam, and what business and volunteering factors need to be considered for the development. In order to answer those research questions, the thesis reviewed current studies and researches on volunteer tourism, including its definitions, theoretical frameworks and practices, various types of projects worldwide and overview of volunteer tourism in Vietnam. This empirical knowledge provided general referential backgrounds to generate relevant ideas and service/product concepts for volunteer tourism program development. Next, to transform a service/product concept to an end-user product, there is a need of comprehensive know-how in product development, particularly Tourism Product Development (TPD) in a holistic approach and perspective. Certain exemplary and emerging strategic economic tools and methods were highlighted and analysed in the thesis, such as “experience economy”, co-creation/coopetition concepts and practices, and eight frameworks for TPD developed from a case research study in Northern Finland.

Finally, a quantitative research, which was a Webropol online survey, was conducted, which then confirmed previous empirical research and revealed certain business and volunteering factors: favourite volunteer project types (wildlife/environmental, community development, education, women/minorities/youth, and scientific research), most popular sources of information (internet/social media/forums/online communities and friends/past experience), most important purchasing factors of a volunteer tourism program offered by a profit-making company (cost, types/activities/experience and destinations), a balance between altruism and profit gained, and a balance between altruism and personal development/achievement. Effectively, the theoretical backgrounds and research results can provide useful references and suggestions for a volunteer tourism program development for Vietnam Heritage Travel, as well as further academic research in this field.

Key words: volunteer tourism, tourism product development, experience, quantitative research, business and volunteering factors

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1 INTRODUCTION

Sustainable tourism development has been an increasingly trendy and important theme for intensive research and discussions. There are already many definitions of sustainable tourism, e.g. the management of resources to address economic, social, aesthetic and environmental needs but also to preserve cultures, ecology, biodiversity, life support systems and benefits visitors, the industry, the environment and the local communities; the type of tourism that has the smallest impact on the local communities; "...a level of tourism activity that can be maintained over the long term..." (UNWTO 2012; Institutefortourism 2012). In fact, no universal definition of sustainable tourism has been established, but certain forms of tourisms, i.e. niche tourisms, have been regarded as "sustainable", such as ecotourism, green tourism, volunteer tourism, ethical, cultural tourism, responsible tourism, and geotourism. In fact, there are a lot of similarities and overlapping practices of those niche tourisms; some of them are restricted to certain groups and environments/destinations, thus requiring further intensively empirical researches for prospective extensive worldwide practices.

However, volunteer tourism, though also rather a newly researched area in the academic world, has strong foundation and principles reflected by volunteerism and volunteering activities all over the world throughout the modern history. Volunteer tourism has become increasingly popular and has also been practiced extensively worldwide through non-governmental organizations and profit-making companies, or any other form of legal entities. The study of volunteer tourism has contributed significantly to the better understanding of sustainable tourism.

It is usually dated back to the work of Wearing (2001), who gave a widely embraced definition of volunteer tourism and volunteer tourists. His definition regards volunteer tourists as "those who volunteer in an organized way to undertake holidays that may involve the aiding or alleviating of the material poverty of some groups of society, the restoration of certain environments, or research into aspects of society or environment" (Wearing 2001, 1). Following his work, other definitions, theoretical frameworks, practices and

discussions have been initiated and further developed, ranging from the academics, non-governmental organizations and the tourism business. This empirical knowledge provides backgrounds for the starting ground and problem identification of this thesis project.

The purpose of this thesis project is to research and discuss feasible volunteer program procedures and development for Vietnam Heritage Travel (VHT), a tour operator in Vietnam, based on a theoretical study of the field and a practical research following a quantitative method. As the thesis was commissioned by VHT, which is in need of developing a volunteer program, the research questions are to figure out what kinds of volunteer tourism programs should be developed for VHT and what business and volunteering factors need to be considered for the development.

Therefore, the thesis is directed towards an empirical study of volunteer tourism and product development in general and in the tourism industry. The quantitative method was chosen to conduct a survey targeted at current/future volunteer tourists, collect their opinions and experiences, and analyse their expectations and motivations towards different volunteer programs and activities. Based on those results, a discussion on applicable volunteer program procedures and development and business and volunteering factors is covered. Limitations of the thesis project and further suggestions for improvement are also discussed.

2 STUDY OF VOLUNTEER TOURISM

2.1 Definitive Concepts

Although volunteerism, in general, has existed for a long time in modern history, volunteer tourism is rather a newly researched area in the academic world. Wearing (2001, 1) defined volunteer tourists as "those who volunteer in an organized way to undertake holidays that may involve the aiding or alleviating of the material poverty of some groups of society, the restoration of certain environments, or research into aspects of society or environment". Cheung, Michel and Miller (2010) define the practice of volunteer tourism as that related to individuals travelling on a nonpaid working holiday for worthy causes. Many authors and organizations often regard volunteer tourism as a niche alternative and responsible tourism based on the search for and participation in socio-cultural experiences. Alternative tourism is often in small scale and does not require mass infrastructure. For example, ecotourism or geotourism fall into this category, as fulfilled by responsible travellers. Nevertheless, in volunteer tourism, a significant amount of time is spent on living and participating in a variety of social, educational and environmental projects and activities, which are usually driven in good deeds and desires to help a less fortunate community (Benson 2011, 43).

In fact, not everyone involved in volunteer tourism regards themselves as volunteers or tourists (Carter 2008, 10), even though they have all the characteristics to be categorized as tourists/volunteer tourists by researchers. For example, according to Daldeniz and Hampton (2011), most volunteers entered the destinations by tourist visas on arrival, stayed until their expiration, then travelled to a neighbouring country, and then re-entered their previous destinations to acquire tourist visas again. It is the easiest way for them to enter a country for their volunteering purposes and to avoid work permit procedures. Nevertheless, they show discontentment when referred to as "tourists". They, in fact, prefer the terms "travellers", "backpackers", or "volunteers", even when they are pinpointed their tourist visas in their passports (Daldeniz–Hampton 2011). This phenomenon coincides with other researches by Scheyvens (2002), and Mowforth and Munt (2009).

Volunteer tourism can also include the “hosts” and/or “local community” volunteering in the tourism industry, such as in museums or archaeological sites (Uriely–Reichel–Ron 2003, 59). Volunteer tourists usually have to pay some expenses to contribute to the projects or organizations (Carter 2008, 10).

Novelli (2005) and Wearing (2001) state that the concept of volunteer tourism is related to many other niche tourism categories, such as social tourism, cultural tourism, alternative tourism, responsible tourism, and charity tourism. Wearing’s (2001) concept of volunteer tourism is depicted in Figure 1.

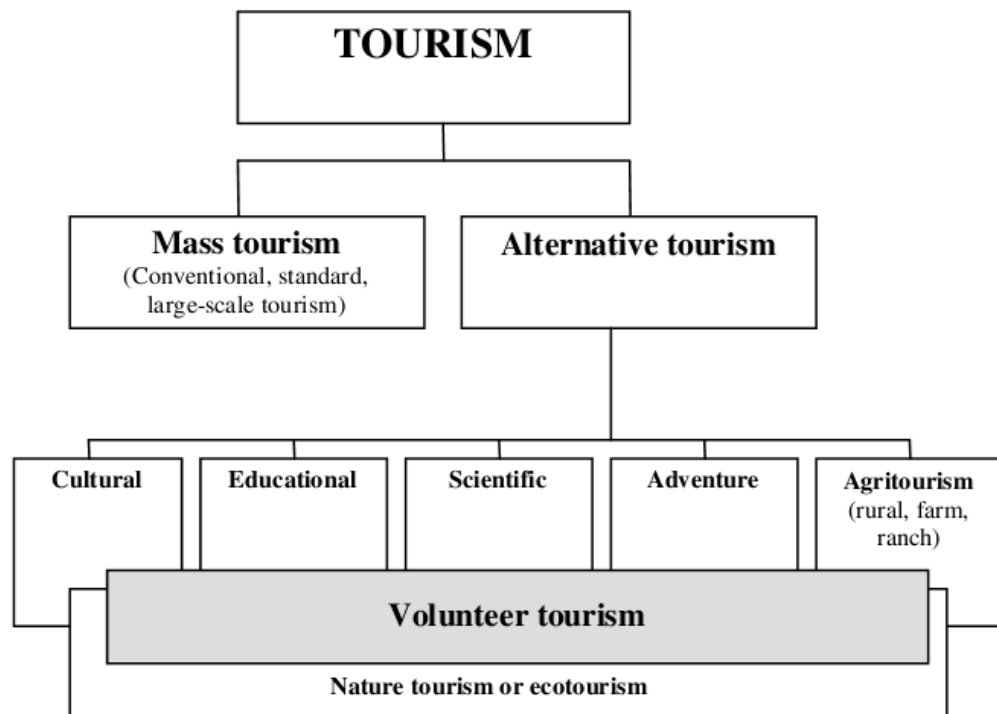


Figure 1. Wearing’s Definition of Volunteer Tourism (Wearing 2001, 30)

Responsible tourism is a concept frequently utilized by some volunteer tourism companies, in line with volunteer tourism. Its purpose is stated by the International Centre for Responsible Tourism to attempt to help improve environmental, social and cultural conditions, and generate income for a local community. Volunteer tourism, in fact, works on those issues but does not focus on profits. (Carter 2008, 11.)

In the volunteer tourism industry, the definition of volunteer tourism is often quoted from David Clemmons, Los Niños and voluntourism.org, as “the conscious, seamlessly integrated combination of voluntary service to a destination and the best, traditional elements of travel – arts, culture, geography, history and recreation – in that destination” (Benson 2011, 9). In fact, it is obvious that there is no universal definition of volunteer tourism. It is still a debated concept, which has been actually used by different people and sectors for different purposes.

2.2 Theoretical Frameworks and Practices

2.2.1 Origin and Growth

It is easier to trace back volunteering missions in the past in the history, as both tourism and volunteerism have long, established and related histories, locally and abroad. For example, missionaries, doctors and teachers travelled to aid others in the 19th century (Benson 2011, 1). Other international trading activities and cultural encounters through travelling also more or less involved volunteering practices. However, it appears to be more difficult to locate the exact origin of volunteer tourism as a global phenomenon. It is usually said to first appear in the First World War, at the 1919 International Fellowship of Reconciliation conference where Pierre Ceresole introduced the idea of volunteer teams to help renovate the damage of the war (Cheung et al. 2010, 8). The US Peace Corps was founded later on in 1961 and created an international volunteer travel “blueprint”, which acted as the foundation for the volunteer tourism industry (Cheung et al. 2010, 8).

This niche tourism industry has seen significant growth within recent decades. There have already been numerous programs tailored for individuals, families, groups, students, career breaks and business people. Different pricing structures have been utilized, such as free projects, discounted/low-cost programs, or simply package prices. As a result of those, numerous resources, websites, publications, and online communities have been developed to support this segmented marketplace. Organizations having moved into this sector have seen steady growth and proliferation, all

from charitable organizations, social entrepreneurs and profit-making companies. Their projects can include social work, community conservation, ecological health and educational support. (Benson 2011, 1.) The growth in the number of projects in the top ten countries illustrates that fact. Tomazos and Butler (2009) state thousands of volunteer tourists participate in programs offered worldwide, from China, India, to USA, Indonesia, and Brazil (top 5 countries) by approximately 146 volunteer tourism organizations.

2.2.2 Current Frameworks

The meanings of volunteer tourism, which is often called “voluntourism”, can be condensed into one statement “engagement in volunteer work as a tourist”. Meanwhile, three important concepts in the statement, “engagement”, “volunteer work”, and “tourist” are analysed. (Benson 2011, 12.) Figure 2 and Figure 3 illustrate the key concepts of “engagement” and “volunteer work”.

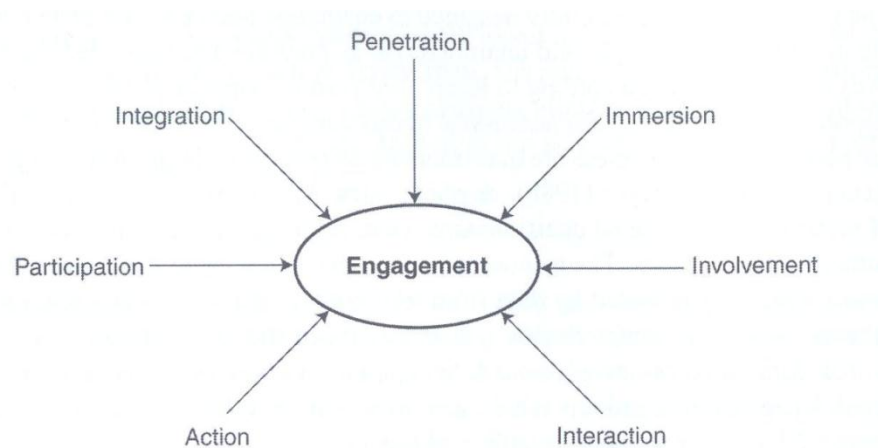


Figure 2. The Concepts Relating to the Category of Engagement (Benson 2011, 12)

The key concepts of “engagement” involve key participation, action, integration, penetration, interaction, involvement and immersion, which “give time to others to improve their lives”. The concepts characterize the needs of volunteer tourists to experience the destinations and its cultures, and to take action rather than walk around as merely mass tourists. Because of these characteristics, volunteer tourism is sometimes grouped with cultural tourism, responsible tourism, or newly emerged geotourism. (Benson 2011, 14.)

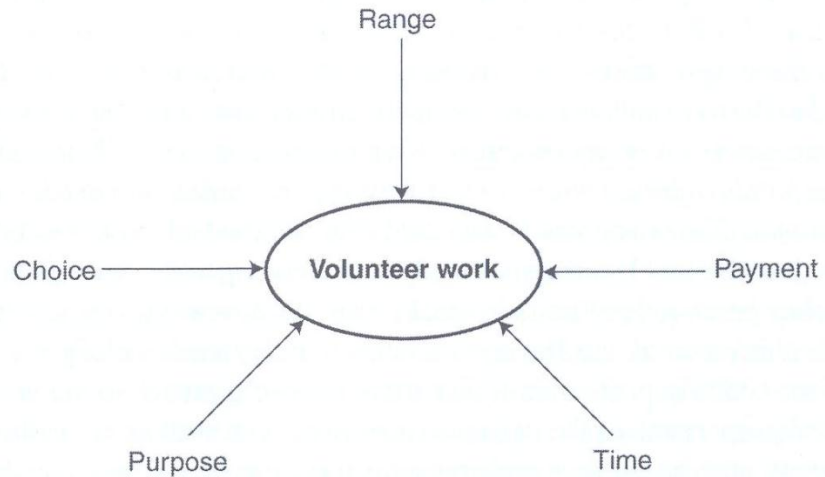


Figure 3. The Concepts Relating to the Category of Volunteer Work (Benson 2011, 12)

As today's volunteer tourism is tailored for various interests, knowledge base, and time scale, volunteer tourists can decide upon the destinations and duration of activities. The differences of volunteer work in traditional volunteering and volunteer tourism lie on each of their "choices". In traditional volunteering, the choice is only about to do the work or not, whereas in volunteer tourism, the choices are ranging from destinations, projects to duration, particular activities and purposes. With volunteer tourism, tourists not only contribute to the development work but also enjoy their trips in different aspects: recreation, culture, culinary, and, excursions. (Benson 2011, 16–18.)

Volunteer tourists themselves may be grouped into four types: altruistic volunteer, local volunteer, definitive tourist and adventure tourist, according to Cheung et al. (2010) survey's respondents. Altruistic volunteers aim to give rather than receive, are more likely to interact with locals, help others, keen on cultural experience and environmental sustainability. Local volunteers prefer regional/local volunteer activities than international tourism, and tend to seek for "internship opportunities", "family volunteer options", "organized activities", "physical activities", and "developing friendships". On the other hand, definitive tourists are interested in the particular types of work/projects and locations of the volunteer activities, as opposed to the

adventure tourists, who seek international travel and adventure and mostly physical activities. (Cheung et al. 2010.)

2.2.3 Motivations of Volunteers

McIntosh and Zahra (2007), Mustonen (2006), and Brown and Morrison (2003) argue that the major motivation of volunteer tourists is altruism, which only requires the desire to donate help for others. However, in reality there are more motives for volunteer tourists to travel and volunteer. Like traditional volunteers, volunteer tourists may be motivated through altruism, but sometimes they are more “selfish” to think of their personal achievement instead of others’ calls for help. According to Benson (2011, 45), volunteer tourists are drawn to volunteer tourism for many reasons, not just for helping others, but for living in and experiencing a completely different culture, people, adventure, fun, and environment. They are indeed quite common motives for many young travellers to volunteer both domestically and abroad nowadays. Wearing (2001) also acknowledges various reasons for a tourist to participate in a volunteer trip. The ultimate purposes and goals are to mutually benefit the personal development of a volunteer and “contribute to improve the social, natural and/or economic environments of the host community” (Wearing 2001, 1). The results can also benefit the tourism companies organizing the programs, considering their motives of earning profits (Carter 2008, 16).

According to Schott (2011, 54–55), for a volunteer tourist, personal development is indeed very crucial in making travelling decisions and the choice of work, which often has been inclined in helping less fortunate people or conserve environment. The development of the self composes various aspects and properties, according to the findings of Schott (2011, 58–66), as illustrated in Table 1.

Table 1. Development of the Self (Schott 2011, 56–66)

Development of the self	
Aspects	Sub-aspects or properties

<i>Personal awareness and learning</i>	<ul style="list-style-type: none"> * foster language skills * test one's belief * find something to believe in * give self more time * more tolerant and understanding of self and others * identify character strengths and weaknesses * explore depth of personal abilities and limits * greater knowledge of roots and identity
<i>Interpersonal awareness and learning</i>	<ul style="list-style-type: none"> * improve interpersonal skills * experience other perspectives on life
<i>Self-contentment</i>	<ul style="list-style-type: none"> * less vulnerability to other people's views of self * regaining sense of happiness * searching for a sense of success
<i>Confidence</i>	<ul style="list-style-type: none"> * build greater confidence * personal empowerment * establish personal independence from significant others *develop independence by avoiding volunteer tourism institutionalisation
<i>Transitional and directional development needs</i>	<ul style="list-style-type: none"> * gain clarity on next phase life * gaining sense of readiness for next stage life * confirmation for choice of work with children * confirmation for choice of work with NGOs

In another research, Daldeniz and Hampton (2011) analyse the motivations of volunteer tourists based on two different grounds in their fieldwork case studies. One is those involved in development projects, referred to as VOLUNtourists, and the other one involved in diving and hospitality, referred to as volunTOURISTS. The ground studies indeed are not much different from abovementioned research, which also recognizes basic motives of altruism (VOLUNtourists – long term commitment in development project)

and tourism activities as the main driver (volunTOURISTS). (Daldeniz–Hampton 2011, 30–31.) However, the findings seem practically focused on the future career development of the interviewees in the case studies and base grounds of touristic activities and overall impacts on local communities and the hospitality industry.

Table 2. Volunteer motivations (Daldeniz–Hampton 2011, 36)

<i>Aspects</i>	<i>VOLUNtourists – those in development project</i>	<i>VolunTOURISTS – those in diving and hospitality</i>
<i>Positive impacts</i>	Projects for local development	Unintentional impacts
<i>Negative impacts</i>	Filling jobs locals could fill Cultural tension between volunteers and hosts	Remove pressure on dive shops to train locals Cultural tension between volunteers and hosts

2.3 Types of Volunteer Tourism Projects

Traditionally, volunteer projects have been offered and organized by various charitable foundations, NGOs, schools/universities, or youth organizations. Today, with the growth of volunteer tourism as a profitable business and increasing popularity of internet and e-commerce, more and more companies and profit-making organizations advertise their volunteer programs through their websites, publications, brochures and other resources. Different programs are tailored for individuals, families, groups, students, career breaks and business people. (Benson 2011, 1–2.) Besides, popular channels to reach the volunteers are online communities, forums and social networks, especially the ones targeting students and young people. One renowned website among the volunteer community is Goabroad.com, which has listed more than 289 different volunteer organizations and hundreds of projects in 156 countries (Carter 2008, 12).

Other popular international websites and social communities in the field are voluntourism.org, planetngo.com, yci.org (Youth Challenge International), unv.org (United Nations Volunteer), and couchsurfing.org (an online

volunteer hosting community). The number of projects rise up to thousands of offers around the world, within various fields of work – skilled and non-skilled – such as social work, community conservation, ecological health, education, archaeology, biology, and construction (Benson 2011; Carter 2008, 12–13). The activities also include scientific research, conservation projects, economic and social development, and cultural restoration (Wearing 2001, 1).

McMillon, Cutchins, and Geissinger (2006) classify complete volunteer job types in their literature, i.e. administration, agriculture, archaeology, community development, construction, development disabilities, economic development, education, historical preservation, human rights, legal, medical/health, museums, natural conservation (land and sea), orphans, political action, professional/technical assistance, rural development, scientific research, social justice, trail building and maintenance, women and youth's issues. In the big picture, volunteer tourists can be seen in almost every field work, life style, and background, from casual non-skilled work to highly scientific or professional projects.

2.4 Overview of Volunteer Tourism in Vietnam

In Vietnam, the most popular volunteer programs include social community development, conservation (environmental, heritage, and architectural), archaeology, education, construction, agriculture, and medical assistance. University/high school and youth volunteers are probably the most crowded volunteering labour force in social work, charity, community development, construction fields, and agricultural production. They participate in common programs regularly offered not only by universities or youth organizations, but also by local online communities, social networks, forums, non-governmental and charity organizations, and occasionally private discounted trips organized by profit-making companies. Due to the scarcity of official information and statistics regarding programs and activities provided by profit-making companies, it is supposed that there might be in need of qualified and professional volunteer tourism programs offered by profit-making companies in Vietnam.

Education, agriculture, community development, conservation projects are the most significant fields attracting both local and international volunteers, from non-skilled to middle/high-skilled ones. Teaching foreign languages or educating illiterate children are among the top volunteer work, which have been chosen by local and international tourists/backpackers, as it is probably the easiest way to spend the holidays, help less fortunate community and learn about the local culture. Volunteer tourists are also attracted to agricultural activities, such as helping farmers in the sowing and harvesting seasons, feeding the cattle, or gardening. Volunteers of agricultural professional are also needed in consulting productivity and quality of farming produce, irrigation, fertilizing, and plant protection (Vina Volunteer Service 2012). In conservation projects, volunteers are often drawn to such projects related to planting and animal protection, biodiversity data collection, wildlife research, birding, and environmental education (Vina Volunteer Service 2012). Projects of heritage and architectural conservation as well as archaeology usually demand high-skill professionals and experts, but also need volunteer labours in casual tasks such as digging fields, constructing, painting, and helping building more awareness regarding cultural and historical heritage conservation. Noted conservation projects that have been continuously organized include world heritage sites Myson Sanctuary, Poklong garai, Ponaga, which are renowned ruins of Champa civilization, Hoi An old town, Cucphuong national park, and Halong bay.

3 PRODUCT DEVELOPMENT IN VOLUNTEER TOURISM

3.1 Product Development

3.1.1 Purpose

Product development know-how in general and tourism product development knowledge in particular are very essential in generating ideas, identifying what kind of a suitable tourism program, e.g. a volunteer tourism program can be developed and in turn make profits for a company, e.g. a tour operator. To transform a volunteer tourism product concept into an end-user product, there is a need of a comprehensive know-how in product development, and particularly Tourism Product Development (TPD) in a holistic approach and perspective.

Therefore, the thesis analyses current theoretical backgrounds in product development as well as current know-how, common practices and barriers, and certain exemplary and emerging strategic economic tools and methods widely used, such as “experience economy”, co-creation/coopetition concepts and practices, and eight frameworks for TPD developed from a case research study in Northern Finland. Effectively, the product development and TPD know-how is closely connected to the development of a volunteer tourism program and help developers realize a holistic product concept transformation process to an end-user market.

3.1.2 Overview

A product can be a small part, an element, or a module; it can also be a single service, a service package, a network product, a destination, a meaning, a brand, a practice or an action (Kylänen 2011a). According to Briggs (2008), all products have fixed living periods and without further development, they will gradually become less competitive. The four stages of life cycle are illustrated in Figure 4.

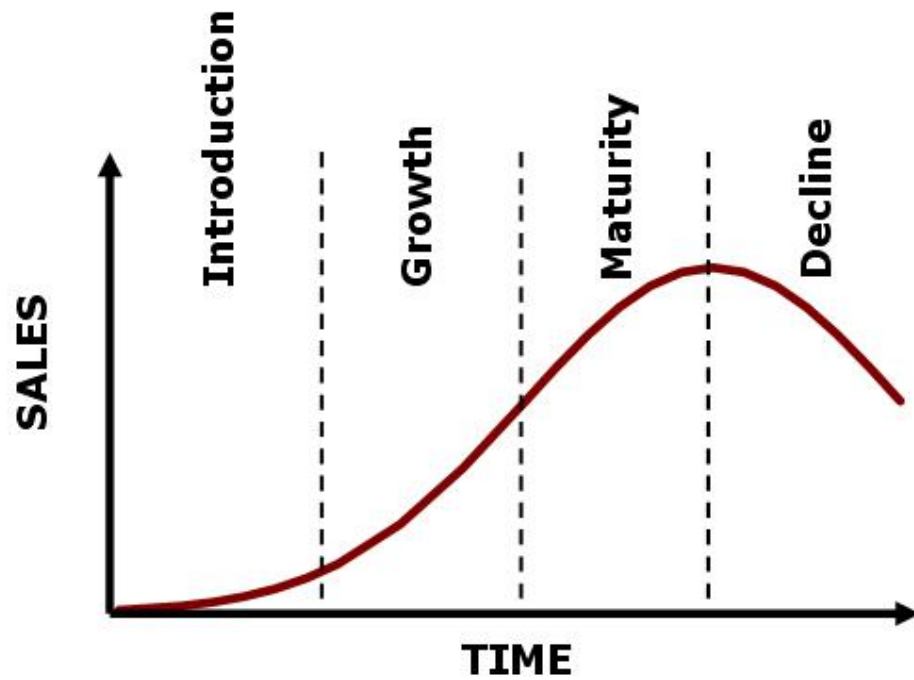


Figure 4. Product Life Cycle (Briggs 2008)

In the tourism industry, the tourism area/product life cycle can be illustrated as in Figure 5. In fact, Figures 4 and 5 may provide product developers good hints to evaluate and estimate their product cycle life, e.g. a volunteer tourism product which relies on a genuine meaningful “experience” (Pine 2009). When an “experience” is not authentic anymore, as well as the concept of “engagement” (Benson 2011, 14) is blurred, the volunteer tourism product may turn into a declining phase.

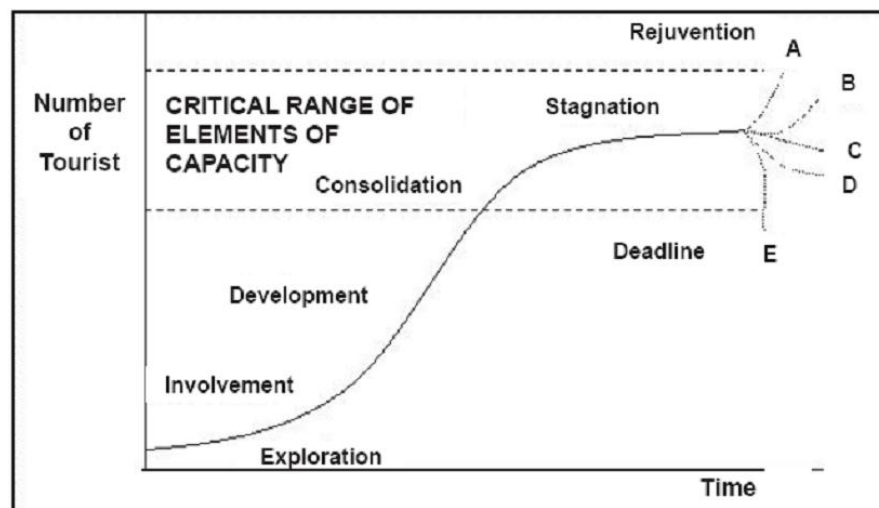


Figure 5. Tourism Area Life Cycle (Cleverdon 2011)

By the time changes regarding consumer expectations and market trends happen, the current product reaches mature stage; without further development, it will decline in sales (Briggs 2008). Nokia mobile phones are good examples of mature products without proper further development, turning into decline and recession after more than a decade being on the top of revenues and popularity. A volunteer tourism product can also decline in sales if it does not fulfil its purposes (e.g. altruism and personal development) and/or provide any other extra valued benefits for the stakeholders anymore, or simply because of a global financial crisis. In this case, companies can also try to extend their products' life cycles by lengthening the growth or mature stages, or merely wait for the ending of a global crisis. The extension activities can include promotional campaigns, targeting different markets, or exceeding expectations (Briggs 2008). Although those tactics are not fully guaranteed, product developers may still consider them in evaluating their products and estimate their life cycles in a market, e.g. in the volunteer tourism market, to either lengthen the growth stages or develop whole new products.

Product development is considered to be one of business strategies to increase sales. Ansoff's Matrix (Table 3) suggests strategies for growth. (Briggs 2008.)

Table 3. Ansoff's Matrix (Briggs 2008)

	Existing product	New product
Existing market	Market penetration: Modify and existing product for a current market	Product development: Develop a new product for an existing market
New market	Market development: Promote an existing product to a new market	Diversification: Create a new product for a new market

As shown in Table 3, product development is for an existing market rather than a new one, and exposes lesser risk than diversification (Briggs 2008). In tourism, for example, new products can range from physical development, such as unique activities, new attractions (Briggs 2008), or a less tangible

development such as a new perspective or image of a destination, e.g. EcoSalla concept of Salla, Lapland (Aspholm-Heimonen 2011). The practice of diversification has become increasingly popular, as seen from other industries to transform their products to serve touristic purposes, to make them look “tourism products”, and attract tourists, usually as a source of supplementary income. Agriculture farms and handicraft workshops are some notable examples of tourism product development participation. This phenomenon coincides with the findings and suggestions of Moscado (2007) which consider tourism as a resource for communities rather than the other way around to promote more innovation in tourism development and other fields. Tourism, e.g. volunteer tourism, can be an effective tool to develop such activities as agriculture, craft, education, health, and socio-economic activities (Moscado 2007).

A typical service product development plan is illustrated by the development of a service system model by Komppula and Boxberg (2002). Four simple phases are fulfilled within the on-going process to help companies achieve sustainable success by creating new products and effective quality management (Komppula – Boxberg 2002, 92–94).

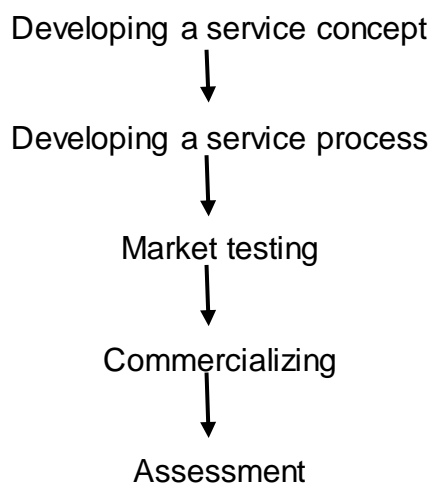


Figure 6. On-going Development of Service System (Komppula – Boxberg 2002, 99–102)

Companies need to identify their core products and target customers, and estimate resource limits for the development. When product concepts are

created, they are transferred to the next development phase of service blueprint and product marketing plan, which are also examined and analysed on a financial perspective. Market testing, usually fulfilled by external testers, is to ensure the marketability of the products. The products are then released to commercialization; and the companies still need to evaluate and further develop the products. If sales are not as expected or declined, the target groups, marketing plans, and the products themselves need to be reassessed, or even terminated to leave resources for new product development. A tourism product development, e.g. a volunteer tourism program development, is also an exemplary part of this process. (Komppula–Boxberg 2002, 99–102.)

3.1.3 Experience Economy

Experience economy has emerged as one of crucial methods in product development, especially in the tourism industry, as it emphasizes meaningful experience over the tangible/intangible product offerings. Volunteer tourism can generate meaningful experiences for all stakeholders (e.g. volunteer tourists and locals) involved, as reflected by Bension (2011, 14) with the “engagement” concepts, motivations of volunteer tourists as well as the altruistic nature and personal development factors of current various types of volunteer projects (Benson 2011, 45; Schott 2011, 54-55, 58-66) (see Chapter 2). Thus, the knowledge of experience economy is very essential in product development and in volunteer tourism program development particularly.

Indeed, experience economy has emerged in recent decades as an important next stage of economic development. As nowadays customers desire experiences, which are distinct economic offerings, more and more companies have based their business strategies and product offerings based on creating meaningful experience for their customers (Pine–Gilmore 1998, 97–105). In today’s product development, whether companies can design and develop their products to authentically “stage experience” (Pine–Gilmore 1998, 97–105) may pose crucial for their competitiveness and sustainability. According to Pine (2009), the products the company offers, whether fried chicken, burger, souvenirs, or packaged tours, have to give the customers

the value experience they may not have elsewhere. The products should also be authentic/original enough for customers to easily distinguish them from those of other competitors (Pine 2009).

Some of many successful American companies mentioned by Pine (2009) are American Girl Palace, Library Hotel, and Grand Canyon Gift Shop. A common point for their success is that those companies have chosen unique themes for their lodestars and operations. Customers come to them not only for their products and offers, but also for the value experiences, which they cannot or hardly find elsewhere. Generally, those houses have their own way of attracting and keeping customers in a long-term: valuing “experience” over “things” and “creating unique memorable events”. This business phenomenon has been reflected in Pine and Gilmore’s theory of the experience economy, transformation and authenticity. (Pine 2009.)

In this era of service-dominant and experience economy, many companies and organizations not only cooperate with their business partners or subcontractors, but also turn their hands to their customers to help develop better products and experience. This emerging business strategy has been theorized as “co-creation” (Zwick–Bonsu–Darmody 2008). When practicing this method, companies have a large and free resource of potential creative consumer workforce, who they can rely on, to develop their products and raise revenue. While companies can offer resources for consumers to create new elements, consumers in turn will give companies good contact and consumer behaviour knowledge. This exchange can better exploit human intelligence and boost production and efficiency, especially in tourism business, where human contact is frequent. Therefore, if tourism companies can successfully exploit customers’ creativeness, not only from feedback, but in real product development and operation, they will definitely obtain sustainability and long term profit. (Zwick et al. 2008.)

In practice, the questions here are how companies can effectively co-create with consumers, and how autonomous consumers can generate value that marketers and product developers can take advantage (Zwick et al. 2008). In fact, the reality needs to come from the companies themselves, from their

own thinking of change and prioritizing actions. Zwick et al. (2008) argue some methods many companies, notably McDonald and Build-a-Bear Workshop, have applied so far. For example, in Build-a-Bear Workshop, the company invite children to select a basic type of bears and subsequently ask them to 'give it life' by creating its voice, giving it 'a heart filled with their special wishes', and stuffing, stitching, fluffing, naming (with personalized birth certificates) and accessorizing the bear as they desire so that 'each guest goes home with a smile and a new best friend'. The "unpaid labour" children are "exploited" in designing and producing the products in a less obvious way and leading to a successful and enjoyable consumption experience. The company gains more than providing meaningful experience for its consumers, such as lower costs, high profit margins, reproduction of demand, better consumer feedback and ideas, and consequently elevated business growth and financial performance. (Zwick et al 2008.) In these cases, the practices of experience economy (Pine–Gilmore 1998) are especially useful in involving customers in product development activities which create meaningful experience for them.

3.2 Tourism Product Development and Grounds for Volunteer Tourism Development

3.2.1 Common Practices and Barriers

Certain common practices and barriers in tourism product development help provide the referential backgrounds for developing a volunteer tourism program. According to Briggs (2008), product development is often utilized to refer to as a growth strategy focusing on markets and products. In tourism, new products can range from physical development, such as unique activities, new attractions (Briggs 2008), or a less tangible development such as a new perspective or image of a destination, e.g. EcoSalla concept of Salla, Lapland (Aspholm-Heimonen 2011). The destination management companies or local/regional tourism boards can indeed include product development as an official means of tourism growth, whereas it does not necessarily always mean "product development" (Briggs 2008). That can be the case of market penetration, product life cycle extension or market development, in which the strategy makers focus on how to boost the sales of existing products, but altering them in a way that can lure customers think

they are offered wholly new products or experiences. For example, the replacement of 2-stroke snowmobiles with 4-stroke ones is interpreted as an action that benefits the environment, but also can denote the emergence of a newly eco-friendly transportation type for tourists, especially the ones who favour ecotourism and care about the environment. Hence, the same transportation product altering in a different way can actually increase growth and sales in the field. Other “product development” guise activities are new visitor attractions, new paths and cycle tracks, hotel development programs, tourism information upgrade, quality improvement programs, staff training, and packaging existing products together (Briggs 2008).

In fact, tourism product development is a resource-consuming method which requires much research and step-by-step practice approach. According to Briggs (2008), there are some common barriers in tourism product development: the expensive cost, the concept development and the unclear role. Tourism companies usually are not urgent in developing new innovative products, as those are considered a potential burden to their limited budgets. If the existing products are good enough, companies usually need to apply some tricks or slight improvement, such as changing the look or more marketing, to reach more customers and improve sales. Concept or idea generation is also a barrier in that the businesses or strategy makers do not know where to start, considering tourism products are usually tangible and risk averse, and there are scarce definitive facts and approaches. (Briggs 2008.) Other barriers can be seen from the nature of the tourism industry, such as seasonality, which has posed an unresolvable dilemma for many destinations, such as Lapland.

To propose a holistic approach to tourism product development, Tekoniemi-Selkälä–Kylänen (2011) suggest a more holistic research perspective on certain themes: the operating environment – where products are developed, produced and consumed, the products – carrying a story-telling experience, and customership – in which different stakeholders are involved and cooperation/co-creation happens. Further analysis of the research study is described in the practical approach of tourism product development.

3.2.2 Practical Approach

Tourism product development (TPD) has emerged and played an important role in this era of emerging experience and innovation economy. As the tourism industry has adapted to these changes of the global economic environments, approaches to TPD, e.g. a volunteer tourism program development, needs to be holistic and widespread within extensive networks of cooperation and competition to identify changes, challenges and opportunities within the tourism industry (Tekoniemi-Selkälä–Kylänen 2011). As tourism is a complex and multi-disciplinary industry, it requires not only various business sectors and stakeholders involved, different cooperative networking levels, but also numerous strategic development tactics and tools. Certain potentially holistic tools and procedures have been analysed and applied from the academics to real-life businesses. For example, Cleverdon (2011) suggested combined several tools to establish the current situations, identifying opportunities and prioritising sectors' objectives. Notable tools, illustrated in Figure 7, are PEST (Political, Economic, Social, Technological), SWOT (Strength, Weakness, Opportunities, Threats), TALC (Tourism Area Life Cycle), Ansoff's Matrix (see Table 3), and BCG Matrix (Growth-share Matrix, illustrating certain economic growth phase such as Cash Cows, Dogs, Question Marks, and Stars). By analysing the tourism destination/product based on these tools, strategy makers can understand the basic economic conditions, needs, requirements, opportunities, and challenges for long term destination management and TPD.

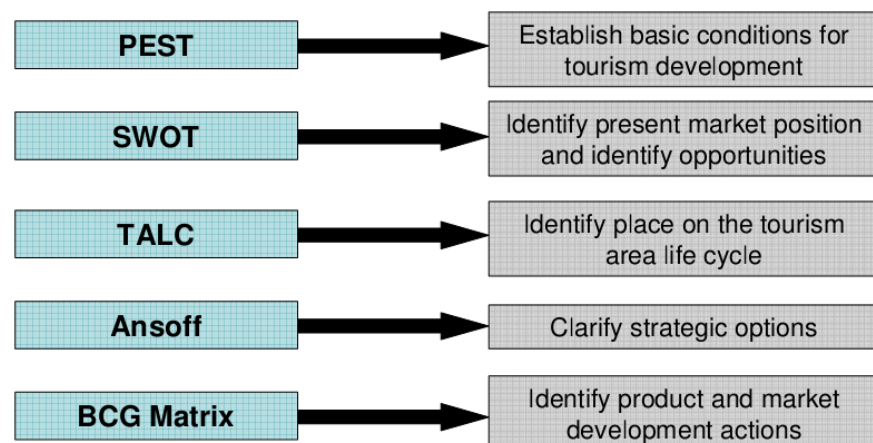


Figure 7. Investigating the Potential for TPD – Tools (Cleverdon 2011)

To describe the main principles of holistic approach and frames for TPD, Kylänen, Garcia-Rosell, Tekoniemi-Selkälä, and Haanpää (2011) identify TPD as a socio-cultural phenomenon that is “co-produced through work routines, signifying procedures of the industry, contemporary management norms, agencies”. The purpose of TPD is to create significant and meaningful experiences with the cooperative support of service providers, local communities and co-creation with customers (Tekoniemi-Selkälä–Kylänen 2011). The relationship between those actors is depicted in Figure 11.



Figure 8. Principal Holistic Approach for TPD (Tekoniemi-Selkälä–Kylänen 2011)

The practice of TPD is closely related to certain know-how and ways of interpretation, objectives and psychological/physical tensions, such as business operation, multi-sensory meaningful experiences, cultural changes, family business heritage, historical-spatial contexts, institutional norms, and economic scales (Kylänen et al. 2011). Based on those backgrounds, challenges and a practical research by specific interviews, Kylänen et al. (2011) suggested eight frames for TPD: product, seasonality, locality, consumer, coopetition, procedure, and story-telling. The study method was conducted by surveys, data documentation, content analysis, on-site observation ethnography, and interviews to local tourism companies in Lapland, Finland; the purpose was to understand how TPD has been daily

and long-term practiced within those companies and within those suggested frames (Kylänen et al. 2011).

Certain lessons can be drawn from this research study. From a product viewpoint, a meaningful and complete package product (a holistic experience) provided by a series of networking companies is a success factor; if one piece of the package does not function properly, chances are the whole package may face serial sale problems. It is also true when companies market their products to the international markets; it is always better to enter a new market by networks of companies or regional organizations (Kylänen et al. 2011). For product developers, customer-orientation and co-creation with customers (tourists) is one of the success-generating factors, as they are becoming both consumers and creators in this era. However, from the customer viewpoint, customers are not the only worthy source of idea generators and market actors, as they do not always give useful ideas and advice (García-Rosell-Haanpää-Kylänen-Markuksela 2007). The case of Apple products illustrates this point clearly, when Apple has successfully defined their own market and philosophy, challenged current market cultures and forced customers to change and adapt to its products and trends. Hence, the balance between customer-oriented method and product-oriented varies case by case and within different levels. This phenomenon also applies in the tourism industry as well, i.e. how to balance between product and customer-oriented methods, as mentioned by Kylänen et al. (2011), e.g. contradicting entrepreneurs' and customers' expectations regarding Finnish Christmas food traditions. In another aspect, it is also recognized that products will never be ready, as they are not only in line with the natural requirements of the tourism industry, but also heavily depends on the interests and guidance of co-creators (customers), who do not usually reflect themselves very accurately in their demographic information; thus, product developers should not segment their customers solely based on demographic factors. (Kylänen et al. 2011.)

From entrepreneur, seasonality, and competition viewpoints, it is suggested that small lifestyle entrepreneurs play an important role in TPD within various networks and destination management scales. Small tourism companies in

the same regional/local destination levels are more eager to participate in networking and clustering to gain benefits for themselves and the destinations/regions. However, in most cases, participating in clustering or networking means that many companies, especially small-sized companies and lifestyle entrepreneurs have to sacrifice or abandon many of their values and philosophy to adapt to common networking values and business operations. (Kylänen et al. 2011.)

On the other hand, seasonality is indeed a challenge but also provides resting time for generating innovativeness to help adapt the product, its image and principles to the seasonal changes, and (re)produce for peak seasons. Locality also plays an important role in TPD, as it is related to entrepreneurial customer frames, and provides understanding of the local destinations, spatial practices, and historical contexts on both tangibility (e.g. facilities, technology, snow, ice, forest) and intangibility (e.g. sense of place, work heritage). Story-telling frame is strongly related to procedures, products and co-creation, because it denotes meaningful experience from the products/services created by different developers (including customers). It also means cultural heritages passed to future generations of all the partners involved in the experience. (Kylänen et al. 2011.)

4 RESEARCHING A VOLUNTEER PROGRAM FOR VIETNAM HERITAGE TRAVEL

4.1 Company Profile

Vietnam Heritage Travel is a young tour operator which offers inbound and outbound tours, hotel booking, ticket reservation, visa arrangements, and transportation services. The company has organized various travel programs across Vietnam, Laos and Cambodia, in which its headquarter and branches are located. (Vietnam Heritage Travel 2012.)

The company organizes small tour groups in order to better communicate with the customers and satisfy their needs. Its tour programs offer the most common and destinations and in depth activities of those countries as well as

customized trips that serve various interests. For instance, two or more journeys can be combined for those interested in more extensive regional experiences. Popular trips include cruises, luxury, adventure, culture, family, honeymoon, and beaches. In addition, the company also organizes some tour programs cooperated with charity or non-profit organizations which include visits or activities aiding the Agent Orange victims, disabled and disadvantaged groups. The purposes are not only to contribute finance, health or education to those less fortunate people but also to build and strengthen cultural understanding and exchanges. These activities are foundation for the company to organize more volunteer tourism programs specialized in different groups and with professional services in the future. (Vietnam Heritage Travel 2012.)

4.2 Research Method

The thesis project was conducted as a quantitative research, whose method is to utilize surveys, questionnaires, statistical data, and numerical data to measure, verify/falsify pre-assumptions or hypotheses. Another approach of a quantitative method is theory-driven and theoretical testing/explaining and the interaction between knowledge base and empirical data, operationalization, and conceptualization. In brief, there are two common practices of a quantitative research method, i.e. “surveys and interviews”, and “experiments and observations”. (Kylänen 2011b.) The statistical data of this thesis project is based on the first one “surveys and interviews”.

According to Anderson (2010), the purpose of a quantitative research involves a large number of users and respondents to gather their opinions and experience. As it is an objective method, measurement and testification need to be objective, numerical and quantitative (Anderson 2010). In a survey, for instance, formulas are used to determine its sample size from a number of respondents to gather acceptably accurate findings (Anderson 2010). Previous research work is also important in conducting a new quantitative research, as it provides collection of data, definition of terms, specific research questions or testable hypotheses (Smith 2010, 41). This fact suggests the importance of literature review in this thesis in order to

generate a holistic understanding of the research field and define the problem to be solved by data collection and analysis.

4.3 Objective and Implementation

The purpose of the research was to figure out what kinds of volunteer tourism programs should be developed for Vietnam Heritage Travel and what business and volunteering factors need to be considered for the development. As agreed with the commissioner and the thesis supervisor, an online survey with appropriate questionnaires was conducted, produced, and posted on different volunteer forums and social networks, such as nola.com, volunteerforum.se, couchsurfing.com, facebook.com, and RAMK student-respondents to collect their past experience, interests, expectations and motivations regarding different types of volunteer tourism programs and other touristic aspects. The expected number of respondents for the research was 15.

Webropol was chosen to create the survey, as it is considered one of the most popular and professional service providers on survey conducting, data collecting, feedback managing and data reporting. The survey was published on 14 September 2012, and lasted until 01 October 2012. There were 14 respondents participating in the survey.

The survey targeted anyone who had participated in volunteer tourism or was interested in volunteer tourism. The questionnaires were divided in several parts, which collected respondents' past trip experience, their expectations regarding making a voluntourism trip, their motivations on participating in such a trip, and their demographic information.

In details, the purpose of past trip questionnaires and demographic information was to find out how previous experience/no experience and personal backgrounds affect respondents' expectations and motivations on making voluntourism trips.

In the expectations questions, the respondents were asked to share their preferences on average volunteer workload, expected expenditure, personally important types of volunteer projects and activities, required skills, accommodation types, potential information gathering channels, attitude and expectations regarding profit-making volunteer companies (such as Vietnam Heritage Travel), and purchasing factors.

In the motivation questions, respondents were invited to share their personal reasons for participating in volunteer trips, and weigh different popular motivations conducted by previous literature and this thesis, based on scale unimportant to very important to the answerers. All of the information regarding customers' expectations, motivations, and demographic backgrounds are very essential to suggest what kinds of suitable volunteer package programs should be developed for VHT and what business and volunteering factors it should consider.

4.4 Thesis Process

The purpose of the thesis project was to figure out what kinds of volunteer tourism programs should be developed for Vietnam Heritage Travel (VHT) and what business and volunteering factors need to be considered for the development, based on literature review and a quantitative method. The author had developed interests in the field of volunteer tourism during the study at Rovaniemi University of Applied Sciences, the internship at VHT from December 2011 to March 2012 and personal volunteering experience in the past. The commissioner chosen was VHT, a tour operator headquartered in Vietnam, as the author had good internship experience at this company, as well as the company itself wanted to develop and operate a volunteer tourism program in the future. The project idea was approved and initiated in April 2012 and the final project was delivered in October 2012. During this time the author had several personal contact discussions with the supervisor and some email contact with the commissioner to brainstorm ideas and gather relevant information and resources for the thesis project. The literature review had been processed before the survey in order to obtain a better understanding of current theoretical frameworks and practices of volunteer tourism and product development, and to figure out how the survey could be

constructed to gather the most relevant data. The quantitative research method (an online survey through Webropol) was approved by the commissioner earlier in June 2012, constructed during the summer and implemented in September 2012. More details of the process can be found in Table 4.

Table 4. Thesis Process

Period of Time	Tasks
April 2012	Idea Paper Submitted and Approved Finding the Commissioner
May - June 2012	Thesis Content, Structure and Method Agreement with the Supervisor and Commissioner
June – September 2012	Literature Review and Analysis Writing the Theory Chapters
September - October 2012	Conducting the Survey Survey Results Analysis Conclusion and Discussion
October 2012	Finalizing the Thesis Project

5 RESULTS AND ANALYSIS

5.1 Overview

The purpose of this volunteer tourism survey, combined with literature review on the same topic, was to figure out what kinds of volunteer programs are suitable for Vietnam Heritage Travel (VHT), and what business and volunteering factors need to be considered for the development. The survey started inviting respondents from 14 September 2012 and was closed to collect and analyse results in 01 October 2012. Fourteen (14) respondents participated in the survey, compared to fifteen (15) as previously expected; thus, the set goal was somehow reached.

There were certain minor and significant differences, as well as similarities between the 2 reported groups, the one who had an annual income less than 20.000 euros (students) and the one who had an annual income from 20.000 to 40.000 euros (other professions). Hereafter, they are referred to as “the student group” and “the non-student group”. On this basis, the result analyses were based on comparisons between these 2 groups.

5.2 Demographic Information

Of 14 respondents, 57% was male and 43% was female. The majority of them aged from 19 to 25 years old (57%), were single (79%), were students and had university/college education and annual income less than 20.000 euros (71%). Only 4 respondents were aged 26–30 years old (3 are students) and 2 36–40 years old. Other education levels in the student group with income less than 20.000 euros were technical/professional school and high school or less.

In the non-student group, there were 4 respondents earning annual income from 20,000 to 40,000 euros. Their occupations were clerical/sales, professional/technical and other profession. Their ages ranged from 19–25 (1 respondent), 26–30 (1 respondent), and 36–40 (2 respondents). This group possessed technical/professional and university/college educational levels. 2 respondents had 1–3 under-aged children depending on them.

5.3 Past Trip Experience

In the student group with annual income less than 20.000 euros, 40% (4 respondents) had participated in 1-3 volunteer tourism trips before. The rest of the group had never participated in any trip. During the past 5 years, the average number of international trips this group had made was 0,25; that of domestic trips was 1,13 and thus in total 1,25.

In the non-student group with annual income from 20.000 to 40.000 euros, 50% (2 respondents) had participated in 1-3 volunteer tourism trips before. The rest 2 respondents had never participated in any trip. During the past 5 years, the average number of international trips this group had made was 1,33; that of domestic trips was 1.67 and thus in total 3. These numbers are

substantially higher than those of the student group. This result suggests that the group with higher annual income had more opportunities and tendencies to participate in volunteer tourism trips.

5.4 Expectations

The student group responded to the preferred average duration of volunteer trips and activities (days and hours), and maximum expenditure with substantially higher figures than those of the non-student group. In details, the student group preferred to do volunteer tourism activities in 38,9 days and 8,2 hours a day, and were willing to spend 187 euros for domestic trips and 495 euros for international trips, on average. On the other hand, the figures of the non-student group were only 17,75 days and 5,25 hours a day, and 127,5 euros for domestic trips and 297,5 euros for international trips.

The two groups had similarities and differences regarding interesting/important volunteer projects, as illustrated in Figure 9 and Figure 10. Most project types had been selected by all respondents in different scales and specific group interests.

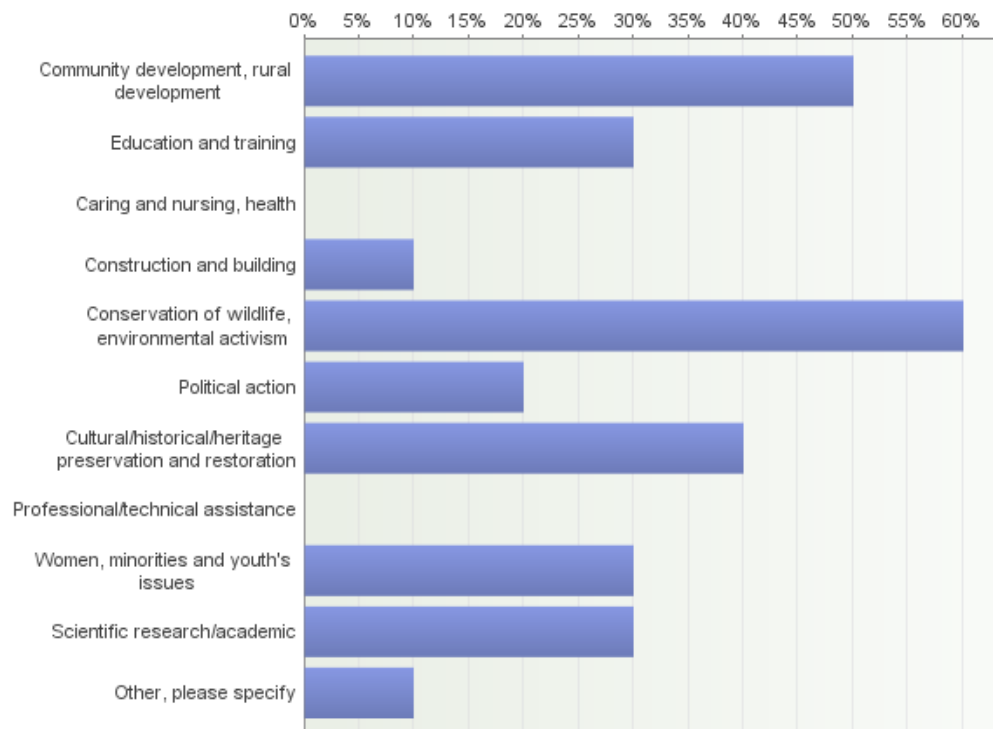


Figure 9. Interesting/Important Volunteer Projects Selected by the Student Group with Annual Income less than 20.000 euros

Three most interesting/important volunteer projects for the student group were “Conservation of wildlife, environmental activism” (60%), “Community development, rural development” (50%), and “Cultural/historical/heritage preservation and restoration” (40%). No respondent of this group selected “Caring and nursing, health”.

On the other hand, the non-student group seemed to favour “Community development, rural development” (75%), and “Education and training”, “Cultural/historical/heritage preservation and restoration”, “Women, minorities and youth’s issues” (50% each). No respondent of this group selected “Construction and building” and “Political action”.

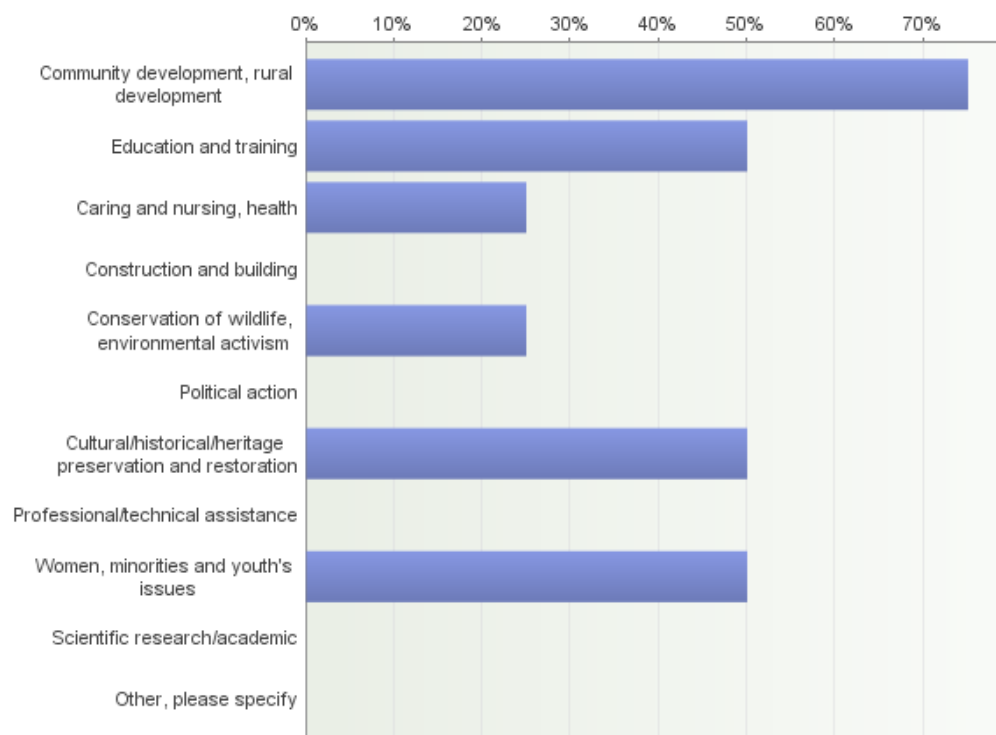


Figure 10. Interesting/Important Volunteer Projects Selected by the Non- Student Group with Annual Income more than 20.000 euros

No respondent of any group selected “Professional/technical assistance”. One respondent of the student group specified one other interesting/important volunteer project to him/her as “Nature issues and human rights”.

Types of volunteer activities, specified in the survey as “data collecting/recording/analysing/interviewing”, “manual work/building”, “teaching/tutoring/interpreting”, “caring/nursing” and “other”. The student group seemed to favour “data collecting/recording/analysing/interviewing” (80%), and “teaching/tutoring/interpreting” (70%); whereas the non-student group were most interested in “manual work/building” and also “teaching/tutoring/interpreting” (100% each).

In the levels of required skills/professional/ability, listed lowest to highest as from “no skill”, “some vocational skill”, “moderate skill”, and “high skill/professional”, the student group selected “moderate skill” the most (80%), whereas the non-student group preferred “some vocational skill” (100%).

Different kinds of accommodation were surveyed, i.e. camping, homestay, dorm/studio apartment, bungalow, and hotel/motel. All of them were selected by all the respondents. The student group favoured three kinds of accommodation: camping (80%), homestay (70%), and dorm/studio apartment (70%). The non-student group weighed all kinds of accommodation equally (70%), with the exception of dorm/studio apartment (100%).

When asked how they usually learned about potential volunteer trips, both groups selected “Internet/social media/forums/online communities” as the most popular source of information (80% for the student group and 100% for the non-student group). Other popular sources of information were “Friends/past experience” (60% for the student group and 100% for the non-student group), “Non-profit organizations” (60% and 50% respectively), “magazines/newspapers/publications” (30% and 50% respectively), and “TV” (30% and 25% respectively). Information from travel agency represented only 20%, and was only selected by the student group.

For the important factors to decide to purchase a volunteer tourism program from a profit-making company, both groups agree on 3 most important factors: cost, types/activities/experience, and destinations, with only slightly difference in scale. In specific, the student group weigh “cost” as the most

important factor to consider buying (100%), then “destinations” (70%) and “types/activities/experience” (60%). On the other hand, the non-student group valued “types/activities/experience” the most (100%), then “cost” and “destinations” (75% each). Other considered factors were “recommendations from former participants” and “value-added services”. No respondent considered business factors regarding a company, such as its offices, staff, and websites important.

Regarding a suitable price for one week volunteer trip in euros (excluding transportation tickets to and from the destination(s)), 5 respondents from the student group gave certain prices, such as 180, 120, 350, 30, and 5000. In the non-student group, 3 respondents considered 600, 200, and 500 euros suitable for one week volunteer trip. These figures only reflected personal expectations regarding a suitable price for a product, thus they might not represent all actual cost factors and certain profit a profit-making company has to bear and achieve. However, besides some unrealistic-sounding given prices (30 and 5000 euros in the student group), the non-student group seemed to expect higher than the student group, but it does not mean there is a concrete evidence regarding differences of personal price expectations of both groups, unless further research is conducted.

Some respondents of both groups shared their personal expectations and needs to participate in volunteer tourism programs offered by profit-making companies. Both groups seemed to agree that a profit-making company should not make too much profit and the gained profit should benefit the communities and the ones in need: “If the profit would be going to support the system or to be helping those in need I would feel okay, but if the profit would just go to make somebody more rich I would boycott the company” (a respondent); “I have nothing negative to say as far as the profit stays small in accordance to the positive impact gained by community/other subject” (a respondent). One respondent could have more specific expectations if the programs were offered more (probably value-added services/experience). Another respondent demanded “fruitful activities with safety”. In the opposite, one respondent preferred to volunteer through non-profit organizations instead of profit-making companies.

5.5 Motivations

When respondents were asked to share personal reasons and motivations to join a volunteer tourism trip, two most common aspects were recognized, which coincided with previous literature and research: altruism and personal development/achievement (see Chapter 2). For example, their reasons and motivations varied from “To discover places at a low cost”, “do adventure, “...Travelling doesn’t always have to be just pleasure but it’s more getting to know different things and why not helping somebody on the way...”, “...to contribute to the well-being of people in life conditions of lesser quality and do good for the preservation of nature”, “To help the less fortunate people, chance to travel, meet new people, culture, learn to cope with extreme situations”. One respondent pinpointed the difficulty when travelling on a normal package tour, as one could feel like doing something “nice” for the locals in need but was not sure whether to do “the right things for the right people”. That is why a distinguished and purposeful volunteer tourism program is essential to address such difficulty.

All respondents rated the level of importance for a rather comprehensive list of specific reasons and motivations to participate in a volunteer program. The rating level criteria were “unimportant”, “neutral”, “somewhat important”, “important”, and “very important”. Most reasons and motivations received high ratings ranging from “somewhat important” to “very important”. Only several reasons and motivations receiving considerable high levels of ratings on “unimportant” and “neutral” were “I want to feel young again”, “The experience will make my CV look good”, “I was encouraged by others to participate”, “I want to enhance a relationship”, and “I want to alleviate my boredom/loneliness”. The comprehensive rating table can be found in Appendix 2.

6 DISCUSSION AND LIMITATIONS

6.1 Implications

The survey collected rather informative data regarding past experience, interests, expectations and motivations of potential/current volunteer tourists about different types of volunteer tourism programs and other touristic aspects. The survey results and literature review and analysis helped understand the current know-how and practices of volunteer tourism and relatively answer what kinds of volunteer tourism programs should be developed for one tour operator, e.g. Vietnam Heritage Travel (VHT) and what business and volunteering factors need to be considered for the development. The survey reported separate respondents with certain similar characteristics and trends, which could be classified into two distinctive groups: the student group with annual income less than 20.000 euros, and the non-student group with annual income more than 20.000 euros.

The survey results revealed certain issues related to the research questions of this thesis project. First, the differences in past experience and personal expectations of those groups suggest that the non-student group, literally the employed respondents, tended to have more experience in volunteer tourism and more opportunities and tendencies to participate in volunteer tourism trips. They also seemed to be more realistic, pragmatic, and sensitive regarding costs, time spent and types of activities, reflected by shorter durations of trips, activities and maximum expenditure and lower levels of needed skills. However, the non-student estimated higher a suitable price for one week volunteer tourism program. This may suggest their contradictory perceptions of personal expectations against actual reality, even though there is no concrete evidence. Further research should be conducted for better understanding of these matters.

There were not many differences concerning preferred types of volunteer projects, accommodation, information channels of these groups, except the fact that the student group tended to value "Conservation of wildlife, environmental activism" the most, which is somehow a "trendy fashion" in this era; whereas, the non-student group were keenest on the more traditional

and pragmatic “Community development, rural development”. This fact can be moderately considered to segment or find a balance among different potential target groups. Other high-rating interesting/important types of volunteer projects were “Education and training”, “Women, minorities and youth’s issues”, and “Scientific research/academic”. Most of the types of projects in the survey are prevalent or increasing in numbers and quality in Vietnam; thus, these results can provide starting grounds for VHT to decide what prospective types of volunteer projects to focus on.

Both groups learned about potential volunteer tourism opportunities mostly from “Internet/social media/forums/online communities” as the most popular source of information. This fact is understandable, considering the continuously increasing popularity of social media such as Facebook, Twitter, and other online forums and communities where people share ideas and information about almost everything nowadays. Therefore, online marketing, e-commerce, or search engine optimization is very crucial for many companies, such as Vietnam Heritage Travel, to reach more customers and widespread its futuristic volunteer tourism program. Another popular source of information came from “Friends/past experience”, which suggests the company can find ways and methods to acquire more positive (in certain extent, even negative) reviews about its product via many online tools and channels, such as blogs, online forums and social communities to persuade customers about the quality of its programs, or at least make them known to the public.

The survey also revealed 3 most important purchasing factors of a volunteer tourism program offered by a profit-making company, which were cost, types/activities/experience and destinations. The basic operating business grounds of a company, such as its offices, staff, and websites may not be as important as the services/experience it can offer to the customer, signifying the importance and effectiveness of continuously “experience economy” (Pine 2009), especially in the tourism industry, and the concepts of “engagement” (Benson 2011, 14) (see Chapter 2 and Chapter 3). VHT should seriously consider these factors in the developing procedures of its volunteer tourism programs. Another factor to be considered relates to ethical

operation and management of this business field as well as customers' expectations revealed from the survey: establishing a balance between altruism and profit gained from a volunteer tourism program offered by a profit-making company. Unlike a non-governmental organization, a tour operator offering volunteer tourism programs needs to gain a certain profit. However, a volunteer program offered by a profit-making company should not overlap with that of a non-governmental organization, i.e. merely focusing on implementing common values of altruism, but instead offering more, e.g. value-added services or other meaningful experiences. Besides, a profit-making company needs to manage its profit in a way that can also support the volunteering system and benefit the ones in need. In this case, CSR (Corporate Social Responsibility) and Corporate Altruism are the challenging issues to be concerned. It is not an easy task, indeed, to concern profit-driven motives and other social responsibility issues and survive in the competitive business environment, as companies need to acquire consensus from their employees and customers regarding corporate goals (Becker 2008; Brown 2006).

Lastly, the results suggest 2 important motivational factors of volunteer tourists which coincide with previous research by McIntosh and Zahra (2007), Mustonen (2006), and Brown and Morrison (2003), Benson (2011, 45), (Wearing 2001, 1), and Schott (2011, 54–55), and could influence the success of a volunteer tourism program: altruism and personal development/achievement. The balance between these two factors should be reached in the development and implementation of a volunteer tourism program.

6.2 Limitations

There are certain recognized limitations of the quantitative research of this thesis project. To begin, the number of survey respondents was only fourteen (14), closely compared to fifteen (15) as previously expected. In fact, this is a realistic number of respondents as some factors had been taken into consideration before the survey was published. First, the duration of the survey was only approximately 17 days because of the limited timeframe of

this thesis project. Second, the survey was mostly accessible to online users and communities, who, in a certain extent, might be reluctant in answering to this “university thesis” survey, as it did not provide any benefits, awards or offers to them, as comparing to those usually offered by commercial/paid surveys. However, those who did participate in the survey gave considerably informative and profound answers.

Other limitations of this thesis research are also recognized. To reach the best possibly widespread amount and variety of audience, a combined quantitative and qualitative research should be conducted, as well as search engine optimization or other survey boosting tools could be utilized to gather more informative and comprehensive results. However, these methods and tools required a longer research period and a rather generous budget invested, which could not be applied to this thesis project. Thus, the results could not reach all target age and income groups, such as the ones aging more than 40 years old, having annual income more than 40.000 euros, or holding other occupation types such as educator, manager, homemaker, military, and self-employer. In fact, the senior people and retirees are not easy to reach online, that is why other traditional marketing and distribution channels (such as paper forms or televisions) are still prevalent, though in the process of declining. Besides, cultural and gender differences among respondents, which might have significant influence in their opinions and experience, were not covered and analysed in the research. Absolute reliability of responses was also doubted. For instance, the ones who had never participated in any volunteer tourism trip might not realize the actual business and ethical factors of this business field, thus might have vague perception of this phenomenon and be unable to share useful advice. This fact may pose a challenge of expectations versus reality as well. Finally, because of a shortage and the sensitivity of the commissioner’s business information, the thesis could not analyse in-depth the business operations and resources (e.g. finance, networks, or human resources) of Vietnam Heritage Travel to figure out the current state of the company was to develop such kinds of volunteer tourism programs.

For those limitations mentioned above, the results of the thesis should be treated as a case study in a general background, which does not generalize any potential customers nor target market groups; instead, they only provide references and suggestions for further development of an applied volunteer tourism program for VHT and further prospective researches, favourably a combined in-depth quantitative and qualitative research.

7 CONCLUSION

The thesis project provides references and an open background for the analysis and identification of a suitable volunteer tourism program for Vietnam Heritage Travel (VHT), and consideration of necessary business and volunteering factors in the process of development.

Understanding the current theoretical frameworks and practices of volunteer tourism (also voluntourism), such as characteristics and motivations of volunteer tourists, and know-how of various types of volunteer projects can help VHT generate relevant ideas and service/product concepts for volunteer tourism program development. Volunteer tourism, as a growing global phenomenon, not only is about the balance between altruism and earned profit, giving more than receiving, donating more than profiting, but also is to provide volunteer tourists and profit-making companies numerous benefits from the experience. In fact, the added joyful experience in different aspects of travel such as arts, adventure, recreation, culture, history, and culinary, as well as personal development/achievement combined with the feeling of “doing good for the locals and the nature” of all stakeholders involved make volunteer tourism a genuine experience that cannot be mistaken by any other form of tourism, not even by the traditional volunteerism.

In a process of developing a volunteer tourism program, VHT needs to identify their core products and target customers, estimate resource limit for the development, and proceeds through the next steps of product development. Comprehensive know-how of product development, particularly tourism product development in a holistic approach and perspective (Tekoniemi-Selkälä–Kylänen 2011) is essential in transforming a volunteer tourism product concept into an end-user product. Certain practices and business factors, such as “experience economy” (Pine–Gilmore 1998) and co-creation/coopetition is also worth considering. The eight frameworks suggested by Kylänen et al. (2011) provide useful prospective guidelines for a practice-based approach to tourism product development, though the starting ground was a case study in Northern Finland (see Chapter 3).

The quantitative research of the thesis project added to the understanding and testification of expectations and motivations of potential volunteer tourists of distinctive groups, and revealed certain business and volunteering factors worth considering. Favourite volunteer projects were identified from the quantitative survey, such as “Conservation of wildlife, environmental activism”, “Community development, rural development”, “Education and training”, “Women, minorities and youth’s issues”, and “Scientific research/academic”. Regarding large sources of information acquirement, “Internet/social media/forums/online communities” and “Friends/past experience” stood on the top. 3 most important purchasing factors of a volunteer tourism program offered by a profit-making company were identified as cost, types/activities/experience and destinations. Besides, establishing a balance between altruism and profit gained from a volunteer tourism program offered by a profit-making company is a challenge needed to be continuously addressed, as expected from the customers. That may involve the concept and practices of Corporate Altruism and in some extent, Corporate Social Responsibility, which profit-driven companies, e.g. VHT, need to take into consideration. Lastly, the balance between the two motivation factors of volunteer tourists (altruism and personal development/achievement) should be reached in the development and implementation of a volunteer tourism program.

Overall, the thesis project aims to answer the research questions by analysing current know-how and practices of volunteer tourism and product development on volunteer tourism and conducting a quantitative research. However, the thesis itself has certain limitations (see Chapter 5) and therefore may be treated as references and suggestions for further development of an applied volunteer tourism program for Vietnam Heritage Travel, as well as further academic research in this volunteer tourism field.

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APPENDICES

Survey Questionnaire	Appendix 1
The Level of Importance for Each Reason to Decide to Participate in a Volunteer Trip	Appendix 2
Filtered Report: The Student Group	Appendix 3
Filtered Report: The Non-student Group	Appendix 4

Appendix 1 Survey Questionnaire

Volunteer tourism survey

I am a Bachelor student of Tourism Management at Rovaniemi University of Applied Sciences. The purpose of this survey is to collect experience about volunteer tourism, such as past experience, interests, expectations and motivations regarding different types of volunteer tourism programs and other touristic aspects. Anyone who has participated in volunteer tourism or is interested in volunteer tourism is kindly welcomed to join the survey. Your answers will help me propose a program development for my Bachelor thesis and the commissioner.

The survey will take approximately 5-10 minutes to answer. Your participation is highly appreciated!

I. Past trip experience

1. Have you participated in volunteer tourism trips before? How often? *

- Not at all
 Yes, 1-3 trips/year
 Yes, more than 3 trips/year

2. How many volunteer tourism trips have you taken in the past 5 years in total?

International:

Domestic:

Total:

II. Expectations

3. How many days and hours/day, on average, do you prefer to do volunteer activities? *

Days: *

Hours/day: *

4. How much, in maximum, do you expect to spend for one volunteer trip (in euro)? *

Domestic *

International *

5. Please select up to 3 most interesting/important volunteer projects you want to participate in: *

- Community development, rural development
 Education and training
 Caring and nursing, health
 Construction and building

 Conservation of wildlife, environmental activism
 Political action
 Cultural/historical/heritage preservation and restoration
 Professional/technical assistance
 Women, minorities and youth's issues
 Scientific research/academic
 Other, please specify

6. What types of volunteer activities would you like to do? *

Please select as many as applicable

- Data collecting/recording/analyzing/interviewing
 Manual work/building
 Teaching/tutoring/interpreting
 Caring/nursing
 Other, please specify

7. What levels of required skills/professional/ability do you expect from the volunteer trips? *

Please select as many as applicable

- No skill
 Some vocational skill
 Moderate skill
 High skill/professional

8. What kind(s) of accommodation do you prefer to stay? *

Please select as many as applicable

- Camping

- Homestay
- Dorm/Studio apartment
- Bungalow
- Hotel/motel
- Other, please specify

9. With whom do you want to travel on the trips? *

Please select as many as applicable

- Alone
- Travellers/Backpackers
- Organized package tour
- Friends
- Family/Relatives
- Colleagues
- Other, please specify

10. How do you usually learn about potential volunteer trips? *

Please select as many as applicable

- Friends/Past experience
- Travel agency
- Internet/Social media/forums/online community
- TV
- Non-profit organizations
- Magazines/newspapers/publications
- Other, please specify

11. Please describe your personal expectations and needs to participate in volunteer programs offered by profit-making companies

12. Please select up to 3 most important factors to you when deciding to purchase a volunteer program from a profit-making company? *

- Cost
- Types/Activities/Experience
- Destinations
- Value-added services
- Recommendations from former participants
- Company's offices
- Company's websites
- Company's staff
- Other, please specify

13. What could be a suitable price for one week volunteer trip (excluding transportation tickets to and from the destination(s))?

In euros

III. Motivations

14. Please explain why you want to join a volunteer program trip

700 characters remaining

15. Please check the level of importance for each reason to decide to participate in a volunteer trip:

*

	Unimportant	Neutral	Somewhat important	Important	Very important
I want to feel young again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to feel helpful *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to give back *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to share my sympathy with less fortunate people *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to help/care for others *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to do something crucial to feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to improve the world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to make a difference in our human society *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to make new friends and share values *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to have fun/relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to travel to different places *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to gain respect from others *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to influence other people *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to learn new skills or knowledge *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I want to practice and improve my skills/knowledge *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to explore new different things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to enhance a relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to build connections that may help help expand my career network *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The experience will make my CV look good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was encouraged by others to participate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to explore different career choices *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to explore myself *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The experience will help me find a career path *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The experience will help me succeed in my current career *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to leave a legacy for future generations *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to interact with local communities *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to alleviate my boredom/loneliness boredom/loneliness *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to experience an alternative lifestyle/culture/environment *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to challenge my limits mentally and physically *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to have my spiritual enlightenment enlightenment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IV. Demographic information

Please answer as much as to the best of your knowledge. Your anonymity is protected.

16. Gender *

17. Age group *

18. Marital status

19. Country of origin *

20. Occupation *

21. Educational level *

22. Annual income (euros) *

23. How many children under 18 depend on you? *

24. Are you a member of any Non-profit Organizations? *

- No
- Yes

25. What type(s) of NGOs if you belong to any?

- Civic/Political
- Educational/Youth service
- Nature/Environment
- Animal/Plant
- Health/Safety
- Religion
- Social/Community service
- Culture/Art
- Sport/Hobby
- Other, please specify

Appendix 2 The Level of Importance for Each Reason to Decide to Participate in a Volunteer Trip

Number of respondents: 14

Average: 3.69

	Unimportant	Neutral	Somewhat important	Important	Very important	Total	Average	Median
I want to feel young again	35.71%	35.71%	7.14%	7.14%	14.29%	14	2.29	2
I want to feel helpful	0%	7.14%	0%	28.57%	64.29%	14	4.5	5
I want to give back	0%	7.14%	14.29%	42.86%	35.71%	14	4.07	4
I want to share my sympathy with less fortunate people	0%	0%	0%	71.43%	28.57%	14	4.29	4
I want to help/care for others	0%	0%	7.14%	42.86%	50%	14	4.43	5
I want to do something crucial to feel good	0%	0%	46.15%	30.77%	23.08%	13	3.77	4
I want to improve the world	0%	0%	7.14%	42.86%	50%	14	4.43	5
I want to make a difference in our human society	7.14%	0%	14.29%	35.71%	42.86%	14	4.07	4
I want to make new friends and share values	0%	14.29%	14.29%	42.86%	28.57%	14	3.86	4
I want to have fun/relax	0%	7.14%	28.57%	50%	14.29%	14	3.71	4
I want to travel to different places	0%	0%	7.14%	50%	42.86%	14	4.36	4
I want to gain respect from others	0%	14.29%	28.57%	42.86%	14.29%	14	3.57	4
I want to influence other people	0%	14.29%	14.29%	42.86%	28.57%	14	3.86	4
I want to learn new skills or knowledge	7.14%	0%	14.29%	42.86%	35.71%	14	4	4
I want to practice and improve my skills/knowledge	7.14%	0%	14.29%	50%	28.57%	14	3.93	4
I want to explore new different things	0%	0%	14.29%	50%	35.71%	14	4.21	4
I want to enhance a relationship	0%	35.71%	21.43%	14.29%	28.57%	14	3.36	3
I want to build connections that may help expand my career network	7.14%	0%	35.71%	35.71%	21.43%	14	3.64	4
The experience will make my CV look good	21.43%	14.29%	35.71%	14.29%	14.29%	14	2.86	3
I was encouraged by others to participate	21.43%	50%	7.14%	7.14%	14.29%	14	2.43	2
I want to explore different career choices	7.14%	7.14%	42.86%	35.71%	7.14%	14	3.29	3
I want to explore myself	0%	0%	21.43%	50%	28.57%	14	4.07	4
The experience will help me find a career path	7.14%	14.29%	42.86%	28.57%	7.14%	14	3.14	3
The experience will help me succeed in my current career	7.14%	28.57%	35.71%	21.43%	7.14%	14	2.93	3
I want to leave a legacy for future generations	0%	14.29%	21.43%	50%	14.29%	14	3.64	4
I want to interact with local communities	0%	7.14%	28.57%	35.71%	28.57%	14	3.86	4
I want to alleviate my boredom/loneliness	35.71%	28.57%	21.43%	0%	14.29%	14	2.29	2
I want to experience an alternative lifestyle/culture/environment	0%	0%	7.14%	64.29%	28.57%	14	4.21	4
I want to challenge my limits mentally and physically	0%	0%	14.29%	57.14%	28.57%	14	4.14	4
I want to have my spiritual enlightenment	0%	14.29%	28.57%	42.86%	14.29%	14	3.57	4
Total	5.49%	10.5%	19.81%	37.71%	26.49%	419	3.69	4

Appendix 3 Filtered Report: The Student Group

Filtering

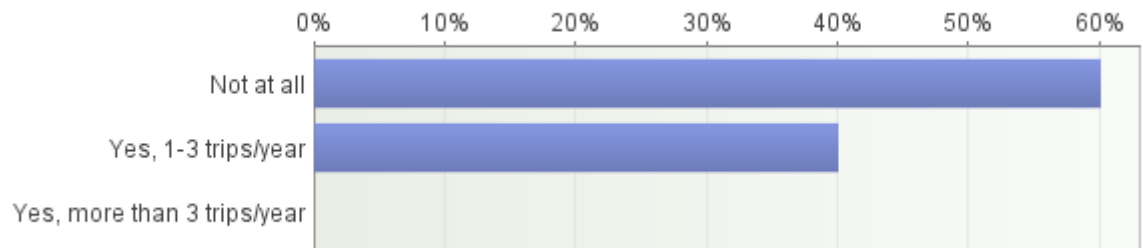
Filtering condition: Question

Responses which match **all** of the following conditions

- Condition 1: **Annual income (euros)**
Answer option(s): Less than 20.000
- Condition 2: **Occupation**
Answer option(s): Student

1. Have you participated in volunteer tourism trips before? How often?

Number of respondents: 10



2. How many volunteer tourism trips have you taken in the past 5 years in total?

Number of respondents: 8

International:

- 0
- 0
- 1
- 0
- 0
- 1
- 0
- 0

Domestic:

- 0
- 0
- 2
- 0
- 1
- 1
- 5
- 0

Total

- 0
- 0

- 3
- 0
- 0
- 2
- 5
- 0

3. How many days and hours/day, on average, do you prefer to do volunteer activities?

Number of respondents: 10

Days:

- 60
- 3
- 90
- 15
- 60
- 3
- 60
- 3
- 5
- 90

Hours/day:

- 4
- 4
- 8
- 5
- 5
- 5
- 5
- 4
- 30
- 12

4. How much, in maximum, do you expect to spend for one volunteer trip (in euro)?

Number of respondents: 10

Domestic

- 300
- 100
- 300
- 500
- 300
- 100
- 100
- 50
- 20
- 100

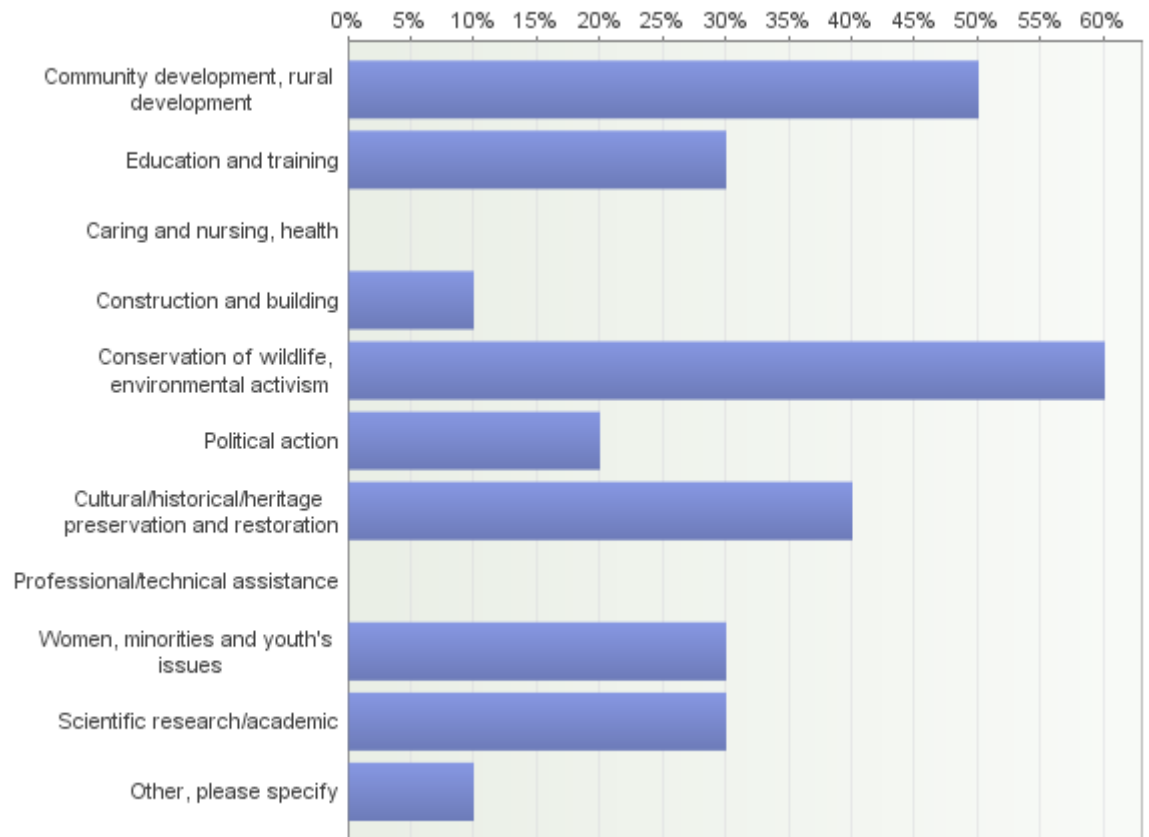
International

- 700
- 150
- 1000
- 100
- 1000

- 500
- 300
- 150
- 50
- 1000

5. Please select up to 3 most interesting/important volunteer projects you want to participate in:

Number of respondents: 10



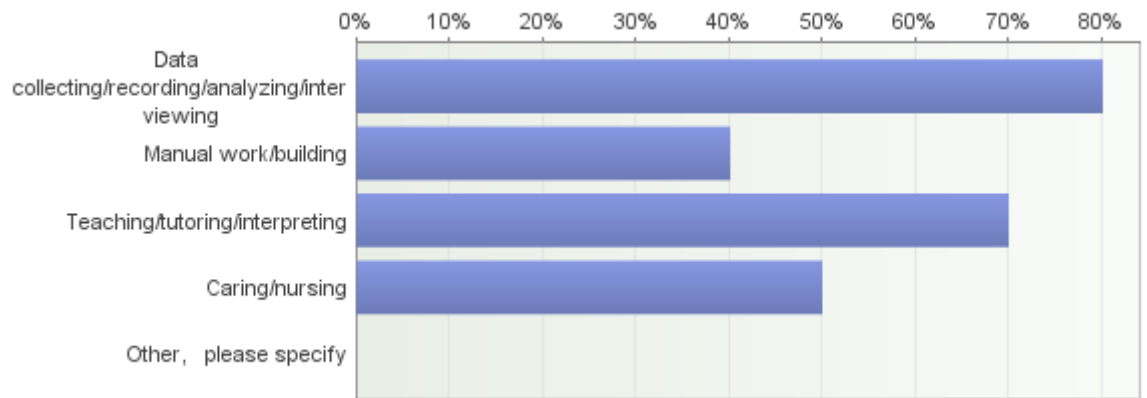
Open text answers: Other, please specify

- nature issues and human rights

6. What types of volunteer activities would you like to do?

Please select as many as applicable

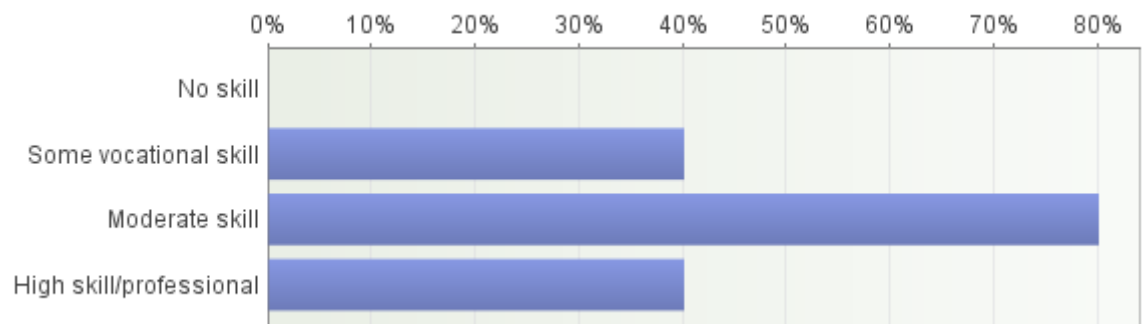
Number of respondents: 10



7. What levels of required skills/professional/ability do you expect from the volunteer trips?

Please select as many as applicable

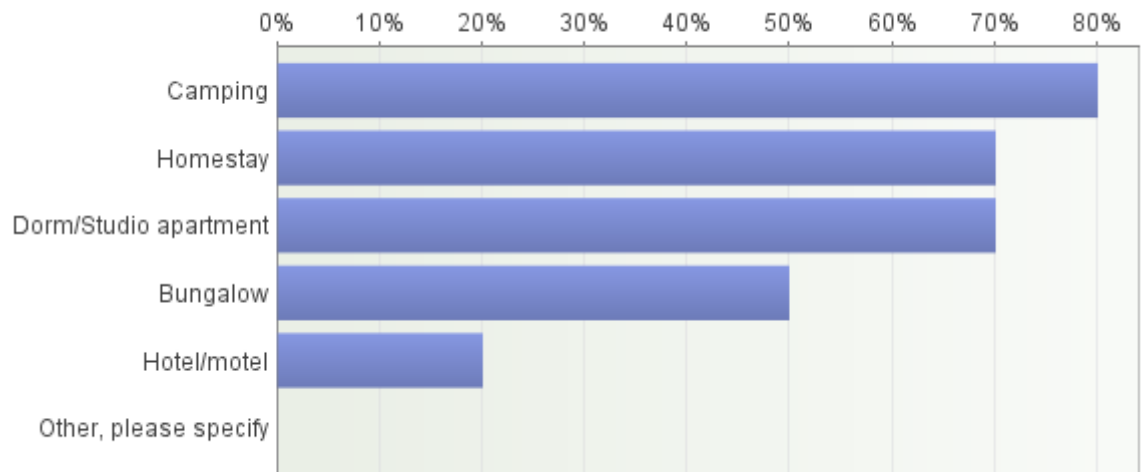
Number of respondents: 10



8. What kind(s) of accommodation do you prefer to stay?

Please select as many as applicable

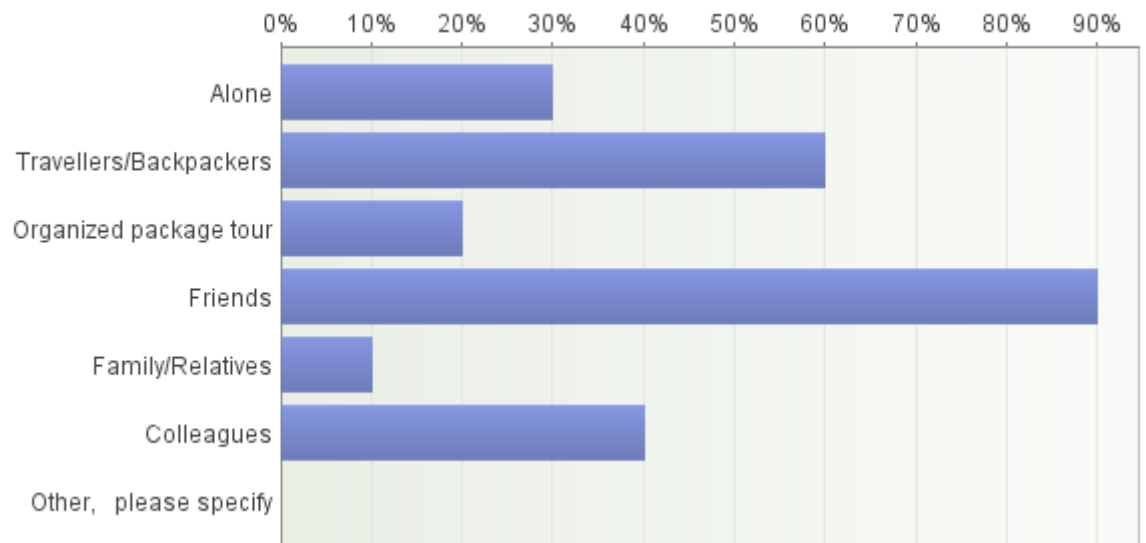
Number of respondents: 10



9. With whom do you want to travel on the trips?

Please select as many as applicable

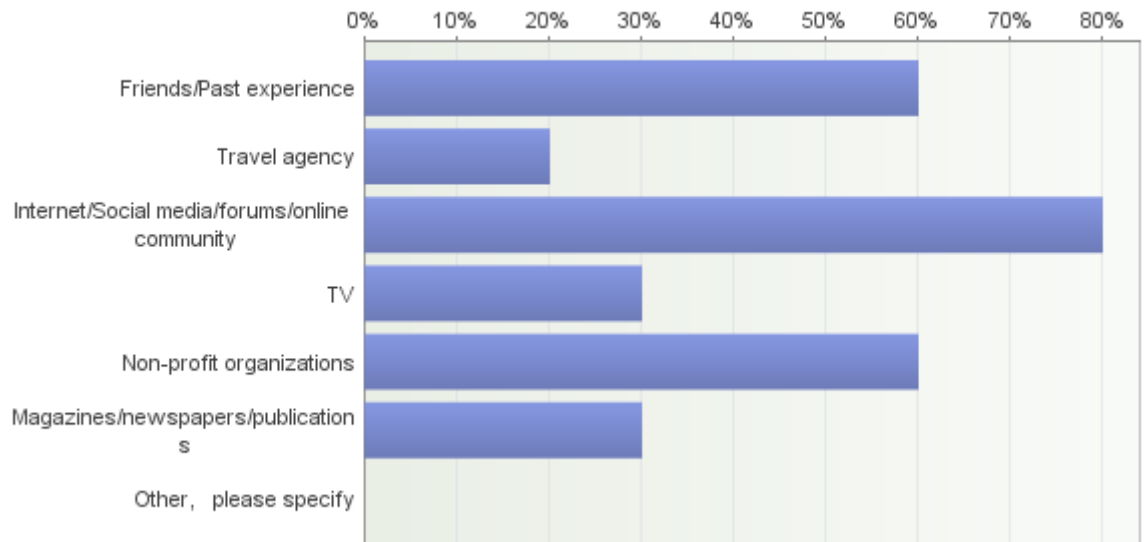
Number of respondents: 10



10. How do you usually learn about potential volunteer trips?

Please select as many as applicable

Number of respondents: 10



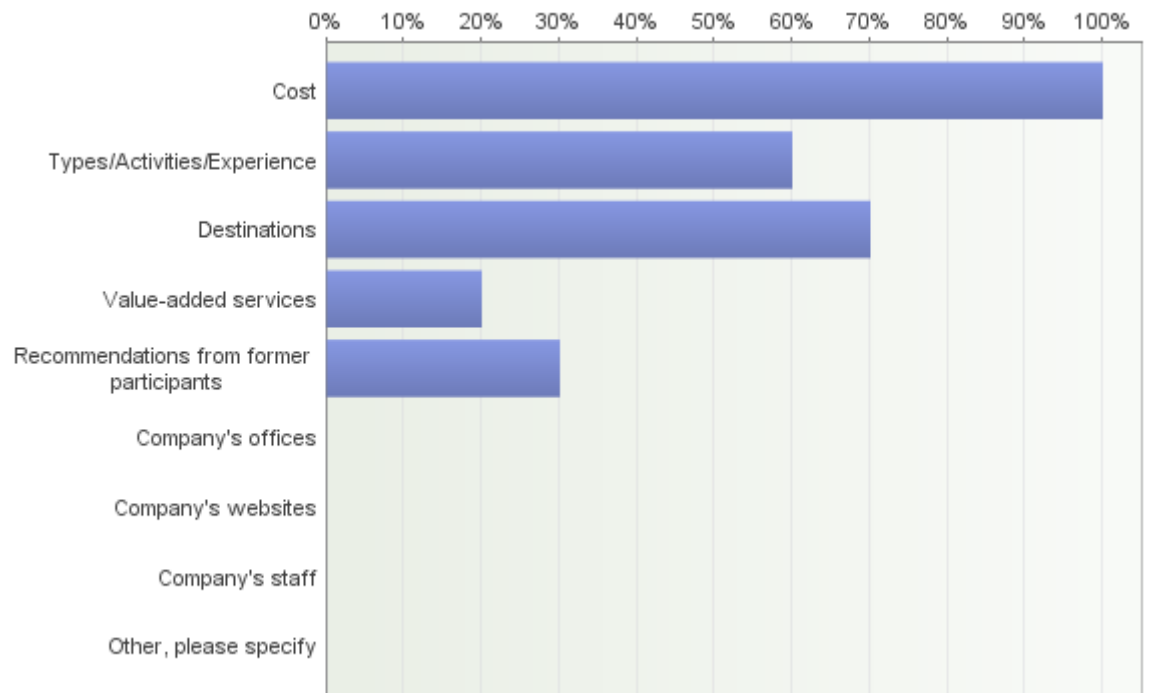
11. Please describe your personal expectations and needs to participate in volunteer programs offered by profit-making companies

Number of respondents: 5

- Personally I do not have need for that but I could if they were offered more.
- If the profit would be going to support the system or to be helping those in need I would feel okay, but if the profit would just go to make somebody more rich I would boycott the company
- I would prefer to go straight through a non-profit organisation.
- Fruitful activities with safety
- all is depends on you

12. Please select up to 3 most important factors to you when deciding to purchase a volunteer program from a profit-making company?

Number of respondents: 10



13. What could be a suitable price for one week volunteer trip (excluding transportation tickets to and from the destination(s))?

Number of respondents: 5

In euros

- 180
- 120
- 350
- 30
- 5000

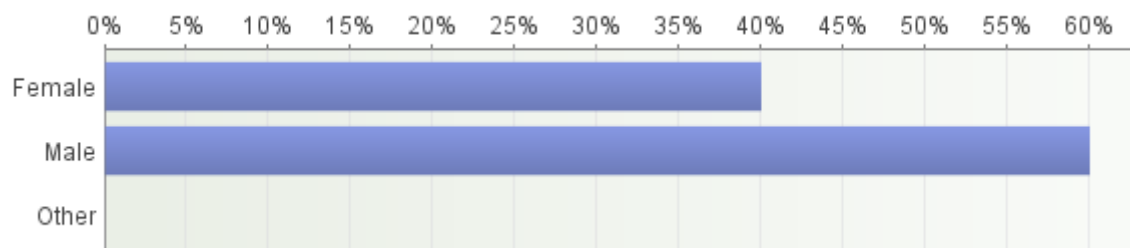
14. Please explain why you want to join a volunteer program trip

Number of respondents: 7

- To discover places at a low cost.
- I would like to do something different as a tourist. Travelling doesn't always have to be just pleasure but it's more getting to know different things and why not helping somebody on the way. Others need help, why not giving it.
- because i am curious about this stuff.
- I want to contribute to the well-being of people in life conditions of lesser quality and do good for the preservation of nature.
- To help the less fortunate people, chance to travel, meet new people, culture, learn to cope with extreme situations.
- I am a lifetime volunteer.
- I like to do adventure. I like to see natural beauty and meet with new people and know the different place in the world.

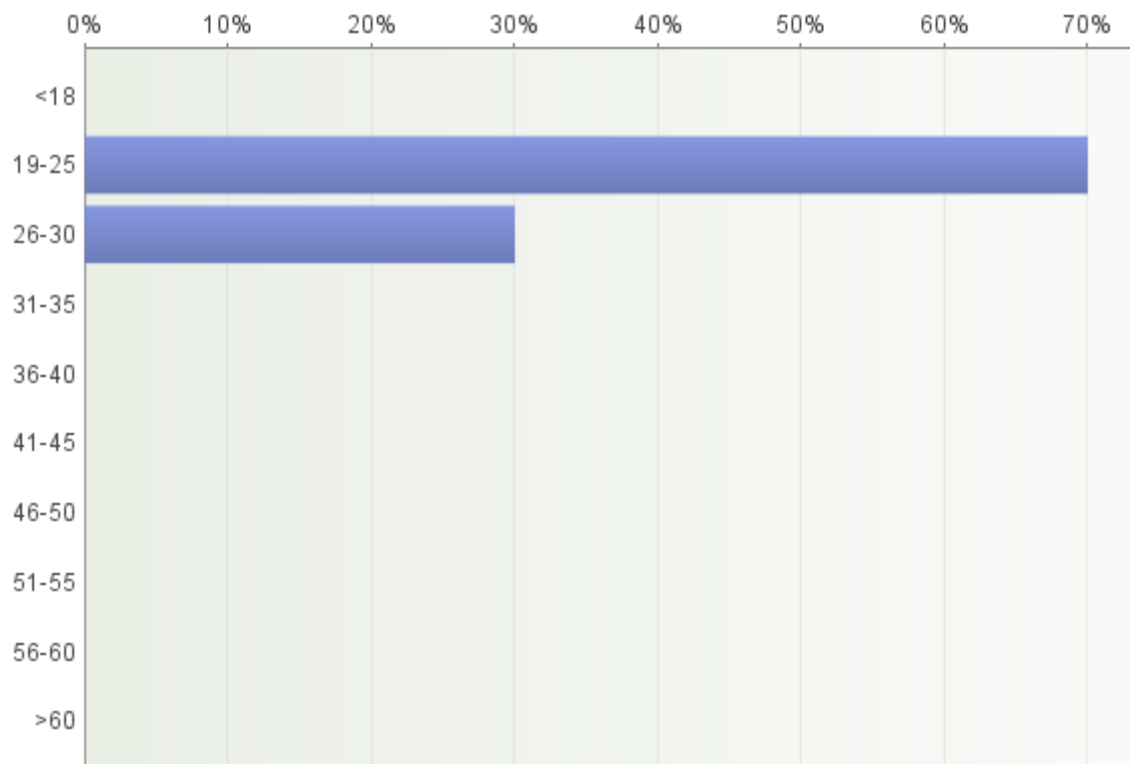
15. Gender

Number of respondents: 10



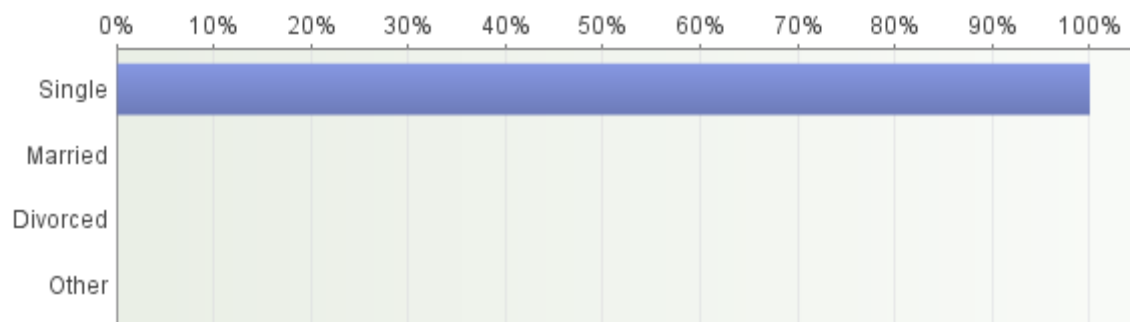
16. Age group

Number of respondents: 10



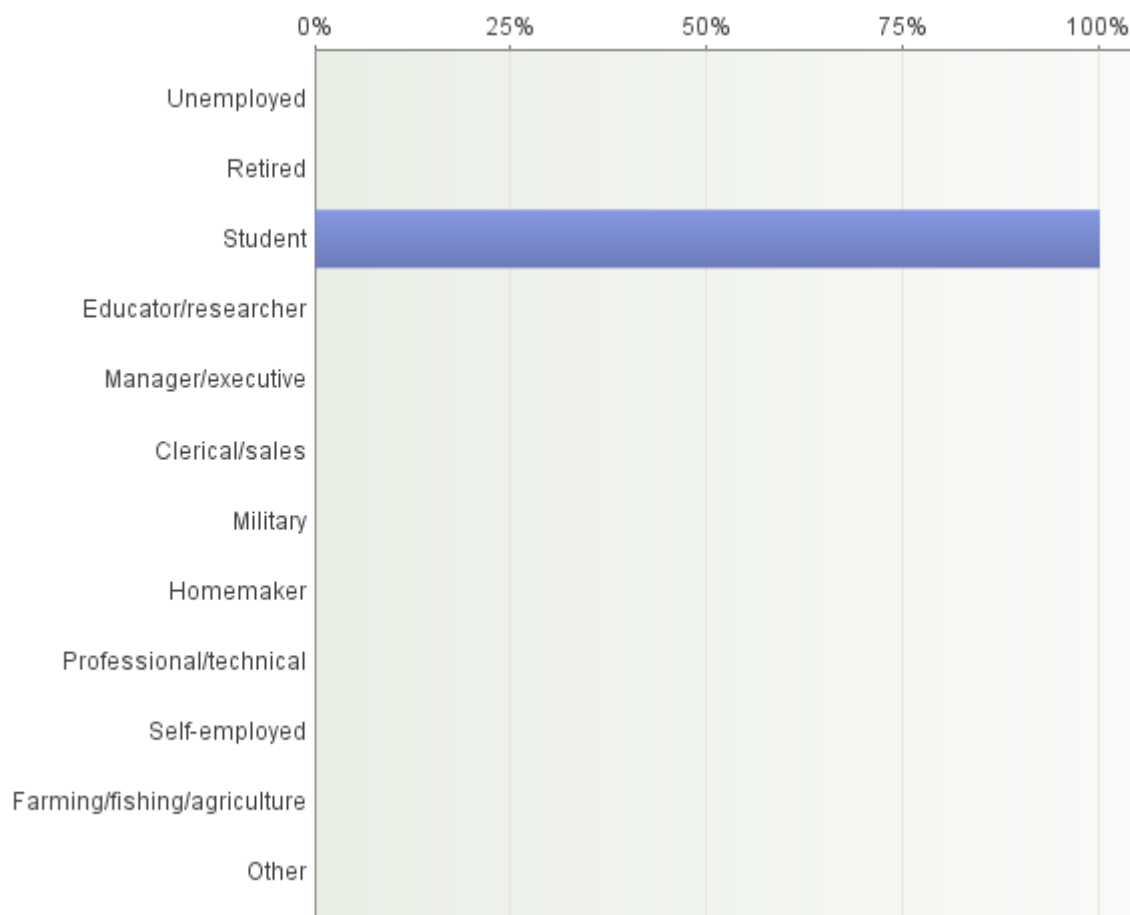
17. Marital status

Number of respondents: 10



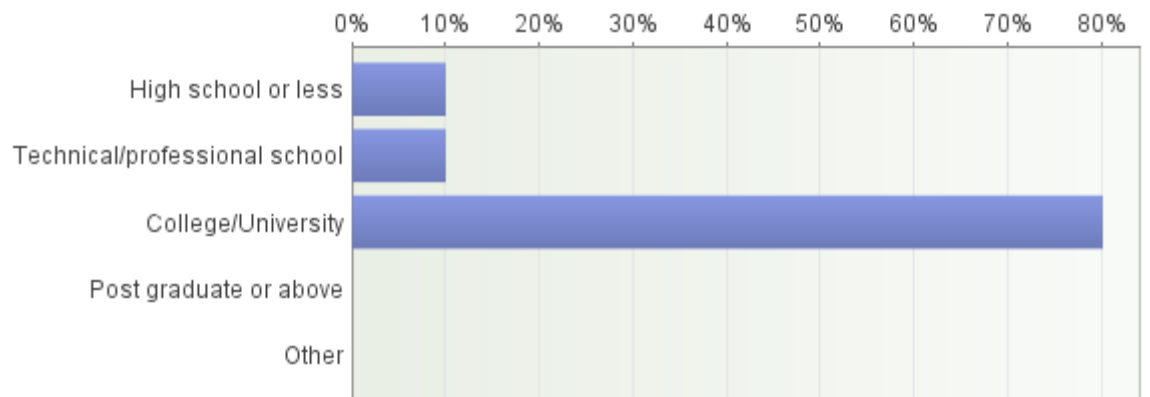
18. Occupation

Number of respondents: 10



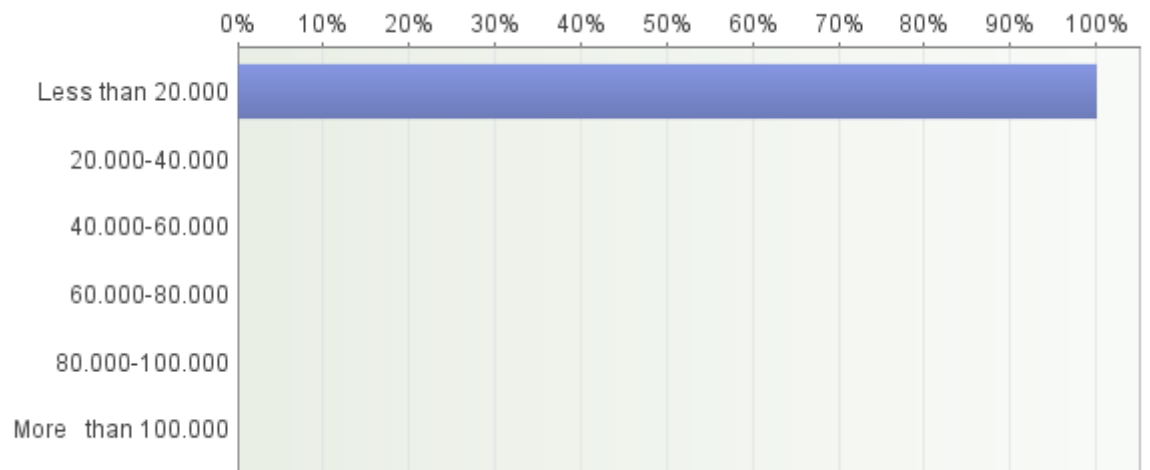
19. Educational level

Number of respondents: 10



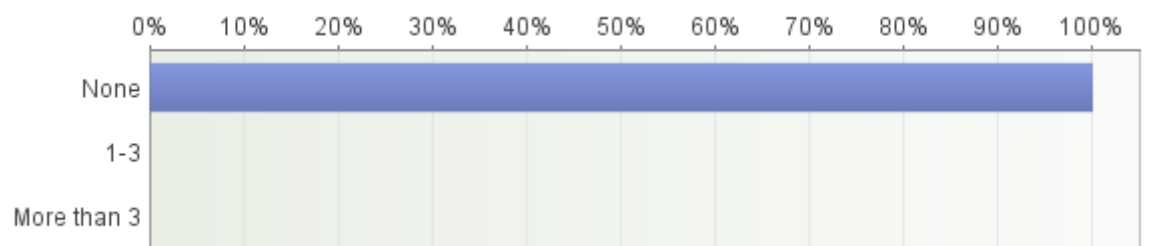
20. Annual income (euros)

Number of respondents: 10



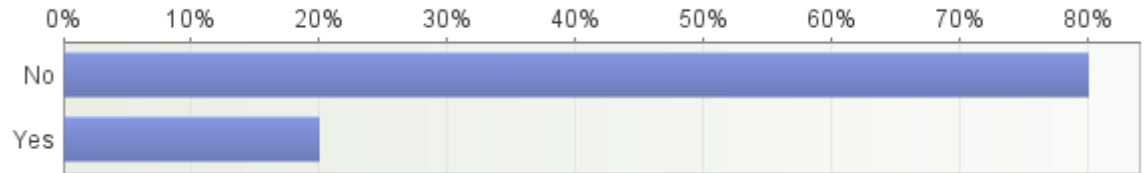
21. How many children under 18 depend on you?

Number of respondents: 10



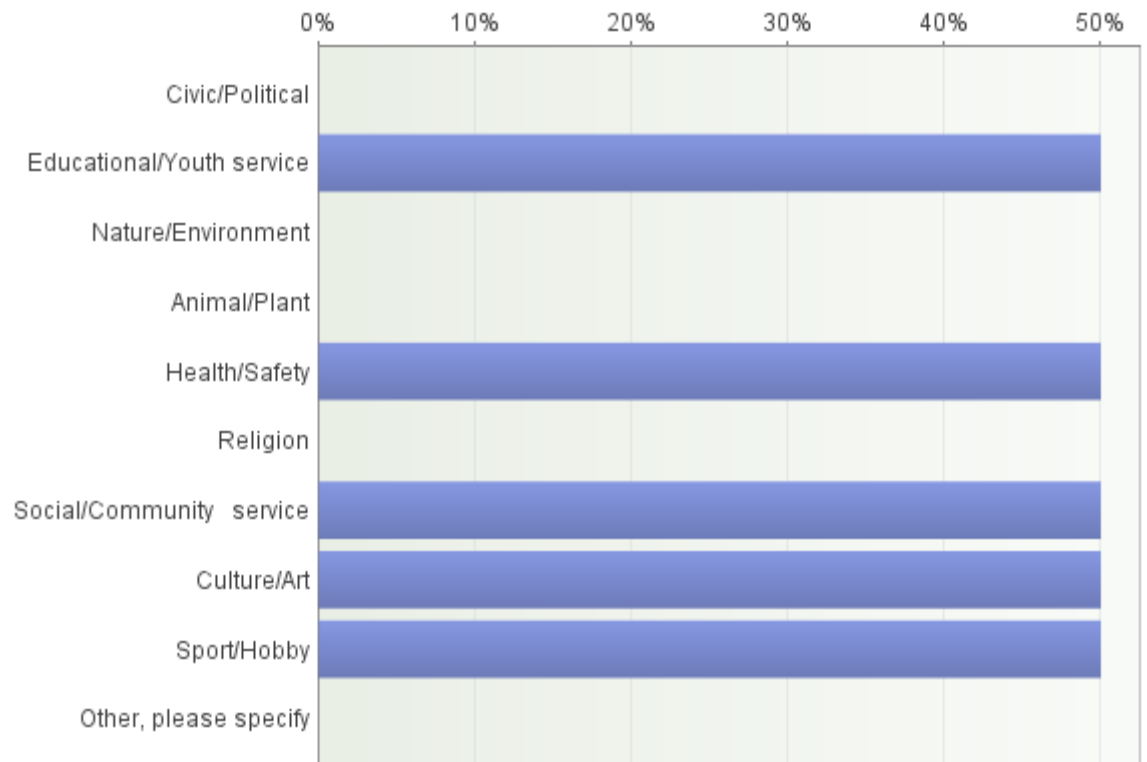
22. Are you a member of any Non-profit Organizations?

Number of respondents: 10



23. What type(s) of NGOs if you belong to any?

Number of respondents: 2



Appendix 4 Filtered Report: The Non-student Group

Filtering

Filtering condition: Question

Responses which match **all** of the following conditions

Condition 1: **Annual income (euros)**

Answer option(s): 20.000-40.000

Condition 2: **Marital status**

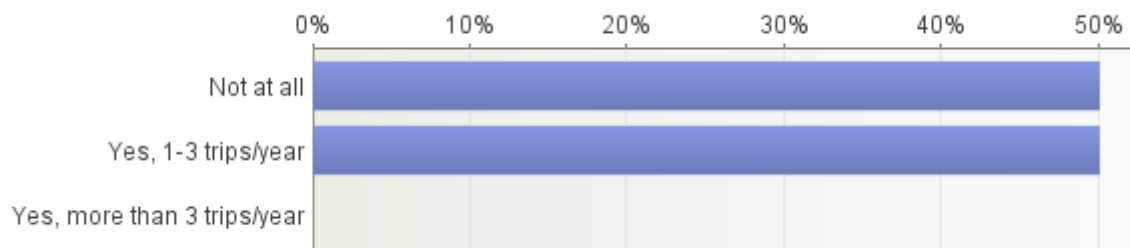
Answer option(s): Single, Married

Condition 3: **Occupation**

Answer option(s): Clerical/sales, Professional/technical, Other

1. Have you participated in volunteer tourism trips before? How often?

Number of respondents: 4



2. How many volunteer tourism trips have you taken in the past 5 years in total?

Number of respondents: 3

International:

- 0
- 1
- 3

Domestic:

- 0
- 3
- 2

Total

- 0
- 4
- 5

3. How many days and hours/day, on average, do you prefer to do volunteer activities?

Number of respondents: 4

Days:

- 5
- 5
- 60
- 1

Hours/day:

- 6
- 6
- 6
- 3

4. How much, in maximum, do you expect to spend for one volunteer trip (in euro)?

Number of respondents: 4

Domestic

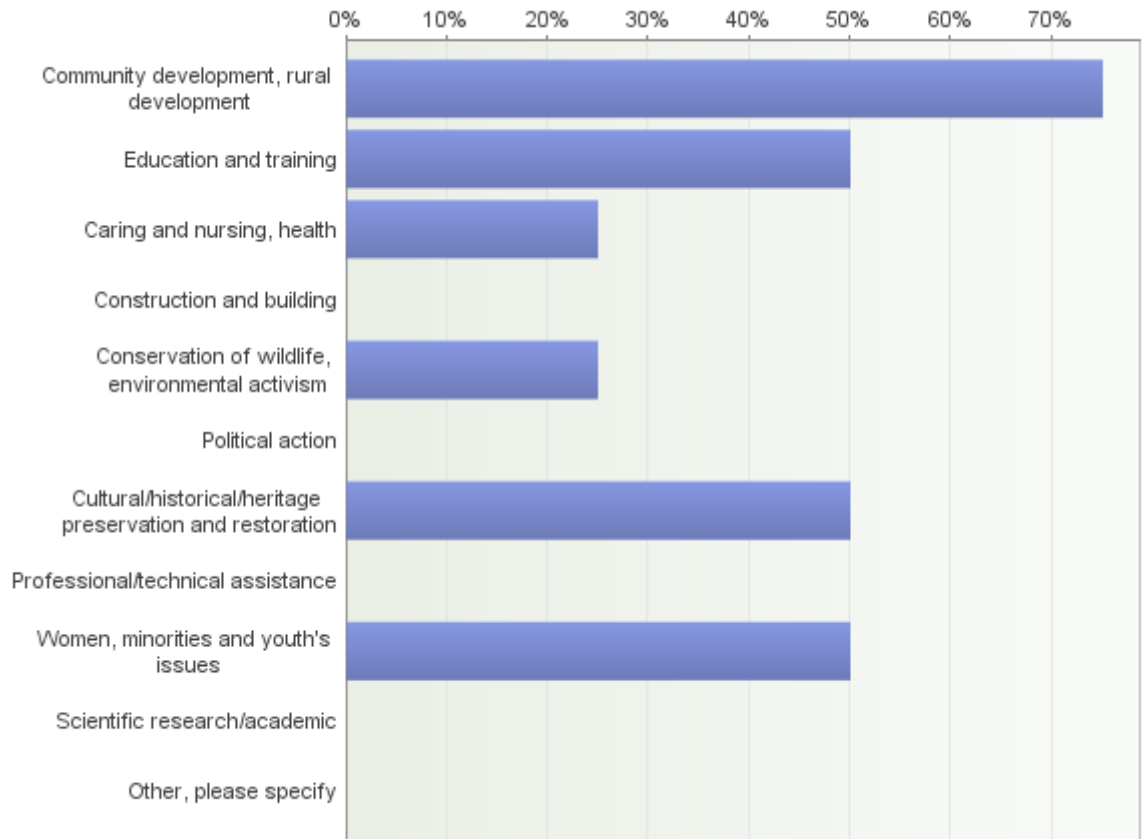
- 300
- 80
- 80
- 50

International

- 600
- 250
- 300
- 40

5. Please select up to 3 most interesting/important volunteer projects you want to participate in:

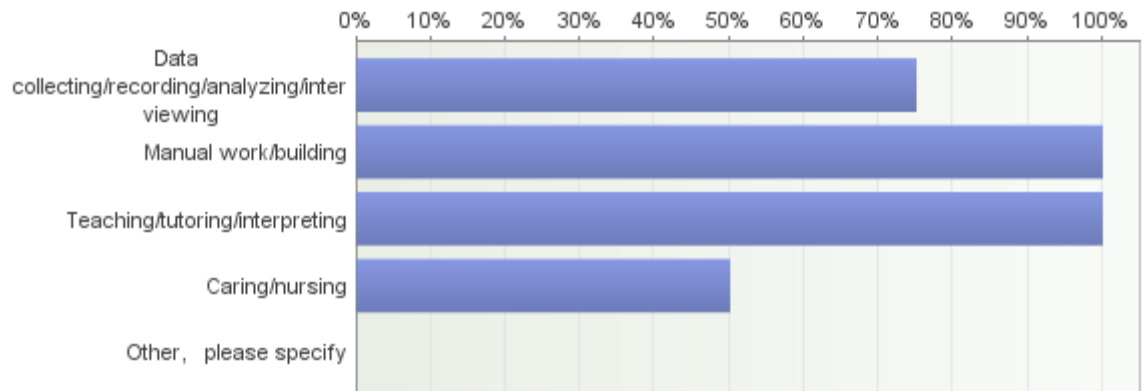
Number of respondents: 4



6. What types of volunteer activities would you like to do?

Please select as many as applicable

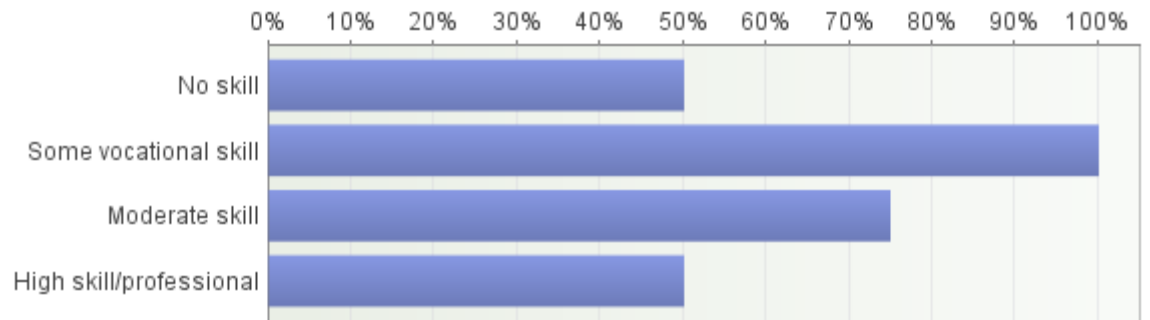
Number of respondents: 4



7. What levels of required skills/professional/ability do you expect from the volunteer trips?

Please select as many as applicable

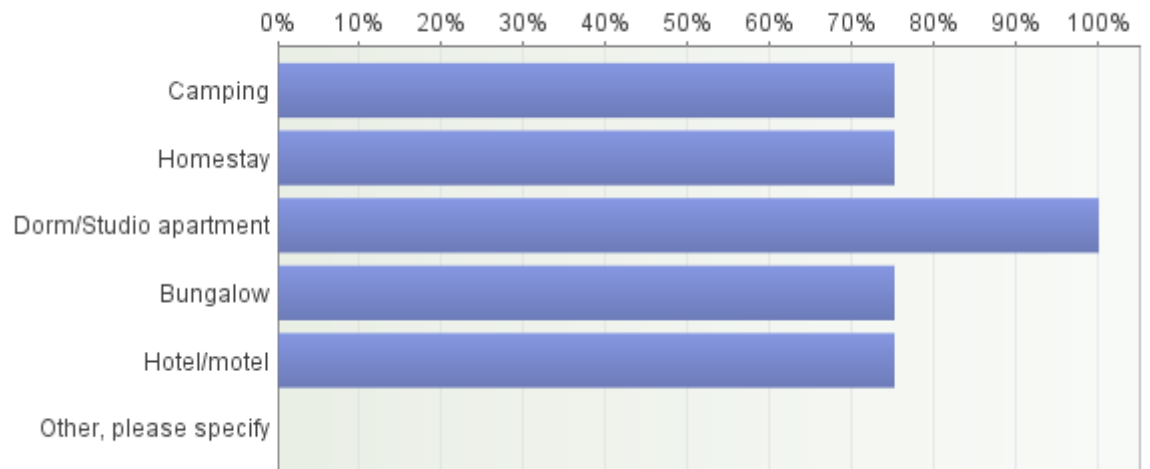
Number of respondents: 4



8. What kind(s) of accommodation do you prefer to stay?

Please select as many as applicable

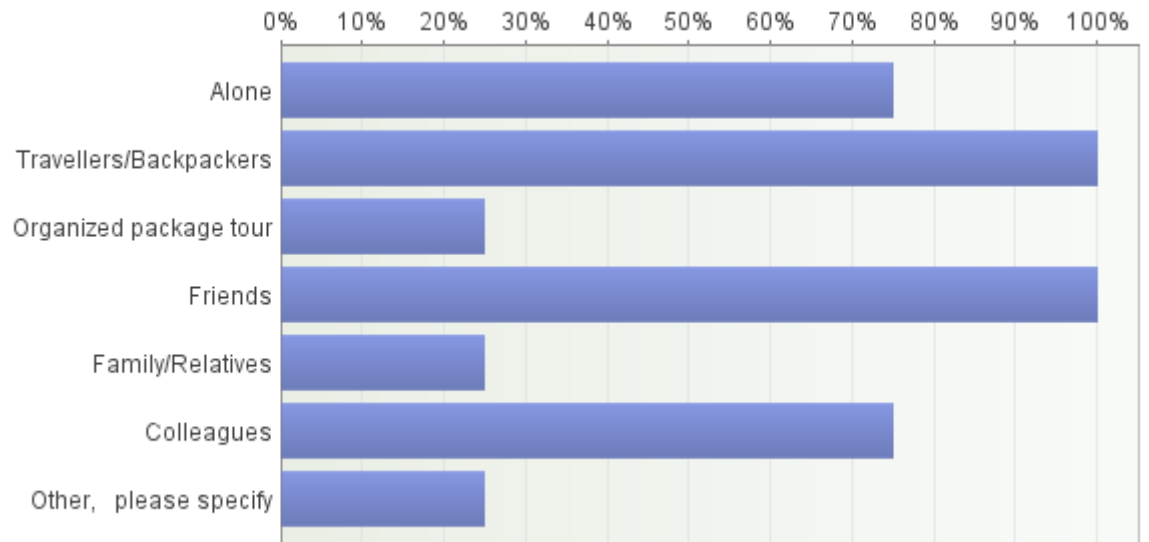
Number of respondents: 4



9. With whom do you want to travel on the trips?

Please select as many as applicable

Number of respondents: 4



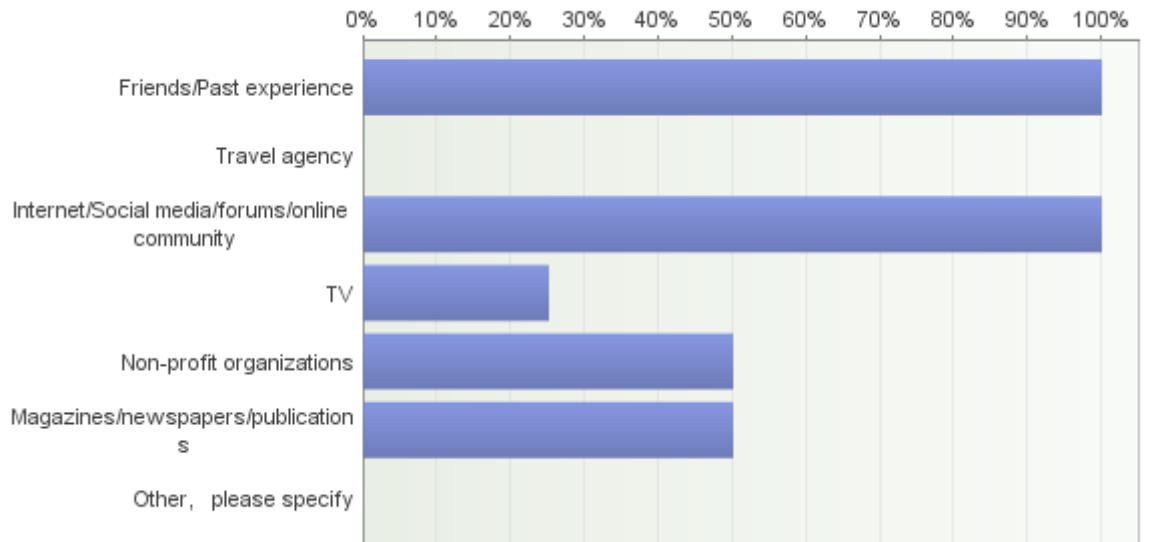
Open text answers: Other, please specify

- Christian friends

10. How do you usually learn about potential volunteer trips?

Please select as many as applicable

Number of respondents: 4



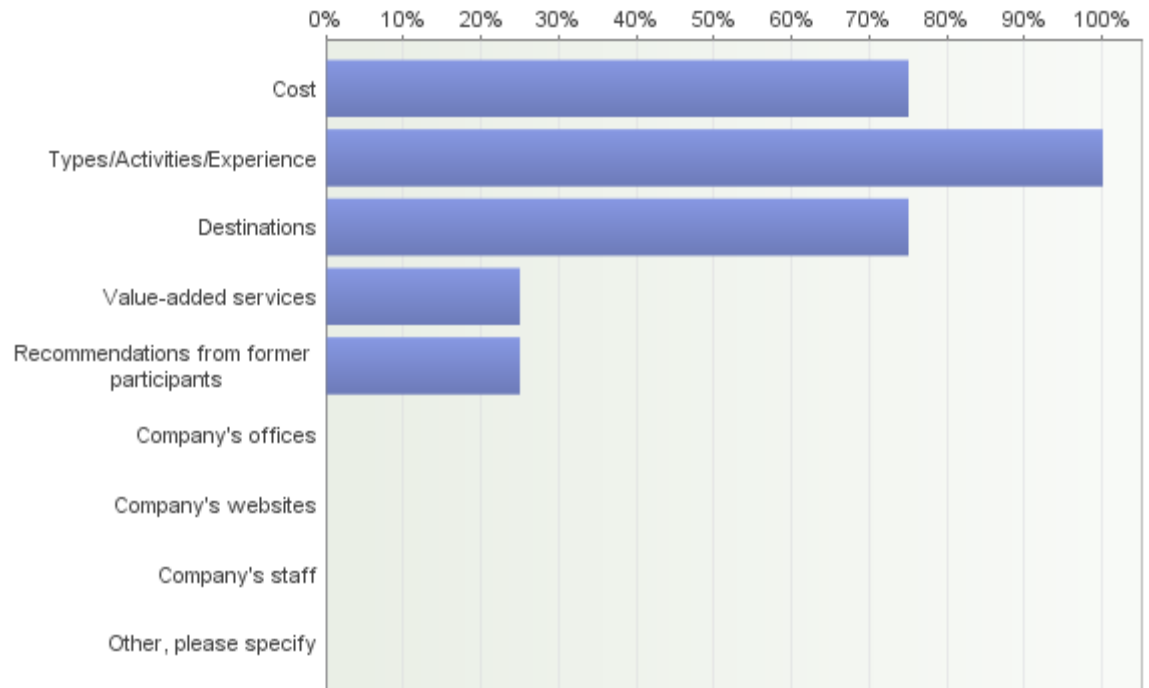
11. Please describe your personal expectations and needs to participate in volunteer programs offered by profit-making companies

Number of respondents: 1

- I have nothing negative to say as far as the profit stays small in accordance to the positive impact gained by community / other subject

12. Please select up to 3 most important factors to you when deciding to purchase a volunteer program from a profit-making company?

Number of respondents: 4



13. What could be a suitable price for one week volunteer trip (excluding transportation tickets to and from the destination(s))?

Number of respondents: 3

In euros

- 600
- 200
- 500

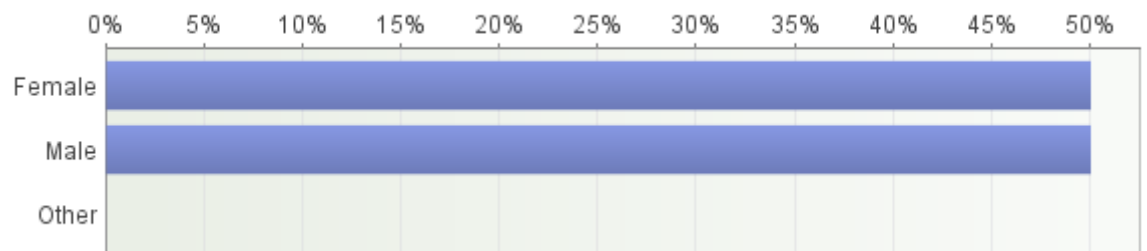
14. Please explain why you want to join a volunteer program trip

Number of respondents: 3

- I want to help and see other cultures
- I see that the state and standard of my life justifies and allows me to participate into making life better for those who still have it not so good. If I can help with my healthy mind and body without using much money (which I dont have) I would do it with out a doubt. And at the same time it would be great to get possibility to explore the culture and environment of a new destination. On the other side sometimes on a package tour you feel you would like to do something nice for some locals who really need it but you wasn't to be sure you do the right thing to right person. Sometimes it is for example worse to give a coin to for beggar than not give (law issues and so on).
- It expands picture of the world and how people are living in their real circumstances.

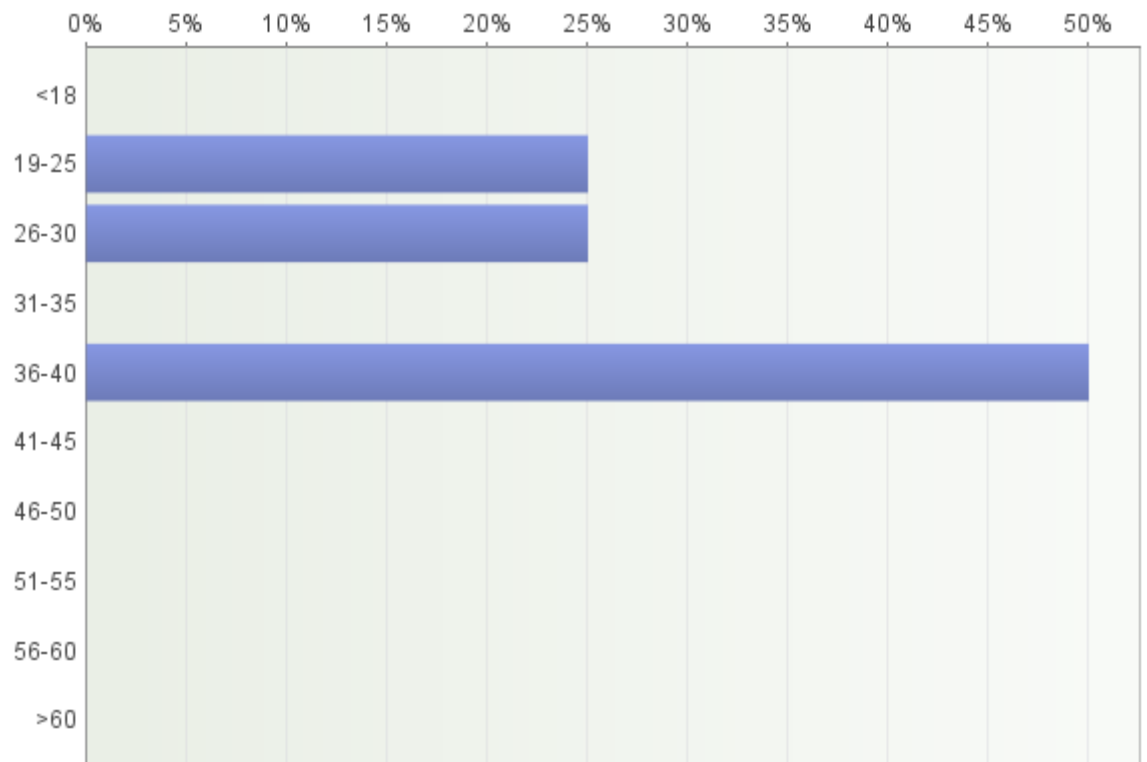
15. Gender

Number of respondents: 4



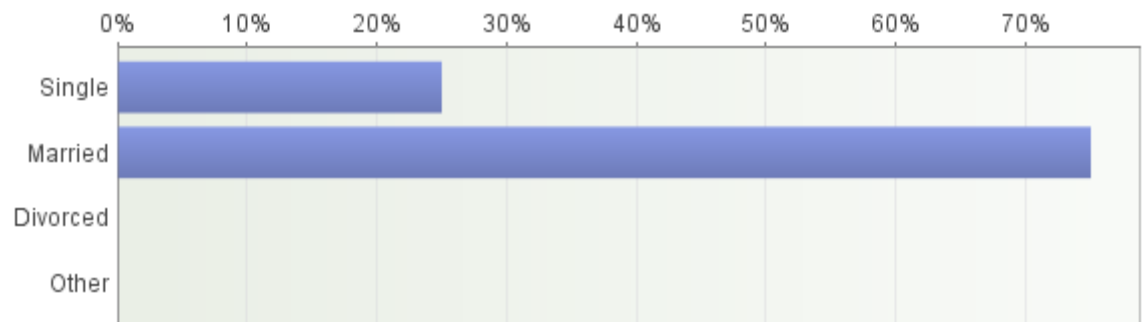
16. Age group

Number of respondents: 4



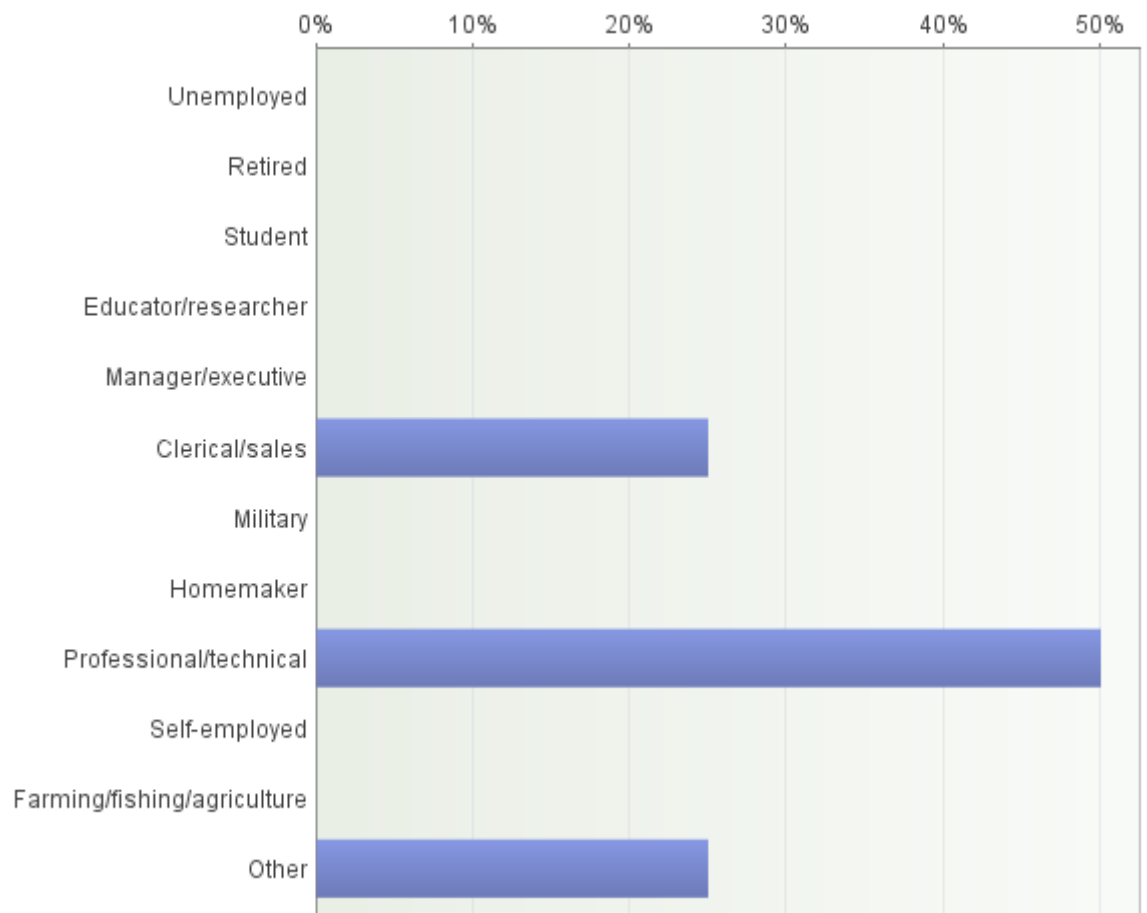
17. Marital status

Number of respondents: 4



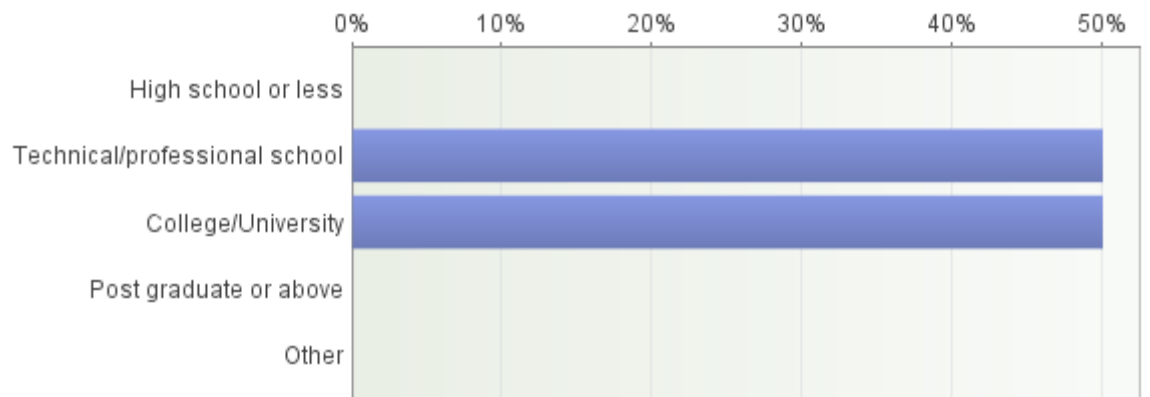
18. Occupation

Number of respondents: 4



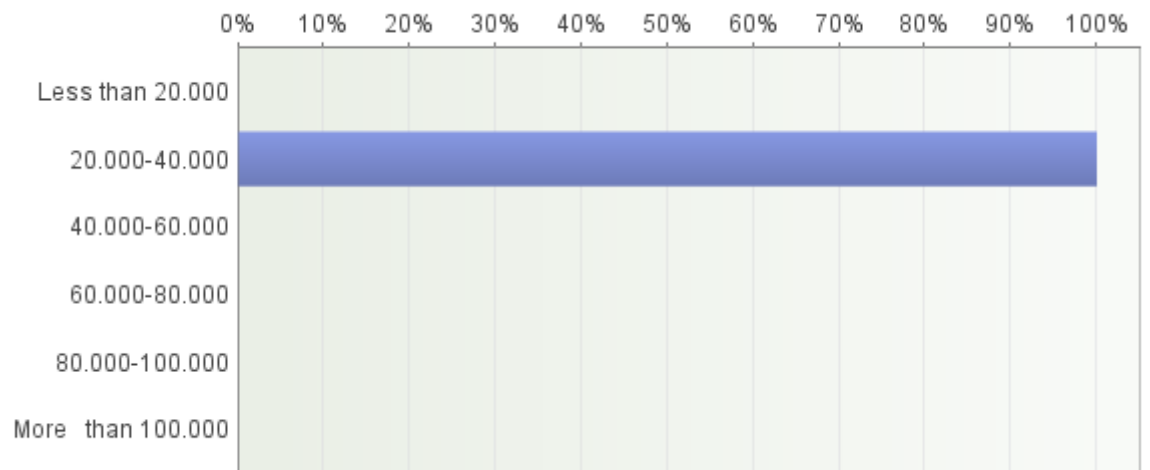
19. Educational level

Number of respondents: 4



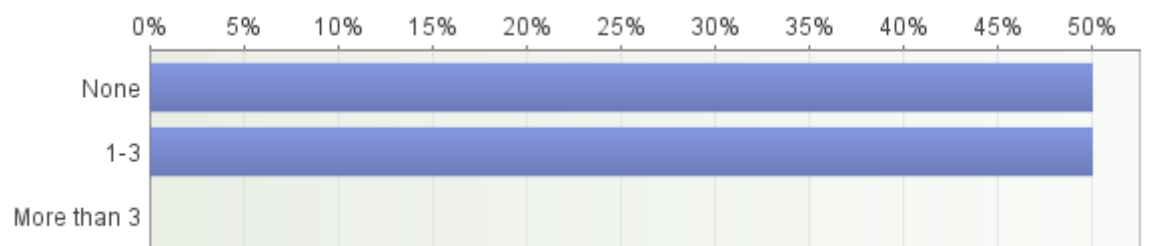
20. Annual income (euros)

Number of respondents: 4



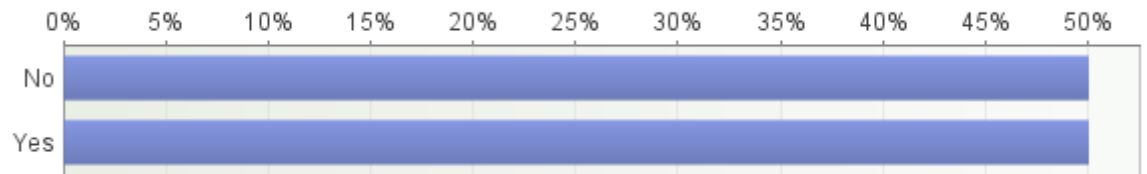
21. How many children under 18 depend on you?

Number of respondents: 4



22. Are you a member of any Non-profit Organizations?

Number of respondents: 4



23. What type(s) of NGOs if you belong to any?

Number of respondents: 2

