

MOTIVATIONAL FACTORS OF VOLUNTOURISTS :
A CASE STUDY OF JUARA TURTLE PROJECT,
TIOMAN ISLAND.

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ABSTRACT

One of the recent form of tourism that emerge from the variety fragmentation of tourism is what we called volunteer tourism. Or simply pronounce as voluntourism. Voluntourism has recently been regarded as an emergent form of alternative tourism. Originally, voluntourism was believed to attract travelers with a sense of altruism who would like to make a difference during their holidays. But, nowadays, people with more egoistic motives are also lured by the unique experiences offered by volunteer tourism. This research aims to I) investigate the priority factors of motivations that drive voluntourist to come to Juara Turtle Project (JTP), Tioman Island. Voluntourists have been observed in various charitable projects ranging from rural electrification to indigenous rights or ecotourism. In addition, as expected, individual participants' motivations are varied. Some volunteers see it as an affordable way of travelling in a foreign country for a longer period, some need the field experience for later careers and others simply want to do something useful during their university holidays. But most of them just have a simple motivation factors that drive them to join voluntourism. They just want to contribute something good. This research also try to II) establish the relationship between voluntourists' demographic background and their motivational factors. Finally this research aim to III) measure the satisfaction level of voluntourist at JTP based on the activities, facilities and surrounding area. This all is hope to (IV) provide value information about motivation factors of JTP voluntourists and utilize the data collected to make strategic recommendations for the voluntourism industry. Overall it is hope that, the findings of this research will give clearer understanding of motivational factors of voluntourists especially in Malaysia. Therefore the blurry line between voluntourism and tourism will fade away and more Malaysian will involve in this niche tourism.

ABSTRAK

Pelancongan sukarelawan adalah salah satu bentuk pelancongan yang baru muncul dari pelbagai fragmentasi pelancongan. Ia kini lebih dikenali dengan istilah *voluntourism* yang diklasifikasikan sebagai satu cabang pelancongan alternatif. Asalnya, pelancongan sukarelawan bertujuan untuk menarik pelancong yang bersifat *altruisme* yang ingin melakukan kelainan di dalam aktiviti libur mereka. Namun kini, pelancong dengan motif egois juga telah tertarik dengan pengalaman unik yang ditawarkan oleh operator pelancongan sukarelawan. Penyelidikan ini bertujuan untuk I) meneliti keutamaan faktor motivasi yang mendorong sukarelawan pelancong berkhidmat di Juara Turtle Project (JTP), Pulau Tioman. Sukarelawan pelancong telah lama terlibat dalam pelbagai projek amal. Bermula dengan niat memajukan kawasan mundur di luar bandar sehinggalah dengan motif menjaga hak-hak tertentu termasuklah terlibat dengan eko-pelancongan. Motivasi sukarelawan pelancong adalah pelbagai. Beberapa sukarelawan melihatnya sebagai cara untuk berkelana di negara asing untuk jangka masa yang panjang. Manakala, ada yang memerlukan pengalaman lapangan untuk kerjaya di masa hadapan. Ada juga antara mereka yang ingin melakukan sesuatu aktiviti semasa cuti semester universiti mereka. Tetapi kebanyakan mereka mempunyai satu faktor motivasi yang memberi dorongan kuat kepada mereka iaitu, ingin melakukan sesuatu perkara yang baik. Penyelidikan ini juga cuba untuk II) mengetahui hubung kait di antara latar belakang demografi dengan faktor motivasi yang dipilih. Akhir sekali kajian ini bertujuan untuk III) mengukur tahap kepuasan para pelancong sukarelawan ini terhadap aktiviti dan kemudahan yang ditawarkan oleh JTP serta faktor persekitarannya. Dengan demikian diharapkan ini semua dapat (IV) memberikan maklumat berharga tentang faktor motivasi sukarelawan pelancong di JTP seterusnya memacu cadangan strategik untuk pembangunan sektor pelancongan sukarelawan. Konklusinya, dapatan kajian ini diharap dapat menjelaskan faktor motivasi pelancong sukarelawan terutamanya di Malaysia seterusnya melenyapkan garisan kabur di antara pelancongan dan pelancongan sukarelawan bagi meningkatkan potensi penyertaan rakyat Malaysia di dalam bidang pelancongan khusus ini.