



E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**





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FACTORS THAT MOTIVATE STUDENT'S WILLINGNESS TO INVOLVE IN VOLUNTEER TOURISM PROGRAMS IN MALAYSIA

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ABSTRACT

This study will look at the motivational variables that contribute to the volunteer tourism program of students in Malaysia. Malaysia does have the ability to attract tourists due to its magnificent natural environment. As a result, the institution and students arrange a variety of activities each year to promote the university as a tourist destination in Malaysia's northern area. Many of these campus activities were made possible by the Department of Student Affairs and thousands of student volunteers. Their contribution is evident and is seen as equally significant as that of full-time employees. Knowing their volunteers' motivational elements and degree of satisfaction allows organizers to plan, execute, and assess their contributions. Many studies have been conducted on the motivating factors, but relatively few have been conducted on volunteers.

Keywords: Volunteer Tourism, student volunteers, motivational elements, motivating factors

INTRODUCTION

The purpose of this research is to identify the aspects that motivate students' willingness to take part in volunteer tourism in Malaysia. The researcher explains and clarifies words in this research before summarising the research backdrop, issue statement, research aims, and importance of the study. The theory of this report consists of chapters explaining concepts of motivation, volunteering, and volunteerism.

Significance of the Study

The importance of a study reflects its impact on the field and its benefits. This study focuses on motivating university students to participate in volunteer tourism in Malaysia. It examines demographics, motivation theories, and the relationship between motivation and student interest in volunteer travel. Factors like self-actualization, social needs, and physiological needs contribute to increased interest in volunteer travel.

LITERATURE REVIEW

Self-Actualisation

While Maslow is most generally associated with personal development, the term was coined by Kurt Goldstein. Goldstein defined person-actualization as a comprehensive differentiation, or a way to develop a human being that acts as a primary motivator of activity in humans, in which the person acknowledges that they and their environment are two aspects of a larger entity. (Whitehead, 2017).

In simple terms, self-actualization is the full realisation of one's creative, intellectual, and interpersonal capabilities as a result of one's own intrinsic drive. Because self-actualization concentrates on maximising one's skills in order to reach one's greatest prospective, it is an extremely personalised endeavour that will certainly range significantly from individual to human. This emphasis on individual impulses is important to Maslow's work, and it represents what he feels separates it from current motivational psychology. Self-actualization has additionally been defined as the psychological approach to making the most use of one's talents and resources. This procedure may differ from person to person (Couture et al., 2007).

Social Needs

Social needs can be described as human basic requirements, known as social needs, demonstrate that they are social beings. Among the most important social wants are those for love, connection, friendship, and a sense of belonging. These demands compel individuals to engage with one another, fostering society and solidarity. These essential requirements must be met in order to have a healthy mind and a pleasant existence. Otherwise, unhappiness and despair take hold and make life miserable.

Abraham Maslow, an American Psychologist, developed the behavioral Hierarchy of Needs, and the desire for feeling loved and included lies on the third stage of the hierarchy. Maslow extends it to friendship, family, and physical relationships. The topics addressed by Social Needs include in communal contexts, social needs encompass at least one of the four bases, which are to communicate, connect, contribute, and create. For example, social needs can be satisfied by addressing one or more of the four C's listed above. Friendship encompasses communicating and connecting, but passionate love encompasses communicating, connecting, and procreating".

Physiology Needs

Physiological requirements occupy the bottom of Maslow's hierarchy of wants (Maslow 1943, 1970). The physiological needs, or drives, contain all the internal signals that are put in place to urge the organism's immediate protection. Food insecurity, sexuality, and dehydration are examples of physiological necessities. Maslow pointed out that the list of requirements may be broadened to contain even more particular demands, such as a desire for a certain vitamin or mineral, protein content, or cholesterol (Maslow 1943, 1970).

The physiological needs all have a single trait in prevalent: they all assist to preserve the body's normal, normal operation. (Maslow 1943, 1970). The significance of physiological needs having access to food is one of Maslow's hierarchy of requirements. Examples of physiological demands include nourishment. Physiological demands must be satisfied before anyone can think about anything else.

Willingness to Volunteer

'Motivation to learn,' from a psycho-educational standpoint, has been defined as a student's 'energy and desire to learn, work efficiently, and accomplish to their potential,' as well as the behaviors connected with this energy and drive (Martin, 2004). Kusurkar et al. (2012) acknowledge that the undergraduate curriculum has been mostly influenced by cognitive techniques rather than motivational theories, leading them to the conclusion that desire to study has been undervalued thus far.

According to (Doleel, 2016) in research (Zárubová & vecová, 2021), volunteerism is a broad theme that crosses national, state, and religious boundaries. It continues to be a part of civilization, and its significance is growing all around the world. Volunteers help in catastrophes, wars, and other comparable events. Volunteer duties, together with donation organisations and NGOs that engage with volunteers, are associated with connection with cultural social values and the provision of products and services that are environmentally friendly on a local and global scale, based on (ebestová & Haltofová, 2014).

Research Hypothesis

H1: There is a relationship between self-actualization and factors that motivate student's willingness to be involved in volunteer tourism programs in Malaysia.

H2: There is a relationship between social needs and factors that motivate student's willingness to be involved in volunteer tourism programs in Malaysia.

H3: There is a relationship between physiological needs and factors that motivate student's willingness to be involved in volunteer tourism programs in Malaysia.

Research Framework

The researchers have proposed a framework to study the self-actualisation, social needs and physiology needs of willingness to participate in volunteer tourism programmes in Malaysia, based on the previous literature review.

Hence, as seen below, the structure:

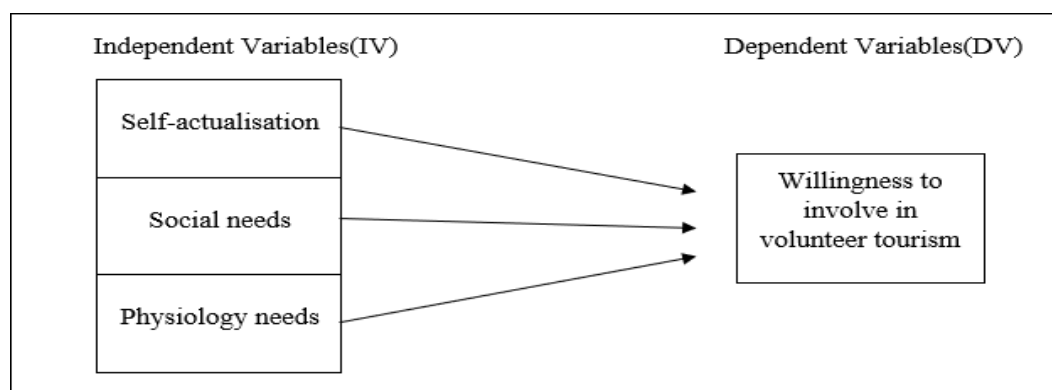


Figure 1: Conceptual Framework

METHODOLOGY

Research Design

The study structure acts as an outline for a researcher's approaches and tactics. Because of the design, researchers may focus on research approaches that are suited for the topic at hand in order to set up their investigations for success. Investigative studies, descriptive studies, and causal research are the three types of research designs. In design study, gathering information, measuring it, and analysing it may be divided into three areas. As stated by Jahoda, Deutch, and Cook, a research design is the development of settings for the collection and analysis of data in a way that tries to combine the importance of the study's objective with efficiency and approach. Quantitative research design is more flexible and inductive when compared to qualitative research design. This gives us the ability to adjust our strategy in response to what

we learn from the research phase.

Data Collection

Data collection applies to an efficient method of collecting and analysing details from many sources in order to acquire full and reliable knowledge. This data collection includes sources that are both primary and secondary. Subscribers, members, non-users, or other entities involved in the research. Secondary data is also any information from published sources that was expressly obtained for this study challenge. Data collection methods include questionnaires, Google forms, survey forms, and personal interviews. The survey used for this study was used to collect primary data. For the purpose of gathering data, an application will be given to selected students using Whatsapp and Telegram.

Sampling

The sampling method used in this paper was the simple sampling. Sample refers to the element of the population. The subject was known as the sample participant and the total number of subjects in the sample is known as the sample size. The researchers chose a relatively small number of students from a cohort of University of Malaysia students using Krejcie and Morgan's table to determine sample size, and there are approximately 150 students from University of Malaysia Kelantan.

Data Analysis

This part explains the statistical analysis results used in this investigation. Data analysis, according to Edewin Perez (2019), is the technique of completely examining every part of information acquired or given using logical and theoretical principles. The Statistical Package for the Social Sciences (SPSS) investigators examined the data contained on the online survey that was provided to the responders. Academics can use the Statistical Packaging for the Social Sciences (SPSS) tool to swiftly calculate data and do quantitative evaluations. Because of these qualities, this particular piece of software is a particularly renowned statistics system.

FINDINGS

Frequency Analysis

Table 1.1 shows the frequency and percentage of respondents by gender. The number of female respondents is 111 with 73.5%, while the number of male respondents is 40 with 26.5%. The percentage of females is higher than the male, and this shows that females are more willing to participate in volunteer tourism.

Table 1.1 Demographic Profile

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	111	73.5	73.5
	Male	40	26.5	100.0
	Total	151	100.0	

Table 1.2 Age of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 years and below	2	1.3	1.3
	19 - 21 years	10	6.6	7.9
	22 - 24 years	127	84.1	92.1
	25 years and above	12	7.9	100.0
	Total	151	100.0	

Based on Table 1.2, the number of respondents aged 18-24 years old is 139 with 92%, while the number of respondents above 25 years old is only 12 with 7.9%. This shows that youths aged 18-24 years old are the main respondents with willingness to participate in volunteer tourism, even once.

Table 1.3 Number of Respondent by Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	5	3.3	3.3	3.3
	Indian	6	4.0	4.0	7.3
	Malay	137	90.7	90.7	98.0
	Other	3	2.0	2.0	100.0
	Total	151	100.0	100.0	

Based on Table 1.3, the number of respondents race a total of 151 people who answered the survey, including Chinese is 5 with 3.3%, Indians is 6 with 4.0%, Malay is 137 with 90.7, while the number of respondents for others 3 with 2.0%. This shows that Malay are the main respondents with willingness to participate in volunteer tourism.

Table 1.4 Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Certificates	1	.7	.7	.7
	(Master) Degree	129	85.4	85.4	86.1
	Diploma	12	7.9	7.9	94.0
	Master	2	1.3	1.3	95.4
	SPM	5	3.3	3.3	98.7
	STPM	2	1.3	1.3	100.0
	Total	151	100.0	100.0	

Based on Table 1.4, the number of respondents of education level Bachelor's Certificates Master is 1 with .7%, Degree is 129 with 85.4%, Diploma is 12 with 7.9%, Master is 2 with 1.3%, SPM is 5 with 3.3%, while the number respondents for STPM is 2 with 1.3%. The percentage of Degrees is higher than others, and this shows that education level Degrees are more willing to participate in volunteer tourism.

Descriptive Analysis Push Factor

Table 1.5: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IV1	151	1.75	5.00	3.9437	.79013
IV2	151	2.75	5.00	4.2368	.62503
IV3	151	2.50	5.00	4.2732	.61735
DV	151	.67	2.00	.7792	.30765
Valid N (list wise)	151				

The number of respondents, mean, and standard deviation of independent variables were displayed in Table 1.5. Self-actualization came in third at 4.2368, with the means of the independent variables ranging from 3.9437 to 4.2732. The highest mean for the independent factors was physiological needs. 0.7792 was the value of the dependent variable's mean.

Table 1.6: Descriptive statistics of social needs

	N	Minimum	Maximum	Mean	Std. Deviation
My friend who influences my behavior think that I should join volunteer tourism.	151	1	5	3.91	.945
My friends think that I should join volunteer tourism.	151	1	5	3.89	.977
My friends will motivate me to join volunteer tourism.	151	1	5	4.05	.815
Most people surrounding me used to join volunteer tourism.	151	1	5	3.92	1.036
Valid N (list wise)	151				

The mean and standard deviation analysis for the independent variable, social requirements, is displayed in Table 1.6. The survey participants who believed that their friends would support them in going on volunteer trips received the highest mean score 4.05 among all respondents. The reaction was only slightly in favor of their friends' advice that they take part

in volunteer travel, as seen by the lowest mean score of 3.89 (My Friends Think That I Should Join Volunteer Tourism). It was advised that the results for the data set from 151 respondents, where the standard deviation was frequently less than 1, were relatively close to the mean.

Table 1.7: Descriptive statistics of self-actualisation

	N	Minimum	Maximum	Mean	Std. Deviation
By joining more program in volunteer tourism, make me gain more experience.	151	1	5	4.47	.738
Malaysia provide many volunteer tourism program for me to join.	151	1	5	3.99	.883
Students can control their behavior and are motivated to grow and reach their fullest potential because the tourism industry is helping in fulfilling their basic needs.	151	2	5	4.18	.767
By joining more volunteer programs make me get more brainstorming idea and more active.	151	1	5	4.30	.739
Valid N (list wise)	151				

Table 1.7 displays the mean and standard deviation analysis of respondents for the self-actualization independent variable. The respondents thought that taking part in more volunteer travel programs would help them get more experience, as evidenced by the highest mean score of 4.47. The respondent partially agreed that Malaysia offers many volunteer tourism programmes for them to engage as the mean value dropped to 3.99. Standard deviation values for the bulk of the 151 respondents' data were below 1, suggesting that the data were near the mean, whereas standard deviation values over 1 indicated that the data were more scattered.

Table 1.8: Descriptive statistics of physiology needs

	N	Minimum	Maximum	Mean	Std. Deviation
Volunteer tourism program providing assistance such as food, drink, medicine, shelter, and clothing to the needy to reduce unemployment.	151	1	5	4.30	.808
Do you consider yourself suitable to be a volunteer who helps in terms of necessities to people in a country whose economy is failing.	151	1	5	4.13	.819
I joined a volunteer program to help people in need such as food, water and shelter. My religion instructs to help people who are in trouble to continue living.	151	3	5	4.31	.732
The organizers of volunteer tourism program must provide assistance such as food, drink, medicine, and shelter.	151	1	5	4.35	.785
Valid N (list wise)	151				

Table 1.8 showed the mean and standard deviation analysis of respondents on the independent variable which was physiology needs. The respondents' agreement that volunteer tourism programme organisers must provide aid in the form of food, drink, medicine, and shelter resulted in the highest mean value of 4.35. The respondent marginally agreed that they were qualified to serve as a volunteer who provides essentials to citizens of a nation with a failing economy in the lowest mean at 4.13. The majority of the 151 respondents in the data set have standard deviations less than 1, which indicates that their responses were more evenly distributed than the mean.

Descriptive Analysis Pull Factor

Table 1.9: Descriptive statistics of willingness to involve in volunteer tourism

	N	Minimum	Maximum	Mean	Std. Deviation
Is there a need for anyone to understand the nature of volunteer tourism?	151	2	5	4.79	.656
Does adopting a volunteer tourism mindset increase one's environmental responsibility?	151	2	5	4.73	.757
Do you think volunteering while travelling is enjoyable?	151	2	5	4.84	.578
Valid N (list wise)	151				

Table 1.9 showed the mean and standard deviation analysis of respondents on the dependent variable which was willingness to be involved in volunteer tourism in Malaysia. The respondents who thought that volunteering while travelling was enjoyable had a mean score of 4.84. The respondents' agreement that adopting a volunteer tourist perspective promotes one's environmental responsibilities had the lowest mean, 4.73, of all the responses. The majority of the 151 respondents' data set's standard deviation values fell below 1, indicating values that were close to the mean, while standard deviation values over 1 showed values that were more dispersed.

Pearson Correlation Coefficient Analysis

One of the crucial tests for determining the linear relationship between the two variables was Pearson's correlation analysis. In this analysis, the dependent variable (willingness to participate in volunteer tourism) and the independent variables (self-actualization, social needs, and physiological needs) were compared to see if there were any relationships. If the relationship is significant, researchers must determine whether the association's strength is appropriate.

Table 1.10: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to 0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to 0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to 0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Abgunbiade and Ogunyika, (2013)

H₁ : Sosial Needs

Table 1.11: Correlations coefficient for social needs and willingness to involve in volunteer tourism in Malaysia.

		IV1	DV
IV1	Pearson Correlation	1	.136
	Sig. (2-tailed)		.097
	N	151	151
DV	Pearson Correlation	.136	1
	Sig. (2-tailed)	.097	
	N	151	151

Table 1.11 showed the Pearson correlation coefficient, the significant value, and the 151 cases. The p-value was 0.097, below the significant level of 1.0. Self-actualization and willingness to engage in volunteer tourism were related, according to the 0.136 correlation

coefficient.

H₂ : Self-Actualization

Table 1.12: Correlations coefficient for self-actualisation and willingness to involve in volunteer tourism in Malaysia.

		IV2	DV
IV2	Pearson Correlation	1	.050
	Sig. (2-tailed)		.543
	N	151	151
DV	Pearson Correlation	.050	1
	Sig. (2-tailed)	.543	
	N	151	151

Table 1.12 showed the Pearson correlation coefficient, the significance level, and the 151 respondents. The p-value was 0.543, which was below the 1.0 level of significance. The 0.050 correlation coefficient indicated a weak relationship between self-actualization and willingness to participate in volunteer travel.

H₃ : Physiological Needs

Table 1.13: Correlations coefficient for physiology needs and willingness to involve in volunteer tourism in Malaysia.

		IV3	DV
IV3	Pearson Correlation	1	.148
	Sig. (2-tailed)		.069
	N	151	151
DV	Pearson Correlation	.148	1
	Sig. (2-tailed)	.069	
	N	151	151

Table 1.13 above illustrated Pearson correlation coefficients, significant value and the number of respondents which is 151. The p-value was 0.069, below the threshold for significance of 1.0. The correlation coefficient of 0.148 indicated a weak relationship between physiological requirements and willingness to participate in volunteer travel.

DISCUSSION AND RECOMMENDATION

The discussions were aimed to solve the questions and address the hypothesis as mentioned in the first chapter of this study. In general, this study has extensively researched the factors that motivate student's willingness to volunteer. Based on findings of the study, there are some recommendations other variables may impact tourism student's willingness to participate in a volunteer program.

Moreover, additional studies on this topic should use qualitative methods instead of quantitative data gathering approaches from respondents. This is because different people have different perspectives of the same object. The methods used in the questionnaire may not correctly reflect the thoughts of the minor respondents. It is advised that future research use interviews to obtain respondent comments regarding tourism students' aspirations to participate in tourism volunteerism. Because of the different techniques used to collect information, the correctness of the outcomes may be improved.

Furthermore, it is advised that subsequent studies extend the amount of study participants outside the University Malaysia Kelantan to include Malaysian states. Given that the target population for hospitality students might be found in a variety of states, expanding the sample size will help to create more precise conclusions.

In addition, the scholar has suggested that Non-Governmental Organisations (NGOs) such as Malaysia Red Crescent, The Buddhist Association, and The Lion Club be permitted to organise activities in universities in order to inspire students to get involved in charitable and green endeavours. Apart from that, the researcher suggests that colleges and universities offer unique or specialised courses on hospitality volunteering in order to enhance exposure and urge hospitality students to get involved in volunteer projects. Also, hosting events at junior high schools would educate youngsters about the ethics of volunteering.

CONCLUSION

In consequence, variables influencing volunteer tourism participation within Malaysia Kelantan City Campus graduates are being researched. The study revealed that mat attitude, social influence, and perceived behavioural control all had a significant impact on university students' understanding of volunteer tourism. According to the statistics, the players influencing volunteer tourism participation are driven by people's eagerness to learn new skills, which could encourage them to favour volunteer tourism over leisure tourism. Another element influencing volunteer tourism is the significant effort made by individuals close to the individual, such as friends or family, to engage in volunteer tourism. Finally, the conclusions of this research might provide a plethora of information for the volunteer tourism sector to raise attention amongst university students about the profits of volunteering.

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