UNIVERSITI MALAYSIA KELANTAN

E-PROCEEDING HOTWEC 7.0

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

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

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THE EFFECT OF INTERPERSONAL SKILLS ATTRIBUTES TOWARDS MOTIVATION TO VOLUNTEER AMONG YOUTH IN KELANTAN

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ABSTRACT

It has come to everyone's attention that volunteering is an excellent way for students to get educational and culture experiences while also assisting to community in with they are staying. Because volunteers play such a significant role in the tourist business, participating in volunteer work within the industry is an essential part of the education process for the tourism sector. Due to the fact that volunteering is an educational activity, the objective of this research is to investigate the influence of adolescents' interpersonal skills traits on the activities they participate in as volunteers in the state of Kelantan in Malaysia. Teamwork, non-verbal communication, and building relationship have all been utilized as variables in this study to examine the usefulness of these interpersonal skills traits in inspiring teens to participate in volunteer work. The survey via Google Form was administered to a target audience of 260 adolescents from the surrounding of Kelantan.

Keywords: *Volunteerism, Team Working, Negotiation, Non-Verbal Communication, Building Relationship*

INTRODUCTION

Over the years, there seems to be some pedagogical argument and public dispute about the acknowledgment of different forms of tourism, such as ecotourism, sustainable tourism, and responsible tourism (Smith & Font 2014). Volunteer tourism is one of the quickest developing kinds of alternative tourism, and it has been recognized as a beneficial combination of assistance to the host community while simultaneously providing cultural and educational advantages for students (Molz,2016) (sin 2009; McGehee 2014). Furthermore, many agencies such as Global Vision International (GVI) and Love Volunteer at Global Level, in context at Malaysia the agencies that involved is SOLS 24/7, WWF Malaysia, and UNICEF Malaysia have dispatched volunteer tourists from around the country and provide the opportunity for students to learn and develop and experience people in the industry of tourism to attract foreign travelers.

Interpersonal skills are abilities that must be used in everyday life to engage and communicate with others, whether alone or in groups. Interpersonal skills have been referred to as social skills, social competence, human skills, human talents, and social intelligence, according to previous studies. "Skills essential for individuals to communicate effectively with each other or a community of individuals," according to Rungapadiachy, (1999).

Next, interpersonal skills, on the other hand, refers to a collection of abilities that includes interactive conversations, connections, and a collaborative way of managing connections in terms and inside organizations, along with networking with individuals from various communities and different expertise (Malaysia Qualification Framework, 2017). Nonverbal communication, listening skills, conveying information, negotiating, collaborating, decision making, team working, networking, relationship building, assertiveness, respect, tolerance, socializing with skills and etiquette, self-awareness, and ethical responsibility are 216 characteristics (Malaysia Qualification Framework, 2017) that can be used in interpersonal

skills.

Volunteering in the tourism industry is also an important element of the tourism education process. According to Kim & Cuskelly (2017), because volunteerism are so vital in the tourism industry, there has been a lot of studies on volunteerism in the tourism market from throughout the world, for example 21 Century Volunteering Practices, Report: Volunteerism and Youth Employment in Cambodia and Volunteering Typologies (UN Volunteers website https://www.unv.org/publication/research-volunteerism?page=0 last accessed 04/01/2022). Volunteering is a concept that originated in Western countries, and the vast bulk of current study on the subject is conducted by Western academics in developed economies, according to Baillie Smith, Laurie, & Griffiths, (2018). Given the scarcity of research on the subject and China's growing importance in the global tourism industry, volunteerism in tourism should be looked into further. Tourism volunteering, according to Uriely, Reichel, & Ron, (2003), should extend beyond volunteer travelers to include hosts who work in the local tourism industry.

Motivation in volunteering as a multidimensional phenomenon consists of two categories of motivations: self-interest and altruistic motivation, according to (Mustonen, 2007; Stebbins, 1992, 2004; wearing,2001). has significance self-interest is a wide phrase that encompasses a variety of components of motivations that focus around the participants' self - 34 interest, whereas altruistic motivation entails other advantages. This altruistic motivation can be described in a variety of ways and different forms. It's the same as "making a change" (Brown,2005; lo & Lee, 2011). All of these are reflective of earlier researchers' altruistic motivations.

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PROBLEM STATEMENT

Volunteering has traditionally been seen as a "human manifestation of helping" (Clary EG, Snyder M and Ridge RD, 1998), a pro-social activity in which time is given voluntarily for the purpose of helping others without monetary compensation (Wilson, 2000).). Penner, 2004). The fact that both the person helping others and the person being helped can benefit in this way can also be described as a win-win concept. But this benefit is not only in terms of helping others with their financial needs, but also in terms of helping with personal emotional problems, daily needs, and physical assistance. In addition, the most important aspect of involvement in volunteer activities should be the fact that the nature of personal interpersonal skills will be greatly enhanced.

The fact that the interpersonal skills of youth can be improved is an educational alternative. However, it is not easy for young people to understand how volunteers feel and the mood they understand during volunteering activities. Therefore, the youth group should be more involved in social volunteering activities. In addition, Bianca & Ronelle (2018) stated that volunteering is a platform where youth can learn to serve (that is, be exposed to community issues and identify solutions to solve them) and serve to learn (that is, acquire interpersonal traits and skills ./soft skills attributes, along with other aspects).

Youth volunteering in this way can emphasize the possibility for active learning and service, as well as the possibility to gain practical experience and develop interpersonal skills while learning about the people and issues the volunteer supports.

Interpersonal skills can be defined as "the skills needed to communicate effectively with other people or groups of people" (Rungapadiachy, 1999). In other words, this clearly shows that interpersonal skills lead to the ability to express oneself fluently with others. Interpersonal skills are often needed by people entering society, especially the youth group. It is even more important for the youth group to increase the necessary interpersonal skills including their attributes for their future. According to the findings of Albina (2017), many youth improve their interpersonal skills to develop skills related to their future careers and from their volunteering experiences. This researcher believes that volunteering is like a professional activity and can be integrated into the learning process of youth, which can make the whole experience more positive and enjoyable for youth.

Furthermore, the Australian Qualifications Framework (AQF) has set some of these attributes for different qualification levels since 2011. These include teamwork skills, which will be included in the AQF at all levels of education (AQF, 2016; Fraser & Thomas, 2013). Teamwork is about working together with different people to complete a job or activity. In volunteering activities, it is inevitable that you may meet people with opposing views while helping. A study conducted by Goh and Lee in 2018 showed that students are also afraid of working with teams in their future jobs because of the pressure that will be caused by people working together. However, volunteer activities combine with the pressures and tensions that exist between different age groups and between people from different sectors to ease their rusty understanding. This disagreement and disharmony can be explained by the fact that there is usually less involvement in large teams. It is easier to complete any challenging task when teamwork is perfect.

Negotiation is an efficient communication technique in human interaction. Some people believe that negotiation skills are learned at an early age, but this is not the reality; Good negotiation requires training and practice for the majority of individuals (Shell, 2000; Thompson， 1991). Volunteering improves negotiation skills because volunteers engage with a variety of individuals, including stubborn people, people who do not listen to advice, people with rebellious beliefs, and others. As a result, when the youth is gifted with someone who is deliberately tough, his negotiation skills will be

stimulated to help them effectively. In other words, the volunteer can use his negotiation skills to persuade others who make unreasonable demands to comply with the plan. Furthermore, experience of volunteer negotiation skills may have a confidence-boosting effect. As a result, negotiation skills can influence the success of an event and maintain relationships between negotiators on both sides

.

Next, just because a volunteer doesn't offer a cash reward doesn't mean that the volunteer doesn't satisfy the volunteer. Volunteers seek to learn new knowledge, meet new friends, use their abilities, and gain a sense of self-worth by participating in volunteer activities. The most obvious benefit of volunteering is that it improves personal non-verbal communication abilities as well as personal communication skills. Non-verbal communication skills aim to enable students to understand non-verbal communication when they cannot always 'read' the non-verbal behavior of others (Patterson & Berg, 2014). Non-verbal communication usually requires practice and direct conversation. While much coursework allows students to explore nonverbal communication, service learning provides a very rich channel for students to recognize, evaluate, and investigate non-verbal communication in interpersonal situations (Patterson & Berg, 2014).

Volunteering for learning not only aims to prepare youth for social engagement and interaction across a large population, but either leads to higher achievement in today's diverse modern workplace (Levesque-Bristol, Knapp, & Fischer, 2010; Littlefield, 2006).). Non-verbal communication skills are important because people in need may use these skills to ask for help from volunteers. They will usually act subconsciously, such as with body movements, facial expressions, and speaking in a tone that helps to convey the meaning of the language. This is because non-verbal communication skills are subtle cues that are often overlooked by volunteers and result in the best time to help others being missed.

In addition, the most likely nature of personal interpersonal skills that can be explored in volunteering is the building of relationships between people. Building relationships is based on getting to know each other and building relationships in a friendly way. On the other hand, relationships are not defined and developed to support their activities through trust between individuals. Although the volunteer presence is not permanent, they believe in building relationships in the community because of their volunteer activities. Therefore, volunteer activities build relationships with the community more than building activities, because building relationships with the community is more valuable

and educational for the volunteer. Much of volunteering abroad is about building relationships, which is a two-way process and suggests that volunteers take advantage of opportunities to learn differences from other cultures (Comhl amh, 2011). This is one of the key interpersonal skills that volunteers feel should be included in volunteering activities when it comes to building relationships.

Finally, altruism is defined as a long-term and organized effort for the benefit of others, for example, formal volunteering. Although the individual responsible for altruism may profit indirectly from it, he feels a sense of accomplishment in doing good for others. However, not every voluntary act is an act of altruism, and not every act of altruism is a voluntary act; however, the two notions are so closely related that one cannot be asserted without the other (Haski-Leventhal, 2009). Therefore, altruism is a win-win concept in volunteering before it inspires most individuals, especially the youth, to want to be involved in the activity. Because of their experience in education, they will want to do something beneficial, and volunteering will be their first choice. Youth volunteers will see the meaningful event as their contribution to society, and in return, they may gain a sense of satisfaction from their service, including interpersonal skills.

SIGNIFICANCE OF THE STUDY

There are many studies related to volunteerism that have been discussed by other researchers, but the relevant content depends on benefits, disadvantages, effects, consequences or others While interpersonal skill attributes have not been done for now or the lack of research focuses on this context. Based on this study, youth and community know the usefulness of volunteering not only to help others but also to improve and develop their interpersonal skills. Interpersonal skills are valued nowadays because people are considered important whether in a position as a student, employee, or unemployed. The reason is that interpersonal skills can be communication skills, attitudes, and kindness as a social being. Furthermore, the attributes of interpersonal skills are not something acquired through study, but they require people to be involved and understand the lives of others. The attributes of interpersonal skills learned in volunteering help improve one's ability and attitude to do something. This study is about understanding whether Malaysians can improve and develop interpersonal skills while volunteering. In addition, conducting this study will be an important resource for future researchers, including students from other institutions as well as relevant government departments. For future researchers, this may only be an analysis for youth in volunteering. Instead, investigators need to learn more about the nature of interpersonal skills that can be developed in volunteering and understand the perceptions of other professions. Future

investigators can use this study to compare with future research, allowing future researchers to see whether volunteering has made a difference to Malaysians or individuals in the community and whether their interpersonal skills issues have improved (Developing interpersonal skills: a micro-skills approach, 2002).

LITERATURE REVIEW

Research Hypothesis

A hypothesis is a specific, verifiable description of what the researcher(s) expects to happen in the study (plural: hypotheses). It is announced at the start of the research. In most cases, this entails speculating on a possible correlation between two variables: the independent variable (what the researcher modifies) and the dependent variable (what the research measures). The null hypothesis and the alternative hypothesis are two variants of the hypothesis that are frequently used in research (called the experimental hypothesis when the method of investigation is an experiment). A theory must be able to be tested against reality and either confirmed or disproved. Before conducting the test, the researcher makes the initial assumption that there is no difference between the populations from which they are drawn. The null hypothesis is understood to be this. The alternative hypothesis is another name for the research hypothesis. (McLeod, 2021)

H1 – There is a relationship between negotiation and volunteer among youth

Joining a team is a simple way to improve your teamwork skills. In school and education, there are numerous opportunities to do so. In-class projects can be completed in groups or pairs. You can become a member of a sports team. You can organize a school-wide charity event and solicit donations and support from your friends and family. The development of a hypothesis between teamwork and motivation among youth benefits the youth by giving them confidence in contributing ideas to voluntary project initiatives. Furthermore, the youth can contribute to the project by providing energy and a positive attitude.

H2 – Existence of teamwork and motivation to volunteer among youth

Negotiation is a process or interaction aimed at reaching a mutually beneficial agreement while maximizing individual benefits. The results have an impact on all or some of the parties involved. By definition, negotiation is critical reach consensus decisions that provide satisfaction and justice to all parties involved. In negotiations, it is also necessary to control emotions and feelings, as well as understand each other's roles. Hypothetical development to negotiate and motivate youth to volunteer is likely to form high and positive interpersonal skills towards themselves. Negotiation and motivation to volunteer becomes an indicator of a volunteer's personality when they are fully committed.

H3 – There is a relationship between negotiation and motivation to volunteer among youth

Building relationships is about our ability to recognize and initiate working relationships that benefit ourselves and others. Positive relationships are essential to getting things done well and achieving success. By definition, a good relationship is very important in benefiting each other's lives. Develop positive relationships with everyone, not just family, friends or co-workers. As a result, developing hypotheses in building relationships and motivation to volunteer is important for his group to achieve high interpersonal skills. Building relationships and interpersonal skills can help them deal with others more comfortably and cordially. They may be able to form a harmonious relationship as well.

H4 – There is a relationship between relationship building and motivation to volunteer among youth

Research Framework

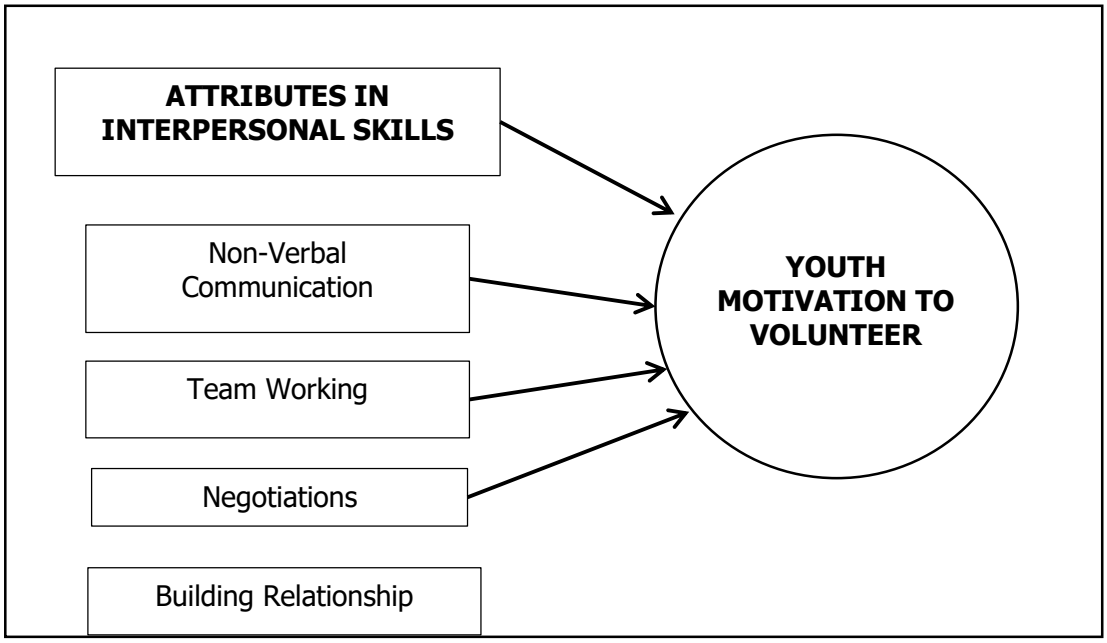

Figure 1: Conceptual of Framework the Youth

Source: Malaysian Qualification Framework,2017

By referring to the literature review, a research framework has been proposed to investigate the relationship between the effect of interpersonal skills attributes and motivation on Volunteering among youth in Kelantan . The proposed conceptual framework is illustrated in Figure 2.4. Proposed independent variables include interpersonal skills attributes of nonverbal communication, teamwork,

negotiation, and relationship building. The dependent variable is the youth's motivation in volunteering.

The researcher found a correlation between the motivation of young people to participate in volunteering activities and the attributes of interpersonal skills. The researcher concludes that any skills that can benefit students during volunteering ATTRIBUTES IN INTERPERSONAL SKILLS Non-Verbal Communication Team Working Youth Motivation To Volunteer Negotiations Building relationship activities can be used as motivation to make undergraduate students participate in volunteering activities. Furthermore, the nature of these interpersonal skills acts as a stimulus to both university students and volunteers for them to have a better version of themselves and be able to live a smoother working life in the future. Although there are many types of interpersonal skills attributes, this study will focus on non-verbal communication, teamwork, negotiation skills, and relationship building (Aqf.edu.au, 2013). However, these interpersonal skills can indirectly influence the motivation of youth in participating in volunteering activities.

METHODOLOGY

Research Design

This study design is a broad framework that might accommodate all of the aspects of a research study. Earlier studies have characterized the design of this study as a collection of conditions for data collecting and analysis in a way that tries to combine data and information, according to Jahoda, Deutch, and Cook (1965). This study was designed in a variety of ways, including qualitative, quantitative, and mixed research. In this study, the researchers have decided to employ quantitative research design to collect and analyze data in this study. The selection of study design approach, quantitative research, characterized be characterized as an analysis for a problem that is investigated and through collecting of quantifiable data and data analysis utilizing mathematical methodologies. According to Leedy & Ormrod (2001), and Williams (2011), quantitative research began with the formulation of a problem, the generation of hypotheses, the literature review, and the analysis of quantitative data that use inquiry strategies and data collection instruments designed to produce statistical data. research. The use of survey questionnaires that is an inter-field study to help researchers collect data from the group or population to be examined and queried is one of the research designs used by researchers to acquire data.

Data Collection

Data collection is explained as the process of collecting and measuring information about variables in a predetermined and systematic way that allows respondents to answer predetermined research questions, test hypotheses, and predict future trends (Kabir, 2016). Some of the data collection is universal for all research sectors, including commercial, physical, social and humanitarian. The goal of all data collection is to produce high-quality evidence, which can then be translated into comprehensive data analysis and used to provide reasonable answers to stated questions. Regardless of how the field of research or preference defines data (quantitative, qualitative), reliable data collection is essential to the integrity of the study

This research will be conducted using an online questionnaire constructed by providing a Google Form as a distribution method. The researcher will share the Google form to various social media platforms such as Whatsapp, Facebook and Telegram to be able to collect feedback from respondents. Respondents for this research were collected from among all the youth in Kelantan. Therefore, the researcher will show and explain to the respondents how to answer this questionnaire. The questions in this questionnaire raise some concerns regarding the notion of the relationship between motivation to volunteer and interpersonal 34skills among youth in Kelantan. However, a 6-point Likert scale will be used to evaluate the data collected.

Sampling

In this study, the researcher chose the sampling method in this study to facilitate data collection. The sampling method used in this study is critical. This is due to the fact that it is a procedure to select a sufficient number of policies from the population (Kumar, 2013). During the sampling phase, the researcher selects individuals from the general public to be used as subjects of the sample population. Furthermore, there are two types of sampling methods: probability sample and non-probability sample.

Quantitative research is synonymous with probability sampling methods. This method is used randomly when the sample contains characteristics from the study population. Therefore, before performing the probability sampling procedure, the researcher should determine the size of the population and obtain a list of subjects in the population. Non-probability sampling, also known as non random sampling, is a type of non-random sampling commonly used in qualitative research.

Although non-probability sampling methods are samples collected in a process such that each element of the population has no known chance of being selected. The degree of bias in selecting the sample is unknown.

In this study, the researcher used probability sampling to conduct this research. This is due to the fact that probability sampling is a technique where the researcher uses the method of probability theory to select a sample from a larger population. A random sample is one drawn from a method used when the entire population is available and the researcher has a list of the target population. The sample frame is a list obtained from the subjects in this population. Based on the findings of this study, the sample was taken from the effect of interpersonal skill characteristics on the motivation of youth volunteers in Kelantan

Data Analysis

Data analysis is the process of using a statistical or logical approach to describe, summarize, and evaluate data. Some data analysis tools, according to Shamoo and Resnik (2009), allow researchers to derive inductive conclusions from data by distinguishing between "phenomena of interest" and "statistical fluctuations" in the data. Data analysis is the process of obtaining, modeling and analyzing data to obtain insights that can be used to make decisions. Analytical

approaches in any study are mostly focused on two areas, namely quantitative and qualitative methods.

In addition, primary data and secondary data are types of data analysis. Primary data is defined as the researcher collecting data through surveys, interviews, or experiments for specific research purposes. Secondary data means collected only by collecting it from previously released information. In this study, the primary data obtained by the researcher was collected from a questionnaire. Meanwhile, secondary data is collected from journals, newspapers, and websites.

In addition, the researcher examined statistical data analysis using SPSS, known as Statistical Analysis for Social Sciences, version in this research. It is a window based program that allows you to create tables and pie charts for data entry and analysis (Magrizos, Kostopoulos and Powers, 2020).

In this study, the researcher collected data for data analysis and conducted descriptive statistical analysis, reliability test analysis, and Pearson correlation analysis.

DISCUSSION AND RECOMMENDATION

Most of the participants in this programme are college students between the ages of 21 and 23. Furthermore, volunteering has a lot of positive effects on both mental and physical health. Stress, rage, and anxiety are treated with the assistance of volunteers. Helping and working together with others is a social relationship quality among Kelantan's young. Through this volunteer programme, young people can also acquire practical experience and develop crucial skills like leadership, problem-solving, and time management. Students between the ages of 21 and 23 make up the majority of participants in this programme. Furthermore, volunteering has numerous advantages for both mental and physical health. Stress, rage, and anxiety are among conditions that volunteers aid in treating. Helping and working together with others is a component of social relationships among young people in Kelantan. By participating in this volunteer programme, young people can also develop crucial skills like leadership, problem-solving, and time management. There are various benefits of volunteering for both mental and physical health. Young people who take part in the volunteer programme can benefit from the assistance of volunteers in overcoming the negative consequences of stress, rage, and anxiety. Helping others is also regarded as one of the ways people create, preserve, and deepen social bonds between young people and others. We can develop a sense of community, meet new people, and feel a sense of belonging through volunteering and assisting others, for instance.

This research findings may be useful for a variety of vocations, particularly for university students who are interested in learning more about the causes and impact of volunteerism. In order to further enhance the investigations outcomes, there are also some suggestions for future studies.Four interpersonal skills which is non verbal communication, teamwork, negotiation and relationship development describe in this research are not the only ones that apply to volunteering. This is because everyone has a different personalities, their interactions with one another will totally be different.Therefore, getting along may require more than these four attributes such as the ability to listen, make decisions, show respect for others, be tolerant, be self aware, be ethically responsible or many other attributes.

Future research may also take into account a number of additional elements that are crucial for examining its efficacy. In addition, several ideologies may be examined in future research to uncover additional factors that affect university students willingness to volunteer. In conclusion, employing questionnaires as the only quantitative way to gather study results may only yield disappointing outcomes. Therefore, additional research techniques, such as

qualitative ones, may be added in the future to produce more reliable results.

CONCLUSION

This study aims to ascertain the proportion of youth in Kelantan enthusiastic about volunteer programmers as well as the effects of volunteering on youth. Youth who participated in this volunteer programme can gain new experiences and learn more about volunteering while also developing their social skills and public speaking abilities. In conclusion, the public are greatly impacted by volunteering programme since it can increase their knowledge and provide them to be more confidence to interact with the public. The goal of this volunteerism project is to educate people especially the youth about the value of volunteering and its advantage for them personally.

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