

Puso sa Turismo: A cross-generational voluntourism product development model using Kano-Analysis

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Abstract: Voluntourism product development is one significant aspect of niche tourism studies. As the different tourist segments showed varying preferences on the type of experience they shall avail, this research explored the perceived importance and preferences of Generation X, Y, and Z tourists regarding the voluntourism product dimensions. The different components of voluntourism experience that include packaged experiences, placement opportunity, voluntary modality, and intended cause were assessed by voluntourists across different generations based on their perceived preference and importance. The research gap explored by this study is the determination of the significance of voluntourism dimensions as appropriate for every tourist generation. Kano analysis was utilized to determine which dimensions are considered must-have, performance, attractive, indifferent, or reverse attributes. Using quantitative analysis, the results revealed that the intended cause is considered an attractive dimension across Generation X, Generation Y, and Generation Z. However, adding to the significance of the intended cause, the nature of placement opportunity is considered another order-winner among Generation Z voluntourists. The resulting framework for voluntourism will be an essential guide in sustaining voluntourism in the country.

Keywords: Voluntourism; Product development; Kano Analysis

I. Background

The rise of the various niches of tourism products led to specialized ad hoc tours. The voluntourism tour package is one of these types of packages, which may be treated relatively based on its components not limited to accommodation facilities, transportation modes, support amenities and services, nature of tour and sightseeing, and types of activities. According to Hasanova (2017), voluntourism combines the essential components of tourism and volunteering. It is anchored on the growing trend for people who are actually traveling to other destinations to do good for the communities that they visited. This was also supported by Anderson, Kim, and Larios (2019), who stated that voluntourism is built on four essential impacts: training of local communities, free workforce, help needed on various projects, cultural exchange, and flexibility on the approach. The need for the study of voluntourism may be rationalized by 173 Billion USD annual contribution to the economic value of the global tourism industry (Pariyar, 2017). A study by Khan (2019) showed an increasing trend of voluntourists who only totaled around 1.6 Million in 2014 increased to

almost 10 million in 2019. On its value, it has been found out by Carlson-Oehlers, Jung, and Cohen (2020) that a tourist who engaged in voluntourism activities may experience the benefits of gaining new experiences, better physical health, lower rates of depression, and higher life satisfaction.

Product development in the tourism industry was defined by UNWTO (2016) as the process of assembling the tangible and intangible components of tourism about resources, attractions, services, and the underlying activities. The supervising organization for tourism has identified several tourism products such as leisure, business, urban, sports, rural and mountain, gastronomy and wine, shopping, and many more. Untersteiner (2015) explained that product development in tourism involves considering the essential elements of the particular form of resource or activity that will be offered to the tourists. Zhou (2014) and Aslan, et al. (2015) specified that new niches might develop within the tourism industry just by considering the essential elements required by different tourist segments to pursue a unique tourism experience on a destination. A literature review also showed that the preference of tourist segments on a tourism product should not only consider the essential tourism services and components, it should also integrate the intangible aspects of the tour, which are often highly considered by certain types of tourists (Li et al., 2011). The contemporary literature of Chen et al. (2020) showed that the development of a tourism product should also integrate the value of purpose, process, immersion, and connection activities as critical in assembling the packaged tour that will be offered among the clientele.

An article by Rosenberg (2018) indicated that voluntourism is becoming an attractive business that is focused on providing experiences to tourists that give them the chance to do good. Bakker et al. (2018) stated that the economic benefit provided by voluntourism could be estimated to be around 20 to 25 % of the total package cost offered to the tourist. This drives several direct travel trade organizations and social responsibility or charity organizations to compete against one another in attracting possible voluntourists. As the actual tourism product components are materialized through the tourism product development, Bowie and Chang (2015) stated that clientele is more conscious of the primary offering and the type of experience they imagine from the components of the tourist experience. There is also a perceived difference in the market's requirements based on their personal profile, such as the generation where they belong.

Tourism behavior and preference differ according to the generation of the tourists. Ocampo (2018) defined generation X as the generation of tourists who were born between the early 1960s to early 1980s. Generation Y are born in the mid-1980s to early 2000 while Generation Z refers to those born after 2000. Both Cavagnaro, et. al (2018) and Dabija, et.al (2018) stated that part of developing a competitive advantage on tourism products is the thorough analysis of different tourist segments' behavior, especially those divided according to their age and generations. Moreno, et al. (2017)

explained that most millennials usually travel for relaxation purposes as they engage in a busy routine while the new generation or generation Z purchases and decides on travel and tourism requirements based on convenience and leisure for travel. Dimanche and Havitz (2015) explained that the difference in tourism requirements is characterized by the varying life routine and personalities attributed to each generation. Specifically for voluntourism, the behavior of the tourists differ based on their respective preference on the critical elements of the tourism product as described by packaged experiences, work opportunity, voluntary modality, and the intended benefits of the recipients (Soderman and Snead, 2018; Wearing, 2014).

1.1 Literature Review

Voluntourism is defined by Simmons (2012) as "the conscious, seamlessly integrated combination of voluntary service to a destination with the traditional elements of travel and tourism." Voluntourists are the individuals who volunteer in an organized way to undertake holidays that involve aiding or alleviating the material poverty of some groups in society, the restoration of specific environments, or research into aspects of society or environment (Wearing, 2014). There are limited models applicable for the operation of volunteerism. The ABTA Volunteer Tourism Guidelines (2016) identified six essential components in the conduct of voluntourism: packaged experiences which include accommodation, flight and other significant elements of the trip, the work opportunity experienced by the tourist while on a trip, the expectation on the voluntary delivery of work and the targeted benefit aspired by the tourist.

1.2 Product Development

The process of product development in the tourism industry involves the rigid approach of considering the different elements of tourism, which constitute the identification of tourism industry components and services (Untersteiner, 2015). The underlying component behind the conduct of tourism product development shall be limited to composition and market preference evaluation. Segmented product development is practiced in the tourism industry to ensure that the tourism buying behavior and preferences are considered to formulate an actual tourism product. Tourism product developers are oriented towards orienting tourist segments or groups (Zhou, 2014).

1.3 Voluntourism Components

The tourism product shall include various tourism components, which are usually offered to the tourist for experience (Zhou, 2014). For niche tourism products, the development of a bundle of tourism components served as an evident challenge. Brown (2015) and Barker (2014) explained that this is also implied in the case of voluntourism. The institutionalization of this niche market is highly challenging because the

ministry of tourism offices of different countries showed varied images and understanding of voluntourism products. The Green Travel Guide (2015), for example, explained that voluntourism is composed of the traditional tourism product components such as transportation, transfers, accommodation, tourism services, placement, and sightseeing. Meanwhile, Coughlan and Noakes (2012) discussed that a voluntourism product explained the presence of intangible components such as the expected benefits to the beneficiaries, nature of voluntary work engagement, and instances of travel as supplementary components of a voluntourism product to the traditional elements such as flight, accommodation, sightseeing, and tourism services.

Tourism explicitly explained that employment or work is not a qualifying factor for tourism activities. This served as one of the considerations on why voluntourism is not generally accepted in the different forms of tourism. However, The International Ecotourism Society (2012) explained that the nature of work applicable for voluntourists is not universally accepted as employment but should be treated as placement. Both Gray and Campbell (2017) and Zahra (2011) agreed that the nature of work under voluntourism should be qualified for the nature of work that exerts effort rather than the conventional taxonomy of work that is anchored on remuneration. Wearing et al. (2016) emphasized that voluntourism can be easily distinguished if the evaluation of the effort of tourists is anchored on purpose behind the travel to other destination-related to community involvement or group improvement.

Voluntourism type of work should be considered as "free of charge." This implies that the individuals who are engaged in voluntary work towards improving the condition of an area or community should not be receiving any type of remuneration for the effort they exerted on the activity (Zahra, 2011; Sin, 2019). The explanation behind the voluntary action is coming out of the initiative of the tour without any element of coercion and forced labor (Wearing et al., 2016). The output of the voluntourists should be delivered to the community they volunteered for without any favor in return that explains the cause of the program.

The actual nature of work and the underlying purpose distinguish voluntourism from the other types of niche markets. Barker (2014) explained that the nature of volunteering activity is driven by the participant's initiative to help or improve a particular group or community. Gray and Campbell (2017) also supported this idea about voluntourism, who explained the nature of work as linked to a specific cause such as community recovery, service delivery, essential needs provision, and other charitable functions. Taplin et al. (2014) explained that voluntourism provides a distinct purpose for travel to another destination not attributed to leisure or business but rather for community or group development and assistance, which makes it a niche type of tourism.

1.4 Kano Analysis

Kano Analysis has been considered to be a powerful and helpful tool in the field of product development (Ullah and Tamaki, 2011). It analyzes customer preferences and categorizes them as must-have, attractive, one-dimensional, and indifferent product attributes. Must-Have attributes are the attributes whose absence produces absolute dissatisfaction, and its presence does not increase satisfaction. An attractive attribute may lead to greater satisfaction once present, whereas it is not expected to be in the product. One-dimensional attributes are the factors whose fulfillment helps happiness and vice versa. An indifferent attribute is a factor whose presence or absence does not satisfy the customers. By integrating the customers' voices and categorizing their preferences, more effective and efficient product development can be in place (Materla, Cudney, and Anthony, 2017).

1.5 Research Gap

Since voluntourism is a contemporary trend among the niches of the tourism industry, there is still a dearth of literature that identifies the specific components of the voluntourism product and how it should be assembled. This research bridged the gap on the construct of voluntourism by presenting a framework to develop a voluntourism package in the Philippines. A cross-generational comparative study was conducted to offer a targeted product development that will satisfy the requirements of each specific tourist generation. Kano analysis was utilized to categorize the tour package components as applied to offering voluntourism among the different generations of clientele.

1.6 Research Framework

This research intended to evaluate the voluntourist preference with regards to the voluntourism product components across different generations. It was operated based on the following framework:

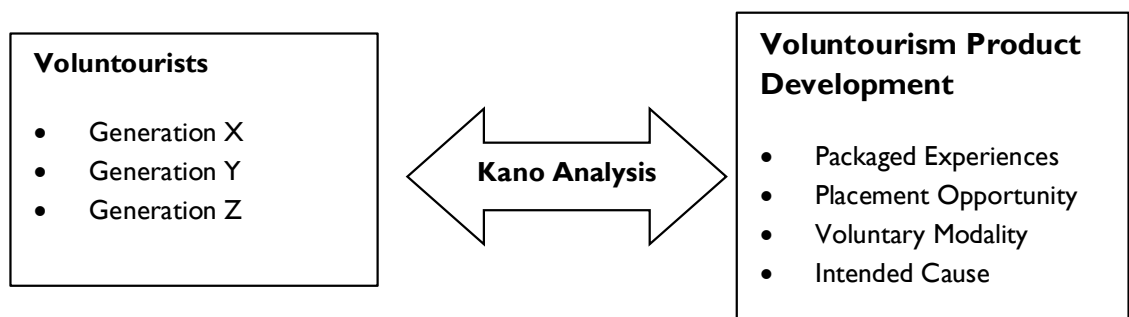


Fig. 1. Operational Framework for Voluntourism Product Development

1.7 Research Objectives

This study focused on developing a framework in understanding the concept of voluntourism as part of an institutional tourism product offered

by travel trade companies and nonprofit organizations. The results presented a clear distinction on the extent of preferences to voluntourism product components provided to customers from different generations.

This research aimed to develop the voluntourism framework on the preference of Generation X, Generation Y, and Generation Z tourists based on the different components of voluntourism that should be considered for product development. It operated on the following objectives:

1. Determine the perceived assessment of voluntourists on the significance of the packaged experiences, placement opportunity, voluntary modality, and intended benefits or cause to the targeted recipients of the voluntourism experience.
2. Analyze the extent of difference in the preference of voluntourism components and dimensions across different generations of tourists.

1.8 Hypotheses of the Study

Considering the dearth of literature and studies on voluntourism product development, the research question focusing on the extent of difference in the preference towards voluntourism components tested the following hypotheses:

H₀: There is no significant difference in the extent of preference to voluntourism components towards product development across different tourist generations.

Considering the findings of the study of Riege and Perry (2010), undifferentiated marketing can be applied to tourism niches that are already focused on addressing specific tourist interests. This concept was also supported by the articles of Telej and Gamble (2019), who articulated the aspect of offering a universal product with equal value on its modules and components across the market as an effective strategy for appealing to the behavior and decision of the tourists.

H₁: There is a significant difference in the extent of preference to voluntourism components towards tour package development across different generations

Anchoring the assumption on the study of Cavagnaro et al. (2018) and Dabija et al. (2018), tourist behavior and buying preference differ across tourist generations. Basing it on the article of Moreno et al. (2017), tourist preferences on their valuation of tourism components vary based on their generational attributes, which signify their interest, way of life, and personality. Implying this to the concept of voluntourism, this hypothesis assumes that voluntourists have varying interests and preferences regarding the components of voluntourism products.

2. Methodology

A descriptive-comparative study was used to analyze the difference in the preference of voluntourists on the different components of voluntourism product development. Descriptive-comparative studies emphasize describing a specific condition through a comparative relevance of variables (Berg, 2012). The condition studied for this research involved the voluntourism component preference. The mode of comparison was conducted across different generations of voluntourists.

To narrow down the research process, the researchers deemed quantitative research to emphasize the objective measurements and statistical or numerical analysis of data collected through the questionnaire using computational techniques. This type of research also focused on gathering numerical data and generalizing it across groups of people to explain a particular phenomenon, according to Babbie (2010). A Kano-based questionnaire was processed using the Kano interpretation table, while the hypothesis testing analysis was conducted through a z-test. Descriptive statistical tools such as percentage and weighted mean were also used to describe the profile of voluntourists and their direct responses to the questionnaire. Moreover, a survey questionnaire utilized a cross-sectional approach to collect the data and analyze the results. According to Brinkmann, Jacobsen, and Kristiansen (2014), a cross-sectional study was identified among research respondents who differ on one key characteristic at one specific point in time. For this research, the respondents were similar in a way that they were all qualified local voluntourists, but they differ in terms of their tourist generation.

The research participants are the primary source of data for determining the preference of different tourist generations on the voluntourism components. According to Bucea, Manea, and Tonis (2017), if the study is designed to be a perceptual study, the research should focus on the respondent who serves as the effectual variable. Since the study utilized preference evaluation, it was only appropriate that the respondents should be actual voluntourists. To qualify as a respondent, the following criteria should be met: a. has engaged in at least two volunteering activities b. the volunteering activity was conducted in an area outside of the usual place of residence of the client, c. exerted effort or work during the conduct of the activity, d. the organization pre-arranged volunteering activity in terms of tourism services and requirements, e. must be willing to participate in the conduct of the study.

The population frame for this study involved the clients of a volunteering organization that operated programs related to feeding the hungry, being a friend to the elderly, providing relief goods operation in times of calamities, and tutoring programs for the children. The organization where the respondents came from requested anonymity on the identification of the organization's name as it wanted to protect its modest purpose for operating voluntourism activities.

A stratified random sampling design was used for this study. Choy (2014) mentioned that the stratified random sampling technique was a probability sampling design that involves the division of a population into smaller sub-groups known as strata. In stratified random sampling or stratification, the strata are formed based on members' shared attributes or characteristics such as income or educational attainment. This research utilized Slovin's formula to determine the actual sample size. Crescentini and Mainardi (2014) cited that Slovin's formula can be used to approximate generalization. Since the involved respondents are actual voluntourists who involve a certain level of uncertainty and unpredictability of arrival, this formula will help determine the required number of respondents per time interval.

The actual computation of sample size is presented in Table I.

Table I. Computation of Sample Size

| Generation | Number | Computed Minimum Sample Size |
|-------------------|---------------|-------------------------------------|
| Generation Z | 39 | 18 |
| Generation Y | 64 | 29 |
| Generation X | 15 | 7 |
| Total | | 54 |

In the study of Sheth (2013), he stated that perceptual research could use a margin of error of 0.10 as the respondents' perception can still be generalized on these perceptual intervals. For this research, 0.10 was used as the margin of error to compute the minimum accepted sample size.

To gather data required for organization, the following research instruments were utilized:

1. Content Analysis- was a research tool used to determine the presence of certain words or concepts within texts or sets of texts (Adam and Healy, 2010). This was vital for this study as the propositions used to design the operational framework, create the survey questionnaire, support the survey results are matched with the findings and the results grounded from the previous studies and literature.
2. Kano Survey Questionnaire- was an instrument used to establish the prevalence or incidence of a particular condition and is frequently used to collect information on attitudes and behavior (Marshall and Rossman, 2014). A researcher made-questionnaire which was formatted through the Kano requirements, was utilized to collect the data for the perception of the voluntourists towards their perceived evaluation on the importance of voluntourism components.

To determine its validity and reliability, the following process was conducted

1. Establishment of Face Validity – Three subject matter experts were consulted to evaluate whether the questions effectively capture the topic under investigation. Subject matter qualification includes working with voluntourism organizations for the past ten years and understanding the framework for voluntourism components. This was also to detect common errors like double-barreled, confusing, and leading questions, resulting in an ineffective survey questionnaire.
2. Pilot Testing – The questionnaire was floated to different samples but relevant for the topic of voluntourism. Ten volunteers coming from various voluntourism organizations were given a copy of the questionnaire to conduct pilot testing.
3. Application of Cronbach's Alpha - This step checked the correlation between questions loading onto the same factor. It was a measure of reliability in that it checked whether the responses were consistent. Cronbach Alpha values range from 0 – 1.0. In most cases, the matter should be at least 0.70 or higher, although a value from 0.60 to 0.70 is acceptable (Eisinga, Te& Pelzer, 2013).

For the testing of the Cronbach Alpha, Table 2 shows the results that were generated:

Table 2. Cronbach Alpha of Voluntourism Component Questions

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .854 | .856 | 12 |

The initial number of questions floated was twenty, which resulted in 0.34 alpha. This required the second analysis conducted with the deletion of questions below 0.70. For the results of the Cronbach Alpha on the second analysis, the overall Cronbach Alpha for testing the voluntourism components shows 0.85 validity which is deemed to be a reliable result. The specific questions also show significance to the measure as all of the remaining 12 questions show a minimum of 0.7 marks and may possess a lower alpha once they are deleted.

This research utilized data that was gathered through the following process:

1. Review of Related Literature and Studies – Previous references and researches related to the topic were reviewed to gain a working knowledge about voluntourism and its components. This gave the researcher a working idea on the different frameworks regarding

voluntourism and the underlying framework of Kano Analysis which was essential for product development.

2. Initial Data Gathering and Seeking of Permission – An interview with the managing director of the voluntourism organization was conducted to request the background of the activities offered by the organization and to ask for permission to conduct the study. A research proposal was submitted, which was accepted after a month of an initial consultation.
3. Determination of Research Sample – Selection of the sample or the study's respondents was based on the stratified random sampling technique. Initial records regarding the generation profile of the voluntourists who they served for the past five years were requested without other personal details. Only the record regarding the generation of the voluntourists was submitted to the researchers for sample size computation.
4. Construction of Research Instrument – The questionnaire, which was an essential instrument for this study, was formulated based on the data and information gathered from a review of related literature and studies and initial data gathering. Subject matter expert validation and reliability testing were conducted through a pilot procedure to ensure that the questionnaire conforms to its intended objective.
5. Floating of Questionnaire – A letter of intent for conducting research was sent to the Managing Director of the Voluntourism Organization. After confirmation, an online questionnaire was floated personally among their previous clients.
 - a. For the valid distribution of the questionnaires, the number of samples was divided based on an equal percentage of voluntourists in proportion to the total number of voluntourists in their client base.

The comparative analysis on the evaluation of the voluntourists across generations on voluntourism components was analyzed through the following:

1. Percentage- described the profile of the respondents qualified for the study.
2. Weighted Mean - measured the central tendency of the answers from the five-scale rating system implemented on the questionnaire. The respondents' assessment of the perceived value of the voluntourism components was analyzed through this before Kano analysis and interpretation.
3. One-way ANOVA – tested the significant difference between the results of the evaluation on voluntourism components across different generations.

Scale of Interpretation

In evaluating the preference of the tourist on the different voluntourism components, the Kano table for interpretation was utilized (Table 3):

Table 3. Kano Table of Interpretation

| Customer Requirements | | Dysfunctional | | | | |
|-----------------------|--------------|---------------|-----------|-----------|-------------|-----------|
| | | 1.Like | 2.Must be | 3.Neutral | 4.Live with | 5.Dislike |
| Functionality | 1. Like | Q | A | A | A | O |
| | 2. Must-be | R | I | I | I | M |
| | 3. Neutral | R | I | I | I | M |
| | 4. Live with | R | I | I | I | M |
| | 5. Dislike | R | R | R | R | O |

A – Attractive
R – Reverse

M – Must Be
I – Indifferent

O – One Dimensional
Q - Questionable

3. Results and Discussion

The current study aimed to develop the voluntourism framework on the preference of Generation X, Generation Y, and Generation Z tourists based on the different components of voluntourism that should be considered for product development. Specifically, this study determined the perceived assessment of voluntourists on the significance of the packaged experiences, placement opportunity, voluntary modality, and intended benefits or cause to the targeted recipients of the voluntourism experience and analyze the extent of difference in the preference of voluntourism components and dimensions across different generations of tourists.

3.1 Profile of the Respondents

Table 4. Respondents' Profile

| Generation of Voluntourists | Frequency | Percentage |
|-----------------------------|-----------|--------------|
| Generation X | 7 | 13 % |
| Generation Y | 29 | 54 % |
| Generation Z | 18 | 33 % |
| Total | 54 | 100.% |

Based on the record presented by the voluntourism organization, the majority of their clientele are Generation Y having more than half of the total number of voluntourists who became their clients for the past five

years, as shown in Table 4. This finding was supported by the study of Singh and Singh (2014), who explained that millennials or Generation Y showed greater interest in voluntourism because of their income condition as well as their level of maturity. Meanwhile, Generation X has the lowest number of voluntourists because it was justified by the professional routine of the baby boomers, which delimited their travel behavior and, in the long run, their voluntourism engagement (Sinh, 2019). The growing trend of Generation Z voluntourists became possible for various reasons, such as academic compliance and curiosity, as Zahra (2011) stated.

This research aimed to develop the voluntourism framework on the preference of Generation X, Generation Y, and Generation Z tourists based on the different components of voluntourism that should be considered for product development

Perceived Assessment of Voluntourism Components by Voluntourists

The Kano analysis was implemented in analyzing the perceived importance of voluntourism components. The primary value behind Kano Analysis can lead to an inference of the valued and prioritized attributes of voluntourists when it comes to their evaluation of voluntourism components. This means that if the Philippines would want to pattern the product development for voluntourism, the perception of the voluntourists on these dimensions can serve as the framework.

Table 5. Generation X Voluntourism Component Evaluation

| Delivery of Educational Services Factors | Functional | Dysfunctional | Category |
|---|-------------------|----------------------|--------------------|
| Packaged Experiences | A | R | Performance |
| Placement Opportunity | A | R | Performance |
| Voluntary Modality | M | R | Must-Be |
| Intended Cause | A | I | Attractive |

n=54;

M – Must Be. P – Performance A – Attractive I – Indifferent R – Reverse

Given the analysis of different voluntourism components, it was realized that the perceived importance of the components is essential in the delivery of voluntourism components. The only difference showed in the attitude towards each component about their preference when they evaluated their voluntourism experience. The results revealed that both placement opportunity and packaged experiences serve as performance indicators. This meant that the voluntourists have a linear satisfaction with these dimensions. Suppose the voluntourism organization will have better priority on these dimensions. In that case, the voluntourists will be more satisfied, but if the organization fails to tap these dimensions and will have a declining performance, the voluntourists will be dissatisfied. This result was consistent with the findings of Sherraden et al. (2018), who showed that the

underlying experience factors on the packaged tourism bundle and the actual volunteering work played a critical role in the overall satisfaction of the voluntourists. The study results also revealed that the intended benefit to target recipients provides an attractive value for product development, which means that if the organization wanted to lift up the voluntourism standing, it should be on finding causes that are relevant and greatly appreciated by the tourists. Raymond and Hall (2018) found out that voluntourists developed an interest in voluntourism activities through the value of their work on their intended beneficiaries. This only implies that the causes of the activities could be a practical element in evaluating the voluntourists on their respective experience.

Table 6. Generation Y Component Evaluation

| Delivery of Educational Services Factors | Functional | Dysfunctional | Category |
|---|-------------------|----------------------|--------------------|
| Packaged Experiences | A | R | Performance |
| Placement Opportunity | A | R | Performance |
| Voluntary Modality | M | R | Must-Be |
| Intended Cause | A | I | Attractive |

n=54; M – Must Be P – Performance A – Attractive I – Indifferent R – Reverse

The perceived evaluation of millennial voluntourists was similar to the results on Generation X. Both packaged experiences and placement opportunities are treated as performance dimensions that are linear to the satisfaction of the voluntourist. This only implied that millennials still provide comfort when they engage in a voluntourism activity. Aligning this to the article of Popham (2015), millennial voluntourists require comfortable experiences but excellent work conditions for their volunteering activities because they are interested in getting things done while valuing their convenience. However, this result somehow argued with the findings of Mostafanezhad (2013), who revealed that millennial tourists were focused on the work at hand regardless of the condition of the experience as implied on the bundle of tourism services.

Nevertheless, the idea of the program cause as an attractive variable among voluntourism components served as critical to tapping higher satisfaction among millennial voluntourists. This was consistent with the findings of Mostafanezhad (2013) and Novelli et al. (2016).

Table 7. Generation Z Component Evaluation

| Delivery of Educational Services Factors | Functional | Dysfunctional | Category |
|---|-------------------|----------------------|--------------------|
| Packaged Experiences | A | R | Performance |
| Placement Opportunity | A | I | Attractive |
| Voluntary Modality | M | R | Must-Be |
| Intended Cause | A | R | Attractive |

n=54;

M – Must Be P – Performance A – Attractive I – Indifferent R – Reverse

The evaluation of the Generation Z tourists showed that placement opportunity and intended cause were considered attractive variables, which means that if the voluntourism organization prioritized these dimensions, they would be able to tap greater satisfaction levels among the voluntourists. Taplin et al. (2014) emphasized that focusing on these dimensions may drive the interest of Generation Z because they are after the outcomes of their effort. The placement opportunity became an attractive variable among them because of the possible sense of curiosity, which was pointed out by Wearing et al. (2016) and Zahra (2011). The packaged experience component is considered a performance variable that implies that the voluntourism organization has to ensure that the transportation, accommodation, and other tourism-related services are of higher quality to ensure satisfaction. Otherwise, voluntourists would have a lower level of satisfaction which was also revealed in the article of Popham (2015).

The extent of Difference of Preference among Voluntourism Components

Table 8. The extent of Difference of Preference among Voluntourism Components

| Generations | | M | SD | F | Sig |
|--------------------|----|----------|-----------|----------|------------|
| X | PE | 2.56 | 0.90 | 13.95 | 0.000 |
| | PO | 3.07 | 0.77 | | |
| | VM | 3.21 | 0.72 | | |
| | IC | 3.4 | 0.63 | | |
| Y | PE | 2.53 | 0.85 | 10.45 | 0.000 |
| | PO | 2.90 | 0.85 | | |
| | VM | 3.08 | 0.74 | | |
| | IC | 3.30 | 0.89 | | |
| Z | PE | 3.07 | 0.89 | 4.957 | 0.002 |
| | PO | 3.44 | 0.87 | | |
| | VM | 3.50 | 0.77 | | |
| | IC | 3.59 | 0.82 | | |

n=54; Significant at <0.005

The hypothesis testing showed that the extent of difference of preference among voluntourism components revealed significant values having a sig of less than 0.005. These results proved that the null hypothesis

is rejected, and therefore, the alternative hypothesis is accepted. It only means a significant difference in the extent of preference on the voluntourism components and dimensions across different tourist generations. This supported the findings on the studies of Moreno et al. (2017), Cavagnaro et al. (2018) and Dabija, et al. (2018), implying that tourist behavior and buying preference differ across tourists generations. Voluntourism shall be promoted as a differentiated tourism product where voluntourism organizations can develop varying prioritization on the value of voluntourism components and dimensions. The results also debunked the studies Riege and Perry (2010) and that of Teleg and Gamble (2019), who proposed an undifferentiated approach for the product development for a niche market and forms of tourism

4. Conclusion

Voluntourism is a tourism activity that requires a lot of heart. This study supported this statement as it analyzed the significance of the key dimensions of voluntourism prescribed by the ABTA Voluntourism Guidelines. The findings revealed that generations X, Y, and Z have a different take on every component of voluntourism. They should be classified as must-be, attractive, performance, indifferent, or reverse attributes. It showed that the packaged experiences, placement opportunity, voluntary modality, and intended cause are essential in developing voluntourism products. However, as the results determined a significant difference in the perceived importance of these dimensions, a differentiated or segmented type of development will be appropriate for voluntourism. The voluntary modality of the voluntourism experience was treated to be a constant requirement for product development. Both Generation X and Generation Y voluntourists described packaged experiences and the placement opportunity as performance attributes which showed that voluntourism product developers should ensure that they assembled comfortable experiences among the voluntourists. At the same time, the intended cause is an "order-winner" among voluntourists because it provides value and more significant weight to the decision of pursuing the voluntourism experience or not. Meanwhile, Generation Z has a slightly different take on placement opportunity as voluntourists placed more excellent value not only in the intended cause but also with placement opportunity, as these two elements serve as attractive attributes. It implied that the voluntourism experience should be anchored on a significant cause that the voluntourists are interested in and the underlying effort and work they shall be performing during the voluntourism experience.

Considering that there is a significant difference in the perceived importance of voluntourism dimensions across different generations, a differentiated or segmented product development approach shall be implemented to voluntourism experiences. What worked with Generation

X and Generation Y may not be able to do the same and produce the same results on the voluntourism product that will be offered among Generation Z. Voluntourism product developers should focus on getting more significant causes as this dimension was found to be an order-winner among voluntourists. The nature of the activity or the amount of work that the voluntourists shall exert is another essential element in the voluntourism product development that shall be prescribed among younger voluntourists who considered placement opportunity as another attractive attribute for Generation Z. This framework may contribute to non-governmental organizations as well as travel trade entities who will be offering voluntourism experiences among different segments of voluntourists.

As this study revealed a background on the perceived importance of voluntourism dimensions, the voluntourists also benefited by having a more precise set of criteria with their corresponding weight that they may consider when deciding on the type of voluntourism experience they are going to pursue. From a macro perspective of the Philippines' tourism industry, the industry's results may be utilized in institutionalizing voluntourism without losing its acceptable scope. The cause of the voluntourism activity is still the primary dimension considered by voluntourists. With this idea, voluntourism experiences shall explore causes that touch the hearts of the tourists. Anchored on the concept of sustainability, these findings of the voluntourism product development framework will help sustain the marketability of the product (economic) while maintaining its good and significant cause for the environment and the community.

This research was curtailed to explore and develop a framework for the voluntourism experience in the Philippines. After identifying the perceived importance of the voluntourism dimensions across different generations, future research regarding other antecedents and the motivation of voluntourists will be significant in exploring voluntourism as a tourism product. Moreover, specifications on the type of placement opportunities and the causes that could drive tourists to engage in a voluntourism activity may also be an essential addition to the nature of the voluntourism experience that shall be offered in the country. Lastly, research regarding ethical considerations for the operations of voluntourism experiences shall also be explored further to maintain the value of voluntourism experiences that should be promoted not as a profit-generation tourism product but as a cause-initiated experience.

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