

ANALYSIS OF THE IMPACT OF VOLUNTEER TOURISM-BASED TOUR PACKAGES TOWARDS LOCAL RESIDENTS OF AKETOBOLOLO VILLAGE AND TOURISTS ON AFO TOUR AND TRAVEL, NORTH MALUKU

by Nurlaela Jauhar

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Nurlaela Jauhar^{1*}, Rahmat Ingkadijaya², and Sri Mariati³

¹Graduate Student of Tri Sakti (Corresponding Author)

^{2,3}Lecture of STP Trisakti, Jakarta

nurlaela.j28@gmail.com, rachmatingkadijaya@stptrisakti.ac.id, and cici.srimariati@gmail.com

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Abstract: Volunteer tourism is developed as an alternative tourism in building humanitarian, ecological and socio-cultural solidarity. This study aims to (1) analyze the perception of the Aketobololo community on the impact of the implementation of Afo Tour and Travel Volunteer tourism program in North Maluku, (2) investigate the satisfaction and behavior changes of volunteer tourism tourists after participating in the volunteer tourism-based tour package program implemented by Afo Tour and Travel. North Maluku and (3) identify the sustainability of volunteer tourism-based tour packages at Afo Tour and Travel in North Maluku. The study used a descriptive qualitative design. Data collection was through in-depth interview techniques, questionnaires and documentation. Data were analyzed using mixed methods. The results showed that the Aketobololo community had a positive perception of the volunteer tourism program, and tourists gained satisfaction, experienced changes in mindset and behavior after participating in the volunteer program. This study concludes that volunteer tourism has a sustainability aspect because it receives positive support from the community, and provides satisfaction for tourists. Therefore, it is recommended for the community, business actors and the government to develop volunteer tourism.

Keywords: volunteer tourism; tourism impact; travel agent, tour package.

1. Introduction

Tour packages in Indonesia in general are still pursuing economic benefits, not yet in favor of the interests of the community environment so that tourism activities often cause environmental damage (Prayogi, 2011). Analysts from the world economic forum (WEF) stated the weaknesses of Indonesia's tourism competitiveness regarding the Travel and Tourism Competitiveness Index, including environmental sustainability protection, deforestation, and hygiene^[1]. The same thing also happened in Ternate city, where the existing tour packages are still oriented towards economic benefits and ignore various environmental damage to tourism. Currently, there are many tourism objects that do not get tourist visits because the condition of the tourism environment is getting worse. The awareness of the people of Ternate on the development of tourist destinations is still low so that they do not participate in maintaining and caring for the quality of tourism objects. Meanwhile, the low attention of the city government to the development of Ternate tourism^[2] is one of the factors causing the low aspect of tourism sustainability in the city of Ternate^[2].

Volunteer tourism is tourism that accommodates a partnership, participation and stakeholder approach that can facilitate travel with the host community^{[3],[4],[5]}. That is why the experts who conducted an in-depth study of the practice of Volunteer tourism gave positive responses, such as Lyons and Wearing^[6], calling Volunteer tourism as an alternative tourism. Tomazos et al.^[7] called Volunteer tourism as the new ecotourism. Positive responses from various experts are supported by many empirical findings including Proyrungroj stating that volunteer tourism is motivated by altruistic tendencies, environmental ideologies such as conservation, and sustainability themes^[8]. Owen^[9]

Volunteer tourism supports the establishment of mutual beneficial relationships between volunteer tourists and host destinations.

Volunteer tourism is alternative tourism that supports aspects of sustainability, ecotourism, altruistic, empowering, partnership or mutual cooperation, and mutualism. Beyond all these points, it turns out that Volunteer tourism also develops the personality of tourists and the public to become tourism-aware person through knowledge transfer. Tourists who participate in volunteer tourism are required to strike a balance between hedonistic expectations in tourist destinations and voluntary activities carry out social activities with the host community.

There have been many studies that reveal the impact of Volunteers on host communities. Blanton reveals volunteer activities at the international level, that in the short term the volunteer program has a positive impact on capacity building for schools serving students with disabilities in the Caribbean^[10]. However, the research analysis also shows that volunteer activities besides having a positive impact also have a negative impact so that it creates ambiguity in perceptions from tourists and the host community. Wright's research^[11], states that there is a blurry boundary between volunteer tourism and other forms of tourism. It is not surprising that this sector has given rise to various perceptions and potential misperceptions. While it is known that volunteer tourism provides benefits, the benefits seem vary widely. For tourists, it can provide educational benefits and social work experience. Meanwhile, for businesses, it can provide business merits. There is a perception that altruism is not the main motivation for volunteer tourism. This study recommends further research on the motivation of voluntary tourist travel, the impact on host communities and the sustainability of the industry and host communities. Meanwhile, Kerrigan's research declares that International Volunteer service programs that are oriented towards physical development produce a culture of dependence, unsustainable development and the reinforcement of negative Western cultural stereotypes^[12]. On the other hand, if programs can transition their agenda to focus on the goal of intercultural understanding, where local community members and volunteers can engage in group dialogue and reflection activities, they will ultimately generate more positive, long-term sustainable benefits for both parties (host community and volunteers).

The description above shows that conceptually, Volunteer tourism is no doubt to be developed as alternative tourism in carrying out the agenda of economic, ecological, and socio-cultural sustainability. However, practically, the impact of tourism on tourists, host communities, and business or industrial organizations needs to be reaffirmed through various in-depth research. Likewise, the perception and attitude of the community towards the implementation of volunteer needs to be reviewed because it has a relationship with the implementation of volunteers. If the implementation of volunteer tourism has a positive impact, it will certainly have a linear relationship with the perceptions and attitudes of the host community. Vice versa, people will have negative perceptions and attitudes towards volunteer tourism if they are negatively affected. Meanwhile, the positive impact of volunteer tourism activities for tourists is self-change which is reflected in the behavior of tourists.

Afo Tour and Travel North Maluku is a Travel agent that has conducted volunteer tourism-based tour packages since 2015. This tour package offers tour packages to the public which include destinations, accommodation, and volunteering of tourists to participate in social activities at tourist destinations. So, every tourist voluntarily participates both materially and morally to organize social activities together with the tourism host community. The form of activities conducted is adjusted to the environmental conditions of the tourist destination and considers the benefits for the host community.

Based on pre-research observations in 2019 on the implementation of Volunteer tourism by Afo Tour and Travel, it is known that tourists who take part in volunteer tourism tour packages can participate well in carrying out various activities in tourist destinations, such as social services, environmental conservation activities and development talents, sports and arts and culture. However, not all people welcome tourists to local activities. After the activity done, the tourists involved in the Volunteer tourism tour package expressed their satisfaction and the desire to return to the volunteer tourism-based tour package. Likewise, some Aketobololo people really hope for the return of tourists based on volunteer tourism as well as the local community really wish for the tourists revisit.

People's perceptions and attitudes towards volunteer tourism as well as the behavior of volunteer tourists after participating in volunteer tourism activities showed positive changes. Thus, it is necessary

to study more deeply through research on "Analysis of The Impact of Volunteer Tourism-Based Tour Packages Towards Local Residents of Aketobololo Village and Tourists on Afo Tour And Travel, North Maluku".

2. Related Works/Literature Review

8 Volunteer tourism

Wearing defines volunteer tourism as tourists who engage in an organized volunteer activity to take vacations that may involve themselves helping or reducing material poverty of some groups in society, restoring certain environments, or researching aspects of society or the environment^[13]. The definition of Wearing seems to use criteria that limit the term Volunteer tourism in the context of holidays. Uriely et al., take a more macro approach and consider a more inclusive notion of volunteerism in tourism as an expression of postmodern tourism, emphasizing the appeal of evolving concepts such as "alternative", "ecological" and "responsible" forms of tourism. Volunteer tourism is an activity of traveling while carrying out social activities^[14]. On the other words, it is a person traveling for holidays by using the opportunity to help a community group.

Volunteer tourism is basically a form of recreational behavior to feel freedom and choice, intrinsic motivation, satisfaction and enjoyment, and identity and independence. These are the main principles of leisure which are clearly evident in the new definitions that have emerged. McIntosh and Zahra^[15], Volunteer tourism is more intense than shallow social interactions; a new narrative between host and guest is created; an engaging, original, creative and mutually beneficial narrative. The narrative and traditional interactions between hosts and tourists thus have the potential to be rewritten as the tourist experience is actively constructed by both hosts and tourists. In this way, tourism volunteers have the potential to foster creative, alternative, and sustainable forms of tourism activities.

Volunteer Tourism Impact

Volunteer tourism is tourists who volunteer in an organized vacation activity by involving themselves in helping several groups in society^[16]. There may be some factors that drive volunteer travel, but altruism is a significant factor^[8], Wearing^[16]. Although this selfless reason is an influential factor for motivating a volunteer, but a lot of studies have also reported that other motivations include self-capacity development, honing social skills, developing knowledge, education and career development, creating personal relationships, to gain new experiences and motivation related to religion.

Numerous studies have shown that voluntary travel has a deep and lasting positive impact on volunteers. McIntosh and Zahra^[15] argue that Volunteer tourism is considered a catharsis for volunteers, claiming that it has the potential to change participants' perceptions of society, their self-identity, values, and daily life. Their research shows that the interactions that wealthy volunteers have with poor people, who often suffer, provoke never-before-seen emotions of sadness and empathy. Their experiences of very different living conditions lead volunteers to reflect on their own lives^[7]. After realizing the true scope of their privilege, the volunteers left their journey with a "new perspective", feeling the experience had changed their lives^[15].

Wearing mentions some of the potential positive impacts of volunteer tourism, on the host community, such as skills development through training conducted by tourists^[16]. However, apart from the positive impacts, there are also negative impacts from volunteer tourism trips. Guttentag noted that volunteer tourism in fact has a negative impact on labor demand, as volunteers often rob locals of potential jobs by doing work that locals can do.^[18] It is because the volunteers themselves are responsible for the implementation of the project. The danger of volunteer tourism is that volunteers may begin to view themselves as "experts" in the situation, thereby reducing the independence of the local community^[16]. Local reliance on volunteers is dangerous: generally the only requirements for participating in trips are a desire to help and large sums of money, leading to a lack of skills in the group^[18]. This lack of skills often results in poorly constructed projects that hinder community development, and prompt locals to come back and repair after the volunteers leave. According to Simpson, volunteer

tourism ignores the root causes of poverty and inequality by spreading modesty: participation and good willingness are considered good enough to volunteer, and the use of unskilled labor is seen as a solution^[17]. The description above shows that Volunteer tourism has an impact on the host community as well as on the volunteers themselves.

The impact on the host community can be positive, such as the transfer of knowledge and experience about entrepreneurship, talent and interest development, participation awareness, conservation, the formation of a tourism conscious mindset, and the establishment of broad social relations. Meanwhile, the negative impact on the host community can be in the form of dependence, and unsustainable development. While the impact on volunteering is self-capacity development such as social experience, social insight, social empathy, communication skills, meaning of life, cultural awareness and accepting differences.

Volunteer tourists are generally seen to provide a reciprocal form of travel from which volunteers and the host community benefit. It has been described as having the potential to enhance both the giver and the receiver and make a difference to the lives of not only those served but also of those who serve^[13].

Wearing^[16], the Volunteer Program represents a contemporary approach to volunteering, utilizing a knowledge transfer approach and providing benefits to all stakeholders. The World Bank (1998) identified knowledge as one of the most important factors in the success of development projects. The idea of knowledge-based assistance is at the major aspect of this voluntary program, not only by transferring knowledge, but also by working with selected host institutions within the country, carrying out the transfer of ownership of knowledge. This approach facilitates capacity in the tourism sector in developing countries to share best practices, lessons and techniques with respect to sustainable tourism.

Public Perception

According to the Big Indonesian Dictionary, perception is a direct response (receiver) of an absorption or process of a person knowing some things through his five senses^[19]. The perception process includes difficult interactions, from selection activities to preparation and interpretation. Although perception is very dependent on sensing from data, cognitive processes may be able to filter, simplify, or completely change the data, but overall the perception process can overcome the sensory processes that can increase or even reduce the actual events perceived by a person. The process of perception includes the process of receiving stimuli, the process of selecting stimuli, the organizing process, the interpretation process, the checking process and the reaction process^[21].

Based on the above understanding, what is meant by public perception in this study is the response of the host community to the volunteer tourism program. The response can be positive or negative. This community perception is formed by the process of mobilization or direct interaction with volunteer tourism activities. The process of perception of the host community includes the process of receiving stimuli in the form of volunteer tourism-based tour packages, the process of selecting stimuli, the organizing process, the interpretation process, the checking process and the reaction process.

Expectation Theory

Expectations Theory was used in this study to analyze tourist satisfaction. This theory has been widely used in various tourism research, one of which is Andereck et al.^[20], in a study Experience Expectations of Prospective Volunteer Tourists. The use of expectation theory is to explore the experience expectations and preferences of volunteer tourism.

In this study, expectations theory is used to determine the expectations and achievement of the expectations of actors involved in volunteer tourism, namely Afo Tour and Travel business actors, volunteering tourists, and host communities. Vroom's Expectancy Theory of work motivation or VIE describes expectations as "action-result associations," and "takes a value from 0 to 1". In short, a person's motivation will range from 0 (no hope) and 1 (full hope) because it has to do with whether or not they believe their efforts will achieve certain results. Instrumentality (Intermediary) is the perception that a given performance outcome on their part will cause them to receive a reward. Vroom describes

this instrument on a scale of 0 and 1, where 0 is not expected to be obtained and 1 is a reasonable possibility of receiving a gift.

Valence (Valensi). Vroom (1964) described valence as "effective orientation toward a particular outcome". Valence can be positive, where the achievement of the reward is desired, or negative where the achievement of the reward is something that one wishes to avoid. Thus, the probability can have a value ranging from -1 to 1. Vroom clarified the difference between valence and value in that valence is the perceived satisfaction expected, while the value is the actual satisfaction or utility received after getting the reward. The purpose of this theory is to assess the magnitude and direction of all forces (forces) that affect a person. The conclusion of this theory is that the actions that are most likely to be carried out are those that are driven by the greatest strength and hope.

Expectation Theory states that effort or motivation = E x I x V

(E=Expectacy; I=Instrumentality; V=Valence)

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Resource-Based Theory

Resource-Based Theory¹⁴ used in this study was to analyze the sustainability of volunteer tourism-based package tours. Resource-Based Theory (RBT) is a theory of competitiveness rooted in the view that resources are the cause of excellence (Resource-Based)^[21]. The assumption in this theory is that all firms want a sustainable competitive advantage to earn above average (economic rents). If the company's resources owned by all companies are homogeneous, the strategies used are the same so that there is no competitive advantage^[22]. Sustainable competitive advantage can be realized if there are differences in the resources owned by the company, so the strategies that should be built, formulated, implemented based on the available resources will also be different. Other researchers, for example Clulow et al.^[22]; Fahy and Smithee^[23], who further describe the relationship of the resource-based view to competence, organizational economics, and different industrial organization theories. Dierickx and Kare developed the idea that resources are very useful when there are no effective substitutes^[24]. Kogut & Zander introduced the concept of combination ability; emphasizes the importance of knowledge as a source of excellence^[25]. It is in accordance with Barney's opinion which states that a company can succeed if it is able to achieve and maintain competitive advantage through strategic implementation in the value creation process that is not easily imitated by other companies and there is no substitute^[26].

3. Material & Methodology

3.1. Data

The study used primary data as main data, while secondary data as supporting data. Primary data is data obtained from the first party, namely volunteers, communities and managers of Afo Tour and Travel, North Maluku.

Table 1. Types and Sources of Research Data

Types of Data	The Details of Data/Indicator	Sources
Primary Data	- Tour package design - Promotion - Cost - Field program	Afo Tour and Travel, North Maluku
	- Motivation - Satisfaction - Post-tour behaviour	Volunteer Tourists
	- Participation - Perception - Behaviour	Host Community

Secondary Data	<ul style="list-style-type: none"> - Description of Tourist Attraction - Activities at Tourism destination - Community condition 	Tourism manager, Tourism office, Community, Google maps
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Collecting research data used in-depth interview techniques (indepth interview and participant), questionnaires and documentation. Interviews and questionnaires were primary data collection techniques carried out directly to all informants/respondents. While the documentation technique was to collect secondary data that was already available in books, reports, journals, pictures and other relevant documents. The collection of secondary data, both physical and digital, was tested for validity through matching it with various sources in order to obtain data accuracy.

The research data collection technique was adjusted to the variables in this study which consisted of volunteer tourism, perceptions of the host community, changes in tourist behavior, and tourist satisfaction. Details of the use of data collection techniques are presented in Table 2.

Table 2. Technique of Data Collection

Research Variables	Technique of Data Collection
Human Resources (HR) Manager	Interview and Documentation
Community	Interview
Tourist	Questionnaires
Sustainability of tour packages, Environment and Tourism	Questionnaires and Interviews

3.2. Method

A descriptive qualitative design with a survey research design was used in this study that aimed to find meaning from the investigation of processes and studies of various social phenomena and events^{[27], [28], [29]}. Data analysis used mixed methods or a combination of two analytical techniques, namely quantitative and qualitative analysis.

- Perception Analysis used analytical descriptive, namely conducting interviews with research informants carefully and in depth. Interview results from several informants were confronted, analyzed and categorized so that they could be interpreted. Finally, the meaning is drawn that describes the objective condition of public perception.
- Analysis of satisfaction and behavior used quantitative descriptive analysis. This analysis was through a questionnaire with a Likerts scale, where respondents are given a number of questions ^[28] are accompanied by alternative answers. Then alternative answers are quantified to be analyzed quantitatively in the form of percentages and frequencies. Based on the presentation of the quantitative data, it can be interpreted the satisfaction and behavioral tendencies of tourists. Finally, the objective meaning of satisfaction and changes in tourist behavior is drawn.
- - Analysis of sustainable tour packages used analytical descriptive analysis by interpreting the condition of the management organization, namely Afo Tour and Travel, tourist satisfaction and public perception. The results of the interpretation are drawn about the meaning of the sustainability status of volunteer tourism.

4. Results and Discussion

Analysis of The Impact of Volunteer Tourism-Based Tour Packages Towards Local Residents of Aketobololo Village and Tourists on Afo Tour And Travel, North Maluku.

The results of the research for public perception showed that the Aketobololo community perception of the impact on implementation of the Volunteer tourism Afo Tour and Travel program was known through interviews with several informants, including people who actively join the implemented program, local government, and business actors.

The implementation of the Volunteer tourism program Afo Tour and Travel in North Maluku had impacted the community of tourist destinations positively. The positive impact was felt by the community, especially in terms of fostering public awareness in preserving the environment. All nine (9) informants stated that the Volunteer tourism program had an impact on social aspects such as expanding relationships, team communication and social cooperation. There are two very dominant impacts in the implementation of volunteer tourism, namely building social relations and social cooperation. It happened because the local community could meet directly with tourists to carry out a social activity. In this case, the volunteer-based tour program provided a lot of experience and the local community really hoped for the sustainability of the volunteer program.

In addition to environmental and social impacts, the Volunteer tourism program also has an economic impact on the community. All informants said that the Volunteer tourism program had an impact on the economy in three areas, namely lodging, transportation and local tour guides. The community feels the economic benefits because tourists have to carry out the process of buying and selling food and daily necessities. Tourists have to rent lodging, a car and a speed boat. The public perception of the implementation of volunteer-based tour packages is related to the public's reaction after experiencing and witnessing the implementation of the tour program at tourist attractions. As stated by Uday^[20] that perception is the process of perception, including the process of receiving stimuli, the process of selecting stimuli, the process of organizing, the process of interpretation, the process of checking and the reaction process. In this case, the Aketobololo community interprets the implementation of volunteer tourism based on field experience and after that gives reactions in the form of responses and assessments.

The Aketobololo community has a very positive perception of the implementation of the Afo Tour and Travel volunteer tourism program. The implementation of the North Maluku Afo Tour and Travel volunteer tourism program has a positive impact on the Aketobololo community such as the development of public awareness in preserving the environment, the Aketobololo community also believes that the volunteer tourism program has an impact on social aspects such as expanding relationships, team communication and social cooperation. In addition to environmental and social impacts, volunteer tourism programs also have an economic impact on the community. The economic impact occurs in three areas, namely lodging, transportation and local tour guides. The community feels the economic benefits because tourists have to carry out the process of buying and selling food and daily necessities.

So, the Aketobololo community had a positive perception of volunteer tourists because the volunteer program provided benefits to the community. In line with the findings of Wright's research in his various analyzes of the implementation of volunteer tourism, it is stated that the host community in general has a good perception of volunteer tourism because volunteer tourists who work and live in the host community have a positive impact^[20]. Wearing mentions some of the potential positive impacts of volunteer tourism, on the host community, such as skills development through training conducted by tourists^[20]. McGehee and Andreck^[6] also suggested several benefits of volunteer tourism for host communities, such as Improved quality of life for individuals and host communities targeted, Volunteer tourists have a more positive economic impact on host communities than other tourists, Volunteer tourists can subsidize social programs in the regions.

Satisfaction and behavior change of Volunteer tourism tourists after participating in a volunteer tourism-based tour package program.

1) Tourist satisfaction towards volunteer tourism tour packages.

The satisfaction and behavior change of Volunteer tourism tourists after participating in the Volunteer tourism-based tour package program implemented by Afo Tour and Travel is known through questionnaire data analysis. This study distributed questionnaires to 75 respondents, which were then quantified and analyzed by descriptive statistics.

The research respondents were dominated by the female sex, which was 77.33% or 58 of the 75 respondents and the remaining 17 respondents were male. The age of the respondents was classified as old, ranging from 15 years to 19 years. It revealed that the respondents are still young and they have a passion for volunteering.

Respondents indicated that volunteer tourists who generally follow the Volunteer tourism program seriously. Most of the respondents (96%) participated in the activities programmed by Afo Tour and Travel. These activities are in the form of social services at the Paji Ma'ano mangrove forest tourist spot, Planting Sago trees and mangrove trees, Performing Art Performances, Doing Community Service, Distributing stationery, Distributing wearable clothes.

Associated with the expectations of tourists to join the Volunteer tour package, every tourist has their own motives and expectations in participating in the Volunteer tour package. In this study, the focus is on asking about field activities or programs, whether they have met the expectations of tourists or not. Most or (94)% of tourists' expectations are met after participating in the field program. Only a few or 4 tourists stated that they were not fulfilled. This is reinforced that most tourists are satisfied and only 1 person is dissatisfied. And, that most of the tourists stated that they would repeat or re-follow the tour package activities based on Volunteer tourism and only 1 person stated that they did not repeat. This is further strengthened by the respondent's response to the behavior of inviting others to join a volunteer-based tour package. The responses of these respondents confirmed that most of the respondents/tourists stated that they invited other people to join the Volunteer-based tour package program. It is an evident of satisfaction and fantasy that they feel. Tourists who invite others to visit and participate in certain activities because they feel something outstanding in that place.

Every tourist has their own motives and expectations in choosing a tourist destination, including Volunteer-based tour packages. Proyrungroj revealed that there are several common motivations among volunteer tourists, namely (i) to gain new experiences; (ii) to achieve personal development and growth; and (iii) to follow personal interest in certain voluntary activities. However, it was also found that there were differences in motivation among these groups, including: (i) to attain inner happiness; (ii) to help others; (iii) to learn/immerse in local culture in a deeper way; (iv) to meet new friends; and (v) to visit a place ^[29].

From a number of motivational variations above, this study found four variations that became the main motivations for volunteer tourists in Aketobololo, including; 1) Enjoying tourist objects (58.66%); 2) Traveling (10.66), 3) Looking for new experiences (12%), and 4) Social service/cooperation (18.66).

Apart from these four motivations, there are two things that are very interesting for tourists that are not thought about before, namely the condition of the Mangrove forest and the friendliness of the local people. There were 78.66% of respondents motivated to join volunteers because of the condition of the mangrove forest and 21.33 were motivated by the hospitality of the community.

The natural mangrove forest and the friendliness of the people are the main attraction for tourists. It is accordance with Muharto's research [31], that the pull factor is a factor that offers a place that can meet the needs and desires of tourists. The dimensions of the pull factors consist of the surrounding natural conditions, environmental quality, atmosphere and climate, cultural and historical attractions, handicraft attractions, and the friendliness of the local community.

Tourist satisfaction is related to ^[15] fulfillment of expectations, needs that motivate tourists to travel. As Nasution said that satisfaction is a condition where the needs, desires, and expectations of customers can be fulfilled through the products consumed ^[30]. In this study, it was known that tourists generally take all volunteer programs seriously. Such as social services at the Paji Ma'ano Aketobololo mangrove forest tourist spot.

Most of the tourists expressed satisfaction and would repeat or re-enter the tour package activities based on volunteer tourism. It is clear that it is a form of fantasy that they feel because their expectations are fulfilled. Tourist satisfaction is also shown by their behavior that invites other people to visit and participate in volunteer tourism activities because they feel something extraordinary when traveling with social volunteer programs. It is aligned with the results of previous studies which found that tourist satisfaction will form behavioral loyalty (loyalty). They are visiting repeatedly and inviting other people to visit the tourist destination [31], [32], [33].

Every tourist has their own motives and expectations when choosing a tourist destination, including Volunteer-based tour packages. Proyrungroj revealed that there are several common motivations among volunteer tourists, namely (i) to gain new experiences; (ii) to reach personal development and growth; and (iii) to follow personal interest in certain voluntary activities. However, it was also found that there were differences in motivation among these groups, including: (i) to attain inner happiness; (ii) to help others; (iii) to learn/immerse in local culture in a deeper way; (iv) to meet new friends; and (v) to visit a place^[29].

2) Changes in Tourist Behavior after Participating in Volunteer Tourism of Tour Package.

The tourists realize that the Volunteer tour package program can shape their mindset and behavior such as concern for participating in social activities, community service, likes to help in community activities, and environmental cleanliness. All tourists experienced a change in behavior after joining the Volunteer-based tour package program. Tourists are encouraged to be more sensitive to social, cultural and environmental life. It occurs due to the experience of social service in tourist attractions can provide meaningful experiences and awaken the potential of humanity in understanding the nature of the living space in which it is integrated between social and environmental.

The results of the research data analysis showed that the tourists experienced changes in mindset and behavior after joining the volunteer tourism-based tour package program. The behavior change is in the form of caring and participating in social activities, community service, likes to help in community activities, and environmental sustainability. After participating in the volunteer tourism program, tourists are also encouraged to be more sensitive to social, cultural and environmental life. It can happen because the implementation of volunteering at tourist attractions with the local community provides meaningful experiences and awakens human potential in understanding the nature of the living space in which it is integrated between social and environmental.

Behavior changes that occur in tourists can be explained through the theoretical framework of "Theory of Planned Behavior" which was developed by Azjen in 1988. The theory of planned behavior has three factors, namely attitudes, subjective norms, behavior control.

First, is attitude to behavior (attitude towards behavior) is a positive or negative evaluation of the individual's self-performance towards certain behaviors. In this research, it was found that all tourists had a positive attitude towards the behavior they experienced themselves and the behavior of the community they witnessed at the program implementation site, namely Aketobololo village. The behavior referred to is community service planting mangrove trees and sago trees, cultural performances, providing material assistance to the community, and building togetherness with the local community.

Second, is subjective norm (subjective norm) that the individual's perception of a particular behavior, which is influenced by the judgment of significant others (eg. parents, spouse, friends, teachers). In this study, it was clear that individual tourists have a positive assessment of volunteer behavior. They are of the view that the environment and society are the places where we all live and must be preserved. They only realized the importance of environmental sustainability and social friendliness after joining the volunteer tourism program.

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Third, perceived control behavior is the individual's perception of the ease or difficulty of performing certain behaviors. Tourists are of the view that they have no difficulty actively participating in social activities such as fostering harmonious relationships and cooperation in social life. They are also able to take actions that can help clean and preserve the environment. It can be understood that there are no obstacles in this regard, because it is in accordance with the culture and spirit of the Indonesian people.

These three factors shape behavior. However, there is an intermediary factor, namely intention. It is attention or serious interests of a person to realize these three factors into real action. This study found that the tourists after participating in the Volunteer tourism program have the attention and seriousness to carry out social behavior in daily life such as social friendliness and concern for the environment. This is in line with the results of research by McGehee and Andereck (Lyons and Wearing that volunteer tourists after returning home are inspired to be more involved in the environment or organizations that deal with social problems^[34].

Sustainable Aspects of tour packages based on Volunteer tourism at Afo Tour and Travel North Maluku..

The sustainable aspect of volunteer tourism-based tour packages in Afo Tour and Travel is analyzed from three perspectives, namely from the manager's perspective, from the tourist's perspective, and from the host community's perspective..

a. The Sustainability from Manager's Perspective

A manager has a sustainability aspect because he was supported by a strong organizational structure. This is indicated by elements of the organizational structure and job description. There are several things that encourage the sustainability of the management of volunteer tourism-based tour packages, which are described as follows:

- Th Design of Volunteer Tourism Tour Package

Afo Tour and Travel as the manager has a tour package design that has been packaged specifically with the consideration of tourism sustainability. Afo Tour and Travel has products in the service sector, namely local and national tour packages, and airline ticket services. AFO is a Vocational Vocational School in collaboration with the Business World and the Industrial World in the tourism sector. The tour package design is made different from the usual tour packages. Because the goal is to provide information and experiences to tourists, the priority is to promote the potential of the area. Volunteer tourism is a special package designed to provide a unique experience for tourists. The aim is to promote regional tourism potential. Travel is owned by SMK in collaboration with the business and industrial world. This shows that Travel is also aimed at developing student skills in the implementation of tourism and building student character towards empowering regional tourism potential. Seeing that the ownership is SMK and the form of cooperation with various government and private agencies, from the management side, it shows that Afo Tour and Travel has a sustainable sector.

- The Strategy of Tourism Promotion

Volunteer tourism-based tour package promotion strategies are carried out using various communication media. The strategy is to use social media such as Facebook, WhatsApp, Instagram and YouTube channels. This strategy is very simple, so that in the future it is expected to improve promotional strategies, both through newspapers, websites and local television stations.

The informant's statement explained that the promotion of tour packages uses public media where most people use it, such as Facebook, Whatsapp, and YouTube. This is taken into account the outreach to the community. However, Afo Tour and Travel is also planning to develop a promotional strategy using a website and local television. From this perspective, the promotion strategy supports the sustainability aspect of volunteer tourism-based tour packages.

- Price and Pricing Method

Price is an indicator that is significantly considered in tourist trips. Therefore, Afo Tour and Travel takes into account the affordability of prices for tourists- affordable prices for all people. The price is determined according to survey data from various components such as transportation, accommodation, eating and drinking to tourist attractions. Afo Tour and Travel really emphasizes affordable prices. The calculation is done by accumulating all supply indicators such as transportation, accommodation, eating and drinking, tourist attractions. Determination of nominal prices is adjusted to these indicators so that prices become relative because they follow price changes from the supply indicator.

- Field Program

The field program is a superior product in Volunteer tourism. This is what gives rise to the uniqueness of other tourism products. There are several programs implemented in volunteer tourism, including: 1) Performing arts; 2) Tree planting; 3) Distribution of wearable clothing; 4) Distribution of school stationery.

- The target of volunteer tourism package

Since it is a Vocational High School program, the main target is students and the public in North Maluku.

- The strength of volunteer tourism package

The advantage of volunteer-based tour packages is that they want to develop social activities as the main agenda for tourists. These social activities can be in the form of cleaning the environment, teaching, empowering local communities, planting sago or mangrove trees and performing arts. With this volunteer tour package, it indirectly contributes to community empowerment around tourist destinations. So that in tourism activities not only have fun, but also provide extraordinary benefits to others.

- The advantages of volunteer tourism-based tour packages for tourists include:

1. Tourists can interact with the local community through volunteer programs.
2. Tourists are ready in any condition that occurs when doing a tour according to the program offered
3. Increasing social experience
4. Expanding social relations.

Thus, the sustainability of volunteer tourism-based tour packages is determined by management, tourist satisfaction and the response of the host community. Management has more value because it is owned by vocational education institutions engaged in tourism sectors. In this case, the manager has a sustainable aspect because of the support from a strong organizational structure. From a management perspective, there are several things that encourage the sustainability of the management of volunteer tourism-based tour packages, namely: Volunteer tourism package design, tourism promotion strategies, prices and pricing methods, field programs, targets of volunteer tourism packages, benefits of volunteer-based tour packages tourism whose impact is experienced directly by tourists and the community.

b. The Sustainability from Tourist's Perspective

A sustainability from a tourist perspective means that a tourism can continue if visited by tourists. A tourist destination that has a uniqueness will provide satisfaction for tourists so that tourists can visit the p³²e. More than that, tourists w¹⁷ show loyal behavior by visiting repeatedly or recommending others to visit a tourist destination. Based on the results of the study, it is known that the Volunteer tourism-based package tour program provides satisfaction to tourists. This satisfaction then encourages tourists to make re-visits and even recommend others to join volunteer-based tour packages.

The results of Crosstabs, show that almost all tourists are satisfied and they stated that they want to re-join the volunteer-based tour package program. Tourists also show loyal behavior by inviting

others to join the volunteer program. From the perspective of tourists, it can be seen that the sustainability aspect of volunteer tourism-based tour packages is truly attractive to tourists.

So, tourist satisfaction is an equally important factor in determining sustainability. A unique tour package will provide satisfaction for tourists so that tourists can visit the place. More than that, tourists will show loyal behavior by visiting repeatedly or recommending others to take part in volunteer tourism-based tour packages.

c. The Sustainability from The Host Community Perspective

The host communities referred to are residents around tourist destinations. Host communities are the key to tourism sustainability because they are one of the components that receive the impact of tourism activities. Regarding volunteer tourism, Aketobololo community is very happy to participate and support the implementation of the Volunteer tourism program organized by Afo Tour and Travel. It is because they gain some benefits from volunteer tourism programs. Those benefits are summarized in the following chart.

Chart 3. Description of Respondents' Answers About the Advantages of Volunteer Tourism

DIMENSIONS	Advantages
Environment	<ul style="list-style-type: none">- People gain knowledge and awareness of the importance of the environment- People are ecstatic and environment is preserved
Socio-cultural	<ul style="list-style-type: none">- Community expand their social relations- Polishing social awareness- People understand the importance of art and culture as a medium for building togetherness
Economy	<ul style="list-style-type: none">- Community business actors get additional income from tourist visits- People are stimulated to be creative in providing various handicrafts that can be marketed to tourists

Source: Researcher's Own Data 2020

Aketobololo community really experienced the impact of tourism activities, especially volunteer-based tourism. The community thought that volunteer tourism has its own uniqueness because it can build harmonization and kinship between tourists and the community. Society views tourists as family, not as customers or mere actors. From the perspective of the host community, it can be seen that volunteer tourism-based tour packages are in great demand by the community and this is a sustainable asset.

Host communities are the key to tourism sustainability since they are one of the components that receive the impact of tourism activities. The welfare of local communities is the key to tourism sustainability. Regarding volunteer tourism, Aketobololo community is very happy to participate and support the implementation of the Volunteer tourism program organized by Afo Tour and Travel. It is because they gain some merits from volunteer tourism programs. Volunteer tourism strongly supports the sustainability aspect as the criteria set by world institutions such as United Nations Environment Program (UNEP) and World Tourism Organization Un Wto (UNWTO) that sustainable tourism can be identified from three main dimensions, namely: Economically sustainable, socio-culturally sustainable, and environmentally sustainable. This study shows that volunteer tourism fulfills these three dimensions, because volunteer tourism can increase income for local communities, enlarge awareness of environmental conservation, strengthen appreciation for culture, historical values, tolerance and economic incentives for habitat protection^[35]. Volunteer tourism is also parallel with Muharto's research analysis on the combination of sustainable development paradigms and tourism competitive strategies, which emphasizes the balance between economic advantages, socio-cultural strengths and environmental sustainability in achieving sustainable tourism advantages^[31].

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5. Conclusion

Conclusion

After conducting research and data analysis regarding Volunteer tourism-based tour packages carried out at the Paji Ma'ano mangrove forest tourism object, Central Oba District, Tidore Islands City, the following conclusions can be drawn:

1. Aketobololo community has responded positively the volunteer tourism program. Through the implementation of the volunteer program, the community gains additional knowledge and experience related to environmental conservation around tourist attractions. With the existence of volunteer tourism, knowledge transfer occurs to the host community. Volunteer tourism has achieved an impact on social aspects such as expanding relationships, establishing humanitarian solidarity and social cooperation. In addition to social impacts, volunteer tourism also has impacted environmental preservation and environmental hygiene and economic for the better community ahead, such as opening up access to employment opportunities and gaining community income.
2. Tourists who are satisfied indeed can be given a percentage of 94% in the implementation of the Volunteer tourism program which is conducted at the Mangrove tourism object, Aketobololo village. The sense of satisfaction makes the tourists intend to repeat or re-follow the tour package activities based on volunteer tourism. In addition, satisfaction encourages tourists to recommend or invite others to participate in volunteer tourism activities. The tourists experience a change in mindset and behavior after joining the volunteer tourism-based tour package program. These changes are felt by tourists after carrying out the volunteer program. They are motivated to establish social relations, build humanitarian solidarity and maintain environmental cleanliness and sustainability.
3. Volunteer tourism-based tour packages managed by Afo Tour and Travel North Maluku have several unique features that support sustainability aspects. Volunteer-based tour packages advantage the management unit because they belong to a vocational school that is engaged in education, services and industrial services and travel. Tourist satisfaction after participating in the implementation of the volunteer program is a market advantage that ensures the sustainability of volunteer tourism. The positive response and support of the host community is a strength that ensures the sustainability of volunteer tourism. Volunteer tourism is also in accordance with the Millennium Development Goals (MDGs) development agenda and sustainable tourism development policies, namely tourism that can provide economic, environmental and socio-cultural benefits.

Suggestion

There are several suggestions stated as described below:

1. For Afo Tour and Travel, it is recommended to implement a marketing strategy that can enlarge the tour package market based on Volunteer tourism and also to have a go to apply an integrated information system for promotion, marketing and financial management.
2. For local government, it is suggested that they can empower and pay special attention to volunteer tourism. Because of its nature that can support the regional macro economy, Volunteer tourism can be a leading strategy for the development of North Maluku tourism sector.
3. For education institutions- primary, secondary school, and junior college, it is recommended to cooperate with Afo Tour and Travel in the context of implementing environment-based education. For higher education institutions, they can establish cooperation by synergizing the Community Service program with the implementation of volunteer tourism programs.

Research Implication

The results of this study have implied the development of tourism theory, especially

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the theory of the sustainability of volunteer tourism. In addition, this research also has implications for the management of the tourism business with tour packages based on volunteer tourism in terms of determining tourism promotion and marketing strategies.

Research Limitation

This research only focused on analyzing the implementation of Volunteer tourism in one place of activity, namely Volunteer tourism in Aketobololo Village. It is found as the limitation of the research because it does not test the difference between the implementation of Volunteer tourism in Aketobololo and the implementation of Volunteer tourism in other places.

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