

VOLUNTOURISM IN PUDUCHERRY; EXPLORING MOTIVATION, EXPERIENCE, SATISFACTION AND REVISIT INTENTIONS OF TOURISTS

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ABSTRACT

Background: United Nations World Volunteerism report of 2018 highlights that around 110 million individuals engage in volunteer program all over the world, out of which thirty percent involve through formal organisation and the other seventy percent participate in informal volunteerism. Although there is a steady increase in the volunteer's engagement globally, it is also vital to understand the key driving factor to choose an organisation, contribution and involvement in projects as well as their resilience in the community engagement at a micro-level. Even though socio-cultural, psychological and behavioural aspects of voluntourism or volunteering tourists have been studied directly, literature on the Indian context is rarely found. **Objective:** This paper outlines motivation, experience, satisfaction and revisit intentions of tourists participate in voluntourism in Puducherry. **Methodology:** For analysing the same, the authors have taken two organizations (Sristi Village and Atmasanga Environment Alliance) for an extensive primary survey. Data analysis and statistical tests were performed using IBM SPSS and IBM SPSS Amos SEM (Structural Equation Modeling) tools. **Results:** The present study confirmed the findings of three antecedents of voluntourists such as 'Motivation, Experience, and Satisfaction' for understanding volunteers' intention to revisit a volunteered organisation along with future participation in other volunteering program and recommendation. Taken together, these results suggest that the overall revisit intention is dependent on all the factors included in the study. The study also revealed that the volunteers aged between (31-40) had a major impact on motivation. Taken together, these results suggest that the overall revisit intention is dependent on all the factors included in the study. **Conclusion:** These observations have many implications for research into awareness and effectiveness of the voluntourists projects to all stakeholders.

Key Words: Voluntourism, Puducherry, Travel Motivation, Travel Experience, Travel Satisfaction, Revisit Intentions.

INTRODUCTION

For centuries, tourism was reckoned as a journey essentially for leisure or business. Over time, tourism evolved into multitudinous niche segments. Volunteering Tourism is one such distinct category that loomed in the late 20th Century. According to United Nations, there are 109 million volunteers around the globe, and APAC alone accounts for 28.7 million volunteers (United Nation, 2018). There is a rise in the volunteers' participation in India. Voluntourism is a form of alternate tourism that is widely promoted and participated in this century (21st century) and unfortunately, the studies related to volunteer tourism are limited in India. As the name

implies, Voluntourism is a trip taken by enthusiastic travellers who dedicate their time and money to support the deprived community, organization, society or for an environmental cause or a natural calamity affected areas. According to a famous author, it is travelling that focus on aiding some impoverished groups in society to alleviate and restore certain facet of society or their surrounding environment (Wearing, 2003). A study has been conducted by Marriot International, in line with the report, 84% of millennials travel abroad to engage in volunteer activities (Dodd, 2015). And there has been a steady increase in voluntourists who travel around the globe to make a difference in the host community (Roy,

2019). Volunteer programs and participations are popular in western countries, the Z-Gen and western millennials are more enthusiastic about travelling around the world usually soon after their graduation, majority of students prefer a gap year to know the world better thereby travelling to developing countries and support in interesting projects over a certain period. However, on the eastern side of the world, especially when it comes to the Asian region, voluntourism is an untapped sector as the progress in this sector is still at the grass-root level. Many authors support the idea of voluntourism as it indulges in developing altruistic nature in people. By travelling and volunteering to a destination, volunteers are likely to kindle their skills on communication and confidence also their interaction with locals at the same time brings in knowledge and understand the world better (Meng et al., 2019).

This study is conducted to understand the voluntourists in detail, especially to know their motivation, experience, satisfaction and revisit intentions of the Puducherry tourists opting for voluntourism. Moreover, the study purpose for huge implications by further helping the organizations, educational institutions, tourism and related governing bodies to support these tourists and also engage such voluntourists in many projects and enhance the lives of both the parties (host community and volunteers). There are numerous organizations and NGO's in the Union Territory of Puducherry that thrives to enhance different aspects of society and habitat. These organizations support projects like afforestation, wildlife protection, organic farming, aids people with constraints and intellectual disabilities as well as supports to improve the livelihood conditions of the deprived population by assisting them with necessary skills and awareness. With a focus on the current study, the researchers have taken two organizations. 1) Sristi Village: an NGO located in rural Tamil Nadu, and their service involves improving the lives of intellectually disabled people. The NGO commenced in the year 2013. They practice a mixed method of life skills training and agriculture to enhance the living conditions of disabled individuals to lead a holistic life. Sristi Village offers an internship Programme to students and adults and also invite and accommodate international volunteers. Their volunteers vary from accountant, teachers and other professionals who work on their farm and stay with them for a period ranging from two weeks to six months. Accommodation and food are given to the volunteers free of charge. 2) Atmasanga Environment Alliance: an NGO which focus primarily to create awareness and participate

members in environment-friendly living. Their four major projects include urban tree planting, producing reusable carry bags, Auroville eco-tour and educating people about waste management or recycling. They involve volunteers from various cities to promote their campaign and international volunteers from Auroville support the organisation to create a harmonious environment to live and sustain. Re-usable bags and pamphlets on waste management are given to volunteers as a complimentary gift for their services. Although there is a steady increase in the volunteer's engagement globally, it is also vital to understand the key driving factor to choose an organisation, contribution and involvement in projects as well as their resilience in the community engagement at a micro-level. Volunteer organizations need continuous support from the volunteers, so it is vital to fill the gap between organisation and volunteers by understanding participants experience and analyze the satisfaction level to enhance the projects, facilities, and other amenities, therefore, helps to sustain and retain the volunteers.

This study targeted two volunteer entities, which has no commercial intentions. The general interest of this study is to determine the volunteer tourists driving factor (motivation) to choose the specific volunteer organisation and assessing their experience as well as the overall satisfaction level. The final aim is to determine 'Revisit Intention' by assessing their motivation, experience and satisfaction. This research focuses on volunteers of two remote organizations who scarcely advertise their organisation, even so, receive many volunteers throughout the year. The study primarily understands volunteers' motivations of choosing the particular organisation or the project, for instance, whether they are looking for a novel experience, knowledge gaining, escapism, insight into new culture and customs, social interaction, developing friendship of likeminded people or empathy towards the humane. The second aspect relates to the experience of the volunteers, such as facilities, amenities of the centre and if they had any preconceived notion of the place whereas is there any difference in reality (for instance what is the actual feel of the place?). The third facet deals with the overall satisfaction of the particular trip, volunteer's indulgence level. From the above three criteria the researcher postulates two views, a) Recommendation and Revisit intentions of the volunteers to the same organization/project. b) Future participation in other volunteer programs. Evidently both the notion will take place only if they have a pleasant experience in voluntourism. From the study, the organisation can explicitly understand volunteer views on

their entities and make necessary changes or development in the volunteer program, thus engaging more volunteers and recuperate the existing volunteers by inspiring them to visit the place again. The present study provides information on volunteer tourism in Puducherry and an ultimate guide to the volunteer organisation, to understand the volunteers better and also design their programs according to the expectation of the volunteers to ensure revisit.

Volunteering is a service or time commitment taken by an individual at his/her free will usually outside their close relations; the volunteer supports an individual, a community, society or the surrounding environment without any monetary gains. When volunteering and tourism ally, it turns into voluntourism i.e. when people travel to far off place (away from home) to render their service, it can be domestic or international we can name them as voluntourists. The time frame of voluntourism can last from few days to a year. Raymond and Hall (2008), described volunteer tourism as an amalgamation of travel and voluntary work that solicits mutual benefits, i.e. it complements the host community and volunteer acquire experience; but as per the latest definition of Keese (2011), voluntourism is depicted as “a combination of development work, education and tourism”. Voluntourism is a form of alternate tourism, and it is rapidly growing in this 21st century by congregating the scope of sustainable tourism. It disrupts traditional tourism and stymies the profit while concentrating more on the escapism that has some value to the tourist and host (Lyons & Wearing 2008). According to Novelli (2011), Thomas and Callanan depicted the characteristics of Voluntourists in the year 2005, as an ‘eclectic’ or a broad tourism product that has a multifaceted nature. The authors also put forward two types of involvement by the volunteers based on place, projects and spectrum. The two types are ‘Shallow’ and ‘Deep’. Shallow volunteering is more focused on the interest and demands of voluntourists, on the contrary deep volunteers are driven by the actuality of the project i.e. to bring a constructive impact (volunteering location) both on the society and environment (Novelli, 2011). The difference between usual tourist and voluntourists are portrayed by many authors. One of the vital distinctness is volunteers pay to involve or work in the project rather than to pay for leisure. the amount paid by volunteers might exceed as opposed to the tourists spend for their holidays (Dowling, 2003). The second noteworthy point put forth by Stebbins and Graham (2004) is that voluntourists not only travel to help in the project but also their underpinning motive is to gain experience from the involvement which is beneficial in their

career or for personal development. Similarly, other authors also highlighted that, volunteers are also tourists, as they work in the project normally part-time and the other half of the time, they spend in other tourism activities like exploring the city, town or visiting an attraction (Mcmillon et al., 2012). As per the definitions of Lyons and Wearing (2008), “it is generally agreed upon that volunteers are motivated both by altruism, e.g. the wish to help others, but also by egoistic self-interest needs, such as personal development and the wish for a good experience; volunteers are also motivated by values, enhancement, social, career, protection and understanding.” ‘ERG theory of motivation is a traditional theory revamped by C.P. Alfred from the ‘Maslow’s hierarchy of needs and according to this theory “Existence” is the basic requirement of any human being (food, water, shelter & security). It relates to the tangible materials, when an individual is privileged in abundance, he or she might volunteer for others existence or necessities or help an impoverished society (Mat et al., 2017). Musick and Wilson (2008), argued that ‘value’ is the prime motive to involve in the volunteering activity i.e. they either care about the community or willing to give back to the society as a humane and Whitney Knollenberg and team stress that altruism (well-being of others) is the primary reason.

The study of Sin (2009) reported that in most cases a volunteer tourist gains local cultural experiences by going into local homes and exploring that traditional or usual tourists never see. Also, experiences not always determined by natural context, but sometimes based on a cognitive process that processes various stimuli from the environment, and thereupon on create their own experiences (Mackenzie et al., 2013). The volunteer tourist experience is a multifacet, it deals with volunteers’ psychological phenomenon, experiences on the site, their involvement and many more elements and experience vary from individual to individual (Pine & Gilmore, 2014). To determine the volunteers’ experience, the current study determines three aspects related to the voluntourists, based on two characteristics 1) interpersonal and 2) intrapersonal. According to Costa et al. (2006), guiding the volunteers or giving them hands-on training of their job has a positive impact on the satisfaction level; whereas Finkelstein et. al. (2007) argue that first impression of the organisation and onset experience in the volunteer organisation determines the satisfaction level. On the contrary Silverberg et al. (1999) says that the psychology of the volunteers and the job they have been assigned define the satisfaction quotient of the volunteers. Galindo-Kuhn and Guzley (2002), developed an index to measure the satisfaction

of volunteers and it is named as ‘Volunteer Satisfaction Index’ or VSI. The study had forty elements and it was divided into five divisions as ‘communication quality, organizational support, participation efficacy, work assignment, and group integration’. For the current study, the researcher adopts the VSI index of Galindo-Kuhn and Guzley to determine the satisfaction of volunteers in Puducherry.

Some scholars believe that the revisit intention of tourists is highly variable depending upon the situations such as the type of tourism they choose, the tourism products they consume, behaviour and characteristics of the visitors and also includes the amount of risk associated with each type of tourism (Javier Sánchez et al., 2001). In the case of voluntourism, coming to the same organisation and destination is an important phenomenon as it has a positive impact on the organisation (economy) as well as the voluntourists (individual) and it creates more bonding and loyalty towards the host community (Darnell & Johnson, 2001). Besides, when compared to the first-time volunteers, the revisited volunteers prepare themselves to serve more time and energy also they tend to stay longer (Martensen et al., 2000). In a study conducted by Su- Ching and Chang (2012) to assess the intention of tourists for a revisit, they used three criteria to evaluate such as ‘willing to visit again, willing to recommend and willing to visit the destination’. Brown et al. (2016) stated that involvement or attachment towards the project emphasizes a higher level of satisfaction at the same time give a genuine and positive impact on the tourists’ behavioural pattern which is also an underlying factor to choose the same destination again.

The objectives of the paper were:

- To measure the volunteer’s motivation, their overall experience or involvement in the project.
- To measure the all-inclusive satisfaction level to determine the intention of volunteers to take part in the current organisation or involve in voluntourism in a new destination.

METHODOLOGY

Research Design: The study of volunteering and exploring tourist’s motivation, experience and satisfaction fall under empirical knowledge as the study is based on “assessment of knowledge base on practical or observable first-hand experience” (IGI, 2019) i.e. approach are established through data collection and results are demonstrated in quantifiable data.

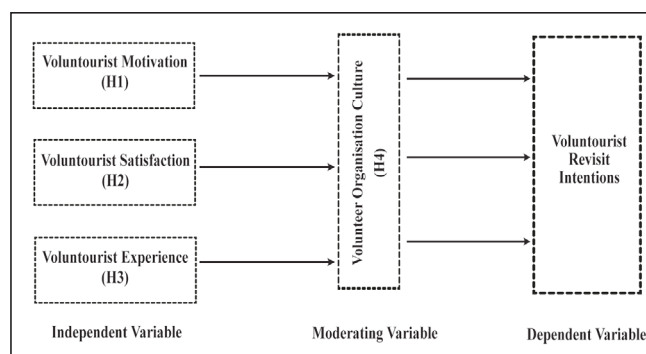


Figure 1: The hypothesis of the study

Locale: Overall research data and sample include two organisation in Puducherry.

Sampling Design: The population is based on three years database. Both organisations have a total of 800 volunteers involved with these entities for the years 2018, 2019, 2020, and 2021. As the survey has relied on the organisation, the sampling method is difficult to choose.

Tools and Technique: The research initially collects all the information from the volunteer organisation, how they work and what services and facilities they provide to the participants, is there any criteria to choose the volunteers, understand whether they have any minimum duration to spend. This information is collected primarily from the staffs and organizers and secondary data is collected from their websites. Lastly, electronic questionnaires were sent to the volunteers to seek their motivations and feedback on their experience. This data collection helps to review and formulate our assumptions as well as it will guide the organisation on the areas they have to improve. In this research, out of a population of 800, 294 volunteers responded to the e-questionnaire which was distributed through various social platforms and emails. Due to the time limit for the study, the duration allocated for the e-questionnaire collection was restricted for a period of 45 days. In general, the entire study is based on the result generated from 294 respondents. On the collection of primary data, to encompass the quantitative study ‘Survey method’ was used. An ‘e-questionnaire’ with close-ended questions was employed to collect the data which was precisely constructed based on the objectives of the research. The e-questionnaire was sent to the volunteers by the organisation as they don’t pass the contact details of the volunteers to a third party. Both primary and secondary data were extensively used. Secondary data was collected mostly from online literary and scholarly sources (content analysis). a) A detailed study on two volunteer organisation

was conducted by investigating their websites, b) other non-included information was collected from the organisation members through phone or via email, c) Newspaper articles about the organisation and their social media pages were also overlooked to understand the nature of volunteer program offered by both entities and d) Related scholarly articles and journal articles on voluntourism was extensively used in this study to comprehend the research.

Data Analysis and Statistical Analysis: The study comprised of research method based on descriptive statistics to understand the profile of the respondents; “Descriptive statistics are coefficients that summarize a given data set, which represents the sample. Some statistical calculations are measures of central tendency and measures of variability (spread), Measures of central tendency (mean, median, and mode) while it also measures the variability (standard deviation, variance, the minimum and maximum variables, and the Kurtosis and Skewness)” (Kenton, 2019). These measures are calculated using statistical software tool IBM SPSS (Version 25). The independent variables such as (Motivation, satisfaction, experience and Organisation Behaviour) relationship is analyzed and depicted with the dependent variable (Revisit Intention). This study is based on two types of SEM 1. Measurement Model (Includes CFA) 2. Structural Model (involves causal analysis, a.k.a. Regression analysis).

RESULTS AND DISCUSSION

Table 1: Basic findings on voluntourism in Puducherry

Variable	Description
Nationality	The greater part of the respondents were Indians, i.e. 248 (84.4%) volunteers were domestic tourist, and 46 volunteers were foreigners (15.6%).
Age Group	The majority of the respondents were from the age group between, 31-40 (37.1%) followed by the age group between 21-30 (28.6%). These two age groups constituted about 65% of the total participants.
Gender	The largest share of respondents was male which constituted 53.7 % and the rest accounted for Female volunteers with 45.9%; whereas only one volunteer opted for prefer not to say.
Working Status	The study reveals that Employed personnel (38.4%) participated more as volunteers followed by self-employed people (37.4%). Student’s contribution as volunteers covers around 21% of the total list of volunteers.

Duration for Volunteering	Most of the volunteers (39.8%) spent between 1-3 months in volunteering activities as both volunteering organisation had a minimum volunteering policy of 2 months; followed by 107 (around 36 %) spent less than a month between 2-3 weeks. Other volunteers about 12% stayed between 1-10 days and only a few people opted to stay more than 3 months and 6 months, they were (9% and 2% respectively).
Reason for Volunteering	Volunteers were desired to give back to society and it seems to be the most driving factor for volunteering activities. Most of the volunteers (Around 16%) participated intending to serve the world. There are other sets of participants to meet new people (14.7%) and learn about a new culture (13%). Many volunteers participated to learn, gain new experience and personal development.

Table 2: Reason for volunteering (frequencies)

		SRV Frequencies		
		Responses		
		N	Percent	Percent of Cases
Reason for Volunteering	Escape from Routine	53	6.0%	18.1%
	Give Back to the World	140	15.9%	47.8%
	Training in Sustainable Living & Farming	81	9.2%	27.6%
	Build Self Esteem	97	11.0%	33.1%
	Meet New People	129	14.7%	44.0%
	Enhance Career	53	6.0%	18.1%
	Seek Novelty	90	10.2%	30.7%
	New Culture	114	13.0%	38.9%
	Personal Development	50	5.7%	17.1%
	Gain Experience	72	8.2%	24.6%
Total		879	100.0%	300.0%

a. Dichotomy group tabulated at value 1.

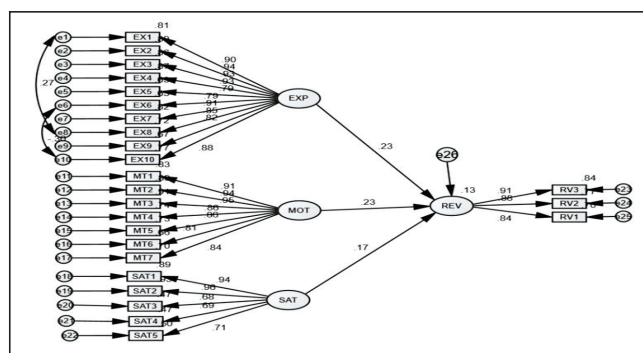


Figure 2: Path diagram with output values

Hypothesis Testing in SEM: The AMOS final output is segregated into 1) Path Diagram with output values, 2) R² Table (extracted from the output) and the Total Effect table on each item (extracted from the output) indicates that all the three-hypothesis motivation, experience, and satisfaction run positively and influence the revisit intention of the volunteers. It also denotes that all the 25 (parameters) hypothesized relationship for the volunteer tourist revisit intention was supported.

Table 3: Total effects of variable

Code	Parameters (Observed Variables)	Direct	Indirect	Total	Average
MT 1	Help Others and Make Difference	0.913	NIL	0.913	0.88
MT 2	Work with Different People	0.944	NIL	0.944	
MT 3	Exercise New Skills and Abilities	0.953	NIL	0.953	
MT 4	Explore Career Options	0.862	NIL	0.862	
MT 5	Worthwhile and Feel Proud	0.855	NIL	0.855	
MT 6	Gain New Contacts	0.811	NIL	0.811	
MT 7	To feel Part of Community	0.835	NIL	0.835	
0.84					
EX 1	Stay	0.901	NIL	0.901	0.84
EX 2	Security	0.942	NIL	0.942	
EX 3	Food	0.927	NIL	0.927	
EX 4	Ambience	0.935	NIL	0.935	
EX 5	Workload	0.792	NIL	0.792	
EX 6	Interaction	0.794	NIL	0.794	
EX 7	Friendliness	0.908	NIL	0.908	
EX 8	Free Time	0.847	NIL	0.847	
EX 9	Extracurricular	0.817	NIL	0.817	
EX 10	Overall Volunteering Experience	0.88	NIL	0.88	
0.71					
SAT 1	Communication	0.945	NIL	0.945	0.71
SAT 2	Orientation & Training	0.965	NIL	0.965	
SAT 3	Group Integration	0.683	NIL	0.683	
SAT 4	Work Assignment	0.686	NIL	0.686	
SAT 5	Assistance from org	0.706	NIL	0.706	

The total effect of one variable on another can be divided into direct effects (no intervening variables involved) and indirect effects (through one or more intervening variables). The “Standardized Indirect Effect” is what Preacher and Hays (2008) called the “index of mediation.” It is computed by taking the unstandardized indirect effect coefficient and multiplying it by the ratio of the standard deviation of X to the standard deviation of Y’.

The indirect effect of all the parameters is also identified to establish the effects (it estimates the indirect effects on variables on other variables -The indirect effect is the product of the paths that are linked to the dependent variable).

As per the output, Motivation has higher factor loadings whereas Experience and Satisfaction impact second and third respectively.

H1– Motivation of tourists has a positive influence on tourists’ revisit to a volunteer organisation or take part in other volunteering programs. The first independent variable, motivation adhered to a factor loading (regression weight) ($\gamma = 0.88$) with an R^2 of (0.782) i.e. with a variance of 78% of motivation which is directly inclined to seven parameters of motivation such as (MT1- Help Others and Make Difference, MT2- Work with Different People, MT3- Exercise New Skills and Abilities, MT4- Explore Career Options, MT5- Worthwhile and Feel Proud, MT6- Gain New Contacts, MT7- To feel Part of Community). More specifically,

the coefficient correlation of MT3: Exercise new Skills and abilities is the primary factor for people option for voluntourism ($\gamma = 0.907$) and the second reason being MT2: Work with Different People stands at ($\gamma = 0.891$). The indirect effect between Motivation and Revisit Intention stands at (0.228). Thus, hypothesis 1 is established.

H2– Experience of tourists has a positive influence on tourists’ revisit to a volunteer organisation or take part in other volunteering programs. The second independent variable accounted for a regression weight of ($\gamma = 0.84$) which also positively influence the relationship between Experience and Revisit Intention, better the experience, there is a greater chance of volunteers revisit the organisation and the strength of association (R^2 stands at 76.6%). In the independent variable Experience, there were ten observed variables such as (EX1- Stay, EX2- Security, EX3- Food, EX4- Ambience, EX5- Workload, EX6- Interaction, EX7- Friendliness, EX8- Free Time, EX9- Extracurricular, EX10- Overall Volunteering Experience). EX2- Security of the organisation and EX4- Ambience of the organisation tops all the other variables with ($\gamma = 0.887$ & 0.874 respectively). The indirect influence on REVISIT INTENTION \rightarrow EXPERIENCE is observed at 0.231. As all the parameters are positively influenced hypothesis 2 is confirmed.

H3– Satisfaction of tourists has a positive influence on tourists’ revisit to a volunteer organisation or take part in other volunteering programs. The final independent variable Satisfaction, accounts for the lowest factor loading with ($\gamma=0.71$) with a variance effect of 65% (65.16). The satisfaction was loaded with five factors namely (SAT1- Communication, SAT2- Orientation & Training, SAT3- Group Integration, SAT4- Work Assignment, SAT5- Assistance from the organisation). The parameters Orientation & Training and Communication had an elevated value of 0.93 and 0.893 respectively. The overall satisfaction of the volunteers is low when compared to the other two variables. The table 6 describes the path coefficients between the hypothesis relationship.

Table 4: Total indirect effects of variable

	Dependent Variable	Direct	Indirect	Total	Direct	Indirect	Total	Direct	Indirect	Total
		Motivation			Experience			Satisfaction		
	Revisit Intention	0.228			0.231			0.166		
RV1	Recommendation to a friend or colleague	NIL	0.191	0.191	NIL	0.193	0.193	NIL	0.139	0.139
RV2	Revisit Intention	NIL	0.2	0.2	NIL	0.203	0.203	NIL	0.145	0.145
RV3	Future Volunteering	NIL	0.209	0.209	NIL	0.211	0.211	NIL	0.151	0.151

Table 5: Variance R²

Variable	Parameter	Variance from the output	Percentage	Overall Variance R Sq
EXPERIENCE	Stay	EX 1 --> 0.813	81.3	76.73
	Security	EX 2 --> 0.887	88.7	
	Food	EX 3 --> 0.859	85.9	
	Ambience	EX 4 --> 0.874	87.4	
	Workload	EX 5 --> 0.627	62.7	
	Interaction	EX 6 --> 0.630	63	
	Friendliness	EX 7 --> 0.824	82.4	
	Free Time	EX 8 --> 0.717	71.7	
	Extracurricular	EX 9 --> 0.667	66.7	
Overall Volunteering Experience	EX 10 --> 0.775	77.5		
MOTIVATION	Help Others and Make Difference	MT 1 --> 0.834	83.4	78.02
	Work with Different People	MT 2 --> 0.891	89.1	
	Exercise New Skills and Abilities	MT 3 --> 0.907	90.7	
	Explore Career Options	MT 4 --> 0.742	74.2	
	Worthwhile and Feel Proud	MT 5 --> 0.732	73.2	
	Gain New Contacts	MT 6 --> 0.658	65.8	
	To feel Part of Community	MT 7 --> 0.698	69.8	
SATISFACTION	Communication	SAT 1 --> 0.893	89.3	65.16
	Orientation & Training	SAT 2 --> 0.93	93	
	Group Integration	SAT 3 --> 0.466	46.6	
	Work Assignment	SAT 4 --> 0.471	47.1	
	Assistance from org	SAT 5 --> 0.498	49.8	
REVISIT INTENTION	Recommendation	RV 1 --> 0.70	70	76.6
	Revisit	RV 2 --> 0.768	76.8	
	Future Volunteering	RV 3 --> 0.835	83.5	

Table 6: Result of hypothesized relationship

H#	Proposed Relationship	Effects Type	Path Coefficient	Study Results
H1	Motivation → Revisit Intention	Direct	0.23**	Significant
H2	Experience → Revisit Intention	Direct	0.23**	Significant
H3	Satisfaction → Revisit Intention	Direct	0.17**	Significant
H4	Org. Behaviour → Revisit Intention	Direct	-----	Excluded from Study

The study was analyzed with 294 respondents; who volunteered in both different organisations. The average mean age of travellers was between 31 to 40 and they were either self-employed or employees, predominantly the volunteers spent around one to two months in the organisation. The main reason for volunteering was recorded as giving back to the society which is ‘altruistic motives’ which can be related to many theoretical studies on voluntourism (Knollenberg et al., 2014; Musick & Wilson 2008). The next section of analysis (KMO and Bartlett’s Test) was initiated to estimate the good adequacy value of data (.921) the value helps to enable the next test of factor analysis. In FA analysis, it was concluded that all the variables can be retained as the matrices value for the variables were above 50% which proved that the linear relationship between variable was static. In the SEM model, the path diagram was constructed with all variables and GFI was calculated along

with MI; wherein two variables MI value was more than 20, so it was correlated with one another to reduce the measurement error. Then the reliability and validity of the model were tested, which also proved to be positive and extremely good values as all values have recurred more than 0.70. In SEM, the p-value for all items was significant, the relationship between variables was taken into account with the help of R-square and the total effect on each parameter were considered. On the motivation variable, ‘exercise new skills & abilities’, ‘work with different people’ and help others & make difference were the primary factors that caused the volunteers to participate in voluntourism. And in the experience element stay, food, security and ambience recorded high and positive influence whereas workload given to volunteers and interaction with other volunteers posed a major concern for some. The satisfaction of volunteers was comparatively low when compared to the other variables, the organisation has to work on Group Integration and Assignment of work among volunteers. Most of the volunteers responded positively for future volunteering and revisit, whereas recommendation on the volunteering organisation to a friend or colleague recorded low.

CONCLUSION

In this study, all the research questions related to voluntourism is clarified with the help of quantitative analysis and the hypothesis of the study was tested positive; the researchers made this study with the help of two volunteer organisations and the data collected from 294 respondents. Also, the study examined three antecedents of voluntourists (Motivation, Experience, and Satisfaction) for understanding the intention of volunteers to revisit a volunteered organisation along with future participation in other volunteering program and recommendation. Based on this study, motivation is the direct factor that drives the volunteers to participate in the projects and experience also had a significant influence on the revisit intention whereas satisfaction had a lesser impact when compared to the other factors. Meanwhile, interesting factor to notice that altruistic motive was significant as many chose to volunteer to give back to the world. The study also revealed that the volunteers aged between (31-40) had a major impact on motivation i.e. Adult respondents who are employed or self-employed were more involved in voluntourism as it may be considered as ‘self-actualization’ after all their needs (ERG Theory). The overall revisit intention depended on all the factors included in the study. The only recommendation, the authors wish to suggest is the organisation could work on more interesting activities and projects to involve new and perceive existing volunteers revisit intention.

In this century, tourism has turned out to a dynamic and ever-changing industry with numerous phases to explore (Bagri & KC, 2020). There is plenty of innovation and technological advances happening around our daily life (e.g. Covid-19 expressed a greater role in technological advances like cashless payment, contactless services etc.). It has taught us to how to move on in our day today activities without disturbing our lives; likewise volunteering and tourism can go hand in hand with a planned system it can be filled with innovative techniques or agendas which admires people to go on voluntourism at least once in their lifetime. This study is just a breakthrough or an attempt into the world of voluntourism research in Puducherry. The upcoming researchers have a greater scope of exploring more on the Volunteer organisation, Voluntourism and tourists. It paves a greater opportunity for researchers to enhance the awareness and effectiveness of the voluntourist projects to all the parties involved. The authors have put out all efforts to understand the basics of volunteerism in Puducherry and tried to understand all the parties of voluntourism, such as the founders and members of the organisation, volunteers also the beneficiaries like the local villagers and community members through online mode. This study is just a grassroots level and there is a leeway for further exploration and the researchers recommend future scholars to involve and participate in the organisation to delve into the scope of the study to the next phase.

RECOMMENDATIONS

In a casual chat with the members of the volunteer organisation, the authors would like to highlight some personal point of recommendations.

The vision of the organisation and the project associated with them doesn't always reach the potential volunteers, the organisation need to create more awareness and they should work on permanent solutions rather than short term goal. For this is happening systematically, the organisation should consider focusing keenly on the motivation of the volunteers as they are the primary human resource of the project. Each organisation can induce two plans, short term and long-term plan and this type of planning helps to organize the resources needed otherwise it is difficult to make accurate decisions on projects.

The organisations ought to set a clear guideline to select the volunteers rather than inviting 'everyone' who wishes to participate. Currently, the selection procedure for both organizations seems to be unclear. The guidelines help to

protect the resources for the planned activities. This can be easily performed by analyzing the volunteers' motivation and interest in the project. The second suggestion to the organisation is that, they have to maintain a steady relationship with existing and previous volunteers; so that they can revisit and collaborate in other forthcoming projects.

The last important point to note is not to treat volunteers as workers, and it is vital to acknowledge all the small deeds of volunteers and motivate them further, also the organisation should keep updating the local community about their volunteers and insisting the locals about the importance of volunteers in this project so that the community is fully aware of the prominence of volunteers in the project. The organisation can also focus on contacting companies near their area and can have to tie up or partner with them as the companies can participate and initiate their CSR activities with the organisations.

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