

Voluntourism: Motivations of Gen Z Participants in Bali

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ABSTRACT

Voluntourism is becoming increasingly popular among Generation Z (Gen Z) in Indonesia. This study examines the motivations of Gen Z volunteer tourists who participate in voluntourism activities in Bali. This study used a qualitative descriptive approach. The informants comprised twenty-six Gen Z tourists in Indonesia, all selected through non-probability and snowball sampling. The result shows that Gen Z tourists are motivated by push and pull factors, including helping others, gaining new experiences, meeting new friends, personal development and growth, cultural interest, visiting Bali, and personal interest in specific volunteering activities. This study provides an in-depth insight into how Gen Z views voluntourism as a means to explore exotic destinations such as Bali and as an opportunity to contribute to the local community positively. The implications of these findings can provide valuable guidance for the tourism industry and volunteer organizations to develop more relevant and meaningful voluntourism programs for Gen Z.

KEYWORDS: Gen Z; Motivation; Voluntourism

INTRODUCTION

The development of the global tourism industry has also caused significant growth in Indonesian tourism. Tourism can be one means for countries to participate in developing the economy through various types of businesses related to the tourism industry. Travel and tourism are recognized as one of the largest and fastest-growing industries globally (Sofronov, 2018). Economic development in several countries, including Indonesia, depends on this industry. Indonesian tourism is the country's third largest foreign exchange contributor (Herdiawan et al., 2018) since Indonesia has tourism potential as a main attraction, such as natural and cultural riches, which can attract tourists from all over the world. According to the Central Bureau of Statistics, this is proved by the influx of tourists to Indonesia, with 1.60 million people visiting as of June 2023. The development of Indonesian tourism cannot be

separated from the growth and development of Bali tourism. The island of Bali has been considered by Tripadvisor as one of the tourist destinations for tourists, ranking second in 2023 as the best tourist destination in Asia and the most popular among domestic and foreign tourists. Furthermore, based on data from the Bali Provincial Tourism Office, Bali is one of the destinations most visited by tourists, with more than 2.8 million visitors. The research results show that Bali's unique culture and natural beauty are the main factors that attract tourists (Rai Utama, 2016). In addition, the fact that Bali Island is famous throughout the world encourages many tourists to travel or vacation to Bali Island for different reasons.

After the COVID-19 pandemic ended, various travel trends emerged, one of which is voluntourism, which is starting to be noticed by tourists. In recent years, the voluntourism trend has increased rapidly in various sectors, including tourism (Germann Molz, 2017; Jakubiak, 2020; Qi, 2020). Voluntourism is defined as tourism activities that aim to gain tourism experiences with social activities (Kazandzhieva, 2014), such as community development and preserving the natural environment during tourism activities (Wu et al., 2018). Voluntourism activities include building schools, and houses, teaching, rescuing animals (or improving animal welfare), supporting communities, preserving the environment, and recovering animals after disasters (Meng et al., 2020). Furthermore, according to Purdey (2017), volunteer activities can create mutually beneficial conditions where volunteers and local communities can learn and benefit each other. Volunteers have been around for a long time. (Arcgis, 2017) stated that volunteers first appeared during the war in 1920. Likewise, volunteers have been around for a long time in Indonesia, even before Indonesian independence. It can be seen from the volunteer concept that cooperation with all the

Indonesian people's struggles at that time were conducted



voluntarily without compensation (Adha, 2015; Adha et al., 2019). Meanwhile, in Bali, volunteer tourism (voluntourism) began to develop in the early 2010s (Korwa & Mudana, 2021). According to Handayani (2020), in the future, voluntourism will not just be a stroll but can also contribute to or benefit the tourist destinations visited.

Through voluntourism activities, volunteer tourists are allowed to participate in volunteer activities and travel (Asy'ari, 2022). Moreover, voluntary tourists tend to participate in voluntourism activities sincerely without expecting any reward (Adha et al., 2019) since there is the intention to help each other (Paraskevaidis & Andriotis, 2017). In addition, (Kim et al., 2018) stated that people conduct voluntourism to support tourism activities and personal factors, such as seeking new and exciting experiences and gaining skills that, in the end, can be used to support education and careers.

(Hallmann & Zehrer, 2016), They stated that volunteer tourists who participate in voluntourism activities tend to come from the younger generation under 35. The younger generation, usually Gen Z, was born between 1997 and 2012 (Dimock, 2019). Furthermore, based on the 2020 population survey, 27.94 percent, or around 74.93 million of Indonesia's population, is Gen Z (Rainer, 2023; Yudhistira, 2021). This generation is culturally and racially diverse (K. Parker & Igielnik, 2020). They are often characterized as people who understand technology, have diverse characteristics, are socially conscious (Paramitha, 2020), and are known as the "courageous solidarity generation" due to their deep concern for each other (Law Snyder, 2021). A person's intention to participate in volunteer activities is closely related to the same age group, and they will usually have the same motivation to become a volunteer. The theory of Planned Behavior (TPB), developed by Ajzen (1991), explains that individual comportment is influenced and shaped by the personage's attitudes and motivation toward certain events or things. The past examination has severe strength concerning how the Gen Z fragment shows high energy for mastering new abilities and profoundly wants to set itself up for future professions (Dill, 2016). Moreover, Gen Z is interested in unique, authentic, and socially responsible experiences. It prioritizes meaningful experiences over material possessions and is more likely to travel for self-development, understanding new cultures, and social impact. In addition, a person who participates in voluntourism is driven by motivation. Several studies (Ali & Rahman, 2019; Han et al., 2019; Otoo & Amuquandoh,

2014; Proyrungroj, 2017) additionally propose that the inspiration of volunteer sightseers is multi-layered, and their inspiration incorporates both to and fro factors. In the meantime, persuasive variables are the hypothetical methodologies most broadly utilized to grasp traveler inspiration (John & Larke, 2016; Michael et al., 2017). Move-around inspirations have been utilized to comprehend travel conduct, guests' dynamic cycles towards explicit objections, and the sorts of exercises and encounters sightseers mean to investigate (Michael et al., 2017).

Previous research has examined a person's motivation to volunteer by testing various commonly used variables, such as values, social, culture, learning, career, and so on (Chacón et al., 2017; Polus & Bidder, 2016). These studies show that several variables significantly influence a person's decision to conduct volunteer activities. Meanwhile, another research was also conducted by (Cho et al., 2018) focused on Gen Z in Florida, America, which shows that Gen Z is the generation that participated least in volunteer activities. People's motivations for doing voluntourism in Bali have been studied by (Kristanti et al., 2015; Liyanti et al., 2021). This study discusses foreign tourists who do voluntourism without any particular segmentation for Gen Z. Therefore; this study aims to explore Gen Z's motivations in Indonesia for conducting voluntourism in Bali.

METHODOLOGY

This study was conducted using a descriptive and qualitative analysis approach. This approach permits the review to accomplish the principal objective: to get a rich, to-bottom, and comprehensive comprehension of the inspirations of Gen Z volunteer vacationers who partake in volunteer exercises and voluntourism in Bali. The descriptive qualitative method aims to obtain a comprehensive, holistic picture or experience without manipulation or intervention by providing specific treatment to the research subject's activities (Yusanto, 2019). In research using qualitative methods, participants will be asked questions of a general nature. Since the researcher should provide as wide an opportunity as possible for participants to express their opinions unlimitedly, the researcher should narrow down the questions so that the information obtained can be focused (Waruwu, 2023). The data in this study came from research reference studies, books, studies, reports, and other relevant scientific sources and primary data. Meanwhile, primary

data was obtained through in-depth interviews with sources.

The informants we obtained through social media used non-probability sampling techniques, such as judgmental and snowball sampling, as measurement techniques (Malhotra et al., 2017). Furthermore, the study used snowball sampling, from one informant to another, by asking participants interviewed in the first round to recommend people who might be willing and interested in participating in the study (Parker, 2020). According to (Leighton et al., 2021), using social media and snowball as alternative strategies in a study by exploring data collected using snowball sampling via social media shows that this method is correct, effective, and efficient for recruiting informants.

This study was conducted for three months between August and October 2023 with twenty-six sources persons who participated. Furthermore, the criteria for selected sources persons include (i) people who have conducted voluntourism in Bali, (ii) those aged 18-26 years, and (iii) those domiciled outside Bali. Questions asked to sources people during top-to-bottom meetings spun around why they chose to partake in voluntourism in Bali. The principal subjects of examination included inspirations for chipping in, explanations behind picking Bali as a worker's place to get away, and purposes behind deciding to chip in specific exercises or undertakings. Each interview lasted approximately 15-25 minutes and was recorded with the interviewee's consent. Pseudonyms were used to assure all sources and persons that their information would be kept anonymous and confidential. All interviews were conducted by using the Gmeet and Zoom platforms. In addition, new Internet technologies as research tools have been recognized, and they are more conducive to hard-to-reach communities (Weller, 2017).

RESULT AND DISCUSSIONS

Gen Z volunteer tourists have six main motivations that are: (a) to assist other people, (b) to obtain new experiences, (c) to make new friends, (d) to be interested in culture, (e) self-development and growth (f) to visit Bali and (g) interested in voluntourism program. The motivation of Gen Z is shown in Figure 1 below.

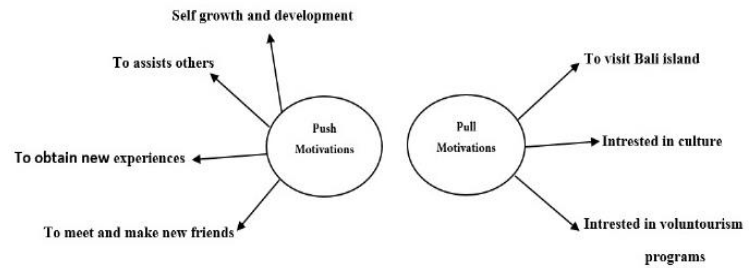


Figure 1. Gen Z volunteer tourist motivations
 Source: Researcher data, 2023

There are seven Gen Z motivators, consisting of pull and push motivators, as shown in Figure 1. The following is an explanation based on the results of interviews with informants.

a) To assist others

Many Generation Z informants stated that they decided to volunteer during the holidays since they wanted to assist.

"My motivation for joining this program is because there are still many people out there who are still in need, so I want to contribute and help them" (TA, 04 October 2023)

Several informants used dissimilar facial countenance to express this motivation; for instance, "to contribute to social activities," "to sacrifice my energy," and "to improve the welfare of others," incredibly the less fortunate. Those who need help" These expressions have the same intention of helping others since Generation Z has a high sense of empathy and a desire to help others (Dolot, 2018).

To assist others is a deep calling for Gen Z, who often feel emotionally connected to social and humanitarian issues. They see providing help as a concrete way to create positive societal change. In the context of voluntourism in Bali, the main driver is the opportunity to contribute to the local community directly. Activities such as infrastructure development, education, or local economic empowerment are concrete manifestations of Gen Z's desire to share goodness and embrace the spirit of cooperation, creating closer ties between them and the people they help (Women, 2023).

b) To obtain new experiences

For many Generation Z informants, it was their first time

volunteering since they wanted a different experience outside their comfort zone or area of origin and obtain a volunteering experience they had never had before.

"Because I am a health student, I practice and also practice what it feels like to go directly into society, and it will provide new experiences and learning, too." (DI, 14 October 2023)

Indirectly, they benefit from being volunteers in terms of new knowledge and skills (Davies, 2017). Obtaining new experiences strongly encourages Generation Z, who is always thirsty for knowledge and exploration. Through voluntourism in Bali, they can broaden their horizons by engaging in activities that present new and unique challenges. From understanding the dynamics of local community life to learning practical skills in environmental conservation projects, every experience is an opportunity for personal growth and self-development. Gen Z embraces this diversity of experiences to enrich their perspectives, foster tolerance, and build a foundation of deep knowledge about their world (Soleh & Kuncoro, 2023).

c) To make new friends

Generation Z informants see voluntourism as a means of bringing together people with similarities or the same interests; besides, it is a platform for them to meet and interact with other people.

"I can meet new friends from cities and cultures which are different from mine and can build relationships" (RI, 28 September 2023)

"I want to meet friends from various regions in Indonesia who have different backgrounds and cultures from mine who are participating in voluntourism activities in Bali. There are people from Aceh, Papua, Kalimantan." (ZA, 25 October 2023)

In addition, several informants added that participating in voluntourism activities can make relationships through new friends maintainable and close since responsibility volunteer work involves tasks that require time, patience, teamwork, and energy (Ji et al., 2020). Consequently, when they work together over a prolonged period, they develop expressive and long-lasting relationships, as what had stated:

"Until now, I still communicate and have good relations with friends who participate in voluntourism in Bali and

also with young people who were there, and we also created a WhatsApp group" (DI, 14 October 2023)

Meeting new friends is one of the exciting aspects of the voluntourism experience in Bali for Gen Z (Zis et al., 2021). They can build significant relationships with fellow participants and the local community in an environment supported by a collaborative spirit and goodwill to make a positive impact. Voluntourism creates a platform that allows Gen Z to share ideas, values, and experiences with individuals from different backgrounds. Interacting on worthwhile projects enriches the experience personally and builds a supportive and sustainable social network, creating bonds of friendship that may last a lifetime.

d) Self-growth and development

The Gen Z informants stated that they were motivated to participate in voluntourism activities held on Bali Island for their self-growth and development. Most of them are motivated by the urge to get experience that can help and support their future careers. For example, as what had stated as follows:

"I join this program to support my career in the future honestly since it can be something that can increase my value and improve my skills, especially in the fields of health and communication." (LA, 24 October 2023)

In addition, for some informants, volunteer experience can support their CV (McGloin & Georgeou, 2016) since they can showcase skills and qualities to potential employers, such as being easy to adapt, being able to work in a team, being responsible, willing to try new things, can solve problems, and public speaking, etc. As what had quoted as follows;

"I can use the experience and certificates I get to enhance my CV, and it will be a plus point when applying for jobs later" (ND, 23 October 2023)

Gen Z often looks for experiences that are more than just a vacation; they tend to engage in voluntourism, such as going to Bali for self-growth and development. They can learn about local culture and social challenges in a different environment, develop new skills, broaden their horizons, and build leadership. In addition, through active participation in volunteer projects, they can feel their positive impact, providing a deep sense of personal accomplishment and strengthening emotional connections with the world around them (Palupi & Salma, 2020).

e) Interested in culture

Several Gen Z stated that their cultural interest motivated them to participate in voluntourism activities in Bali. With these voluntourism activities, they can learn about the culture of the place where their voluntourism activities take place, one of which is the culture of Bali Island, as what had commented below;

"I love learning about culture; especially, as you could say that Balinese culture is a culture which is interesting for me to research and know about." (AN, October 12, 2023)

Studying and immersing in local culture in more depth is the only way for them to gain in-depth, direct, local cultural experience. DZ stated that voluntourism effectively allows him to learn more about local culture, such as seeing a traditional Balinese wedding rather than watching it on social media. The viewpoint that voluntourism provides a better chance for Generation Z tourists to learn and explore local culture stems from the reality that they have to live and labor through resident people so they can realize how those people live. This allows them to savor the prospect of mingling through the local community in an additional, exciting method.

The importance of cultural experience is also a key driver. With its rich cultural heritage, Bali offers a unique opportunity for Gen Z to explore and appreciate cultural diversity. Through participation in voluntourism activities, they can engage directly with local communities, learn about their traditions, and build deep intercultural connections (Refyan et al., 2023). It creates a more meaningful experience than just a regular tourist visit.

f) To visit the Bali Island

The Gen Z informants stated that they wanted to visit Bali Island. By holding this voluntourism activity, they can visit Bali Island not only for vacation but also to carry out volunteer activities. It is an additional pull aspect since it is related to the exceptional features of the tourist destination. Furthermore, all informants stated they wanted to volunteer in Bali since it is one of the world's leading tourist destinations and is famous among foreign tourists. Bali is known as a tourism economic and cultural center, has a variety of nightlife activities, offers unique culinary delights, and is an ideal place for shopping and doing volunteer activities, as what had stated below;

"What made me interested is because of Bali; I have never

been to Bali before, so I want to go to Bali; apart from traveling, I can add to my experience through this voluntourism activity" (RI, 28 September 2023)

Apart from the beauty and popularity of Bali, some areas of Bali are underdeveloped, and some have developed. In contrast, in these areas, some communities need help, which is the primary reason for the factors attracting volunteer tourists' interest in Bali. Numerous witnesses expressed that they picked Bali since they accepted that their commitment would be valuable and could assist with peopling out of luck. Furthermore, they accept that they can help the nearby local area in numerous ways, such as by providing gifts, information, experience, and energy.

Visiting Bali island is an enchanting experience, combining its stunning natural charm and unique cultural richness (Suweta, 2020). From the alluring white sandy beaches to the alluring green terraced rice fields, every corner of this island offers unforgettable beauty. In addition, Bali is known for its friendly people and lively nightlife. From religious ceremonies steeped in spirituality to the colorful nightlife of Kuta or Seminyak, every moment in Bali promises unexpected adventures and lasting memories.

g) Interested in voluntourism programs.

This inspiration is a force factor since it concerns the charm of volunteer exercises that draw witnesses to participate. Many Generation Z informants said one of the main reasons they volunteer is their interest in volunteer programs. After all, they were interested in volunteerism programs or specific skills or craftsmanship.

"Because I study education, I am interested in participating in voluntourism activities since I want to be directly involved in teaching children there" (RI, 28 September 2023)

"Because I am a health student in the future, I will also be involved in society. It will be my first motivation; besides, it is never found on campus, especially when I was involved in society" (LA, 24 October 2023)

Gen Z often enthusiastically embraces their interest in volunteering, including when choosing Bali as a voluntourism destination. There is a strong desire for adventure and a positive impact on the communities they visit. With its natural beauty and friendly people, Bali sets the stage for an unforgettable volunteer experience. Furthermore, Gen Z can channel their interests and skills directly and prosperously by providing assistance or

supporting social projects that suit their values and passions (Kurnia Erza, 2020). Thus, volunteering in Bali is a physical journey and a journey towards personal growth and positive contribution to the world around you.

The discoveries of this study extend information about the nature and job of to and fro figures rousing individuals to go on vacation about voluntourism. This study contributes new information about the inspirations of Gen Z in Indonesia to chip in Bali. This study contends that the back-and-forth inspiration elements of volunteer travelers are marginally not quite the same as the inspiration variables of customary vacationers since the driving intentions of volunteer sightseers appear to address the philanthropic nature, learning, and significant encounters of voluntourism.

The desires or benefits needed by Gen Z volunteer tourists show that they choose voluntourism, intending to do good for others and develop themselves. Meanwhile, pull factors represent a foreign atmosphere or an opportunity for tourists to fulfill the desires or benefits they seek and the desirability to engage in other recreational activities. Volunteer sightseers do not invest all their excursion energy only in volunteer exercises; they invest some of their leisure time in venturing to other vacation destinations. Moreover, this study uncovers that push factors alone cannot sufficiently persuade volunteer sightseers to partake in voluntourism since their ultimate conclusion is impacted by pull factors, for example, the qualities of a specific worker movement or objective.

CONCLUSIONS

Based on the findings of this study, the push and pull factors that motivate Gen Z in doing voluntourism in Bali consist of six main motivations, that are: (a) to assist other people, (b) to obtain new experiences, (c) to make new friends (d) interested in culture (e) self-development and growth (f) to visit Bali and (g) interested in voluntourism program.

Move-around elements ought to cooperate to persuade individuals to take part in voluntourism. Regarding chip-in sightseers, push factors address immaterial cravings or advantages that travelers accept cannot be met or acquired from the climate, such as the longing to help others, improvement, and self-development. In the meantime, pull factors are genuine open doors for vacationers to satisfy the cravings or advantages they seek.

Based on practical aspects, the discoveries of this study give knowledge to applicable partners, including the public authority, nearby networks, and the travel industry volunteer associations, concerning the inspirations of Gen Z volunteer vacationers. Specifically, these discoveries can give valuable data to partners in planning and advancing workers in the travel industry projects. Thus, projects can effortlessly fulfill the requirements or assistance tourists pursue, increase their satisfaction, and encourage continued involvement in volunteer activities. It can create motivation for them to visit again in the future or even recommend it to others.

This study only considers the motivations that encourage volunteer tourists to participate in voluntourism. This means that this study only studies the factors that influence Gen Z tourists' decisions before they make their own decisions. The limitations of this study are related to the data collected from a small number of informants selected through non-probability sampling. Suggestions for further research could involve more qualitative approaches, such as case studies, to understand the experiences and perceptions of Gen Z during voluntourism in Bali. In addition, research could involve aspects such as the long-term impact of the voluntourism experience on their attitudes and behavior after returning to their daily routine. In addition, future research can explore the similarities and differences in motivation between Indonesian Gen Z volunteer tourists and foreign volunteer tourists who conduct voluntourism activities in Bali.

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