HOST COMMUNITY PERCEPTIONS OF VOLUNTEER TOURISTS IN THE

NORTHERN TOURIST CIRCUIT,

TANZANIA

By

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A thesis

Submitted to the Victoria University of Wellington

in partial fulfilment of the

requirements for the degree of

Master of Tourism Management

Victoria University of Wellington

2013

ABSTRACT

The existing and growing body of volunteer tourism literature has broadly addressed a myriad of topics but with a major focus on volunteer tourists. Limited knowledge is available on how these volunteer tourists are perceived by the host communities. The current literature defines volunteer tourists based on the perspective from where the majority of volunteer sending organizations and volunteer tourists come from – the primarily Western, developed country perspective. This study argues that this Western-dominated and developed country conceptualization of volunteer tourism and volunteer tourists must be addressed. In response the study examines the perceptions and conceptualisations of 'volunteer tourists' from the perspective of a host community in a developing country, Tanzania.

To capture a multitude of host community perspectives on volunteer tourists, a qualitative case study approach was adopted which focused on a village near Arusha on the Northern Tourist Circuit (NTC) of Tanzania. Forty five semi-structured interviews were conducted with different community stakeholders, including private sector and public sector employees, people working for the not-for-profit sector and local people without affiliation to any of these three sectors. Importantly, these interviews were conducted by a Tanzanian researcher in Swahili and/or English.

This research reveals that various stakeholders within the host community have different meanings and understandings of volunteer tourists based on their expectations and experiences. For example, the local people and those working for the not-for-profit sector perceived volunteer tourists as donors and sponsors, while those working in the public sector perceive volunteer tourists as international workers and/or NGO employees; and the private sector respondents perceived volunteer tourists as niche tourists. The study also reveals that the host community attributes that influence their perceptions are based on economic, socio-cultural, environmental and legal and/or regulatory framework factors; this includes, for example, racial ethnicity and poverty. Moreover, this research found that the host community's perceptions of volunteer tourists are shaped by the issues of trust and mistrust that transpire in the course of their interaction. The study highlights the need to consider the financial element of volunteer tourism as a positive aspect and

stresses the involvement of host community in the operation and management of volunteer tourist organizations.

Key words: Host community, volunteer tourists, perceptions, Tanzania.

ACKNOWLEDGEMENTS

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LIST OF ABBREVIATIONS

DC = District Commissioner

NGOs = Non-Governmental Organizations

NTC = Northern Tourist Circuit

RC = Regional Commissioner

UNWTO = United Nations World Tourism Organization

UNV = United Nations Volunteering

VEO = Village Executive Officer

VTOs = Volunteer Tourist Organizations

WEO = Ward Executive Officer

CHAPTER 1: INTRODUCTION

1.1 Introduction

As a Tanzanian, I am interested to know whether volunteer tourism can be one of the alternative forms of tourism which can help in alleviating poverty. Being born and raised in one of the rural settings where poverty has been an issue since time immemorial; this has been part of my motivation to engage and immerse myself into one of the poor villages in the Northern Tourist Circuit (NTC) of Tanzania. With a population of about 4000 people and more than 1000 households, the village used as a case study in this research represents a typical developing world village characterised by lack of social services such as clean water, health and medical, education and sufficient food. Over 18 volunteer tourist organizations (VTOs) such as orphanages, schools, dispensaries, community development projects, micro finances, HIV AIDS counselling centres and religious institutions operate in this village. These organizations bring volunteer tourists from different parts of the developed world to work and assist the local people in various projects. What do these initiatives mean to this community? How are these volunteer tourists perceived by this community?

This study seeks to create an understanding of the host community's perceptions of volunteer tourists from a developing country context. It also seeks to shed some light on the host community-volunteer tourist interaction and the dynamics involved in shaping the perceptions among the host community members. The existing and growing body of volunteer tourism literature has broadly addressed a myriad of topics but with a major focus on volunteer tourists. Limited knowledge is available on how these volunteer tourists are perceived by the host communities. By using a case study of one village near Arusha in the NTC of Tanzania, in-depth semi-structured interviews are used to capture the voices of the host community members regarding their perceptions of volunteer tourists. The concept of host community will be used throughout the entire thesis and should be understood as all the key stakeholders who are directly and/or indirectly involved with volunteer tourists in the

developing country context and may include members from the not-for-profit sector, private sector, public sector and the ordinary local people not affiliated to any of the three sectors. Thus, by adopting a case study approach a variety of opinions and perspectives held by a multitude of the host community stakeholders about volunteer tourists are captured.

This chapter begins by giving an overview of the existing literature on volunteer tourists and host community by highlighting what has been done and the gaps to be filled by the present study. This is followed by the research objectives and the methodology to be adopted. A discussion of volunteer tourism in a Tanzanian context will be highlighted followed by a brief description of the significance of the study. Finally, an outline showing the structure of the thesis will follow.

1.2 Overview of Literature

The phenomenon of international volunteering has existed for centuries and has gained prominence in different fields such as disaster management, poverty alleviation, sustainable development, environmental conservation, medicine, and religious institutions (Raymond & Hall, 2008; Tomazos & Butler, 2009). However the concept of volunteer tourism has only recently been contextualized in the tourism literature. As an emerging and increasingly popular form of tourism which combines travelling with voluntary work, volunteer tourism is attracting growing attention from both the research and business communities.

The role of volunteer tourists as agents to foster host community development has been widely addressed by the literature (Raymond & Hall, 2008; McGehee, 2002; McGehee & Santos, 2005). According to Wearing (2001) volunteer tourists "are those tourists who, for various reasons, volunteer in an organised way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment" (p.1). Although this definition has been widely cited, it can be argued that it reflects the developed country perspective because it involves the movement of first world volunteer tourists to the poor or developed destination.

Huge claims have been made by the current literature regarding the role of volunteer tourists in improving the lives of the host communities (Ingram, 2011). For example, Raymond and Hall (2008) argue that volunteer tourism provides a more reciprocally beneficial form of travel in which both the volunteer tourists and the host communities are able to gain from the experience. Other researchers claim that volunteer tourism can reduce racial, cultural and social boundaries (see Higgins-Desbiolles, 2003; McGehee & Santos, 2005; Wearing, 2001). Due to lack of research and the availability of empirical evidence regarding the impact of volunteer tourism to the host communities, Ingram (2011) doubts the above claims dismissing them as "catchy slogans".

Recently there have been an increasing number of volunteer tourists travelling overseas to participate in a range of volunteer tourism programmes such as community welfare, environmental conservation and research, education, construction, business development and health care (Guttentag, 2009; Wearing, 2001; Tomazos & Butler 2009). As Raymond and Hall (2008) put it "the increasing demand for volunteer tourist programmes has been paralleled by an increase in sending organisations, which promote, sell and organise programmes for volunteer tourists" (p.531). It has attracted the attention of the research community and scholars from various fields have endeavoured to conduct research on various aspects of volunteer tourists including motivations, identities, behaviours, values, cross-cultural understanding, management and personal development of the volunteers (Broad & Jenkins, 2008; Lepp, 2008; Holmes & Smith, 2009; McGehee & Santos, 2005; McIntosh & Zahra, 2008; Raymond & Hall, 2008; Schott, 2011; Wearing, 2001; Zahra & McIntosh, 2007). Arguably, the majority of volunteer tourism research has focused on volunteer tourists and they have taken a developed country perspective. Although some of these studies have been conducted in developing countries' case studies (see Barbieri, Santos & Katsube, 2012; Crossley, 2012; Lacey, Peel & Weiler, 2012; Lepp, 2008); their focus is on various aspects of the volunteer tourists, rather than, the host community at the destination.

An interesting part of this form of travel is its one-way movement of volunteer tourists from their developed world to the developing world. The number of VTOs

sending volunteer tourists to the developing countries is increasing. For example, according to Volunteer Abroad (2012), there are 426 VTOs offering a total of 1980 volunteer programmes in Africa (see table 1.1). Despite being one of the top volunteer tourist destinations, there has been little research regarding the communities which host these volunteer tourists. Gray and Campbell (2007) argue that focusing only on volunteer tourists represents "only one half of the story" (p.464). This is echoed by Lacey, Peel and Weiler (2012) who warn that "ignoring the local voices can lead to the disenfranchisement of communities" (p.1201). Therefore, there is limited knowledge about the host community's perceptions of volunteer tourists in the developing country perspective.

Table 1.1: Volunteer Organizations in the World Regions

Region	No. of volunteer organization	No. of Volunteer Abroad Programme
Africa	426	1980
Asia	339	1644
South America	287	1131
Central America	201	664
North America	117	265
Western Europe	106	244
Eastern Europe & Russia	68	156
Caribbean	64	146
Australia & Oceania	43	154
Middle east	38	70

Source: Volunteer Abroad (2012)

However, there have been some attempts to examine the views of the host communities towards volunteer tourism as a phenomenon (see Conran, 2011; Graham *et al.,* 2011; McGehee & Andereck, 2009; Sin, 2010, 2011). Most of these studies have focused on the impacts of volunteer tourism on the host communities and have involved only research participants from the volunteer tourist organizations. There is limited knowledge on how the volunteer tourists are being

perceived and conceptualized by various stakeholders within the host community. Furthermore, understanding the key attributes that shape the host community's perceptions is still lacking from the current literature.

The present study aims to broaden knowledge of the conceptualisations of 'volunteer tourism' and 'volunteer tourists' in the context of a host community in a developing country. The rationale for conducting this study arises from the current literature defining volunteer tourists based on the perspective where the majority of volunteer sending organizations and volunteer tourists come from – primarily a Western, developed country perspective (Wearing, 2001; Lyons & Wearing, 2008). This study argues that this western-dominated and/or developed-country conceptualization of volunteer tourists must be addressed by examining the perceptions and conceptualisations of 'volunteer tourists' from the perspective of a host community in a developing country. This is an area that has not been researched extensively in the existing literature in the context of Africa, and Tanzania will form the location of this research.

1.3 Research Aim and Objectives

The aim of this study is to contribute to the knowledge of volunteer tourism by exploring the host community's perceptions of volunteer tourists from the perspective of a single community in the NTC, Tanzania.

The specific objectives of this study are:

    (1) Examine the host community's (local people, private sector, not-for-profit sector and public sector) meanings and understandings of volunteer tourists.

    (2) Examine the host community's attributes that shape their perceptions of volunteer tourists.

The first specific objective intends to find out how different actors in the host community setting view volunteer tourists. The private sector, not-for-profit sector, public sector and the local people may have different interests in volunteer tourism and hence their perceptions might vary. The second objective is directly interlinked

with the first one and seeks to provide a more elaborate explanation of the "why" the host community has such perceptions.

1.4 Methodology

To achieve the aforementioned objectives, this study adopts a qualitative case study. The main aim of the qualitative case study is to gain a rich understanding of the characteristics, dynamics and challenges related to a community in a developing country and to capture a multitude of perspectives on volunteer tourists from within a host community. The case study approach focuses on a village in the NTC of Tanzania. Forty five semi-structured interviews were conducted with different community stakeholders, including private sector and public sector employees, people working for the not-for-profit sector and local people without affiliation to any of the three sectors. In order to minimize limitations associated with trust and to overcome potential language barriers, the interviews were conducted by a Tanzanian researcher in either Swahili or English.

1.5 Research Context

1.5.1 Volunteer Tourism in Tanzania

Volunteering in Tanzania is not a new phenomenon. Tanzania has become one of the most visited tourist destinations in Africa not only by main stream tourists (see Mitchell et al., 2008) but also by volunteer tourists (Graham et al., 2011). There have been a number of volunteer organizations in the form of charities, private companies, NGOs, conservation agencies, universities and religious institutions, which bring volunteer tourists to work with the local people. For example (see Table 1.2), there are 97 organizations offering a total of 273 volunteer tourism programmes in Tanzania (Volunteer Abroad, 2012). This shows that the country is a potential destination for volunteer tourists in the African context. Despite this potential, limited knowledge is known about how the host communities in this country perceive volunteer tourists.

Table 1.2: Number of Volunteer Tourist Organization in Africa

Country	No. of volunteer organization	No. of Volunteer Abroad Programme	Percentage no. of organization
South Africa	108	433	25.35%
Ghana	107	390	25.11%
Kenya	104	320	24.41 %
Tanzania	97	252	22.77%
Uganda	79	167	18.54%
Cameroon	36	93	8.45%
Zambia	24	51	5.63%
Malawi	17	17	3.99%
Botswana	17	24	3.99%
Mozambique	16	28	3.76%
Zimbabwe	15	39	3.52%
Rwanda	13	13	3.05%
Togo	11	29	2.58%
Ethiopia	11	27	2.58%
Nigeria	10	19	2.35%
Madagascar	10	19	2.35%
Egypt	8	8	1.88%
Mali	4	8	0.94%
Burkina Faso	4	4	0.94%
Burundi	3	3	0.70%
Sudan	2	2	0.47%
Lesotho	2	2	0.47%
Liberia	2	2	0.47%
Ivory Coast	2	2	0.47%
Congo – DR	1	1	0.23%
Equatorial Guinea	1	1	0.23%

Source: Volunteer Abroad (2012)

The significance of volunteer tourism in Tanzania is not only confined to the socio-cultural and economic sphere. The concept of volunteer tourism in Tanzania has also taken a political dimension whereby there have been some debates within and outside the country regarding the role of volunteer tourists in community development. For instance, the Tanzanian government recently made some tremendous changes to the cost of the volunteer tourist visa. The price of volunteer tourist visa was increased by 400% (i.e. from US$120 to US$550). This increment not only sends mixed signals to the international volunteer community regarding their contribution to local community development but also might have a long-term impact on the country's volunteer tourist market. Therefore more research that focuses on the host community and more specifically on the perspective of Tanzania would add some insightful information to the volunteer tourism literature. An international commenter on volunteer tourism claimed:

> *"Companies providing volunteers to work on community projects have been stunned by a massive hike in the already high C class volunteer visa [.....]. The quote from the authorities 'if they pick up a shovel, they pay!' has caused much concern."* (Clemmons, 2012b)

In a country where tourism is the heart of the economy, such changes might have both direct and indirect implications to the host community and the volunteer tourists. Although this fee hike is beyond the scope of this study, it is necessary to take note of the prevailing volunteer tourism situation in Tanzania. An important message from this scenario is the fact that host community stakeholders exhibit varying interest as far as the volunteer tourism is concerned.

1.5.2 Tanzanian's Northern Tourist Circuit

The NTC of Tanzania is popularly known for the concentration of tourism activities such as game viewing, hunting, mountain hiking and cultural tourism. It is estimated that about 300,000 foreign tourists travel on safari packages in this part of Tanzania each year, and their spending accounts for more than half of Tanzania's total foreign earnings from tourism (Mitchell et al., 2008). Arguably, the NTC is the heart of tourism in Tanzania.

Although, there is a lack of statistical data on the total number of volunteer tourists in Tanzania, the NTC hosts the majority of VTOs (see Table 3.1). Thus, the NTC is a potential hub that brings together all the key stakeholders of volunteer tourism vis-a-vis the host community (the private sector, not-for-profit sector, public sector and local people) and volunteer tourists. This shows some potential significance of volunteer tourism in this circuit thus qualifying as an appropriate location for this research. Chapter 3 will discuss the selection of a case study village at the NTC which forms the focus of this thesis.

Nevertheless, tourism is not a new phenomenon to the host community in the NTC. They have been interacting with mainstream tourists for a long period of time. Therefore, conducting this study in the NTC enabled the host community in the case study to be in a position to distinguish volunteer tourists from mainstream tourists.

1.6 The Significance of the Research

The research on the host community's perception of volunteer tourists is important in a in various ways. Foremost, it will create a broader understanding of host community's perceptions of volunteer tourists and organizations. The findings of this research will inform other researchers, volunteer tourists and practitioners on how they are viewed through the host community's lens. Perhaps this can reduce the existing stereotypes that exist between these two parties. This research will add an important perspective on the conceptualization of volunteer tourists not only from the developing country context but also from different stakeholders within the host community.

This research will also help to ascertain some of the claims made by various scholars regarding the contribution and costs of volunteer tourists to the host community's socio-cultural and economic development. Methodologically, unlike other previous studies, the present study adopts a qualitative case study, which is deemed appropriate for the study of host community perceptions. This is based on the recommendations from the previous researchers (see McGehee & Andereck, 2009). The selection of an appropriated case study in the developing country and the diversity of research participants interviewed added some merits to this research. The

use of different data collection techniques namely purposive and chain (snowball) sampling and the conduction pilot interviews aided the collection of high quality data for this research.

Being part of the broader Tanzanian community was a huge motivation to undertake this study. This added more value to this research because being a native and fluent Swahili speaker reduced the disparities associated with language barriers. With a clear understanding of the native culture, norms and traditions the researcher was able to uncover the host community understandings of some key volunteer tourism concepts. Trust and close relationships were easily established and this facilitated the data collection process. As a Tanzanian permission to access secondary data and to conduct research in the case study was easily and freely granted with any logistical requirements such as visa and research permits.

1.7 Structure of the Thesis

The structure and content of this thesis is divided into seven chapters. Chapter 1 has highlighted the research topic and identified the research gap to be addressed by this study. The research objectives and methodology and the context of the study have also been highlighted followed by the significance of the study.

Chapter 2 is an account of the relevant literature for this research. It starts with an overview of the literature on host community perceptions of tourists more broadly and the theories underpinning such studies. Then it narrows down to the literature on host community perception of volunteer tourists. The chapter proposes a conceptual framework based on the literature which is used to examine the host community perception of volunteer tourists.

Chapter 3 is an account of the "how and why" the research was conducted. It identifies the research methodology, paradigm and strategy to be adopted by this study. The selection of the case study community and research participants are discussed along with the data collection process and the chapter concludes by introducing an analytical framework to guide the analysis of the data.

Chapter 4 presents the results of the study and address the first objective of this study. It starts with a case study narrative of the major issues occupying the case study host community. This is followed by a conceptualization of volunteer tourists by the host community stakeholders, and the experiences and expectations of the host community to volunteer tourists.

Chapter 5 further presents the findings of the study by introducing a new conceptual model for the host community's perceptions of volunteer tourists in the developing country perspective. It outlines the key attributes influencing the host community perceptions of volunteer tourists and thus addresses the second objective of the study.

Chapter 6 brings together the previous findings chapters (4 and 5) and discusses them based on the meanings and understandings of volunteer tourists, key attributes and their relevance and the trust and mistrust associated with volunteer tourists and VTOs and positions the findings on the literature.

Chapter 7 concludes the thesis by revisiting the research objectives. It further discusses the contribution of this study to the literature as well as its practical limitations. This is followed by recommendations for future research and the implications for the host community and researchers are outlined.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The previous chapter introduced the two main objectives that this study seeks to address. The first objective is to create an understanding of the host community's perceptions of volunteer tourists in the NTC, Tanzania. The second objective is to examine and identify the key attributes that shape the host community's perceptions of volunteer tourists. These objectives will be addressed with a clear focus on a developing country's perspective. In order to achieve these objectives an understanding of the existing trends, issues, concepts and theories underpinning this study is necessary. Therefore the present study will discuss the relevant literature from tourism, volunteering, and volunteer tourism fields to inform its research design. Although this study focuses on how the host community perceive volunteer tourists, it is important to acknowledge the overlap that exists between the concepts of volunteer tourist and volunteer tourism. Volunteer tourism will feature in this study to reflect the structural and organizational aspects of volunteering.

The chapter will be structured as follows: the first section gives an overview of literature on the concepts of volunteer tourism and host community by highlighting how they have been conceptualized from various perspectives. This is followed by a section that elaborates on the theoretical frameworks underpinning the study of host community's perceptions of tourists. The chapter goes on to discuss the linkage between volunteer tourism and sustainable community development followed by potential benefits and costs of volunteer tourists to the host community. The relationship between volunteer tourism and poverty alleviation will follow. The chapter concludes by highlighting the research gaps identified from the literature and presents a conceptual framework to examine the host community's perceptions of volunteer tourists.

Chapter 2: Literature review

2.2 The Concepts of Volunteer Tourism and Host Community

2.2.1 Volunteer Tourism

Stephen Wearing provided a definition of volunteer tourism in his 2001 book *Volunteer Tourism: Experiences that Make a Difference* and defined it as "a development strategy leading to sustainable development and centering the convergence of natural resource qualities, locals and the visitors that all benefit from tourism activity" (Wearing, 2001: p. 12). Similarly, he defined volunteer tourists "as those tourists who, for various reasons, volunteer in an organised way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment" (2001, p.1). Despite its widespread citation, this definition has been accused of lacking clear boundaries of what constitutes a volunteer and/or volunteer tourist. For instance, Uriely et al., (2003) propose that the boundaries of volunteer tourism need to be defined. They suggest that the notion of volunteer tourism should be expanded beyond those who engage in volunteering as tourists, visitors or guests and include members of the local community who volunteer in the tourism industry vis-a-vis volunteers that operate tourism or leisure attractions and provide services to tourists.

In the same line of thinking, Daldeniz and Hampton (2011) assert that a 'broader understanding of volunteer tourism (hereafter referred to as voluntourism) can be achieved by incorporating time variations and lifestyle choices of individuals who go beyond the short volunteer project work and indeed volunteer for longer periods of time and even without a clear altruistic agenda but still contribute to poverty alleviation and increase environmental awareness" (p.30). These authors categorize volunteers into two groups: VOLUNtourists, whose main motivation for undertaking a longer term commitment in a volunteer development project is based on altruistic motives to help the local communities; and VolunTOURISTS, for whom tourism activity is the main driver to accept voluntary work. Similarly, Brown and Lehto (2005) describe volunteer tourists based on their motivation to travel and the amount of time spent on volunteering. They refer to those who devote a small part of their trip to render voluntary services to the destination as 'vacation-minded volunteers'; and travellers devoting most of or their entire trip to render volunteer services to the

community being described as 'volunteer-minded travellers'. While categorizing volunteer travellers based on time and lifestyle choices can be conceptually logical, the understanding of the concept in practical field settings might be challenging. This can be illustrated as the volunteer tourist continuum (see Figure 2.1) which shows two extreme ends of volunTOURISM and VOLUNtourism. The continuum conceptualizes volunteer tourism by bringing together some of the key determinants based on the key drivers, time, organizational setting and the areas of activities or projects. Approaching volunteer tourism in this way provides evidence of the overlap between the volunteering and tourism components of the experience.

Figure 2.1: The Volunteer Tourist Continuum
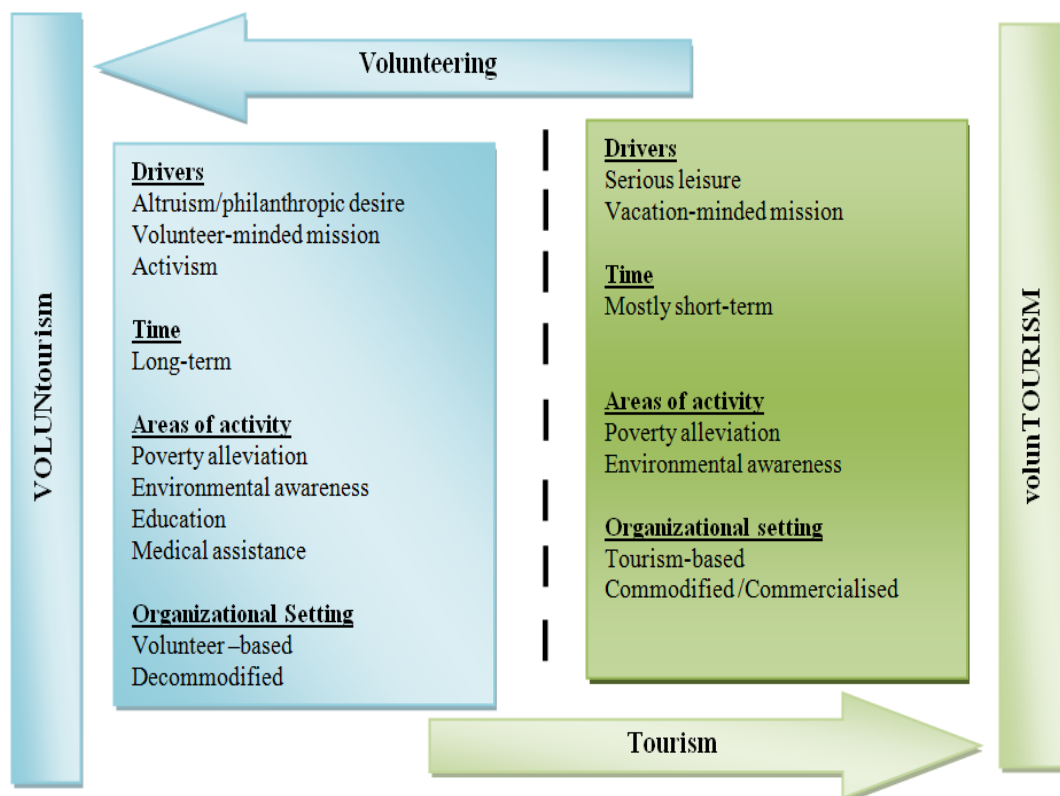
Source: Adopted from Brown and Lehto (2005) and Daldeniz and Hampton (2011)

In order to foster a broader understanding and knowledge of the concept of volunteer tourism, more research is needed from different contexts and dimensions. This implies that volunteer tourism should not only be viewed from a tourism context but also there is a need to view it from a volunteering context too.

The continum (Figure 2.1) illustrates how volunteer tourists are conceptualized by different scholars in the existing literature which is mostly focusing on volunteer tourists. What is not clear from the current literature is how volunteer tourists are conceptualized by the host community and from the developing country context. The host community-volunteer tourist interaction might be shaped by the respective location of volunteers in the continuum. Likewise, based on their motivations, time, areas and organizational settings the volunteers might not be in the same place on the continuum. There is a need to understand what the host community understands about the concepts of volunteer tourism and volunteet tourists. This will not only assist in broadening the understanding of these concepts but also to strengthen the theoretical and conceptual base of volunteer tourism knowledge. Therefore, the literature review in this study will focus on the host community aspects.

2.2.2 Host Community

There is no definitional consensus on the term 'community' and different authors have been defining it to suit their study purposes. For example, according to Aref et al. (2010) a community refers to "a group of individuals living or working within the same geographic area with some shared cultures or common interests" (p.156).With regard to tourism development, Mattessich and Monsey (2004) defined community as a "people who live within a geographically defined area and who have social and psychological ties with each other and with the place where they live" (p. 56).

In volunteer tourism research Raymond (2008) defines host community as "people that live in the area in which the volunteer tourism projects take place" (p.2). Similarly, Gray and Campbell (2009) define the host community as "actors directly engaged with the supply side of volunteer tourism" (p.468). These definitions exclude some members within the host community and the present study questions their appropriateness in a developing country case study. The first definition excludes members who live outside the volunteer tourism project but they are directly or indirectly engaged with the project. While the second definition excludes all members of the host community not directly engaged with volunteer tourists.

Chapter 2: Literature review

2.3 Host Community Perceptions of Tourism

McGehee and Andereck (2009) state that "research in the area of host community attitudes toward tourism has been one of the most thoroughly and systematically studied areas of tourism"(p. 40). Therefore, this rich and well-documented research in host community perceptions toward tourism in general will be utilized as a foundation and framework to shape the study of host community's perceptions of volunteer tourists.

According to Williams and Lawson (2001) there are several reasons why the host community's perception to tourism is important. For instance, they argue that "commercial tourism ventures may be hampered or terminated by excessive negative host community sentiment towards any form of development" (p.270). Also, research into the antecedents of host community reaction to tourism can help planners. For instance, if it is known why a host community supports or opposes the project, it will be possible to select those developments which can minimize negative social impacts and maximize support for such alternatives. Furthermore, Aguilo and Rossello (2005) posit that "if different profiles of groups within a particular community are known, development strategies can be selected that minimize any potential negative effects and maximize the overall population's support for such alternatives, while allowing identification of those groups most likely to disagree with these strategies" (p.928). As such, quality of life for the host community can be enhanced, or at least maintained, with respect to the impact of tourism in the community. Arguably, the aforementioned reasons for understanding host community perception also apply to the development of volunteer tourism.

2.3.1 Theoretical Frameworks on Host Community Perceptions

There is a plethora of literature that showcases the theoretical perspectives on the perception of tourism including postmodernism (Mustonen, 2005; Uriely *et al.,* 2003), social movement theory (McGehee, 2002), development theory (Simpson, 2004) and grounded theory (Halpenny & Caissie, 2003). But most of these studies are based on the demand side (volunteer tourist) perspective. As McGehee and Andereck (2009) point out, these theoretical frameworks are more focused to volunteer tourists rather than on the host communities.

A number of theoretical concepts have been applied in the study of host

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community's perceptions and attitudes, including life cycle theory, equity theory, and stakeholder theory (Easterling, 2004, 2005; Perdue, 2003). While each of these perspectives has received attention and contributed to the theoretical foundation of host community perception literature, the majority of existing research has utilized social exchange theory. This theory suggests that people are positively disposed toward actions from which they benefit and negatively disposed toward actions from which they incur costs of some kind (McGehee & Andereck, 2009). Arguably, the volunteer tourism industry in any form consists of exchanges between and among individuals, various stakeholder groups and organizations.

However, recent findings by Ward and Berno (2011) have revealed that the social exchange theory lacks 'theoretical sophistications' (p.1556); thus there is a need for the researchers to think beyond the social exchange theory in order to establish a rigorous theoretical base of host community perception literature. They go beyond the social exchange theory by proposing other theoretical frameworks that can add some rigour and sophistication to the study of perceptions and attitudes towards tourists. These are the contact hypothesis and Integrated Threat Theory. Ward and Berno's findings revealed that demographic factors such as employment in the tourist industry and residence in a developing country predict a more favourable perception towards tourists. Their results further revealed that contact with tourists and low level of perceived threats exerted incremental and positive influences towards tourists. Although these theories have not been used in the context of volunteer tourism literature, they appear to be relevant in addressing the perception of volunteer tourism by the host community.

2.4 Volunteer Tourism and Sustainable Community Development

For any form of tourism to be considered suitable for both the volunteer tourists and host community development it must be subjected to the principles of sustainability. However, the question of whether volunteer tourism is sustainable is complex and lacks clear empirical answers. Volunteer tourism like any other form of tourism needs to be subjected to the relevant, feasible and comparable indicators which could help key stakeholders to make informed decisions and to measure progress towards sustainable tourism and development goals. Aguilo and Rossello (2005) argue that,

in order to achieve long term sustainability for the tourism industry, planners and managers must take into account the host community's views.

Nevertheless, volunteer tourism features in a sustainable tourism development context if it is linked to the three key pillars of sustainability namely economic, social and environmental. According to the World Tourism Organisation (1995), sustainable tourism is tourism which leads to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. In the same line of thinking sustainable tourism development is defined as a process which meets the needs of present tourists and host community whilst protecting and enhancing needs in the future (World Tourism Organisation, 1995). The emphasis on host community in this context can also be attributed to the key principles of volunteer tourism which showcases the host community as a key stakeholder of volunteer-based projects rather than mere beneficiaries. As Lyons and Wearing (2008, p.148) put it "community involvement is inherent to the concept of sustainability and the concept of volunteer tourism". One of the key elements of community-based and volunteer tourist experience is sustainability and in that respect, for volunteer tourism to succeed, it has to be sustainable for both the social and natural environments of the area visited.

The sustainability of volunteer tourism can also be seen in the context of alternative tourism. Wearing (2001) defines alternative tourism as "forms of tourism that set out to be consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences" (p.32). Gray and Campbell (2007) situate volunteer tourism under the umbrella of alternative tourism and ecotourism. As stated earlier in literature, the central motive of volunteer tourism is to bring about positive impacts to locals in the host destination, conserving the environment while at the same time ensuring a mutual relationship between the volunteer tourists and local communities (McIntosh & Zahra, 2007; Sin, 2009). It can be argued that the host community's perceptions of volunteer tourists will depend on how the three key pillars of sustainability have been realized. The discussion on volunteer tourism and sustainable development

provides the context for considering the benefits and costs of volunteer tourism for host community. Therefore, the next section highlights some of the benefits of volunteer tourism to the host community as identified by the literature.

2.4.1 Benefits of Volunteer Tourism to the Host Community

The majority of research on volunteer tourism has tended to focus on the benefits for the volunteer tourists, with only limited primary research relating to the impacts of volunteer tourism on the host community. Although volunteer tourism projects often claim to provide benefits to local people and promote development and natural resource conservation within host communities, there is a lack of current research to confirm this or assess the ways in which they do so (Fee & Mdee, 2011). Little academic research focuses specifically on how to achieve mutual benefit between volunteer tourists and host communities (Ingram, 2011; Raymond, 2008). For example, McGehee and Andereck (2009) claim that "there is a great deal of anecdotal evidence that volunteer tourism is advantageous to local communities, but to date no empirical research has been published" (p. 42). This is echoed by Ingram, (2011, p.215) who posit that "extensive searches of the literature reveal, in fact, that almost no evidence exists of studies examining, from any perspective the effect volunteer tourism has on host communities". Despite the lack of empirical evidence to support the contribution of volunteer tourism to the host community, some authors insist that volunteer tourism has more benefits to the host communities than the mainstream tourism. Based on the three pillars of sustainable tourism development namely economic, environmental and social dimensions, the following section discusses the potential benefits of volunteer tourism to the host communities.

Economically, volunteer tourists contribute to the host community as participants in the tourism industry. Most volunteer tourists combine their volunteer work with tourist experiences, visiting tourist sites in their spare time (Sherraden, et al., 2008). Moreover, it is argued that volunteer tourism provides a more sustainable development strategy than conventional forms of tourism, most notably due to the claims of its significant potential to directly benefit host community members (Wearing, 2001). For instance, volunteer tourist programmes on conservation are often located in remote areas and can therefore bring an important new source of

employment to these areas (Clifton & Benson, 2006). In some cases, these areas may have few alternatives and volunteer tourists can provide opportunities for diversification of the local economy. Take for example the destinations such as East Africa where the major tourism product is wildlife/nature-based tourism. Only communities adjacent to protected areas such as National Parks and Game Reserves are likely to accrue the direct benefits from tourism. But in the case of volunteer tourism, even communities which have never had an opportunity to benefit directly from contemporary tourism are likely to benefit from volunteer tourism. Benson (2011) posits that, "Volunteer tourism has a voice in almost every country of the world" (p.241) and is therefore a more widespread form of alternative tourism.

Volunteer tourism can also bring social benefits to the host community in terms of cross-cultural understanding; promoting local and indigenous cultures, arts and heritage; preserving the social and cultural fabric and integrity of a host community (McIntosh & Zahra, 2007; Sin 2010; Sherraden *et al.,* 2008). For example, McIntosh and Zahra (2007) claim that volunteer tourism projects can contribute to developing an increased sense of pride among the local culture. The results of interviews conducted with residents of the Bay of Plenty in New Zealand highlights the mutually beneficial nature of volunteer tourism in a cultural context. As a result, volunteer tourism is considered to be less likely to cause adverse socio-cultural impact on the host community than conventional tourism. The above example reflects the developed countries' perspective, it is not clearly understood whether the same can be experienced from the perspective of developing countries.

Volunteer tourists may also have positive impact on the natural environment. According to Wearing (2001) volunteer tourists are at the forefront in sustainable environmental management and conservation. This has been witnessed in volunteer tourism projects focusing on conservation or environmental research such as the elephant conservation and Gibbon Rehabilitation Projects in Thailand; and sea turtle conservation in Costa Rica to mention just a few (Gray & Campbell, 2007).

In a developing country context, volunteer tourism has been linked to poverty alleviation and its potential contribution is now discussed before introducing a more

critical tone to the debate. The aforementioned benefits can be realized differently by host communities depending on the volunteer tourists' understanding of the level of poverty prevailing within each community. The next section discusses the relationship between volunteer tourism and poverty alleviation by highlighting how poverty brings together the developed and developing worlds under the volunteer charter.

2.4.2 Volunteer Tourism and Poverty Alleviation

The relationship between tourism and poverty alleviation has been an issue of concern to most developing countries. In over 50 of the world's poorest countries, tourism is one of the top three contributors to economic development (World Tourism Organization, 2000, cited in Scheyvens, 2007, p. 231 & 232). The tourism industry "offers an ideal avenue through which poorer countries can open up to the benefits of globalisation" (Scheyvens, 2007, p.231). As this thesis research represents a case study from Tanzania, a poor and developing country, it is imperative to establish the linkage between volunteer tourism and poverty alleviation. Like any other forms of tourism, volunteer tourism is considered one of the mechanisms for the alleviation of poverty in developing countries (Hall, 2007).

Recently, volunteer tourism has become a potentially ethical model of travel to poorer parts of the world; one that stresses sustainability and reciprocity in terms of bringing benefits to host community and guests alike (Crossley, 2012). Volunteer tourism is also assumed to clearly engage with the pro-poor tourism agenda, whereby volunteer tourists are involved in consuming holidays in poor destinations. Freire-Medeiros (2011, cited in Crossley, 2012) links volunteer tourism with "poverty tourism/poorism". This is regarded as one of the latest tourism market niche which involves travel to poor parts of the world and even tour of slums.

In one of the works on young volunteer tourists, Simpson (2004, p.688) found some insightful results regarding the perception of poverty in developing countries from the Western developed society's perspective:

> "Rather than finding commonality between the developed and developing worlds, volunteer tourists are emphasizing difference and establishing a dichotomy of 'them and us'. Poverty is allowed to become a definer of difference, rather than an experience shared by people marginalized by resource distribution. Poverty becomes an issue for 'out there', which can

be passively gazed upon, rather than actively interacted with." (Simpson, 2004, p.688)

Crossley (2012,) further posits that most "volunteer tourists from the developed world are embroiled and invested in a culture that embraces affluence, materialism and consumption and thus for them poverty might signify lack, failure and otherness" (p.242.). Therefore it can be argued that, if that is the prevailing perception of volunteer tourists towards the poor host community, then volunteer tourists will in most cases position themselves as superior beings intending to change and/or alleviate the material poverty of the host community.

Simpson further found that there is a great deal of "romanticization of poverty, as volunteer tourists tend to portray materially deprived societies as happy with their way of life and as adequately compensated for their poverty by emotional, spiritual or community wealth" (Simpson, 2004, p.688). Moreover, study also revealed that volunteer tourists expressed how observing poverty had made them feel lucky and enabled them to develop greater appreciation for their own situation and wealth. In this scenario, it appears that some volunteer tourists' motives might not be purely based on bringing about development and alleviating poverty in the host community but rather for their own self development.

Consequently, Zahra and Mclntosh's (2007,) research claims that the "confrontations with poverty and suffering provokes volunteer tourists emotive reactions including sentimental outburst of grief, tears, action, giving away money, and even escape" (p.117). In light of the above literature, it is expected that if the volunteer tourists come with such superior mentalities in the bid to change the lives of the poor local people, a common goal might not be achieved as far as volunteer tourism practices are concerned. Therefore, level of poverty might be a key attribute that is likely to influence the host community's perception of volunteer tourists.

2.4.3 Critics of Volunteer Tourism

Regardless of the aforementioned benefits of volunteer tourism there has been some criticism and problems associated with this concept. Guttentag (2009), Stoddart and Rogerson (2004), and Wearing (2001) take a critical stance by cautioning that it is time for the research community on volunteer tourism to refrain from the prevailing

notion that volunteer tourism is a panacea for all problems associated with the conventional mass tourism. Despite the lack of empirical evidence, they argue that it is a grave mistake to view volunteer tourism from a single lens of positive impacts without critically analysing it like any other form of tourism. This is echoed by Griffin (2004) with an argument focusing on the view that "just because a form of tourism is not mass, it does not necessarily equate to positive impacts" (p.20).

One of the greatest challenges of volunteer tourism is avoiding the dangers of commodification engendered by mass tourism and even ecotourism (Gray & Campell, 2007; Coren & Gray, 2012). While volunteer tourism is seen to have emerged as a direct reaction to mass tourism, it remains questionable as to whether it is really able to separate itself from market-driven ideologies and the negative impacts associated with mass tourism. Linking back to the three pillars of sustainability the commodification of volunteer tourism can be perceived in three different dimensions namely environmental, economic and cultural. Regarding environmental commodification, Cousins *et al.* (2009) note that natural resources of the host community are commercialized and reduced to marketable products, valued only for the revenue they can be made to yield.

On economic commodification, volunteer tourism activities are increasingly seen as business ventures to be exploited for its profit margins. A volunteer tourist becomes another consumer of market product (i.e. commodified leisure) thus creating an unsatisfied need in order to foster demand (Wearing, 2001). Indeed, "evidence of commodification of volunteer tourism is also evidenced in large tour operators competing for a share of this new market niche" (Lyons and Wearing, 2008, p.7). Thus few of the economic returns for volunteer tourists trickle down to the host community while most profits goes to the Volunteer Tourism Organizations in developed countries or to private business enterprise.

Regarding cultural commodification Wearing (2001, p.39) has pointed out that 'culture is consumed, photographed and taken home as a memento of the tourist's brush with difference'. Corporations are utilizing the commodification of destination culture so as to serve their profit purposes better whereby "culture is packaged, priced and sold like fast food". The intercultural exchange between the volunteer

tourists and the host community is one of the major attributes which alledgely make volunteer tourism a more sustainable form of tourism. But this can only be achieved if there is a clear understanding of the traditional and cultural philosophies of the host community in question.

Volunteer tourism is also criticized for exacerbating structural inequalities and dependency in some host community (Simpson, 2005; Sin, 2010; Raymond & Hall, 2008). Sin (2010) for instance argues that if volunteer tourists do not reflect the sense of equal and caring responsibilities, this can replicate the existing structural inequalities and power hierarchies that keep the volunteer tourist in a privileged position while continuing to undermine the locals in host community despite its stated intentions of empowering and benefiting the locals. Sin further notes that the existing North– South conundrum has some historical implications that can widen the level of dependence and thus encourage new-colonialism.

2.5 Volunteer Tourism Stakeholders

Although this study is focused on the host community perspective, it is imperative to understand the host community-volunteer tourist interaction by highlighting the driving forces behind each key stakeholder. The understanding of the primary interaction between key stakeholders can help to figure out the perception of a host community towards volunteer tourists. More importantly, it can be argued that appropriate stakeholder involvement can save costs in the long run, contribute to the integration of knowledge, lead to well-informed decisions, and ensure equity and equality by reducing power imbalance among different stakeholders (Jamal & Getz, 1995).

Therefore, the examination of the stakeholder groups within a host community will aid in building a conceptual model of the host community perception of volunteer tourists. Host community includes multiple stakeholders including members and staff from the private sector, the not-for-profit sector and the public sector as well as the local people who have no affiliation with the three other sectors. However, it should be noted that there is an overlap between these host community stakeholders

because some ordinary local people might be employed or are directly involved with the private, non-profit and public sectors.

According to Zhao and Ritchie (2007) there are six salient stakeholder groups that are relevant to any anti-poverty tourism research. These include the poor/local people, private sector, public sector, not-for-profit sector, tourists and aid donors. While Zhao and Ritchie's classification of stakeholders was designed for anti-poverty tourism research, it can be adopted for this study bearing in mind that volunteer tourism can also contribute to poverty alleviation and has a relatively similar group of stakeholders. These stakeholders can be further classified into two groups namely the destination and origin-based stakeholders in order to establish the relationships between the host community and volunteer tourists.

2.5.1 Destination-Based Stakeholders

These are members of the host community who are directly and/or indirectly involved with the volunteer tourists. This goes beyond Gray and Campbell's (2009) definition of host community as "actors directly engaged with the supply side of volunteer tourism" (p.468). This study will consider a more nuanced picture of multiple stakeholders within the host community who are directly and indirectly impacted by the presence of volunteer tourists in the host destination. This section groups the destination-based stakeholders as follows:

2.5.1.1 The Private Sector

This entails organizations which are established with profit-making motives in terms of investment, product development, marketing and operations (Zhao & Ritchie, 2007). Despite their contribution to the tourism industry, they are also accused of commercializing volunteer tourism by promoting it as a special tourism niche to benefit them financially at the expense of the poor host community. The perception of this group towards volunteer tourists should be known in order to ensure the sustainability of volunteer tourism. This group might include tour operators and related tourism investments such as bars and restaurants, lodges, shops, local transportation and the likes.

2.5.1.2 The Public Sector

This includes governmental bodies which play a strong role in terms of leadership and appropriate intervention, education, coordination, regulation and implementation (Zhao & Ritchie, 2007). The role of the public sector in volunteer tourism has some policy and legislative implications. This can influence the flow of volunteer tourists to any destination.

2.5.1.3 The Not-for-Profit Sector

This refers to "a multi-level group of voluntary and non-profit organizations that, independent from the state, market and family spheres, are dedicated to promoting public good, especially for marginalized or disadvantaged social groups" (Zhao & Ritchie, 2007, p.131). The not-for-profit sector is also an important medium through which aid is channelled in that it has a common interest in development and is able to reach the poorest community (Edwards & Hulme, 1996). Many VTOs fall under this category and are dedicated to alleviate the material poverty that is striking the most marginalized societies in the developing world.

2.5.1.4 The Local People/Poor

These are the socially, economically and politically marginalized groups within a community in the planning and development process (Zhao & Ritchie, 2007). They are the targeted beneficiaries of most community development projects. From the volunteering perspective and based on Wearing's definition of volunteer tourists (2001, p.1) it can be argued that the targeted group in the volunteering process are the local people and disadvantaged groups in society. From the perspective of developing countries, this group of stakeholders accounts for the majority of the population in most developing countries and thus there is a need to consider this group in terms of understanding their perception of volunteer tourism/tourists.

2.5.2 Origin-Based Stakeholders

These are the international travellers/volunteer tourists who volunteer as well as the sending organizations which send them. While some volunteer tourists work under the direction of the sending organizations, some can travel independently to the host destination to volunteer. The interaction in both scenarios can yield varying results depending on the projects within the host community and the type of volunteers.

According to Sherraden *et al* (2008), most volunteer tourists tend to be young, educated, affluent, and white and come from developed countries.

It is important to note that this research is also working towards developing a conceptual framework based on the literature and the aforementioned stakeholders will feature as an important component of the framework. The next section discusses some of the key attributes that might influence the host community's perception of volunteer tourists. These attributes will help to address the second objective for this study and they will also feature in the conceptual model that will be developed by this study.

2.6 Host Community's Attributes and their Perceptions of Volunteer Tourists

In their bid to identify the individual and institutional predictors of volunteer tourism outcomes/impacts, Sherraden *et al,* (2008) developed a conceptual model (see Figure 2.2) which identified a number of key attributes for determining impacts. Their conceptual model suggested that "the outcomes of host communities, volunteers and sending organizations will vary depending on volunteer attributes and individual capacity, as well as program attributes and institutional capacity" (p.397). The present study argues that the host community attributes have been overlooked by this model. It is clear from the conceptual model that the host communities have been recognized as beneficiaries and they have been only represented in the final stage vis-a-vis the outcomes or impact stage. While the volunteer and institutional attributes have been clearly shown by the model, the host community attributes have been ignored. A critical explanation is needed to show how the host community attributes can be addressed and suggest how it could be improved and which attributes and capacities could be considered to add more value. While it can be argued that Sherraden *et al,* (2008) might have taken a demand side approach, there is still a need to find out how the model could be addressed by focusing on the supply side or host community perspective. Building on the Sherraden *et al* (2008) conceptual model, this study will empirically address the role of host communities and the key attributes which could influence their perceptions of volunteer tourists.

Figure 2.2 Conceptual model: International volunteering and service impacts
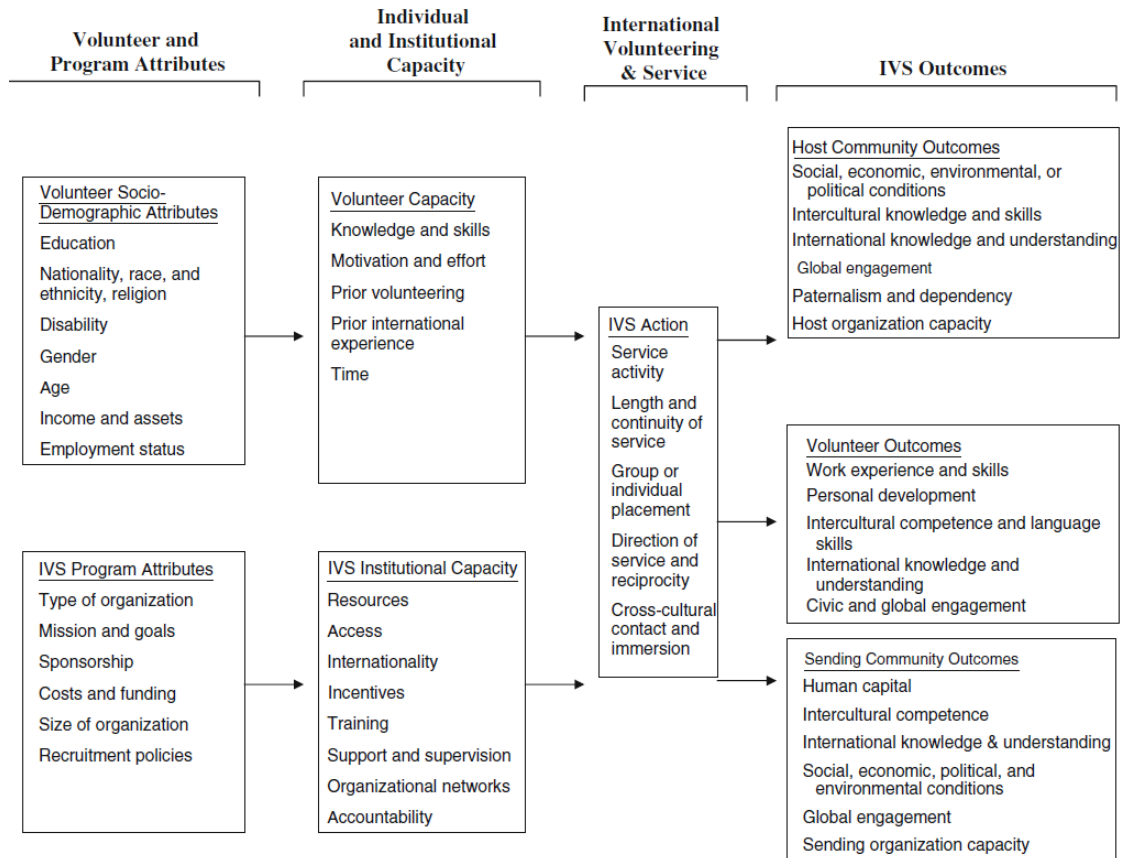
Source: Sherraden *et al* (2008, p.397)

The exclusion of the host community from Sherraden et al's model in terms of their attributes and capacities can be explained by a number of scenarios. First, it might be due to most volunteer tourism organizations giving more priority to the volunteer tourists as opposed the host community. It appears that volunteer tourism organizations operate on the assumption that the host community members are just mere recipients of the volunteer services. Regarding the hosts as the receiving entity rather than collaborating and equal stakeholders in the volunteering process might hamper the performance of some volunteer tourism programmes. This is likely the case in some if not many programmes but there are also many sending organizations who claim that they do collaborate/partner with the host community. However, the forms and fairness of these partnerships are certainly questionable in terms of ensuring responsible and sustainable tourism (Fee & Mdee, 2011).

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The second scenario might be based on the discourse of care and responsibility. Central to responsible and volunteer tourism is the idea that tourism ought to consider ethics, morals and responsibility, and that this is especially crucial from the position of the developing world. The prevailing assumption in this case (Sin, 2011) is achieving equal and caring relationships between the volunteer tourists and the host community. Sin is of the opinion that if volunteer tourism does not reflect the sense of equal and caring responsibilities, then it will be in one way or another replicating the existing structural inequalities and power hierarchies that keep the volunteer tourist in a privileged position while continuing to undermine the locals in host-communities despite its stated intentions of empowering and benefiting the locals.

The third scenario might be bridging the North-South economic gap. The prevailing assumption in this context is that the North countries which are more privileged ought to support the south countries, which are mostly inhabited by the poor of the poorest and economically underprivileged under the umbrella of social responsibility and through volunteer tourism. It is not uncommon to find that most of the emerging forms of volunteer tourist projects are taking the North-South image. This trend has triggered a lot of criticism from various scholarly who associate volunteer tourism with neo-colonialism or in other words a new form of imperialism. While these criticisms still surface in some literature and in the minds of some scholars, little is known about how the host community perceive the volunteer tourists. Although it has been argued that "volunteering usually takes place in developing nations" (Zahra & McIntosh 2006, p.3), the understanding of volunteer tourism should not be limited to the movement of volunteers from developed countries to developing countries. Bearing in mind that most volunteer projects are supply-driven (i.e. they receive volunteers based on numbers rather than the skills on demand by the host destination) and they are mostly under-funded then eradicating poverty would be what Sin (2010) called a "utopian dream". It can be argued that the position of host community in the volunteer tourism literature and the business community should be taken into account.

This section highlights the host community's attributes that might influence the perception of volunteer tourists. These can be categorized into three groups which

can be explained by the fact that different actors at different levels have different needs and aspirations based on the community, the volunteer tourism projects and the host destination. These three groups of attributes have been identified from a review of the literature. The key attributes which might dictate the perceptions of volunteer tourists are community-based factors, project-based factors and destination-based factors. The interplay between these factors and the key stakeholders can influence the way the host community perceives volunteer tourists/tourism.

2.6.1 Community-Based Factors

Looking at volunteer tourists from community-based level, the concept might be perceived by individuals based on their demographic factors such as age, level of education, gender, ethnicity and religion. Other key factors that might influence the perception of the host community towards volunteer tourists include but are not limited to employment, intercultural contact, existing stereotype and perceived threats, level of host community involvement, role of host community in decision-making, costs and benefits of volunteer tourism, socio-cultural attributes of the host community, volunteer tourist-host interaction, and past experience and expectations (McGehee & Andereck, 2009; Ward & Berno, 2011).

2.6.2 Project-Based Factors

There is a diversity of volunteer tourism programmes that manage volunteer tourists in the host destination. Some are commercially run while others are non-commercial, thus having different interests and objectives. Other project-based attributes that can influence the host community's perceptions are project ownership (domestic/foreign); prior consultation of the local people for project establishment; volunteer project objectives and goals; type of volunteer tourism projects; nature of volunteer tourists (vacation/volunteer minded); and life span of the volunteer tourism programmes (Sherraden *et al.*, 2008). It can be argued that volunteer tourist projects are critical avenues which provide the interacting space between the host community and the volunteer tourists.

2.6.3 Destination-Based Factors

Regarding the destination-based factors, the concepts of volunteering and volunteer tourism might be perceived differently depending on the stage of tourism development in the country. Based on Butler's (1980) life cycle model of tourism development, destinations or countries which are touristically developed can perceive volunteer tourism differently compared to destinations which are still at the exploration stage. Other destination-based attributes that can influence the host community's perception include the availability of volunteer tourism regulatory frameworks, the extent of economic reliance on the tourism industry, the recognition of voluntarism in the community development agenda, public-private project legislation, the role of civil society in community development, existing voluntarism and civil society policies and the political regime of the resident. Arguably this might have some economic, socio-cultural and policy implications for the host community and volunteer tourism in general.

2.7 Host Community's Perception of Volunteer Tourists: Research Gap

Drawing from the aforementioned literature this section seeks to identify the research gap which will be addressed by the present study. Compared with mainstream mass tourism, volunteer tourism has been hailed widely by most researchers as the most promising sector of tourism with mutual benefits to both tourists and the host community (Barbieri *et al.*, 2012; Holmes *et al.*, 2010; McGehee & Santos, 2005; McIntosh & Zahra, 2008; Schott, 2011; Sin, 2010; Wearing, 2001). However, despite the increasing interest and positive image portrayed of volunteer tourists, most of the existing literature is largely centred on the volunteer tourist (Broad & Jenkins, 2008; Holmes & Smith, 2010; Lepp, 2008; McGehee & Santos, 2005; Raymond & Hall, 2008; Schott, 2011; Wearing, 2001; McIntosh & Zahra, 2007) with little work directly regarding the perspectives of host-communities. For instance Gray and Campbell (2007) point out that "academic interest in volunteer tourism remains scant, focused primarily on the identities, behaviours, values, motives and personal development of the volunteer tourists" (p.464). They argue that focusing only on volunteer tourists represent "only one half of the story"; thus there is a need to understand the phenomenon of volunteering in tourism by considering the market and destination side of the industry. While it is

not clear from the literature why volunteer tourists have been a major focus for most researchers and volunteer organizations compared with the host communities who are the beneficiaries of volunteer services, it can be argued that, perhaps it is because most volunteer tourism scholars and volunteer tourists themselves come from the developed world and demand side of volunteer tourism.

Similarly, Lyons and Wearing (2008) note that, research on host communities and volunteer tourism is still relatively limited and focuses primarily upon the voices of NGOs and community leaders. They recommend that future research ought to focus on the comparison of meanings, perceptions of impacts and should go beyond host community members who are directly involved and positively impacted by volunteer tourism projects by capturing the voices of the under-represented stakeholders such as minority groups. This is echoed by Clemmons (2012) who points out that volunteer tourism research on host communities is a new direction that calls for much attention from researchers. Therefore, more research on the perspective of the host community and tourism sector is required.

Nevertheless, there has been some attempt to examine the views of host communities towards volunteer tourism. For instance McGehee and Andereck (2009) explored resident attitudes to volunteer tourism in several small communities within Tijuana, Mexico and West Virginia, USA. Based on the social exchange theory they found that the host communities' positive attitudes towards volunteer tourism were a function of benefits accrued from the volunteer projects within their communities. Despite its important contribution to literature on volunteer tourism, this study targeted only the working-class residents in the case study communities and officials of selected volunteer organizations. Therefore the perception of the non-working class and other minority groups were not examined. This study also adopted a quantitative approach thus there is scope to apply a qualitative approach in order to develop a more detailed understanding of the views of the local communities regarding volunteer tourists.

In the same line of thinking Sin (2010) explores both positive and negative opinions of volunteer tourism from the perspective of host-communities in Cambodia. Sin

found that local communities have mixed feelings about the presence of volunteer tourists in their localities. While some expressed their satisfaction and support for the good job done by volunteer tourists, some felt that most volunteer tourists have wrong misconceptions of the host community by thinking that they can change the whole community within a short timeframe of their voluntary work. However, representatives from the private and public sectors were not included in this study.

Geographically, the above are case studies based in Mexico, USA and Cambodia. There is a possibility that the host communities' perceptions of volunteer tourists in these two case studies might reasonably differ from other communities in developing countries in Africa due to the differences in historical and political ideologies. Like other studies done elsewhere the research that has been done in developing countries in Africa has also focused on the volunteer tourists. For instance research has been conducted in South Africa (Stoddard & Rogerson, 2004), Kenya (Lepp, 2008) and Rwanda (Barbieri *et al.*, 2012). The host community perspective is an area that has not been researched extensively in the existing literature in the context of Africa and the NTC of Tanzania in particular.

2.8 Conceptual Framework for Host Community Perceptions of Volunteer Tourists

Based on the reviewed literature, a conceptual framework of the host community's perceptions towards volunteer tourism was developed. The conceptual framework recognizes the host community as an equal partner and/or stakeholder in the process of interacting with volunteer tourists. The framework argues that the host community's perception of volunteer tourists is shaped by, among other factors, the community-based, project-based and destination-based factors/attributes. This framework (Figure 2.3) is framed by the destination and origin-based stakeholders who are involved at different levels and with various interests and expectations. It also takes into account the key attributes that are likely to influence the host community's perception of volunteer tourists. It important to note that more focus will be on the destination side of volunteer tourism (in the developing country perspective) as opposed to the market side (origin) of volunteer tourism.

Figure 2.3 a conceptual framework for host community's perceptions of volunteer tourists
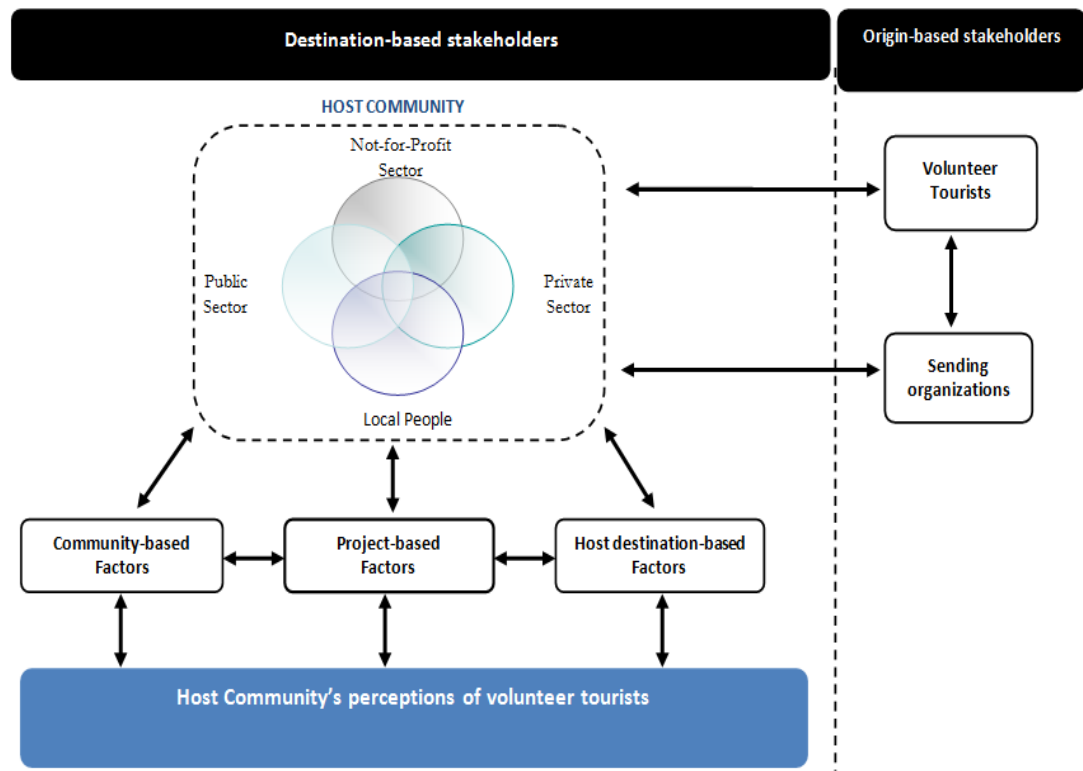
2.9 Conclusion

This chapter has reviewed the relevant literature regarding the host community's perception of volunteer tourists. The research gaps have been identified and the specific objectives have been outlined. This chapter has demonstrated the nexus between the host community and volunteer tourists in the context of developing countries. It has also shown that the host community is being overlooked by researchers. It has been argued that host community members involvement in decision-making and the extent of benefits obtained from volunteer tourism can determine their perceptions of volunteer tourists.

The chapter has proposed a conceptual framework which will be used as a yardstick to guide research on volunteer tourism by highlighting the key stakeholders in volunteer tourism. At the top of the destination side of the framework are the host community stakeholders. As discussed in section 2.5 the host community includes multiple stakeholders: the private, not-for-profit, public sectors and the local people.

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The overlap among these stakeholders has been highlighted on the framework. Below the stakeholders, their perceptions of volunteer tourists are influenced by three sets of attributes (see section 2.6) namely community-based factors, project-based factors and destination-based factors. At the top right are the origin-based stakeholders that include the volunteer tourists and the volunteer sending organizations. This research focuses on the destination side of the conceptual framework whereby the two research objectives will be examined. The framework will also help to determine an appropriate methodology for this study.

In light of the aforementioned literature review, the host community's perception of volunteer tourists can generally be investigated by exploring the nature and impacts of volunteer tourism from the perspective of host community. Based on the conceptual framework, the specific areas that will be addressed by this research are twofold. First is to examine the perceptions of the host community (local people, private sector, not-for-profit sector and the public sector) towards volunteer tourists. Second is to examine the host community's attributes that influence their perceptions towards volunteer tourists. Therefore, in order for volunteer tourism research to be balanced and informative, it has to capture a diversity of perspectives from various stakeholders including the host community. This will be done through an in-depth case study of one village in the NTC of Tanzania. The next chapter discusses the methodological approach that will be adopted in order to collect appropriate data that will answer the aforementioned research questions. This chapter is interlinked with the next chapter because it will guide the framing of relevant interview questions and other stages of data collection process.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The literature review chapter highlighted the research gaps to be filled by this study examining the host community's perceptions of volunteer tourists. These gaps are (1) what are the host community's perceptions of volunteer tourists? (2) What are the host community's attributes that shape their perceptions of volunteer tourists? Accordingly, in order to address these research questions an appropriate methodology was identified and applied.

This chapter is an account of the "how and when" the research was conducted. It begins with the discussion of the research strategy, which justifies adopted approach. The next section discusses the research paradigm underpinning this study. The third section elaborates on the research design. This is followed by a discussion of how data was collected followed by the analytical approach applied. The last section concludes by highlighting the strengths and limitations of the methodology used.

3.2 Research Strategy

3.2.1 Qualitative Research

This research adopts a qualitative approach in order to address the aforementioned research questions. Qualitative research takes an in-depth approach to the phenomenon it studies in order to understand it more thoroughly. Qualitative research methods are appropriate for particular types of research. For instance, Creswell (2005) explains that qualitative research is best used for "research problems in which you do not know the variables and need to explore" (p.45). They can convey a richness and intensity of detail in a way that quantitative research cannot. Frankel and Devers (2000) explain that qualitative research methods are best suited when the research questions pose puzzles that cannot be fully solved using quantitative research methodologies.

Therefore, in order to examine the host community's perception of volunteer tourism, this study adopts a qualitative approach. As Creswell (2009) points out, the focus of qualitative research is on participants' perception and experiences, and the way they make sense out of their lives. The qualitative approach gives the researcher

an opportunity to probe deeply to uncover new clues, open up new dimensions of problems and secure vivid, accurate inclusive accounts that are based on personal experience (Easterby-Smith, Thorpe & Jackson, 2008, p.144). The main aim of the qualitative approach is generally to gain an understanding from the respondent's perspective which includes not only what their viewpoint is but also why they have this particular viewpoint. Therefore, the qualitative method has been chosen for this study because it is appropriately relevant for filling the research gaps identified from the literature and as per the conceptual framework.

3.2.2 Research Paradigm: Social Constructivism

The research philosophy underlying this study is Social Constructivism. This interpretive paradigm is based on the premises that human behaviour, perception and experiences can be studied by understanding and interpreting human actions through the individual's own perspective (phenomenology); meanings are constructed by human beings as they engage with the world they are interpreting; humans engage with their world and make sense of it based on their historical and social perspectives; and the basic generation of meaning is always social, arising in and out of interaction with human community (Finn, Elliott-White & Walton, 2000; Crotty, 1998).

Therefore, this research paradigm shapes this qualitative case study approach towards understanding the host community's meaning and conceptualization of volunteer tourists. As Guba and Lincoln (1994) point out, a constructivist phenomenology is regarded as the most appropriate to investigate socially-constructed realities of the phenomenon under consideration. This is echoed by Creswell (2009) who posits that "constructivist researchers focus on the specific contexts in which people live and work, in order to understand the historical and cultural settings of the participants" (p.8). This implies that a researcher relies as much as possible on the participants' views of the situation under consideration in order to make sense (or interpret) the meanings others have about their social world.

For volunteer tourism, it can be argued that individuals can develop subjective, varied and multiple meanings of their experiences through interacting with volunteer tourism organizations or volunteer tourists. This might lead to a complexity of views

regarding the phenomenon under consideration (Creswell, 2009). The phenomenon under consideration in this particular study is the host community's perceptions of volunteer tourists in NTC, Tanzania. Therefore the principle research examines the participants' experiences with and expectations of volunteer tourists within the developing country perspective.

3.2.3 Case Study Approach

A case study is a type of qualitative, descriptive research that takes an in-depth look at an individual person, a small group of people or participants, organization or an event (Yin 1994). The case study looks intensely at an individual or small participant pool, drawing conclusions only about that participant or group and only in that specific context. Moreover, case study research is deemed suitable when the proposed research addresses a contemporary phenomenon, which the researcher has no control over; the research is largely exploratory; and addresses the "how" and "why" questions (Yin, 1994). As far as the literature is concerned, the volunteer tourism phenomenon is "complex with debates and variations in meaning" (Holmes & Smith, 2009, p.18). Thus, in order to understand what this concept means to the host community in Tanzania, a case study is deemed more appropriate.

The significance of using a case study approach in conducting qualitative research has been supported by various researchers. For instance Patton (1990) argues that case studies can be more manageable than large-scale approaches based on probability and generalizability. Case studies can be particularly useful for studying a process, programme or individual in an in-depth, holistic way that allows for deep understanding (Merriam, 1998). Merriam (1998) further points out, "a case study design is employed to gain an in-depth understanding of the situation and meaning for those involved whereby the interest is in process rather than outcomes, in context rather than a specific variable, in discovery rather than confirmation" (p. 19). In that respect this study adopts a case study approach by identifying a small community with common culture, lifestyle and history in order to understand their experience and perception regarding the phenomenon of volunteer tourism.

While the case study research has been hailed as an appropriate research approach for understanding a particular and complex phenomenon and within a given context,

it has some limitations and challenges. One of the major limitations of a single case study is the lack of statistical generalizability. The goal of this study is not to create a generalizabilty of the perception of volunteer tourism but rather to create an understanding of this complex phenomenon. After having established the theoretical basis for use of the case study approach, it was necessary to identify an appropriate case study in the context of the NTC. The next section highlights the procedures and criteria used to identify a relevant case study for this research.

3.3 Research Design

3.3.1 Criteria for the selection of case study site

It is significant to set a series of criteria to be applied in the selection of an appropriate case study in order to ensure that the information that would be collected will meet the expectation and demands of the study. Patton (1990) and Greenhalgh (1997) posit that in order to determine an appropriate criterion for selecting a study site for qualitative research, the researcher should conduct an intentional selection process to choose specific settings, persons or events. A purposive sampling technique was used in the selection of an appropriate case study. The strength of purposive sampling lies in selecting information-rich cases for a particular study. "Information-rich cases are those from which one can learn a great deal about issues of central importance to the purpose of the research, thus the term purposeful sampling" (Patton, 1990, p.169).

This research was conducted in the NTC, Tanzania. It focused around the Arusha region because it is one of the major locations in the NTC. Figure 3.1 illustrates the sampling steps used to select the case study site from the regional level to the sub-village level. These sampling steps reflect the administrative structure in Tanzania. The selection criteria at each step were based on the population, availability and number of VTOs such as orphanages, clinics, churches and schools.

For ethical reasons, the permission to access secondary data from the relevant authorities at each level was sort. In descending order, permission was granted from the Regional Commissioner (RC), District Commissioner (DC), ward executive officers (WEO) and Village Executive Officer (VEO) to obtain secondary

information for this research. Therefore all the organizations involved with volunteer tourists were identified and finally the sub-village with the highest number of VTOs was selected.

Figure 3.1: Sampling steps for the case study site
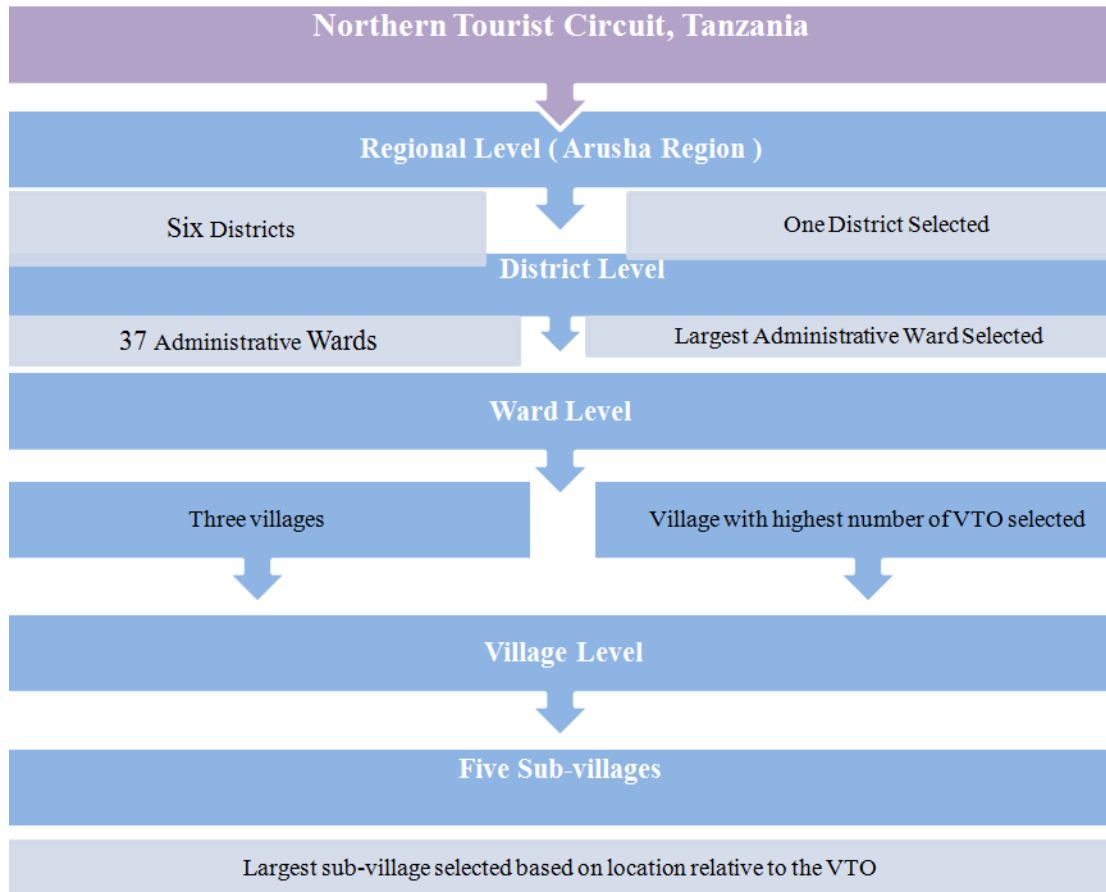
Source: Field Survey, July-September 2012

Foremost, at regional (provincial) level the Arusha region was selected as a focus for this research because it has the largest number of VTOs (see Table 1.3). From the six districts of Arusha region, one district was selected based on the aforementioned criteria. This was narrowed down to the ward level whereby the largest ward was chosen out of the 37 wards. Similarly an appropriate village was selected. The village has more than 11,000 people covering a total of five sub-villages. Thus, in order to get the host community focus, the selection of the case study site was further narrowed down to sub-village level. This selection was based on the location relative to the VTOs as well as the population density. The data collection focused on the host community members within one sub-village. For ethical reasons and in order to

ensure the confidentiality of the respondents the selected ward, village and sub-village are not named and their locations are not revealed.

Prior to the data collection process an inventory of villages which benefit from volunteer services in terms of volunteer programmes within each village such medical clinics, environmental projects, religious-based projects, schools, women and youth empowerment groups among others was conducted. As part of narrowing the study, the relevant information at village, sub-village and household level was sourced from the relevant authorities. This process was aided by liaising with the Ward and Village Executive Officers. From the inventory, a purposive sampling technique was used to select appropriate and relevant village/sub-village to be involved in the data collection.

Analysis of documents obtained from the regional office helped in the identification of the number of volunteer tourist organisations operating in the study village. This list of organizations was also complemented with an online review of VTOs and other charities in the study area with different key search words. However, it should be noted that a comprehensive list of all VTOs in the study area was not found online because some organizations do not have their own websites. Therefore, with the help of the secondary information from the Ward Executive Office (WEO) and Village Executive Offices (VEO), more information was sourced regarding the number and type of VTOs in the study area.

The number and variety of VTOs justifies the significance of selecting this case study. Nevertheless, the availability and establishment of more charitable/volunteer organizations in the study area might be an indicator of the vulnerability and abject poverty that is prevailing within this area. This is an area with a high rate of unemployment, environmental destruction, and poor economic conditions and with a high rate of infectious diseases including the HIV AIDS pandemic. There are also larger numbers of widows, orphans and abandoned children thus calling for more charitable organizations to address the situation. This is an area whereby some people, the volunteer tourism organizations are being seen as their only hope of changing their lives.

3.3.2 Description of Study Site

The Northern Tourist Circuit

This study was conducted in the NTC which is a series of protected areas that have been set aside as key tourism hotspots in the country. The circuit is popularly known for the concentration of tourism activities such as game viewing, hunting, mountain hiking and cultural tourism. The majority of volunteer organizations in Tanzania are located in the NTC. For example, the Arusha region hosts the majority of VTOs in the NTC (see Table 3.1).

Beside the tourist attractions, the availability of reliable infrastructure is a major feature which makes the NTC an appropriate destination for tourists. For example, the presence of the Dar es Salaam - Arusha Highway that links business centres in the Southern and Coastal regions of Tanzania and to neighbouring countries such as Kenya and Uganda; and Kilimanjaro International Airport with daily international flights that link NTC to the rest of the world (see Figure 3.2).

Table 3.1: Volunteer Tourist Organizations in Tanzania

SN	Location	Number of VTOs	Number of Volunteer Programme
1	Arusha	52	148
2	Karatu	2	5
3	Kilimanjaro	16	25
4	Serengeti	3	6
5	Moshi	24	41
6	Shinyanga	1	1
7	Dodoma	3	8
8	Dar es Salaam	32	72
9	Musoma	1	1
10	Iringa	4	11
11	Mwanza	4	13
12	Tanga	6	7
13	Tabora	2	3
14	Zanzibar	18	27
15	Rural areas	16	29

	VTOs in the Northern Tourist Circuit

Source: Volunteer Abroad (2012)

Figure 3.2: Map of Tanzania illustrating the Northern Tourist Circuit

Source: High Vision Tours and Travel Limited (used with permission)

3.3.3 Recruitment of Research Participants

Criteria for the selection of research participants

Selecting an appropriate participant is a crucial step towards obtaining credible and reliable information. According to Greenhalgh (1997), in order to gain an in-depth understanding of the participants' experiences a researcher should, "deliberately seek out individuals or groups who fit the bill" (p.157). Therefore, a series of criteria guided the selection of appropriate research participants. For instance, the characteristics of the participants such as age, gender, the level of education,

religious background, income, geographical region, and marital status were taken into account before the selection of appropriate participants. This justifies the use of purposive sampling by choosing people who fit the characteristics of the study. Therefore, the present study had four groups of respondents from the private sector, not-for-profit sector, public sector and the ordinary local people. Other factors such as gender, disability, and daily economic activities were also considered.

3.4 Data Collection

The collection and management of research data is one of the most critical stages of the research cycle that demands some special attention. This research project collected both secondary and primary data.

3.4.1 Secondary Data Collection

Secondary data are existing data or information collected for a purpose other than that of the researcher (Finn *et al.*, 2000). The major sources of secondary data were written materials and other documents from volunteer organizations, Ward and Village executive offices, official publications and reports, personal diaries and photographs.

3.4.2 Primary Data Collection

The primary data are the new data or original data generated by this research project (Finn *et al.*, 2000). This data was collected from the case study site whereby the research participants were categorised into four groups namely the not-for-profit sector, private sector, public sector and local people. The basis of this classification has been explained in chapter two. The data collection techniques used for this research were in-depth semi-structured interviews and direct observation.

3.4.2.1 Sampling Techniques

A purposive sampling technique was utilized in selecting the research participants for this study. The purposive sampling enables a researcher to use his/her judgment to select the key informants/organization that best enables him/her to answer the research questions and to meet the objective of the research (Greenhalgh, 1997). The sampling process took into account the diversity of interviewees to represent the four groups: the private, not-for-profit, public and the ordinary local people. Selection of

more information-rich participants was based on their active roles in various village committees such as environment, security, education and community development.

In addition, the snowball or chain sampling approach was also used to locate more information-rich participants (Patton, 1990). The process began by asking well-situated people about their fellow local people whom they thought knew or were more knowledgeable in specific areas. This chain of recommended research participants was very useful because it saved time and as well as ensuring the quality of information collected. It is important to note that the study site was one of the most populated villages in the region and thus was not easy to identify key informants through random sampling. Therefore, with the aid of the VEO some potential informants were identified and the chain continued from one interview to another.

Prior to the data collection process, two sets of pilot interviews were conducted as 'dress-rehearsal' of the actual data collection in order to ensure that the interview questions were appropriate and useful for the purpose of extracting the required information (Atkins & Sampson, 2002). The first set of pilot interviews were conducted with six colleagues in my home-based university in Tanzania. The pilot interviews were coded and analysed. This set of pilot interviews was very instrumental in shaping the interview questions and questioning procedure. For instance, the first set of pilot interviews with colleagues were conducted in English. The respondents struggled when they were directly asked what they understood about volunteer tourists and the majority said it was their first time to hear of such a concept. But when the questions were rephrased into tourism and volunteering as separate concepts they seemed comfortable to discuss them. For example, previously the question was *"what do you understand by the term volunteer tourism?"* After the pilot interviews they were rephrased into three different questions as follows: *What do you understand by the term volunteering? What do you understand by the term tourist/tourism? What do you understand by the term volunteer tourist/tourism?*

A second set of pilot interviews was conducted with the host community from the village adjacent to the study area in order to further understand what is expected of the actual interviews from the selected case study. These pilot interviews were

conducted in Swahili and this was even more important because it helped the researcher to note that by directly translating the term volunteer tourist from English to Swahili, the respondents from the local people did not really understand the actual meaning of the concept. From the researcher's perspective, 'volunteer tourists' can be directly translated into Swahili as *"watalii wa kujitolea"*. This phrase did not make a lot of sense to the local people. Thus, it took the researcher some time to understand the exact name of volunteer tourists from the perspective of this host community. This is where the word "sponsors", which in Swahili means '*wafadhili'* emerged. Thus, in the local community setting volunteer tourists are commonly referred to as sponsors (see section 4.3).

Therefore the pilot interviews helped to review the questions as well the questioning style by using different phrases and words which could be easily understood by the respondents during the actual interview sessions. This is one of the significant findings from this research and more details will be discussed in the findings chapter (see section 4.3). The actual data collection commenced with the public, followed by non-profit and private sector and finally with the local people. It was assumed that starting with the local people could have caused some misunderstanding between the local people vis-a-vis the beneficiaries of volunteer services and the volunteer tourism organization.

3.4.2.2 In-depth semi-structured interviews

The aim of semi-structured interviews is to collect information, which captures the meaning and interpretation of the phenomenon in relation to the interviewer's research problem (Easterby-smith, Thorpe & Jackson, 2008). The semi-structured interviews give an opportunity for the researcher to engage with a participant and learn about critical areas that cannot be easily obtained through standardised questionnaires (Bickman & Rog, 2008; Sarantakos, 2005). Semi-structured interviews also allow control over the topic under discussion with no fixed responses for any questions. According to Patton (1987)

> "We cannot observe how people have organized the world and the meanings they attach to what goes on in the world — we have to ask people questions about those things. The purpose of interviewing, then, is to allow us to enter into the other person's perspective" (p.109)

The data collection phase started with a series of in-depth semi-structured interviews with members and/or staff from the not-for-profit sector, private sector staff, and public sector and the local people with different age groups, genders and experience selected based on the aforementioned criteria. Upon their consent, the interviews were digitally recorded. The interviews were conducted in Swahili and/or English. Therefore the non-English speaking participants were provided with the translated versions of the information sheets, consent forms and interview questions. However, some participants, especially NGO employees, voluntarily accepted to be interviewed in English.

A consistent set of both open and closed ended semi-structured questions were used to guide the interview process whereby each interview session took between 40-60 minutes (see appendices 3-6). The open-ended form of questioning allowed the respondents to describe their point of view with no predetermined responses (Patton, 2002). Moreover, the more open-ended the questioning, aided the principle researcher to listen carefully to what the participants say or do in their life setting. This is because open-ended questions have the ability to evoke responses that are: meaningful and culturally salient to the participant; unanticipated by the researcher and rich and explanatory in nature (Creswell, 2009).

Field notes were also taken in a diary to document useful summary information from the interviews. This was useful to inform the limitations, reflections of what had been said and how it has been said and any verbal or non-verbal cues arising during the interview process. After each interview was completed, the recordings were reviewed as soon as possible to establish whether any important themes had emerged that could be included in subsequent interviews (Gibson & Brown, 2009).

3.4.2.3 Direct Observation

This entails the fieldwork descriptions of activities, behaviours, actions, conversations, interpersonal interactions, organizational or community processes, or any other aspect of observable human experience. Data consists of field notes, detailed descriptions including the context within which the observations were made.

3.4.2.4 Sample Population

While there is no precise guide as to the number of interviewees to be included in this kind of study, some authorities on case study design have endeavoured to recommend a range within which the number of interviews for any research should fall (Perry, 1998). For example, Eisenhardt (1989, p.545) suggests between four and ten interviews, whereas Perry (1998) suggests that 35 or so interviews are required to provide a credible picture in a reasonably sized project. De Ruyter and Scholl (1998) posit that between 10-60 respondents, with about 40 in a large project. However, it is worth noting that other factors beyond the sample size need to be taken into account in order to conduct a rigorous qualitative research. For instance according to Patton (1990, p.185) "the validity, meaningfulness and insights generated from qualitative inquiry have more to do with the information-richness of the cases selected and the observational/analytical capabilities of the researcher than with the sample size". Therefore, for this particular study 45 semi-structured interviews were conducted (see Table 3.2).

Table 3.2: Breakdown of Research Participants

Categories of research participants	Nature of Research participants	Number of interviews
Not-for-profit sector	Volunteer Organisation employees	7
	Religious leaders	2
	Community Development Project employees	5
Private sector	Small-scale businesses	7
	Tour company staff	4
Public sector	Village Government leaders	2
	Sub-village Government leaders	1
Local people	Peasant farmers	12
	Disabled local people	5
Total	**(26 males & 19 females)**	**45**

The selection of interviewees took into account the diversity of research participants including local people ranging from the peasant farmers, businessmen/women, sub-village leader, stakeholders and beneficiaries from volunteer organizations. Most of these community development projects are funded and facilitated by individual volunteer tourists and volunteer tourism organizations from within and outside the study village. It should be noted that there is an overlap between the private, public, non-profit and local people because some respondents were directly or indirectly involved with more than one category. The researcher was always aware of this overlap but it cannot be avoided because it reflects the reality of host community stakeholders.

3.5 Data Analysis

The data analysis process is basically done in order to make sense of the data collected and to make it meaningful to others (Patton, 1990). To do this analysis, an inductive approach was adopted. According to Cresswell (2003) an inductive approach is used when a researcher seeks to derive general, abstract themes of a process, action or interaction which is grounded in the views of the participants in the study. This is particularly useful in qualitative analysis when looking at values, attitudes and perceptions.

In order to structure the data analysis, an analytical framework which emerged from the literature was used. The analytical framework was used to guide the analysis and to identify important patterns and categories that address the research objectives. However, it was realized that the key factors shaping the host community's perceptions which had been developed from the literature (Figure 3.3a) did not reflect the actual factors influencing the host community in the NTC. Therefore, the analytical framework for this analysis was improved to reflect the actual field situation in the NTC. This was done through the manual coding of the interview transcripts whereby the new factors emerged (see Figure 3.3b).

Figure 3.3a: Analytical framework for host community perception of volunteer tourists

		Host community perception of volunteer tourists			
		Local community	Private sector	Non-profit sector	Public sector
Determining Factors	Community-based				
	Project-based				
	Destination -based				

From the analytical framework (Figure 3.3b), which represents the NTC the data was analysed based on the key host community stakeholders namely the private sector, not-for-profit sector, public sector and the local people. This implies that host community perception is a function of various factors in relation to the key stakeholders involved at different levels. The perception of the host community in the NTC was influenced among other factors by economic-based, socio-cultural-based, environmental-based factors as well as legal and regulatory frameworks. Therefore, the interplay between the determining factors and host community stakeholders might influence the nature of perceptions towards volunteer tourism and volunteer tourists in the host destination. The analytical framework also depicts the way the respondents have been categorised in order to explore the difference between various stakeholders in terms of their perception towards volunteer tourists.

Figure 3.3b: Analytical framework for host community's perceptions of volunteer tourists in the Northern Tourist Circuit

Stakeholders ⟋ Factors	Host community perception of volunteer tourists			
	Private Sector	Not-for-profit sector	Public Sector	Local People
Economic-based				
Socio-cultural based				
Environmental-based				
Legal and Regulatory				

Therefore the data analysis began by transcribing the digitally-recorded interviews. Transcription involves typing of the interviews into a word processing document in full. It is important to note that most of the interviews (31 out of 45 interviews) were conducted in Swahili and thus the transcription process was also done using the same language. These interview transcripts were later translated into English prior to the coding process. The interview transcripts were carefully and repeatedly read in order to establish the trend and attain an overview of all transcripts. A summary of notes for common issues that emerged from the transcribed interviews was made on a separate notebook. With the help of the fieldwork diary, recollection of each interview transcript was evaluated based on the context under which the interview process was conducted. The fieldwork diary recorded non-verbal cues and emotions which cannot be revealed by the digital recorder.

After having a clear picture and trend of the interview transcripts, the data was manually coded. Coding refers to the marking of the segments of transcribed data with descriptive words, concepts or category names (Easterby-smith, Thorpe & Jackson, 2008). The transcribed data was coded and arranged into respective patterns and categories upon which the common themes which address the intended objectives were identified. Foremost, each interview transcript was individually coded while taking into account how each participant articulated issues related to

volunteer tourists and in accordance to the research objective. Coloured post-it notes were used to record the key themes in the margins of each transcript. This process was followed by a cross-case analysis whereby common themes from different interview transcripts were grouped into categories. The themes on each paper were arranged into clusters and further identification of categories was done. This enabled the identification of relationships and patterns between different categories as far as the research objectives were concerned.

The results for this study are described and presented based on the key themes obtained in analysis and where necessary the quotations from the interviews with the respondents are used to support the description and discussion. For confidentiality reasons the research participants were assigned pseudonyms which reflect the tribal ethnicities that exist in the northern part of Tanzania.

Table 3.3: List of Research Participants (pseudonyms)

Local People	Not-for-profit sector	Private Sector	Public Sector
Amina (F)	Akilimali (M)	Asha (F)	Neema (F)
Daina (F)	Fatma (F)	Halima (F)	Moshi (M)
Hamisa (F)	Kisanga (F)	Lazier (M)	Msuya (M)
Hussein (M)	Maya (F)	Lema(M)	
Kija (M)	Manka (F)	Massawe (M)	
Mbwambo (M)	Mwajuma (F)	Mengi (M)	
Mrema (M)	Munishi (M)	Nassari (M)	
Mziray (M)	Munuo (M)	Ndesanjo (M)	
Murimi (M)	Ngumuo (M)	Sumari (M)	
Ngunwa (M)	Nyansobe (F)	Tabia (F)	
Nyasolo (F)	Rajabu (M)	Temu (M)	
Tabu (F)	Shaban (M)		
Ramadhan (M)	Shirima (M)		
Swaum (F)	Tatu (F)		
Urassa (M)			
Wawa (F)			
Zainabu (F)			
9 M & 8 F	7 M & 7 F	8 M & 3 F	2 M & 1F
17	14	11	3

F =Female M=Male

Source: Field survey for the study, July-September 2012

3.6 Reflexivity

The role of the researcher in the fieldwork has an influence on how the information can be sourced from the research participants. Ateljevic, Harris, Wilson and Collins

(2005) describe reflexivity as looking and reflecting inward upon ourselves as researchers and outward upon those that we research. This section is a reflection of my fieldwork research experience in Tanzania. It highlights my position as a researcher and how it influenced the collection of data from my research participants. Conducting research on volunteer tourism by involving the host community in Tanzania came along with some opportunities and challenges. Being an emerging form of tourism in the country, volunteer tourism has attracted attention from several stakeholders including the politicians, the government, donors, the private sector, not-for-profit sector and the communities within and outside Tanzania.

I spent eight weeks in the field and I deliberately decided not to live within the study village in order to retain my status as a researcher rather than a resident. Therefore, I stayed in the neighbouring village whereby I could easily shuttle to my study site on a daily basis. This enabled me to spend most of the days (more than eight weeks) in and around the community not only during the interviews but also during normal daily routines. It was not a surprise to find that friendships outside the research cycle were created and most of the residents whom I could meet while socializing within the village became friends. Some offered to take me around their projects which earn them their daily bread just because they trusted me. It was interesting to receive calls from previous interviewees inquiring about my progress as well as a readiness to help whenever their help was needed. From the African traditional and cultural viewpoint, it is a norm to express the highest level of hospitality to visitors and in my position as researcher I was privileged to enjoy such an opportunity. Despite being born and educated in Tanzania I was surprised by this high level of support and hospitality from the local people.

Was it because I am Tanzanian and a fluent Swahili speaker? Perhaps it was an advantage in the sense that, I could easily get support and attention from the villagers. By using Swahili it was easy to communicate with participants without any problem as most of people in the area have a low level of education. Role modelling also came into play while conducting research and socializing with the local people in the study. As a researcher I took advantage of my status as a Tanzanian student studying abroad on a prestigious scholarship. From the host community perspective,

it is a great honour and unique opportunity to be an international student. Therefore, some research participants and other local people extended their hospitality by asking to speak to their schooling children and siblings as a role model and a mentor who could motivate them to set their goals as high as possible. This was aided by my supervisor's introduction letter which spoke on my behalf about my background information and the significance of the study to me and the country in general. This provided an important introduction that was especially valued by VTOs.

As expected by the researcher, flexibility is a key feature when conducting qualitative research with local people. This is necessary in order to match and accommodate the prospective research participants' schedules. Most of the appointments were scheduled over the weekends when most of the local people were free of commitments. This is because the majority of them attend church services on Saturdays and Sundays thus they felt comfortable participating in the interviews during the weekends after their church services. Despite this flexibility some appointments were rescheduled up to 2 or 3 times because some local people do not have specific schedules which guide their daily activities. Therefore adhering to specific and scheduled appointments was a challenging task.

I was also surprised by the attention and interest expressed in my research topic. This was evidenced from three respondents who did not only request for the results but also asked for copies of their own recorded interviews. They also expressed their concern over the outcome or results of the study. Despite providing their email and contact addresses on the consent forms, they emphasized the need to be given copies of the final results. However, they complained to have been receiving a lot of researchers, with piles of papers to fill in, without receiving back the response or progress of what happened with the information they gave them.

The aforementioned fieldwork reflection and experience was an extra motivation in my research topic especially during the data collection process and the analysis part of it. It was a good learning experience as a researcher and it has increased my confidence in my topic and my study in general.

3.7 Strengths and Challenges

3.7.1 Strengths
The case study approach to this research is one of its methodological strength. As Merriam (1998) points out, a case study design is employed to gain an in-depth understanding of the situation and meaning for those involved. In order to allow the voice of the host community to be heard regarding their perceptions of volunteer tourists, the case study approached was more appropriate. Previous studies on host community's perception have mainly focused on developed country case studies. Therefore this methodology has taken a developing country perspective by identifying an appropriate case study for this research.

The position of the researcher being a Tanzanian in this case study added some value to this methodology. It reduced the disparities associated with language barriers, because the research was conducted by a native and fluent Swahili speaker (the researcher). This helped in the identification of relevant concepts and meanings from the host community regarding volunteer tourists. This also aided the in-depth semi-structured interview process as no translator was needed to link the researcher and participants. The present research benefited from the fact that the researcher was born and educated in Tanzania and has a clear understanding of the culture, norms and traditions of the communities involved in this study.

The conduction of pilot interviews prior to the actual data collection appeared to be very instrumental in unfolding some crucial concepts which could otherwise have been overlooked by the researcher. The pilot interviews were used as dress rehearsal for the actual field research. This did not only help in the revision and framing of the interview questions but also enabled the researcher to establish a *modus operandi* for the recruitment of participants and the questioning style.

Trust, rapport and good relationships were established in the course of the data collection because the researcher interacted with the host community on a frequent basis. This enabled the researcher to directly observe issues outside the formal interview section through daily social interactions with the host community.

The size of the sample collected was relatively large, which means the researcher had a busy fieldwork schedule. This appears to be a lot of work but worth it. The need to transcribe and translation the interviews were by far too much work and time consuming but very valuable in terms of the findings.

In order to ensure credibility of the data, triangulation in terms of data collection techniques was adopted. According to Patton (1990), "triangulation is a process by which the researcher can guard against the accusation that a study's findings are simply an artefact of a single method, a single source, or a single investigator's biases" (p.470). This study obtained information from a variety of sources namely in-depth semi-structured interviews, participant observation and document analysis. Data was also collected from various stakeholders (see section 2.5) within the host community in order to capture a multitude of opinions and perspectives regarding the research topic.

3.7.2 Challenges

The challenging part of this research was based on the topic itself. The mere mention of volunteer tourism to the local people made some people from the host community associate me with sponsors. They thought being an international student and researching volunteer tourism, the researcher was in a better position either to sponsor them or link them with potential sponsors who could help their children and families. This was not uncommon in a highly populated community which has been hit by absolute poverty and cannot afford their basic needs. This might have an effect on the quality of information collected because some participants might give biased information to please the researcher.

3.8 Ethical Considerations

Foremost, the Human Ethics Application was submitted to the Pipitea Human Ethics Committee and it was approved on 18th May 2012 prior to fieldwork data collection. The information sheet and consent form (see appendices 1 & 2) as well as the introductory letters were submitted to all participants in advance before the data collection process began. However, it appeared that most people did not bother reading through all the documents. Some respondents were illiterate and thus they could not read them. Some claimed they were too long and detailed such that they

had no time to read them. However, it was interesting to note that the introductory letters were very useful because some asked for it beforehand and they asked if they could keep a copy. Therefore, it was necessary to give a verbal summary of the consent form and information sheets before the interview process commenced.

The willingness of research participants to participate was also taken into account. This was very important because some participants especially those directly dealing with the volunteer tourists were sometimes sceptical about the kind of information the researcher was after. They were not ready to give out any financially-related information and anything to do with the number of volunteers they receive within a specific timeframe. Some made it clear that if the research was about financial issues, then they were not ready to participate or give appointments. Therefore, the researcher interviewed only the participants who had voluntarily agreed to participate in the study.

Other factors considered were the logistical constraints involved such as seeking permission to conduct interviews with the subordinate staff with/without the consent of their organizational leaders. This was always the case when consulting research participants who are associated with the private, non-profit and public sectors. As it was promised in the introductory letters, information sheets and consent forms, adherence to ethical conduct was highly considered and practised. The researcher interviewed only the participants who had voluntarily agreed to participate in the study. Therefore, any interview leading to the violation of the ethical principle was avoided.

3.9 Conclusion

This chapter proposed an appropriate methodology to be used in collecting relevant information that will fill the research gaps identified from the literature review. By adhering to the research objectives the chapter has highlighted the research strategy and philosophy underpinning this study vis-à-vis qualitative research and social constructivism respectively. The chapter has backed-up the rationale for adopting such an approach and has outlined the data collection and analysis process. The analytical framework that structured and guided the analysis was partially developed from the literature and from the fieldwork data (interview transcripts). This chapter

links the literature review chapter with the findings and discussion chapters (chapters 4, 5 & 6). The next chapter presents the findings on how the volunteer tourists are perceived from various perspectives by the multitudes of host community stakeholders. This will address the first objective for this study.

CHAPTER 4: HOST COMMUNITY'S PERCEPTIONS OF VOLUNTEER TOURISTS

4.1 Introduction

This chapter discusses the host community's perceptions of volunteer tourists. Due to the sensitivity of the information being addressed by this study and for ethical and confidential reasons the names of the village and the VTOs involved will not be revealed. The flow of this chapter is based on the key emerging themes from the semi-structured interviews with respondents from the host community and in accordance with the first research objective to be addressed by this thesis. This chapter starts by giving a brief narrative of the nature of the case study area where this research was conducted. This is followed by an overview of the host community's meaning of volunteer tourists. It proceeds by discussing the host community's experiences and expectations of volunteer tourists. The chapter concludes by examining the host community's experiences with different volunteer tourism organizations within the study area. In each section the discussion will include views from all the stakeholders within the host community as illustrated on the conceptual and analytical frameworks. These stakeholders include employees from the private sector, the not-for-profit sector and the public sector and the local people who are not directly involved with the aforementioned sectors. However, it should be noted that these stakeholders overlap and thus there is no clear-cut distinction among them as illustrated in the conceptual framework (Figure 2.3). Each section will be summarised and the implications for the host community's perceptions will be highlighted.

4.2 Case Study Narrative

As discussed in section 3.2.3 this study adopts a case study approach by identifying a small community with common culture, lifestyle and history in order to understand their experiences and perceptions of volunteer tourists. Based on the inventory conducted of villages which benefit from volunteer tourist services in terms of volunteer programmes such as orphanages, medical clinics, environmental projects, religious-based projects, schools, women empowerment and microfinance groups, one village was selected as the most appropriate case study for this research in the

context of the NTC. The narrative gives the reader a clear picture of the case study being researched and more importantly the issues concerning the host community. This brief narrative of the case study is also meant to complement and to highlight the context upon which the findings of this research are based. More importantly, this narrative captures the host community's voices rather than the researcher's own perspective.

The indigenous people of this area are of Bantu origin with the dominant tribes being the Wameru, Wamasai, and Waarusha. Other tribes include the Wachaga, Wanyeramba, Wapare, Wambulu and others from different regions of the country (District Council, 2010). These tribes rely on different economic features ranging from agriculture, pastoralism and small business. These tribes have different social features such as language, culture, naming, beliefs and norms. However, one common thing which prevails among these tribes is that all speak Swahili as a national language. Thus it was easy for the researcher who hails from another tribe to communicate with the research participants using Swahili as a medium of communication.

This study focused on one of the most populated and crowded sub-villages in the NTC with a population of more than 4,000 people and more than 1,000 households. The nature of unplanned mud-houses with rusted roofs, dusty roads and infrastructures speaks volumes about the residents of this sub-village. The majority of residents live in absolute poverty and this explains why most VTOs have been established to address the situation. A conversation with one research participant revealed the nature of the case study area:

> *"Historically this is one of the most populated sub-villages in this region. It has a high rate of poverty-stricken people with high rate HIV AIDs victims. This has led to a lot of abandoned children and orphans in the streets. There is a high level of unemployment among youths. This has attracted a lot of charitable, community-based and volunteer organizations to be established in order to rescue some of the most vulnerable people in the society." (Msuya, Public Sector).*

However, like in any other communities in the African setting, not all families or local people are poor. There are few wealthy and successful businessmen and women in this village who live a decent lifestyle. There are also some educated and

knowledgeable individuals in the village and these form some of the village leaders in this community.

There are more than 18 charitable organizations and community development projects involved with volunteer tourists in the study village. These organizations include orphanages, religious-based organizations, income generating activities, village community banks, community home based care providers, community-based family planning programmes, environmental clubs and the like. These organizations are basically geared towards changing the lives of the most vulnerable children in the village, empowering women economically and creating awareness of family planning and the HIV AIDS pandemic. Although, there are other VTOs dealing with women's microfinance, HIV AIDS counselling and environmental issues, the orphanages seems to be more dominant in the study area.

Most international donors and sponsors from the developed world can easily donate their resources if they are meant to assist the impoverished people in the community. It is based on this assumption; the host community in the study village establish charitable organizations that would win donations or funding from volunteers if they are associated with orphans, widows and HIV AIDS. In a discussion with the owners of VTOs regarding the rationale for establishing their organizations, the following was revealed:

> *"We started in 2004, and by taking orphaned and abandoned babies into my own house here and then we got donations from sponsors who helped us construct this orphan home so we take orphans who lost their mothers, at birth usually, abandoned babies…"(Maya, Not-for-profit sector).*

The number of children in these orphanages range from 30-200 children. These are children who have been abandoned by their parents, some have lost their parents due to HIV AIDS, and others are from the poorest families. Therefore orphanages have become the central focus of many volunteer organizations in the case study area. Another issue worth mentioning is the use of the term 'orphanage'. It appeared as if these are centres specifically meant for orphans. According to some local people, children with parents do not qualify to be helped under the umbrella of orphanages regardless of their economic needs. This might be due to the Swahili meaning *'vituo vya watoto yatima'* which can be directly translated to 'centres for orphan children'. But this is not the rule of thumb used by VTOs in the selection of the most

vulnerable children in the community. For instance, a respondent running a non-profit organization revealed the *modus operandi* applied in the identification of the appropriate candidates to benefit from the volunteer services as illustrated below. In the second quote, another respondent clarifies that there are three groups of beneficiaries in most VTOs or orphanages.

> *"This organization was established purposely to assist the most vulnerable children from the surrounding communities such as the orphans and those coming from very poor families. We usually identify them by conducting a survey in different households in the village and based on the information that we get and with our list of criteria we select them. Orphans usually stay with us in the organization building while those with parents or guardians always go back home after school." (Munuo, Not-for-profit sector)*

> *"Mostly these are the neglected/abandoned children because of the economy the parents cannot afford to take care of their children. Therefore we have three groups in our orphanages, those who come from families with both parents alive; we have some with single parents and we have orphans with both parents dead. The major causes of this are diseases and poor economic situation" (Fatma, Not-for-profit sector)*

> *"Most of the volunteers who come here are the source of income to support our locally established volunteer organizations. They are also good English teachers who can teach our children for a very short period of time" (Mwajuma, Not-for-profit sector).*

As a researcher and especially researching about volunteer tourists, I was sometimes mistaken and regarded as a mediator or agent of some volunteer organizations thus I was asked to donate, sponsor a child who was unable to go to school. The fact that I had introduced myself as a NZAID scholar studying in New Zealand, made them believe that I was one of the volunteers who can either donate/sponsor a child or link them to other relevant sponsors.

The availability of tourism facilities, floriculture and horticulture plantations and the nearby mining centre provide the majority of employment opportunities in this village. Most of these jobs are non-skilled and do not have good wages to fully sustain most families. Women in this village are also involved with small-scale businesses such as selling of firewood and charcoal; roasted maize; fruits and vegetables; local brews; second-hand clothes (popularly known as '*mitumba*') and the like.

Socializing in this village is a big thing and it is not surprising to find that the majority of elders spend most of their time in local breweries whereby they have an access to cheap, locally made liquor. Interestingly some of my interviews with the research participants were conducted in local breweries or bars because that was the most appropriate venue to meet the majority of local community members. Someone might argue that, how can a community stricken with such abject poverty indulge in drinking and how do they afford that luxury? In a rural village setting, people have a culture of sharing the little they have based on the expectation that "each dog has its day", that if one cannot afford a container of liquor at that very moment, he might be able to afford it another day. That level of generosity assures those without money to have access to a container of local liquor to help him or her forget the agonies of life's hardships.

Volunteer tourism organizations in this village provide employment opportunities to the local people though it's not clear to what extent. For instance, during a visit to one of the volunteer tourist organizations, the researcher came across a strict notice on the entrance gate that said '*tafadhali usitume maombi, hatuna nafasi za kazi'* which means '*please don't apply, we have no job vacancies'*. Such a notice tends to imply that this organization receives a big number of job requests from the local residents, and thus the notice was posted as a warning signal to the unemployed individuals from the host community. This sometimes creates tensions between the local people and the volunteer tourists in the study village, which arguably might influence the way the host community and the local people in particular perceive the volunteer tourists. Most of the VTOs prefer a free human resource base provided by volunteer tourists to paid local employees. They argue that this is the only way they can reduce costs involved in running these organizations.

> *"We don't get very many local volunteers because most people need paying jobs, once in a while what we have done is take one or two Tanzanian volunteer ladies and I have been training them so that in the job we got someone who has been trained already"(Akilimali, Not-for-profit sector).*

> *"We don't get a lot of Tanzanians volunteers, I have one lady that lives across the street and one young girl who is volunteering because she hasn't got a job and she is not in school and her aunt wants her to do something" (Maya, Not-for-profit sector).*

Lack of sufficient health facilities is another burning issue that prevails in this village. The prevalence of diseases among the host community poses a big risk to lives and the economic development of this community. For most poor families it would be very difficult to pay for medical services. Respondents from the private sector highlighted the extent of disease infection in this village. While the first respondent shortlisted the top ten diseases in the village, the second respondent specifically singled out the severity and probable causes of HIV AIDS pandemic in the village.

> *"We have the top ten diseases that are commonly diagnosed from the local communities. Starting from number one to the last one: malaria, respiratory infections, diarrhoea diseases, bacterial and non-bacterial, intestinal worms, pneumonia, skin infections, ear infections, urinal tract infections, HIV complications and main surgery"(Asha, Private Sector)*

> *"Due to the interaction of people from different places and as I have said we have a number of flower plantations, tourists hotels, we are very close to the mining centre thus hosting almost 65 different tribes in the village. With such interactions, the HIV AIDS situation in the area is high and without forgetting that we are very close to the mining centre thus making it more prone to HIV AIDS infections. It is a serious problem here despite not being at the top the list of the top ten diseases in this village" (Lema, Private Sector)*

The majority of the residents in this sub village rely on the hand-to-mouth form of production. The use of handmade tools instead of machines, poor soil, inconsistent rain and lack of irrigation for agriculture affects the food productivity in this village. This is a community whereby food is a luxury rather than a basic need; the children in most families are malnourished and parents spend almost all their time in search of food to feed their big family. These are families who can't afford three meals a day with each household having at least four members to feed on a daily basis. For example one respondent stated:

> *"These sponsors help us in different ways including cultivating our farms, washing clothes for the children, and teaching and more importantly they donate some money to buy some food and other basic needs for the children" (Tabu Not-for-profit sector)*

The role of religion in the community is another issue of importance. Most of the community members are affiliated with a certain religious denomination. For example all the research participants agreed and identified themselves as either Christian or Muslims, which are the most dominant religious groups in the village and Tanzania in general. Some research participants were in a position to associate volunteering with religion with the belief that human beings are spiritually obliged to volunteer their time, skills and resources for the good cause of helping others in need. For example:

> *"I believe in the Bible it talks about true religion being helping, to take care of widows and orphans, so I see it as a definitely Christian outreach" (Neema, Local person)*

> *"Some of the volunteers who come here are not Christians or Muslims, but they still have a heart for helping people and so even if they may not claim to be Christians still they have their goodness put in them through God, they help others" (Swaum, Local Person)*

Religion was traditionally not part of ancient African culture but it was introduced by missionaries. But currently religion has become as a character upon which people identify themselves with. While the government of Tanzania is not bond to any religion, the role it plays among the citizens' daily lives is very important. For instance, members within the same communities might not be eligible to marry each other if they belong to different religious background or denominations. These are communities where Christians and Muslims will never exchange vows unless one of them shifts to another's religion. Even in the education sector there are Christian and Muslim educational institutions such as secondary schools, colleges and universities. Generally it can be argued that religion contributes a lot in shaping the behaviours and relationships among the host community members. As one of the research participants from the non-profit organization stated

> *"Religion is absolutely necessary for the people because it enables sharing of different experiences and talents. For example, if the missionaries did not volunteer to come to work in Africa, it could have taken centuries for Christianity and Muslim religion to reach Africa. We are what we are or we belong to different religious groups because there were volunteers came from their respective countries to plant the faith that has put us in the place where are now. Therefore, personally I feel that religion is absolutely necessary in any field no matter what we do" (Shirima, Not-for-profit sector)*

This narrative shows a fuller and richer picture and the context of the study village and its community. It is also important to note that the VTOs are embedded in the community's lifestyle and thus the interaction with the volunteer tourists can be enhanced. With this narrative in mind, the next section discusses the meanings that the host community attach to the volunteer tourists.

4.3 What and who is a Volunteer Tourist? The Host Community's Perspectives

This section is an overview of the meaning of volunteer tourists and what attributes are associated with such meanings based on the host community perspective. This will act as a guiding framework upon which deductions and conclusions can be made regarding the perception of volunteer tourists by the host community. This is one of the emerging themes from the semi-structured interviews which highlight how the volunteer tourists are defined by different stakeholders within the host community. This study attempts to argue that the way the volunteer tourists are defined from the developed country perspective and from the academic domain might reasonably differ from the definition and meaning attached to volunteer tourists by the host community especially from the developing country perspective. The current literature defines volunteer tourists based on the perspective where the majority of volunteer sending organizations and volunteer tourists come from, which is primarily the Western developed countries.

This study found that the host community stakeholders have diverse views on who are volunteer tourists, for instance the local people regard the volunteer tourists as sponsors; the not-for-profit sector as sponsors and donors; the private sector as special niche tourists and the public sector as international workers and NGOs employees as illustrated in Figure 4.1 below. Those conceptualizations will now be discussed in detail as follows.

Figure 4.1: Host community's conceptualization of volunteer tourists
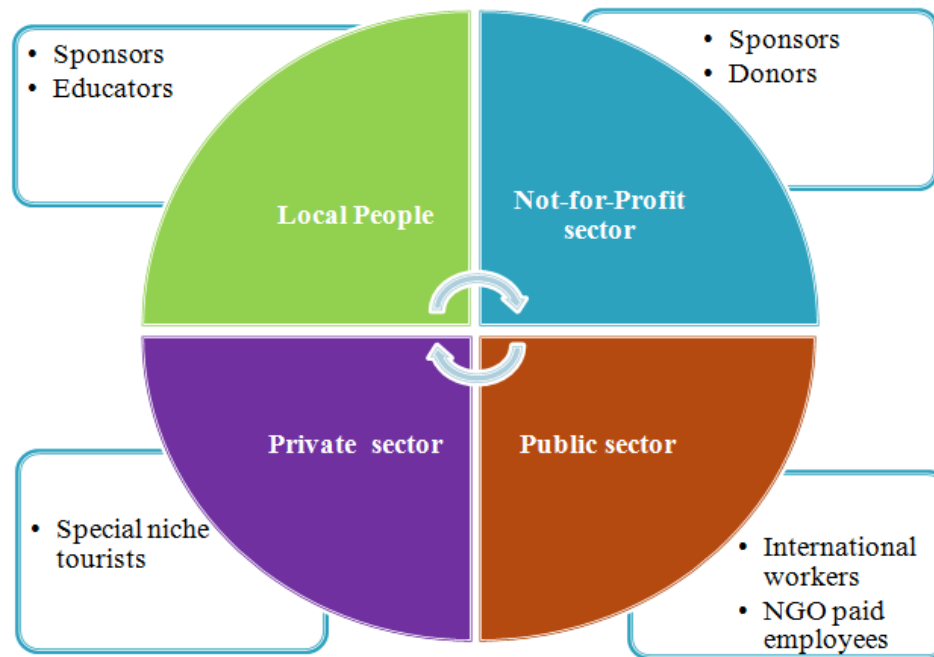
4. 3.1 Volunteer Tourists as Sponsors

The whole idea of trying to understand the meaning of volunteer tourists is the basis of this research project. As explained in the methodology chapter, the interviews were conducted in both Swahili and English. However, the use of Swahili was more instrumental because it helped the researcher to note that by directly translating volunteer tourist from English to Swahili, the respondents from the local communities did not really understand the actual meaning of the concept. From the researcher's perspective, the term volunteer tourists can be directly translated into Swahili as "*watalii wa kujitolea*". This phrase did not make a lot of sense to the local people. Thus, it took the researcher some time to figure out the exact name of volunteer tourists from the perspective of this host community. This is where the word "sponsors", which in Swahili is *'wafadhili'* emerged. *Wafadhili* is a very common term within the host community where volunteer tourism activities are taking place. For instance the quotes below illustrate what a volunteer tourist means to the local people with the first one expressing not only the positive attitude towards volunteer tourists but also their contribution as educational sponsors to the poor children in the community. Whereas the second quote further highlights that in

addition to contributing their skills, volunteer tourists can sponsor children within the village:

> *"Generally on my side I can say that sponsors [volunteer tourists] are really superior because they are faithful and adhere to their promises. For instance, when they volunteer to sponsor let's say three children to go to school, they never let them down, they stick to their promises whatsoever" (Urassa, Local Person).*

> *"Sponsors [volunteer tourists] contribute a lot in educating our children in terms of teaching English and other related skills. Also most of them who come here eventually become sponsors to some children in our centre. For instance, some children in our centre have been sponsored by volunteer tourists from their primary school level to university" (Ramadhan, Local Person).*

Further inquiry as to why volunteer tourists are referred to as sponsors revealed that, these are education-based sponsorships which are granted by groups of volunteer tourists to support children who cannot afford to pay for their education, food and other basic needs. And this trend has existed in these communities for quite some time thus it is easy for the local people to tell much about this group of tourists. Therefore the use of the slogan 'sponsors' by the local people fits and makes sense as far as educational development is concerned. The host community members in the study area have been sensitised and have a great awareness of the significance of education to the future of their children. For instance the following quote symbolizes the existing awareness as far as education and volunteer tourists are concerned.

> *"You know education is an important heritage and asset for our kids; therefore we really appreciate the educational sponsorships from volunteer tourists and we urge the government to embrace these people." (Hussein, Local Person)*

This is one of the potential findings from this research because it attempts to bring on board the fact that the research community as well other volunteer tourism practitioners ought to understand that what the volunteer tourists mean in the developed world might not necessarily match what a volunteer tourist is in the developing country context.

4.3.2 Volunteer Tourists as Special Niche Tourists

From the private sector respondents' perspectives, some volunteer tourism is regarded as business or commercial opportunities. It is not uncommon to find that

the private sector especially in the tourism and hospitality industry have volunteering components on their tour packages. Volunteer tourism is therefore used as a bait to lure the increasing demand of tourists who are interested in contributing something back to the host community via volunteering. For instance, the following quote shows one of the private sector respondents who said that volunteer tourists are like new products in the tourism market

> *"Some of the centres are not doing the real thing which is to help the needy people in the community; but rather they are there for business purposes because they know that when volunteer tourists come in their centres, they are pretty sure of getting some cash from their contributions and donations" (Nassari, Private Sector).*

Bearing in mind that this study was conducted in the Northern Tourists Circuit, one of the most touristically developed destinations in the country, it is expected that the host community, especially the private sector, are very much aware of the current demand of volunteer tourists. Thus they are keen to utilize the volunteer tourism opportunities from the business perspective.

4.3.3 Volunteer Tourists as Donors

From the not-for-profit sector perspective, volunteer tourists are regarded as donors as well as sponsors. This incorporates the community development discourse whereby most civil society organizations are mostly donor-funded in order to help the needy communities. The following quote represents a discussion with one of the respondents from the not-for-profit sector and highlights the role of donors in community development initiatives.

> *"Since 2007 to date we have been having different numbers of volunteer tourists who come and work with us and of course from them the goals are reached. They are really supportive in terms of their time, their finances, their donations that they really helped us to reach where we are at this time" (Munuo Not-for-profit sector)*

In the African context, non-profit organisations often operate under difficult circumstances, providing services in poor communities in the context of financial and human resource constraints (Graham et al, 2010). Therefore it makes sense for them to refer to volunteer tourists as donors and sponsors despite the direct assistance they receive from them.

There is also an existing notion within the host community especially for the younger generations with dreams of running their own VTOs upon getting international donors from the developed countries. For instance:

> *"My son has already written a proposal to establish his own orphanage centre and he has sent it to a number of international donors for financial and other logistical support." (Murimi, Local Person)*

> *"I have a long-term dream of establishing my own charitable organization in order to help the vulnerable people in my community…. I know it's hard to get access to donors but I believe one day I will find them and achieve my dream." (Mbwambo, Local Person)*

This explains the mushrooming of VTOs within the village and signals the future of volunteer tourism in the village. While they stated their intention to help the vulnerable members of the community, there are also some elements of personal interest or gain from establishing a volunteer tourist organization. These are the young people in the village who have witnessed their neighbours, friends or relatives living in luxury houses and driving cars all obtained from the establishment of volunteer organizations. Therefore, for them VTOs are not just charitable organizations meant for helping the needy people in the community but rather life-changing business investments.

4.3.4 Volunteer Tourists as International Workers and NGO Paid Employees

From the public sector respondents' perspectives, volunteer tourism has taken a political dimension. This research was conducted during a period in which there were political debates on the role of volunteer tourists on the development of the country. The following quote illustrates the public sector reaction towards the increased number of volunteer tourists to the country.

> *"A big number of international travellers are coming here under the umbrella of volunteering. I think the government has just realized this trend and has increased the costs of the volunteer visa to regulate the number of volunteers flowing to the country." (Moshi, Public Sector)*

This is a policy-related issue whereby all volunteer-related activities are addressed under the Ministry of Labour and Employment. Therefore, they are regarded as international workers or NGOs' paid employees thus they need a class C working permit to volunteer in Tanzania. This is contrary to the other tourists who are under the Ministry of Natural Resources and Tourism and thus need a tourist visa. While this might be beyond the scope of this study, it's worth mentioning it as an issue

which can influence the operations and the general host community perception of volunteer tourists.

4.4 The Host Community's Experiences and Expectations of Volunteer Tourists

After having an overview of the host community's meanings of volunteer tourists from the various perspectives, the next section discusses the host community's opinions of the positive and negative experiences and expectations with volunteer tourists. Conversation with the research participants revealed that there are some positive experiences associated with the volunteer tourists in study village. However, some negative experiences associated with volunteer tourists were also noticed by the host community.

4.4.1 Positive Experiences and Expectations

As far as the positive experiences of volunteer tourists are concerned, the host community stakeholders appear to appreciate the contribution of volunteer tourists on the economic, environmental and socio-cultural aspects.

Economically: Although not all volunteer tourists' services are quantified in economic terms, there are some direct and indirect economic benefits brought by the volunteer tourists to the host community. For example:

> *"In my understanding I see that sponsors [volunteer tourists] are bringing the change and they are really good; at least you can see their time, their finances, and the money they raised to come and volunteer"* (Mbwambo, Local Person).

> *"We have about 200 women who are benefiting from the microfinance project which was established by donors [volunteer tourists]. So we have multiple projects that we are being done around the village and all in all is to change and save the lives of the people who are suffering and those who are homeless, HIV positive and orphans"* (Shaban, Not-for-profit sector).

While there is no statistical data on the specific number of beneficiaries and the amount of money spent by volunteer tourists their impact on the host community cannot be overlooked. Volunteer tourists also contribute to the local economy of the host community during their visit. Most of these volunteers are accommodated in home stays and respective organization hostels whereby they contribute some money for food and accommodation and this is an additional source of funding to the host community.

Environmental: Volunteer tourists are also involved in addressing some environmental issues within the host community. The majority of the local people have a limited environmental education while most of their daily activities such as cultivation, charcoal burning, livestock keeping are destructive to the environment. Therefore some volunteer tourists have been involved in a number of environmental projects such as water conservation and tree planting.

> *"There are some volunteers who are basing only on the environment. For example we had one man called Brandon who was coming from Australia. The man was only focusing on the environment; he established the tree planting-programme around our village." (Murimi, Local Person).*

> *"These volunteers also help in the environment and water conservation projects in our village by planting trees in order to conserve the environment and control soil erosion…they have also established water projects. For instance, they help take the water from the sources which are very far and bring it close to the people." (Daina, Local Person)*

Socially: The research participants also acknowledged and shared their experiences of the social effects of volunteer tourists on the host community. Educational and health services are the most dominant areas where volunteer tourists have focused on. As mentioned in section 4.2 about the key issues occupying the host community, economic poverty and lack of sufficient health services are some of the issues facing the host community. While educational sponsorship can be examined in an economic sense, its outcome for the host community can contribute socially in terms of having a well-educated society which can solve its own problems.

> *"They bring a different aspect now whereby they volunteer while they do tourism but also they leave a mark by doing something that can bring a change especially to the poor communities….you could never expect that a child from a poor family or an orphan goes to a private school." (Kija, Local Person).*

> *"Good education in the private school is the only way you can just be a human… Now a poor child will never attend a private school because it is very expensive and they can't afford it but these sponsors [volunteer tourists] have made it possible for these kids to have the best education." (Nassari, Private Sector)*

The respondents from the not-for-profit sector employee revealed that volunteer tourists are involved in a number of projects in terms of physical participation,

donations and skills. The not-for-profit sector vis-à-vis the VTOs play a mediating role of linking the local communities with the volunteer tourists. There have been some achievements contributed by the volunteer tourists as illustrated by the following quotes.

> *"So from the orphanage of 10 children to about 300 children, we are proud of what these donors [volunteer tourists] have done in five years and what they have attempted to change the lives of orphaned children around the village."(Munishi, Not-for-profit sector)*

> *"I tell you we have about 200 children who are volunteer-sponsored and these children are surely poor, imagine a poor child going for a private school just because the person says they're coming from America from New Zealand, from the UK to come to volunteer so in this way they are changing the lives and are reducing the number of people who are poor through this volunteering programme." (Mwajuma, Not-for-profit sector)*

These are education-based achievements brought by the volunteer tourists in the village. For a poor child and more specifically an orphan, education is the most precious asset that can give him/her hope for a brilliant future. It is interesting to see how volunteer tourists have brought hope to children without hope, especially the orphans by investing in their education. Not just education but rather high quality education in private schools which are deemed expensive in the Tanzanian context.

Another respondent from the not-for-profit sector notes that volunteer tourists work beyond the educational field by getting involved in other fields such as medicine as illustrated by the following quotes.

> *"These sponsors have been involved in paying for treatments to the kids who are in the orphanage centres, disabled and older people in the village and buying food for them. They also do counselling for the people living with this serious disease - HIV AIDS. Therefore, I feel they address some of the critical problems in the community because in most cases they are doing things which are really touching the local community." (Tabia, Private Sector).*

> *"We are supporting the HIVAIDS victims and widowed women in the village. You know women here are facing a big stigma when it comes to a point of HIV so we are trying to do some interventions to support these women. Thus, we are reaching about 40 families around the village of those women who are HIV positive." (Shaban, Not-for-profit sector).*

Despite the political debates underpinning the volunteer tourist visa in the country, the research participants from the public sector support and appreciate the good job

done by volunteer tourists. The following quotes illustrate the position of the public sector in as far as volunteer tourists are concerned.

> *"Volunteer tourists are doing and replacing what the government should do but they are doing it because the government is providing an appropriate mechanism upon which they can do it better. On behalf of the government of Tanzania I applaud their generosity in bringing change to the local community." (*Msuya, *Public Sector).*

> *"Yeah! I do I really appreciate it, I tell you I do appreciate it because they really do very positive work ... something that a government could not do or I couldn't even do it alone but volunteer tourists are really doing it and they are really changing the lives of the women, the lives of the poor children who could not even go to a school, you know." (Moshi, Public Sector).*

4.5 Negative Experiences and Expectations Associated with Volunteer Tourists

Regardless of the positive experiences of volunteer tourists, some research participants raised their voices of the possible negative experiences which might be linked to volunteer tourists. Likewise the perceptions are categorised into economic, social and cultural for the ease of discussion.

*Economically***:** There are some tensions between the local people and the volunteer tourists in terms of employment opportunities. While it is technically understood that volunteer tourists provide a cheaper and free human resource base to the volunteer tourist organizations; some unemployed local people might see volunteer tourists as a threat and the reason for their lack of jobs. For instance, one respondent from the local community expressed his concern that some volunteer tourists are inexperienced and have no skills to perform some activities in the community projects

> **"***Last year I happened to work with some volunteer tourists in a school construction project, actually most of them had no idea how to mix concrete or even how to locate a brick while building. I think these are the jobs which the local people should be given so that they can earn some few cents to support their family." (Daina, Local Person).*

However, there are situations where volunteer tourists make large payments to the sending organizations while booking or applying for a volunteer placement in a developing country. These payments might not trickle down to the host community as they are meant for administrative and managerial functions of these organizations.

For instance in a conversation with a respondent from the locally-owned volunteer tourist organization, it was revealed that most of these sending organizations act as mediators or middlemen between the volunteer tourists and the host community and local tourist organizations. The following quotes illustrate the prevailing situation

> *"It is sometimes difficult to get the volunteer tourists to come directly to our organizations. We usually have to beg the larger volunteer tourist organizations in the city to send volunteer tourists to us. We have no idea how much these volunteer tourists pay these organizations." (Munuo, Not-for-profit sector)*

Socially: Some of the negative social impacts associated with volunteer tourists are the high rate of dependency the host community has on the volunteer tourists. For instance, respondents from the not-for-profit sector argue that the long-term presence of volunteer tourists can reinforce or increase dependency by the local community.

> *"Some families for instance also receive assistance whereby their kids are taken to school by a volunteer; you find that they forget about their kids. Everything which a child needs....oooh! Let's go to school/volunteer organization and tell them that the kid needs some shoes for school, while in actual fact it's something which the family can afford." (Munuo, Not-for-profit sector).*

> *"Some parents/guardians are running away from their responsibilities because of the support of volunteer. That is not a good thing because as a parent or guardian for the kid, you are supposed to take your part too because you can depend on volunteers but you never know what will transpire when a volunteer goes back and might not be in a position to send the school fees and other expenses to the kid. This might lead to drop-out from school. Therefore, parents and guardians should also play their roles in supporting their kids." (Ngumuo, Not-for-profit sector)*

The research participants revealed the perception that some families are taking advantage of these volunteer tourist opportunities. This implies that the level of transparent and financial accountability by some volunteer tourist organization is uncertain and thus the volunteer donations might be going to the wrong people as illustrated by the following quote.

> *"Of course, I have seen this for quite a long period of time. There are some families who are not poor as such but they are pretending so that their sons and daughters can be helped by the volunteer organization. You find that the father is working and the mother is a businesswoman who can*

> *contribute to take their kids to school but they opt to take advantage of the volunteer opportunities. Many children in orphanages are not orphans! Among 100 children in an orphanage, only 30-40 children are real orphans and the rest have parents." (Mziray, Local Person).*

This is a very controversial topic especially for the locally-established volunteer tourist organizations. Perhaps the big issue is the level of transparency and accountability in the selection process whereby even children with economic capability have access to the volunteer services because of nepotism that might prevail among the volunteer tourist organization owners. If all the wrong people have access to the volunteer services while the intended groups are marginalized, then volunteer tourism might not achieve its objectives and its image within the international community might be tarnished.

Culturally: On the cultural aspect, some volunteers are accused of causing harm to the socio-cultural fabric of the host community. Despite the efforts done while recruiting most young volunteer tourists on their responsibility to adhere and respect the local culture, sometimes it is not always the case. The following quote signifies the usual effects that tourism is likely to bring to the host community if not properly conducted.

> *"You know most Africans have a tendency to copy everything from the westerners especially the dressing codes. It's not pleasing to see an African woman in such dressing codes." (Mbwambo, Local Person)*

> *"There are some western habits which can be harmful to our society such as drinking too much alcohol, smoking, etc. For instance, when working with one of the volunteer projects I found that some kids who were real orphans had changed after interacting with some volunteers. They started smoking, drinking alcohol and copying everything the "wazungus" are doing. This has a big impact on the cultural setting of our society." (Kija, Local Person).*

Unlike other tourists, most volunteer tourists are privileged to stay, work and interact with the host community in every sphere of life and for a long period of time. While this is an advantage in terms of providing an avenue for mutual sharing of socio-cultural experiences, if it is not properly addressed it might have more adverse impact on the host community compared to the volunteer tourists. To the young generation in developing countries, white volunteer tourists are accorded a superior

status and thus everything they do is likely to be replicated by the host community. However it is not uncommon to find some volunteer tourists fully dressed in the indigenous dressing codes in order to imitate and embrace the local culture.

4.6 Conclusion

This chapter has revealed that the host community stakeholders view the volunteer tourists from different perspectives namely as sponsors, donors, niche tourists and international workers and/or NGO employees. It has shown that, when viewed from the developing country context, volunteer tourists are given different status and names contrary to when examined from the developed country context. Taking into account that the majority of the volunteer tourists come from the developed countries and volunteer in the developing countries; it is vital for volunteer tourist researchers, practitioners and volunteer tourists to understand their image and role via the host community's lens. This is an important aspect of volunteer tourists-host community interactions and can help the volunteer tourists and the sending organizations to understand what is expected of them by the host community. It is not clear whether the volunteer tourists act and operate in a manner that reflects sponsors, donors, special niche tourists and/or international workers as portrayed by the host communities. Therefore this study reveals that the meanings attached to 'volunteer tourists' by the host community stakeholders significantly differ from the meaning that is attached to the volunteer tourists when viewed from the developed country perspective

This chapter has also revealed that, there are similarities among the respondents from the private sector, not-for-profit sector, public sector employees as well as the local people regarding the volunteer tourists. Generally, they all appreciate the good work done by volunteer tourists in bringing change to the lives of some members of the host community. However, there are also some differences in the way various stakeholders within the host community perceive volunteer tourists depending on their interests, experiences and expectations.

CHAPTER 5: HOST COMMUNITY'S ATTRIBUTES SHAPING THEIR PERCEPTIONS OF VOLUNTEER TOURISTS

5.1 Introduction

The literature review chapter highlighted the research gaps to be filled by this study examining the host community perception of volunteer tourists. These gaps are (1) what are the perceptions of the host community (local people, private sector, not-for-profit sector and the public sector) towards volunteer tourists? (2) What are the host community's attributes that influence their perceptions of volunteer tourists? The previous findings in chapter 4 addressed the first objective which examined the various aspects of host community's perceptions of volunteer tourists. But it is not yet clear what are the host community's attributes and circumstances that influence these perceptions.

This chapter is an account of the "why" the host community members have particular perceptions towards volunteer tourists and to some extent towards the volunteer tourist organizations. The chapter is directly linked to the previous chapter and will discuss the attributes in accordance with the host community's perception as illustrated in chapter 4. A number of key influential attributes have been identified from the literature review as illustrated in the conceptual framework. The key attributes identified from the literature prior to fieldwork data collection are discussed in the following section in order to give the reader a clear picture of attributes prior to and after fieldwork data collection. The key attributes based on the researcher's analysis of the semi-structured interviews will follow.

The key attributes from the literature were grouped into three categories namely community-based, project-based and destination-based attributes.

Community-based attributes (see section 2.6.1): these include demographic factors such as age, level of education, gender, ethnicity, religion, employment opportunities, existing stereotypes and perceived threats, level of host community's involvement, costs and benefits, volunteer tourist-host interaction, and past experience and expectations.

Project-based attributes (see section 2.6.2): these entail commercial/non-commercial project establishments, project ownership (domestic/foreign), prior consultation of the local people for project establishment, volunteer project objectives and goals, type of volunteer tourism projects, nature of volunteer tourists (vacation/volunteer minded), and lifespan of the volunteer tourism programmes.

Destination-based attributes (see section 2.6.3): this category of attributes includes the stage of tourism development in the destination, the availability of volunteer tourism regulatory frameworks, the extent of economic reliance on the tourism industry, the recognition of volunteer tourism in the community development agenda, public-private project legislation, the role of civil society in community development, existing volunteer tourism policies and the political regime of the destination.

However, it is important to note that most of the aforementioned attributes were identified from the volunteer tourism literature based on the case studies from developed countries (Broad & Jenkins, 2008; Holmes & Smith, 2010; McGehee & Santos, 2005; Raymond & Hall, 2008; Schott, 2011; Wearing, 2001; McIntosh & Zahra, 2007). This study also argues that some of the attributes which have been identified from the literature might not be relevant or similar to the ones which influence the perception of host community in a developing country context. Arguably, relying only on the first version of conceptual framework (Figure 2.3) as a guideline for analysis and identifying the host community's attributes might overlook some relevant attributes which were not identified by the literature. Therefore, a second version of the conceptual framework that represents the host community's perception with its respective attributes has been developed (see Figure 5.1), based on review of the semi-structured interviews with the research participants.

This new version of the conceptual framework slightly differs from the previous conceptual framework (figure 2.3) in terms of the key attributes influencing the host community's perception of volunteer tourists. The previous classification of the attributes into community-based, project-based and destination-based factors tends to show some overlaps thus making their discussion relatively complex. For instance, key attributes such as host community involvement; costs and benefit of volunteer

tourism; past experiences and expectations; and economic reliance on tourism tend to cut across and are intertwined among the three classes of attributes. Therefore, the new version of the conceptual framework has been re-arranged in a manner that reflects the host community's attributes that emerged from the findings (Figure 5.1.)

Figure 5.1: A conceptual framework for host community's perceptions of volunteer tourists in the Northern Tourist Circuit.
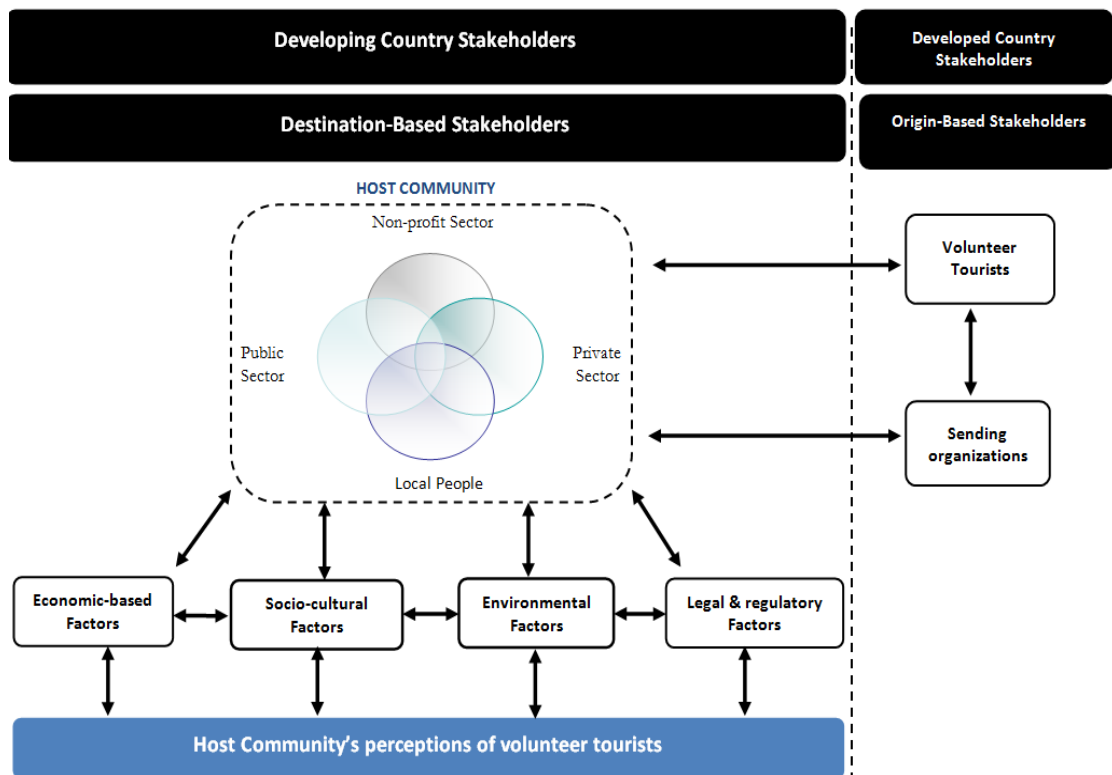
Consequently, from the review of the semi-structured interviews, the factors that determine the host community's perceptions of volunteer tourists have been classified into economic-based, socio-cultural-based, environmental-based and legal and regulatory factors. The key attributes under economic-based factors include: poverty; business opportunities; costs and benefits of volunteer tourists; personal interests; commercialization; religion. While the attributes under socio-cultural-based factors include: ethnicity; education; volunteer organization ownership; transparency and financial accountability; and conflicts of interests. Similarly, the attributes under environmental-based factors include environmental awareness; population density and pressure on natural resources such as land and water; and

finally, the attributes associated with the legal and regulatory factors including tourism regulatory frameworks; nature and stage of tourism development; and political regime of the destination.

It is also important to note that, the revised version of the conceptual framework (figure 5.1) refers to the host community as 'developing country stakeholders' and the volunteer tourists as 'developed country stakeholders'. The developing-developed country classification reflects the actual interaction between the host community and volunteer tourists in the NTC.

5.2 Host Community's Attributes Shaping their Perceptions of Volunteer Tourists and VTOs.

This section discusses in detail the key attributes that emerged from textual analysis of the semi-structured interviews with the research participants. Chronologically this chapter begins by discussing economic-based attributes followed by the socio-cultural-based attributes and legal and regulatory attributes and finally winds up with the environmental-based attributes. Additionally, the discussion also takes into account the emerging themes from the previous chapter namely: host community meaning and understanding of volunteer tourists; host community's positive and negative experiences and expectations of volunteer tourists; and host community's trust and mistrust of volunteer tourists and volunteer tourist organizations. The last part of this chapter then concludes by summarising the findings.

5.2.1 Economic-Based Factors

Volunteer tourism is one of the alternative forms of tourism which is not usually associated with economic gain and/or profit maximization. Most of the volunteer tourist programmes are categorised under the non-for-profit or charitable organization status. However, the findings revealed that the host community's tends to prioritise and view volunteer tourists from a financial or economic lens. Thus, the money element cannot be overlooked. As illustrated in Figure 4.1 in chapter 4, the host community stakeholders had a diversity of meanings for the term 'volunteer tourists'. The local people and the not-for-profit sector refer to the volunteer tourists as 'sponsors' and donors respectively; the private sector refers to them as special niche tourists and the public sector perceives them as international workers and NGOs as paid employees (see section 4.3). Therefore, it can be argued that the money element is reflected in each category as far as the host community's

conceptualization of volunteer tourists is concerned. A more elaborate explanation of the underlying attributes that influence the host community to have such perception is discussed in the following sub-sections.

5.2.1.1 Business Opportunities

Research participants from the private sector framed volunteer tourists as 'niche tourists'; people who are tourists but with needs that differ slightly from the mainstream tourists in this part of Africa (see section 4.3). This research was conducted in the NTC, one of the most developed tourist destinations in Tanzania. Most members of the host community are aware of the potential investment opportunities that the NTC attractions can generate to their economy. The private sector in particular has dominated most of the tourism investments in this destination. Thus referring to volunteer tourists as 'niche tourists' makes sense because they are regarded as unique and an emerging type of tourist market which can be utilized for profit maximization. Therefore, potential business opportunities might be a key attribute that influences the members from the private sector to have such a perception towards volunteer tourists. For instance, one research participant attempted to associate the availability of major tourist attractions in the NTC with the presence of volunteer tourists as investors:

> *"I can say they [volunteer tourists] like to come and volunteer in Tanzania because we have more natural resources for tourism such as Serengeti National Park, Ngorongoro Conservation Area, and minerals compared with their countries of origin. Some of the volunteers come to find opportunities to invest in different sectors such as tourism and minerals"* (Asha, Private Sector)

On the same token, another research participant expressed his views regarding what he has heard about volunteer tourists as investors using donor funds:

> *"Volunteering as a phenomenon is a very good thing but some people are trying to tarnish its good image by treating it as a business investment for their personal interests. Am not sure about this but there are some rumours that they [the government officials] have realized that some volunteer tourists once they are here they establish their own NGOs using money from donors. They collect money from donors abroad for the purpose of helping the needy people but that all money does not reach the targeted people. They are supporting themselves as if these NGOs are their own personal investments. It appears that some volunteers come here to seek some*

> *business opportunities to benefit themselves. These are rumours which are spreading around." (Mengi, Private Sector)*

This above quote illustrates how the lack of clear information and local people involvement prior to the establishment of VTOs can raise a lot of concerns and mistrust among the host community members and the local people in particular. This attribute was not identified by the literature reviewed perhaps due to volunteer tourism commonly being seen as a charitable and non-profit community development initiative rather than being associated with business/investment. This is the business side of volunteer tourism and is one of the areas which needs more research in order to explore more possibilities and opportunities for the host community

5.2.1.2 Costs and Benefits of Volunteer Tourists

One of the key attributes which is associated with the host community's positive and negative experiences and expectations of volunteer tourists is the extent of the costs and benefits accrued from the volunteer tourists. According to the social exchange theory people are positively disposed toward action from which they benefit and negatively disposed toward action from which they incur costs of some kind (McGehee & Andereck, 2009). The volunteer tourism industry in any form consists of exchanges between and among individuals, various stakeholder groups and organizations (governmental, private, non-profit and local people). From the volunteer tourism perspective, social exchange theory posits that perceived personal benefit will be a strong predictor of support for additional volunteer tourism, and conversely, lack of perceived benefit would predicate lack of support. As discussed in section 4.2, it can be argued that if the host community stakeholders' expectations are not achieved in terms of the desired benefits; then they are likely to express their negative attitudes towards the volunteer tourists and the VTOs and vice versa. For instance, the contribution to education and support for microfinance projects are some of the benefits that the host community accrues from the volunteer tourists. The following quote illustrates the concerns of the host community regarding the costs and benefits of volunteer tourist programmes in their village:

> *"Since most of the volunteers come from different backgrounds, some might not be aware of the prevailing problems within the community while others are highly knowledgeable enough to figure out what the community needs at a particular period of time. For instance I happened to work with some*

volunteers who were building a school in my village, those were people who have never seen a brick before, now imagine a person who has never seen a brick but is now in the village building a classroom, you can tell what kind of a house it is going to be. There were two local people who were directing them but unfortunately the locals couldn't speak English. So you can imagine the kind of school that was built, but all in all we appreciate the helping spirit and their urge to bring some changes to the local communities." (Hussein, Not-for-profit sector)

While they appreciate and acknowledge what has been put in place by the volunteer tourists, they balance the costs against the benefits of these sorts of projects. Arguably, if the benefits outweigh the costs the projects might win the host community support and the vice versa.

5.2.1.3 Nature and Stage of Tourism Development in the Study Site

Although volunteer tourism is regarded as an emerging form of tourism in the NTC and globally, the host community has a long history of interaction and experiences with mainstream tourists and tourism in general. Arguably, previous interaction with the mainstream tourists in the study site might influence the way the host community perceive volunteer tourists based on previous experiences and expectations. In that respect, it can be argued that the stage of volunteer tourism development in a destination can significantly influence the host community's attitudes towards volunteer tourists. The NTC is one of the most touristically developed destinations in Tanzania. If a similar study were to be conducted in a non-tourist destination, where the host community have no prior experiences and expectation, then the results could significantly differ. This is also according to Butler (1980) who posits that the stage of tourism development can influence the perception of host community towards tourists. One of the research participant from the private sector revealed that there has been some change in the mindset and perception of tourists over time:

"I think things [perceptions] are changing slowly with time. It is not like in some years back when most people believed that a mzungu [non-black person] is someone with a lot of money to splash out taking into account that the Arusha city [major tourist city of the NTC] has a long history of being a tourist destination whereby people are used to seeing luxurious tourists dubiously spending and tipping handsomely. But this trend has completely changed because initially the tour guiding was a highly tipping job but currently it has changed. They understand that being a tour guide or tour leader, they are paid by their employers what is equivalent to their profession. Therefore, even the young generation is expected to change their mindset." (Lazier, private sector)

Host community's experiences and expectations from the mainstream tourists in accordance with the nature and stage of tourism development in the destination can influence how the host community perceive volunteer tourists.

The extent to which the stage and nature of tourism development influence the host community's perceptions of volunteer tourists can be expressed from the definitional point of view. From the local people's perspective, it appears that most local people tend to associate the volunteer tourists with the surrounding tourist destinations. For example:

> *"Volunteer Tourists as I know these are people who just come here to visit our tourist attractions such as Ngorongoro, Serengeti, Manyara, Tarangire, and Kilimanjaro, etc. When they finish their number of days they go back to their countries. However, there are cases whereby after they are about to finish their trip, they visit the orphanages and surrounding communities and donate something and they quit [go back to their country]." (Swaum, local person)*

This implies the host community's understanding of any form of tourism is linked with the well-developed tourism infrastructures and attractions in the Northern Tourists Circuit

5.2.1.4 Transparency and Financial Accountability

Another key attribute that seems to influence the host community towards VTOs is transparency and financial accountability. As mentioned earlier, the money element in volunteer tourism is no longer an issue to be overlooked by the researchers and practitioners. The level of transparency and financial accountability for volunteer fees, donor and sponsorship funds appeared to be one of the major concerns from the host community. This is one of the issues that shape the host community's trust and mistrust of volunteer tourists and volunteer tourist organizations. Some research participants revealed that most of the organizations owned and managed by Tanzanians are not transparent compared to the ones owned by foreigners.

> *"Of course that is really true because we have an existing perception that volunteer organizations run by the whites are open and transparent. In reality whites are open and they like things to be open and transparent unlike the Africans. I have the feeling that if all the volunteer organizations in the village could be owned by whites, there would be no more conflict at all because of their high level of transparency" (Urassa, local person).*

> *"[....] it's obvious that we don't trust the owners that much because we don't know anything about the sponsors who donate the money to support our children I have some real examples where volunteer funding and donations have been misused but nothing has been done. Such things rarely happen when organizations are owned and managed by the foreigners/whites" (Murimi, local person).*

It is important to note that not all volunteer tourists owned by the local residents are accused of lacking transparency and financial accountability. There are some organizations that are trusted by the local people because of their performance and commitment to serving the community

> *[....] "not all volunteer organizations owned and managed by Tanzanians are like that, we have some model organizations which are doing a good job and they deserve credit for serving the vulnerable groups in the community" (Mziray, local person).*

Some research participants had a belief that some volunteer tourists' visits to the country and more specifically to the study village were related to good governance, accountability and transparency by the VTOs working in the village. For example:

> *"Any volunteer would like to work with an organization which is very smart, transparent, with a clear plan on how you use their money. So we are really transparent we put all these things clear and I think most of them have been choosing to work with us and even those who come and work they spread the word about us that this is the organization you can work and see where the money goes and how it works and if its real aims to touch the service of volunteering"(Munuo, Not-for-profit sector).*

Another respondent thought that volunteer tourists are attracted to the less expensive accommodation and food bills that are being charged by her organization.

> *"You see! Volunteering involves little bills of accommodation and foods, we are low because we think volunteering is all about coming and helping so what we charge is just a little money that a volunteer can say - I can afford that. There are some other volunteer programmes that charge higher but I think in our case they might be coming just because we have affordable prices for allowing the volunteer to come and work" (Manka, Not-for-profit sector).*

5.2.1.4 Personal Interests and Commercialization

According to some research participants and the local people in particular, most volunteer organizations owned by local Tanzanians are established for personal interests and some are portraying a commercial image.

> *"Most of them [volunteer tourist organization] are established for their own [local owners] personal benefits and the reason for the increase of the number of volunteer organizations in the village is that most of them are business-oriented and for personal interests. Very few volunteer organizations are committed to helping the vulnerable groups in the society." (Daina, local person)*

> *"If you want proof that most of these volunteer organizations are there for personal interest, you find that after two years the owner's life changes, they possess cars and decent houses. They start an orphanage with three rooms but after two or three years they have cars and decent houses for themselves and not for the orphans" (Amina, local person).*

> *"To be honest the locally-established volunteer organizations are more commercially-run compared with the foreign-established one" (Nyasolo, local person).*

Interestingly, some responded stated that the motivation to help the needy people in the community should be prioritised and form the basis of establishing any volunteer tourist organization. This is according to a respondent who admitted that he had an intention to establish a volunteer tourist organization but later he changed his plans because he thought he had no good reason to establish it other than some financial gain.

> *"Most of these volunteer organizations are commercially established and they are there to meet the personal demands of owners but not of the orphans. After realizing that volunteers are willing to donate some money to orphanages, most people have turned into volunteer tourism as personal investments. I was also convinced in the first place to establish an orphanage in one of my buildings in order to take advantage of these volunteer opportunities but later I thought it was not fair enough because I would be lowering my dignity and humanity. I was afraid that if I was not doing it from my heart then I will be committing unforgivable sin" (Hussein, local person).*

It can be argued that the money element in this research is something which needs to be taken into consideration. This is an area which has been ignored by the current literature, which still addresses the financial aspect as a criticism of volunteer tourism in the sense of commercialization and/or commodification.

5.2.2 Social-Cultural-Based Factors

Besides the economic-based factors, there are socio-cultural issues that can influence the host community's perception of volunteer tourists. Volunteer Tourism is a social phenomenon that brings together a myriad of stakeholders with a diversity of interests, culture and nationalities. Therefore having a good social atmosphere in place can enhance the community development initiatives. This section highlights some of the key socio-cultural attributes that are likely to influence the host community's perception of volunteer tourists.

5.2.2.1 Poverty

As illustrated in the previous chapter (see Figure 4.1), the local people described the volunteer tourists as sponsors. 'Sponsor' is a term used by local people and the not-for-profit sector, which illustrates a framing of 'volunteer tourists' as people who provide on-going financial support for children's education or other particular causes. The poor economic status of individual local people and their level of dependency on the volunteer tourists may explain why they perceive the volunteer tourists as sponsors. As reflected in section 4.2, it appears that the local people in the study site live under abject poverty due to poor economic standards and they have the perception that volunteer tourists can help in changing their socio-economic status through educational sponsorship and other economic contributions.

> *"Definitely there are a lot of problems facing the local community in this village. There are so many problems from poverty, educational, health facilities, environmental issues and the like" (Shirima, Not-for-profit sector).*

This also applies to the not-for-profit organizations which to a large extent depend on the money from international sponsors and volunteer tourists to run themselves. The not-for-profit sector also referred to 'volunteer tourists' as 'donors' in viewing them as people who donate money to the organisation. This is because in the African context, the not-for-profit organisations often operate under difficult economic circumstances in providing services to poor communities despite the financial and human resource constraints (Graham et al, 2010). Therefore it makes sense for them to refer to volunteer tourists as donors and sponsors because of the direct assistance they receive from them or their respective organizations. There is also an existing

notion among the host community especially the younger generations with dreams of running their own VTOs upon getting international donors from the developed countries.

Despite the aforementioned scenario, there are some locally run and owned volunteer organizations which, to a large extent don't rely on donors or sponsors to run themselves. For instance, one research participant reiterated that:

> *"I can just tell you Peter [researcher] I have been running this organization about 70% of what we have done is from my own pocket its about 30% that I can get from donations and I don't have support from the government and I don't get big grants from any big donor somewhere like other NGO's. Yeah! Am a masters' holder and I can just go and work or do some consultancy work because I have decided to do this work am a volunteer and I have decided to do it" (Munuo, Not-for-profit sector).*

These are some exceptional VTOs that are operating sustainably with less dependence on the foreign aid in terms of finance. However, irrespective of the financial contribution from the volunteer tourists, they have also established a proper system for how to utilize their volunteers in terms of skills, interests and demand with the respective organizations.

> *"From my experience, most of the volunteers don't have a source of income. Most of them are students they come from the university during the holiday they save little money. They just come in and contribute their skills; they contribute something that we don't have which is a good thing" (Munuo, Not-for-profit sector).*

5.2.2.2 Level of Education

Bearing in mind that this research was conducted in the rural area with a low level of literacy, it can be argued that the level of education of most research participants and the case study in general might influence their understanding and perception towards volunteer tourists (Nguyen, 2012). More interesting was that the host community in the study site have been highly sensitised and motivated to ensure their children achieve the best education as a way forward to reduce the level of poverty in their society. Despite the government efforts to provide free primary education to all Tanzania and much cheaper and affordable fees in public schools, the level of literacy is still very low. The findings have revealed that the host community in the case study and the local people in particular express their positive attitude towards

the volunteer tourists due to their contribution in terms of educational sponsorship and other economic contributions geared towards eradicating poverty and improving the knowledge base of the local people.

> *"The local communities have not been exposed to high education and thus everything they do is just from the local community perspective whereby sometimes they don't care about the environment, the water system is in a terrible state, the education system, the infrastructure are very poor. I think there are a lot of opportunities for volunteer tourists to help and work with the local community." (Akilimali, Not-for-profit sector)*

Education is a tool to bring changes to the poor society because it can not only help the community to find solutions for the issues affecting them but it can influence how the locals interact with other stakeholders in the volunteer tourism business.

5.2.2.3 Racial Ethnicity

Another interesting key attribute which appears to influence the host community's perception towards volunteer tourists is ethnicity. This research was conducted in a small village in a developing country with a diversity of tribes, primarily of black African ethnicity. This is a community whereby any person from a non-black ethnicity is easily recognized by the local people. Most of the residents feel respected and lucky to have a word with these new comers in their community. This case study was an avenue where this host community interacts with the volunteer tourists with different ethnicities from the Western and Eastern developed countries. The fact that most of the volunteer tourists came from different ethnicities, nationalities and culture influence the way the host community perceive them. To elaborate more on this, the section below therefore briefly highlights the host community's perceptions of non-black ethnicities from the developing country perspective.

As far as the host community in the study site were concerned, any visitor from the non-black ethnicity or a white volunteer is accorded a superior status compared to their black African counterparts. This is very common even for the young children in orphanages and the surrounding communities. A 'white person' according to the local people in this village is any person from any non-black ethnicity including Asians, Europeans and the Americans. They are commonly referred to as *'wazungu'* in Swahili. For instance, in a conversation with a respondent from the private organization

> *"Most of these volunteers who come in our organization are whites coming from Asia, America, and Europe" (Munishi, Not-for-profit sector).*

Other research participants from the not-for-profit sector teased the researcher with the following statement regarding non-black volunteers

> *"Obviously the children like the white volunteers [lots of laughter!!!!!!]. Even now if you go there to play with the kids they won't pay any attention to you because you are black. They will just keep playing with the 'wazungus' (Mwajuma, Not-for-profit sector).*

> *"Of course the kids would prefer the white volunteers rather than the blacks because they know that this is a black like me and has nothing new to help, but when it comes to the white volunteers they feel they are the perfect ones" (*Manka, *Not-for-profit sector).*

There are also some stereotypical notions and beliefs about international volunteers. The prevailing notion to most members of the host community is that the non-black volunteer tourists volunteer because they have an excess to material wealth. Perhaps this can influence the host community's expectations of volunteer tourists and thus their perception as well.

5.2.2.4 Volunteer Tourist Organization Ownership

The ownership of the volunteer tourist organization was found to be one of the key attributes that determines the host community's trust and mistrust of the volunteer tourist organizations. Some VTOs have been established by volunteers who previously came to the village to volunteer but later opted to establish a volunteer organization to help more needy people. In order to achieve this in an easy way, some liaise/collaborate with the local people to establish such organizations. The local people seem to have different views about different types of VTOs but in general the international ones are perceived more positively and trusted compared with the local ones. Thus, the ownership of VTOs and projects seems to a key attribute that determines the level of trust among members of the host community. For example:

> *"It's obvious that in most foreign-owned volunteer organizations, the target groups/beneficiaries are well attended and assisted compared to the locally-owned volunteer organisations. I understand that they are underfunded but even the little funding they receive is mismanaged in most centres. For instance, there are two organizations here, one American and Danish; they are model organizations in terms of how a volunteer*

> *organization should be run. They are committed to helping and changing the lives of local people" (Urassa, local person).*
>
> *"Mmmmh! it is much better for the volunteer organizations to be owned by foreigners rather than Tanzanians because [...laugh...] when Tanzanians own and manage this type of organization it's a big problem. I speak from experience and I have seen this. Some are even trying to collect some money from the families where the kids are coming from. On the contrary, when the organization is owned and managed by whites or foreigners it's quite difficult for them to demand some contribution from the poor parents" (Mziray, local person).*

However, it is important to note that, some locally-owned VTOs are trusted by the host community and some have created a good record and reputation to both the host community and volunteer tourists. Commenting on this, some research participant hinted that:

> *"I don't completely rule out the locally-owned volunteer organizations, they do help the beneficiaries and I can say that given their resource constraints they have still been doing a recommendable job in helping the most vulnerable people in our village " (Murimi, local person).*
>
> *"If the locally-established volunteer organizations could be facilitated in terms of financial resources, they can prosper much better than the foreign-owned volunteer organizations. I have one good example of an orphanage which is based in our village which was locally established by one young man and later this young man happened to meet a foreign lady/a volunteer tourist from Canada. They joined hands as partners to establish a volunteer organization in order to help the most vulnerable children from the local community" (Amina, local person).*

Although the speaker seems to support the good job done by this organization, the fact remains this organization is prospering well at least partly because a foreigner is involved (e.g. in construction of offices, hostels, etc.) and this is an organization run by locals but financed by foreigners.

Despite being perceived positively, not all foreign-owned volunteer organizations are successful in serving the host community's For instance, a respondent from one volunteer organization revealed that there are times when the foreign-owned organization fails especially if they run short of financial resources which is basically from donors

> *"That orphanage centre [name withheld] was established by a foreigner but after having established and registered the organization, that foreign went back to his country. The organization is in a terrible financial situation because every plan was in the hands of this foreigner and since he left the organization cannot run well; it's probable that it might close soon because of lack of financial support from the pioneer"* (Kija, local person).

These are the repercussions of depending on foreign aid without fully utilizing the local personnel. It this organization closes, it creates a very bad impression and image to the foreigners.

5.2.2.5 Conflicts of Interests

There are some conflicts of interests between the VTOs and the local people. Some parents and guardians have the feeling that some volunteer organizations are using their children as bank accounts to make money. This is according to the conversation with the respondents who have had opportunities to work in some volunteer tourist organizations.

> *"Yeah! We have heard of a number of conflicts whereby the guardian or the parents go directly to the centre to demand all the donations/sponsorships received under the names of their children. This happens when some parents/guardians are communicating directly with the volunteers regarding what has been sent to their children. This has led to most parents/guardians losing trust in the volunteer organizations owned and run by fellow Tanzanians especially blacks"* (Mbwambo, local person).

> *"In previous organizations where I used to work, I saw five women shifting their kids from one volunteer organization to another after realizing their kids were not getting all their donations sent by sponsors. It's bizarre to find that, after a thorough follow-up, the owners did not give the required amount to the owners/kids. They usually pocket most of the donations for their personal benefits"* (Tabu, local person).

There are also some conflicts of interest among VTOs due to the competition over volunteer tourists and/or children benefiting from the volunteer sponsorships. For instance, a personal communication with one of the government leaders revealed that some local people or guardians seek some intervention and legal measures against their fellows who they claim have inappropriately lured some volunteer tourists or the beneficiaries to shift to their own organizations. With these inter-organizational conflicts, it is apparent that even the beneficiaries and other stakeholders are likely to

lose their trust against these volunteer tourist programmes and volunteer tourists as well.

5.2.2.6 Involvement of Key Stakeholders

According to the research participants the level of involvement and participation of the local people in running the volunteer tourist organization was questionable. For instance some respondents raised their concern about the level of involvement in decision-making and other administrative issues of these organizations.

> *"The volunteer tourist organizations or the people who want to do something good for the local community should involve the local personnel from the very beginning and discuss the issues. And if possible demand local participation percentage-wise. Let's say for example the school fees for a child are $100, the parent/guardian should contribute 40% and the volunteer organization covers the 60% from the very beginning. But if all this starts without involving the local people then there is that fear that the people will regard the organization as individual people's projects meant for their personal interests or that so and so will bring the money or the volunteer tourists/sponsors will bring the money" (Sumari, local person).*

Bearing in mind that most of these volunteer organizations particularly the locally-established ones are not accountable to the key stakeholders in terms of management, monitoring and evaluation of their performance. The local people have no power to influence decisions partly because they are regarded as mere beneficiaries who have no mandate to demand or raise any issues as far as the volunteer services are concerned.

5.2.2.7 Religion

Religion also appeared to influence the host community perception of volunteer tourists and organizations. The research participants appeared to appreciate the contribution of volunteer tourists but some are displeased by the role of religion in running such an organization. This is an example of a volunteer tourist organization which is likely to lose support and trust from the host community as it is viewed to be harmful to the health of the beneficiaries, the orphans and children from poor families. For example:

> *"We have one NGO somewhere around the village... I won't mention its name [due to the sensitivity of the information]. This is an organization which is owned by the church but the majority of volunteers are from abroad. They are supporting the organization but I have the feeling that,*

> *their support is not appreciated by the community because of the conditions and limitations they have based on their religious believes. For instance we have our own style of feeding our children here but it is unfortunate that they have their own modality of feeding the children in their organization. A case in point is that they prohibit the children to eat animal products such as eggs, milk, and meat" (Mbwambo, private sector)*

5.2.3 Legal and Regulatory Factors

5.2.3.1 Tourism Regulatory Frameworks and the Political Regime

As far as the public sector is concerned, the terms 'international workers' and 'NGO paid employees' were used to place emphasis on the public sector's governance perspective. This is both a legislative and policy-related issue in Tanzania whereby all volunteer-related activities are addressed under the Ministry of Labour and Employment. Therefore, they are regarded as international workers or NGO paid employees thus they need class C working permit to volunteer in Tanzania. This is contrary to the other mainstream tourists who are under the Ministry of Natural Resources and Tourism and thus need a tourist visa. Thus, it's worth mentioning it as an issue which can influence the operation and the general public sector's perception of volunteer tourists in the developing country context. Despite the government's efforts to establish a draft of national volunteer policy in 2007 (not yet approved for implementation), it is not clear whether it will address the visa issues related to volunteer tourism. A clear volunteer tourism regulatory framework and policy could be an instrumental tool to harness the operations of volunteer tourism programmes in the country. Therefore, tourism and other related regulatory frameworks are the key attributes that can be associated with the public sector/government perception of volunteer tourists.

On the other hand, volunteer tourism has recently taken a political dimension in Tanzania and this has affected some VTOs within the study site. This research was conducted during a period when there had been political debates over the role of volunteer tourists in the development of the country. Contributing to this, a respondent from the public sector stated that:

> *"A big number of international travellers are coming here under the umbrella of volunteering. I think the government has just realized this trend*

and has increased the costs of volunteer visa to regulate the number of volunteers flowing to the country" (Moshi, Public Sector)

It appears that the public sector does not view or perceive international volunteers in the tourist sense but rather as foreign workers and employees.

5.2.4 Environmental-Based Factors

From a developing country perspective, the majority of the local community directly depend on the natural resources for their survival. Deforestation and environmentally unfriendly farming activities; and poor sewage disposal have put the environment under pressure and even endangered some species. It is based on these scenarios that volunteer tourists have been in the forefront in terms of conservation of nature and the environment in general (Wearing, 2001). The question of whether there are some environmental attributes that can influence the host community's perceptions of volunteer tourists and organizations is discussed here.

5.2.4.1 Environmental Awareness

One of the key contributions from the volunteer tourists in the study was the establishment and funding of some environmental projects for the host community. Some environmental campaigns such as tree planting programmes and conservation of water sources are some of the initiatives being supported by volunteer tourists.

> *"In our organization we have programmes over the weekends with our volunteers to make sure they include environmental cleanness and if you visit one of the public offices here [the district office] if you get time, all the trees and vegetation you see planted there are through my organization's volunteer tourists" (Hamisa, Non-profit organization).*

> *"With the help of our volunteer tourists we conduct environmental conservation training for the students from the surrounding secondary schools; whereby we talk about the point of environmental protection in order change the mindset of the young generation. We educate them about their roles and why it's important to make the globe clean. These tourist volunteers [volunteer tourists] are also doing some community training believing that their change in mindset will also contribute to making the young generation conserve and protect the environment" (Munuo, Non-profit organization).*

With this form of initiatives and support, the host community's perceptions of volunteer tourists have been positive and highly appreciated.

5.2.4.2 Population Density and Pressure on Natural Resources

As mentioned in the previous chapter, this study was conducted in one of the densely populated villages in the NTC. And thus the demand for more land for cultivation and livestock keeping is relatively high. The demand for quality water is a long-term challenge despite some intervention by volunteer tourists in terms of construction of waterholes and other facilities that bring water close to the host community. Deforestation has been a long-term challenge due to the demand for more land for agricultural activities, firewood collection and charcoal burning. Therefore, the presence of volunteer tourists who provide training on alternative sources of energy and other economic means to make a living might be viewed as a positive thing by some members of the host community:

> *"There are so many problems from economical to environmental issues. The local communities have not been exposed to high education and thus everything they do is just from the local community perspective whereby sometimes they don't care about the environment, the water system is in a terrible state, the infrastructure is very poor. I think there are a lot of opportunities for volunteer tourists to help and work with the local communities on this environmental aspect" (Ngumuo, Non-profit organization).*

5.3 Conclusion

This chapter has highlighted the key attributes that influence the host community's perception of volunteer tourists. It has identified some key attributes which emerged from the findings. For instance, poverty and financial constraints; investment opportunities; racial ethnicity; and level of education are some of the emerging attributes from the findings. Thus this study reveals that some attributes which influence the host community's perceptions of volunteer tourists in the developing country context might differ from those influencing their counterparts in developed countries (e.g. poverty, and racial ethnicity). However, there are some common attributes which were identified in the literature and they also appeared to influence the host community's perceptions. For example, volunteer project ownership; host community involvement; commercialization of volunteer tourism; cost and benefits of volunteer tourists; stage of tourist development in a destination; political regime

of the destination; and regulatory frameworks such as volunteer legislation and policy.

As illustrated in the new conceptual framework, the four major factors (see Figure 5.1) are interrelated in a number of ways. A critical analysis of the key attributes under each category reveals that these factors address a common, key theme grounded on the trust and mistrust of volunteer tourists and volunteer tourist organizations. It is based on this trust and mistrust that the host community's perceptions are determined. For example, poverty appeared to be an attribute that cuts across all the factors in terms of influencing host community's perceptions. Likewise, the tourism regulatory framework and political regime of the destination tend to affect the rest of the factors as well. However, this factor shows some overlap in terms of addressing a common developmental agenda to the host community.

This is one of the key findings from this study and thus the current chapter has attempted to elaborate on some of the key attributes that are associated with the host community's perceptions of volunteer tourists and VTOs as far as the trust and mistrust issues are concerned. Generally it was revealed that the majority of the local people tend to attach a high status and trust to the volunteer tourists and organizations run and managed by the individuals from the developed western countries compared to their counterparts run and managed locally.

CHAPTER 6: DISCUSSION

6.1 Introduction

In order to ascertain the potential of volunteer tourists to contribute to the host community's social, cultural, economic and/or environmental domain, a clear conceptualization should be put in place to elaborate what these concepts [volunteer tourists and volunteer tourism] mean to the host community. This is according to the review of the existing literature which showcased the need to have a rich understanding of volunteer tourists and the concept of volunteer tourism from the host community's perspective (Clemmons, 2012b; Lyons & Wearing, 2008; McGehee & Andereck, 2009).

This chapter brings together the findings presented in chapters 4 and 5 and discusses all the components that were found to lead into a broader understanding of host community's perceptions of volunteer tourists. It also brings on board a comprehensive discussion of the two research questions namely (1) what are the perceptions of the host community (local people, private sector, not-for-profit sector and the public sector) of volunteer tourists? (2) What are the host community's attributes that shape these perceptions of volunteer tourists? In order to harness the flow of ideas in this chapter cross-references to the other previous chapters (i.e. chapters 2, 3, 4 and 5) will be made where necessary. It is also important to note that the host communities in this study encompass all the stakeholders involved with volunteer tourists in the developing country context. These include members from the private sector, not-for-profit sector, public sector and the local people who are not affiliated to the other sectors.

The chapter is structured as follows: The first section begins with a discussion of the meanings and understandings the host communities have of volunteer tourists based on the developmental discourse. This is followed by a section that identifies and discusses the key attributes that emerged in the findings and their relevance to the extant volunteer tourist literature. The chapter then goes on to discuss how the trust and mistrust issues shape the host community's perceptions of volunteer tourists and

VTOs. Finally, the chapter concludes by outlining the key relevant issues of research interest.

6.2 Host Community's Perceptions of Volunteer Tourists: The Development Discourse

It is relevant to understand the meanings that the host communities attach to the volunteer tourists. This might be one of the appropriate ways to ensure successful and healthy host community-volunteer tourist relationships. The understanding of the host communities' conceptualization of volunteer tourists can also be an ideal tool to bring the necessary change to the economic, socio-cultural and environmental aspects of the community. According to Graham *et al*. (2011, p.17).), "volunteer tourism does not occur in a vacuum. It is shaped by the discourses of development, aid and trade". Similarly, other volunteer tourism researchers argue that there are some complexities associated with the conceptualization and framing of an appropriate definition for volunteer tourism. For example, Holmes and Smith (2009) argue that volunteer tourism is a multi-dimensional concept with no definitional consensus due to its complex nature. This implies that volunteer tourism/tourist might have various meanings depending on the context under which such conceptualization in made. It is based on this scenario that this section discusses what the host communities in the developing country context understands of these concepts.

The extant volunteer tourism literature tends to acknowledge the potential of volunteer tourists to contribute to the development of the host communities (Fee & Mdee, 2010; McGehee & Andereck, 2009; Wearing, 2001). Most of the volunteer tourist programmes in developing countries are established and framed to meet some developmental aims and objectives. However, there has been little research that explains whether the host communities perceive these forms of developmental agenda as potential contributors to poverty alleviation (see section 2.4.2). The following discussion explains the position of the host communities in the developmental agenda as they interact with the volunteer tourists. It goes further to discuss the broad conceptualization of volunteer tourists and volunteer tourism in the context of development by highlighting how development should be viewed and understood from the host communities and the developing country's perspective.

As highlighted in the findings (chapter 4), the host communities perceive the volunteer tourists through different lenses namely sponsors, donors, niche tourists and/or international workers/paid NGO employees. The different stakeholders within the host community (i.e. the non-profit, public and private sector employees as well as the local people) also bring different perspectives. In light of this conceptualization, this study argues that referring to volunteer tourists as sponsors, donors, niche tourists and/or international workers/paid NGO employees portrays some developmental elements that the host community expects to accrue from the volunteer tourists.

6.2.1 Are all Volunteer Tourists Sponsors and/or Donors?

This study reveals that the experiences and expectations of the host community towards volunteer tourists are often framed within the three developmental pillars vis-à-vis economic, social and environmental. For instance, the perception of volunteer tourists as sponsors and donors in the context of educational support reflects the potential for volunteer tourists to contribute to the socio-cultural and economic development of community in the study site. Similarly, giving the volunteer tourists the status of niche tourists and international workers and/or NGO paid employees is an indicator of the economic element of volunteer tourists. The volunteer tourism literature regard the majority of volunteer tourists from developed countries as middle and upper class, young and well-educated, globally conscious individuals who sympathize with a popular global justice agenda, and are ethnically white (Conran, 2011; Crossley, 2012; Sherraden *et al.,* 2008). With these kinds of features, it is not uncommon to find that most of the host community member might consider volunteer tourists to be materially wealthy and thus giving them more hope and expectations of meeting their financial needs.

Nevertheless, not all volunteer tourists are in a position to directly sponsor or donate some funds to the host organizations and local people. Some are in their mid-career development and with no stable income and thus are not suitably suited to meeting the financial demands of the host organizations and the local people (Simpson, 2004). Despite that, some host VTOs use most of these volunteer tourists to link them with potential donors from their countries of origin. In other words, volunteer tourists are also regarded as agents and good ambassadors to represent the host

community and VTOs to potential funding organizations. This is partly because most of the local VTOs and the local people believe that it is easy to gain access to funding if their applications are endorsed and supported by the white volunteers who are likely to be trusted by the funding organizations and individuals from developed world funding sources. For instance, in most VTOs' websites, most of the volunteer tourists are urged to give their testimonials on how the hosting volunteer organizations are changing the lives of the local people. This increases the volunteer organizations' chances of getting funds from individual donors and other international organizations. This is a potential strategy to win the support of the visiting volunteer tourists and to attract future volunteer tourists.

This study has revealed that volunteer tourist contributions do not only revolve around direct financial benefits but rather go beyond to include the provision of medical, sport and educational equipment and facilities in the local dispensaries and schools. Another key contribution from the volunteer tourists is the human resource base. Most of the VTOs in the research area are under resourced in terms of skilled labour because they cannot afford to pay their wages. Therefore, the availability of free volunteer tourist labour has been quite instrumental in the operation and management of some local VTOs. The key sectors which have benefited from skills and services from the volunteer tourists are education, medicine, natural resource conservation and business. While this might sound like a good contribution worth applauding, some of the local people regard the volunteer tourists as barriers to local employment opportunities. This finding complements Guttentag's study, which explored the potential negative impacts of volunteer tourism/tourist. Arguably, the local people are entitled to have access to the employment opportunities from the VTOs operating in their locality. But due to insufficient funding for paying wages and for other managerial functions, most VTOs tend to prefer using volunteer tourists who not only donate money, contribute their time, skills and experience for free but also help the organizations gain access to new sources of funding. A similar finding exists in the study by Lacey, Peel and Weiler, (2012) and Perold *et al,* (2011).

Thus this study indicates that the host community's perceptions of volunteer tourists are geared towards achieving economic development. Addressing the volunteer tourists as sponsors, donors, international workers and niche tourists reflects the

existing trend whereby it is believed that the first world countries ought to be vehicles for development to the third world countries. However, drawing from the popular criticism on volunteer tourism (Graham *et al.,* 2011 & Sin, 2010) which claims that development is a western country concept and thus exacerbates the structural inequalities, dependency and economic gaps between the first and third world countries; this study argues it is not an easy task to strike the balance, achieve equality and fill the economic gap between the developed and developing countries due to the historical and neo-liberal ideologies and economic policies that govern these two sides. However, much effort should be directed towards creating sustainable means that could reduce the level of economic dependence within the host community. As one research participant suggested "it's better to teach us how to fish on ourselves than always giving us a piece of fish which will not suffice our hunger". Irrespective of this criticism, Conran (2011) asserts that "while volunteer tourism will not individually solve the issue of global inequality, we should not overlook its potential to become a platform for contributing to peace, broader global justice movements and strategy for economic development" (p.1466).

6.2.2 The Niche Tourists: Vacation-minded or volunteer minded?

As discussed in the volunteer tourist continuum (see figure 2.1) volunteer tourists are conceptualized as either vacation-minded or volunteer minded travellers based on time spent while volunteering, organizational settings and motivations/drivers for their travel. This is a developed country conceptualization of volunteer tourists. This study found that volunteer tourists are also regarded as niche tourists by the respondents from the private sector. However, the host community members in the NTC are able to distinguish between volunteer tourists and mainstream tourists based on the time spent on volunteering and organizations under which they operate from. For instance, it is common in the NTC for mainstream tourists from the nearby tour companies to pay short visits to the orphanages and they donate some equipment or money. This group does not fall under the volunteer tourists as far as this host community is concerned. On the other hand, volunteer tourists do travel to the NTC attractions and even beyond. The fact that these volunteers stay with the host community they are still regarded as volunteer tourists. Therefore this study argues that the distinction between the vacation and volunteer-minded travellers is a

bit blurred even from the NTC context. This finding supports that from Ingram (2011) who posits that "as a niche tourism product, volunteer tourism combines consumption and participation. The volunteer is seeking an experience that blends leisure component with, on some level, an opportunity to assist others." (p.216)

6.3 The Key Attributes Influencing the Host Community's Perceptions of Volunteer Tourists

As illustrated in the conceptual framework (see Figure 5.1), the key host community's attributes that influence their perception of volunteer tourists are categorised into four groups namely economic, socio-cultural, environmental and legal and regulatory frameworks. These groups are interlinked and cannot work independently in terms of influencing a common development agenda and thus the host community's perceptions. However, there has been a focus on the economic aspect with the intention to help the poorest communities within the developing countries. It is based on this stereotypical mentality that most volunteer tourism managers and researchers tend to believe that they can bring changes to the communities by focussing only on the economic and/or environmental domains.

Notwithstanding the aforementioned mentality, it can be argued that for any community to achieve the required and anticipated economic development there must be a conducive social atmosphere that acts as an interactive space for all the key stakeholders. According to Stronza and Gordillo (2008) there is "need to pay greater attention to values, social relations, and institutions, as opposed to just economic change, in community-based projects" (p.452). They contend that strong local community values are based on relations of trust, reciprocity, common rules, norms and sanctions and strong networks. Such non-economic attributes have the potential to affect the perception of the host community and needs to be addressed in order to achieve the intended goals of any volunteer tourist programme. Therefore, the establishment of strong social networks between the host community and volunteer tourists is a fundamental tool that links people from different backgrounds, nationalities, culture and ethnicities.

Similarly, regarding the environmental aspect, volunteer tourists have been in the forefront in terms of environmental conservation in developing countries and the rest of the world (Wearing, 2001). This study also found that some volunteer tourists

have done a commendable job in terms of conserving water sources; tree planting programmes and environmental training within the host community (see section 5.2.4.1). The success for such environmental initiatives has some economic and socio- cultural implications not only to the volunteer tourists and VTOs but also to the host community.

Drawing from the aforementioned discussion, the following section discusses some of the important attributes that appear to influence the host community's perception towards volunteer tourists and organizations. The discussion further takes into account the relevance of these attributes to the VTOs managers and the researchers alike.

6.3.1 Racial Ethnicity and History

According to the findings, one of the key attributes which shapes the host community's perceptions towards volunteer tourists and VTOs is based on racial ethnicity. In the developing country context and Tanzania in particular, the difference in racial ethnicity strongly influences the interaction between the host community' (mostly black) individuals and the volunteer tourists who are mostly non-black and from the developed world. For instance, it was found that there is an existing notion and stereotype among the majority of host community members that most volunteer tourists from the non-black ethnicities (White and Asian volunteers) are "economically able; highly skilled and intellectually advantaged; and socially caring (i.e. a more superior race)". This trend has developed some strong structural inequalities in terms of power imbalances and economic dependencies between the north and the south. This dependency syndrome has had impacts not only at the national levels but also at community and individual levels.

This finding supports the study by Graham *et al*, (2011) and Sin (2010). These authors argue that the history of colonial and post-colonial interaction between the African and the Western world have to a great extent shaped the prevailing perception of the host community and organizations towards the non-black volunteer tourists. For centuries there has been a long-term economic and political relationship between the developing African countries and the most developed Western countries.

On the other hand poverty has been associated with racial ethnicities whereby the non-black ethnicities believe that the most coloured individuals are poor because they are lazy and they chose that destiny for themselves. A case in point is Sin's (2009) study whereby one respondent (non-black) claimed that "the South African Blacks are indeed lazy and are poor because they choose to drink and smoke marijuana all day" (p.495). This mentality of blaming the host community for not working hard for their own development can potentially influence their perception of volunteer tourists.

This study contends that understanding the issue of racial ethnicity is useful in shaping the relationship between the local people, the volunteer tourists and the VTOs and hence determining their perception. It has also been verified that the majority of the local people accord a high level of trust to the VTOs owned and run by the non-black individuals or organizations compared with their counterparts that are owned and run by the locals (see section 5.2.2.3).

6.3.2 Sponsorships and Donations

In the developing country context, the terms sponsorship and donations are common-place at the local, organizational and national levels. Sponsorships and donations have become the engine for boosting the economic, social and environmental development of the poor communities under the arm of not-for-profit or charitable organizations. They are like avenues where negotiations between receivers from the developing countries and the providers from the developed countries take place. The findings from this study have revealed that volunteer tourism is grounded in the roots of foreign sponsorship and donations. Volunteer tourists in the study site have been branded the sponsor and/or donor titles based on their contribution to the education and other developmental initiatives in the study area. A similar finding by Lacey, Peel and Weiler (2012) which was conducted in Kenya revealed that despite the donation from the donor countries, volunteer tourists who visited one of the villages via a volunteer tourist organization became involved "through donations of money and time as well as administering and contributing to a child sponsorship programme" (p.1207). If this is the prevailing situation in the developing countries, then it is significantly logical for the host community and volunteer organizations to assume the volunteer tourists as sponsors and donors respectively.

However, some criticisms have surfaced regarding this form of interaction due to its possibilities of enhancing structural inequalities between the Northerners and the Southerners (Sin, 2010); and encouraging decommodification of volunteer tourism (Coren & Gray, 2012). For instance, the finding noted that not all VTOs are strictly committed in offering volunteer tourism experiences. Some of them operate as avenues to attract potential donors and sponsors. Besides that some VTOs tend to organize short safari visits for volunteer tourists to nearby national parks and game reserves in order to generate income for the organizations. This finding supports Lacey, Peel and Weiler's (2012) study. Therefore, the volunteer tourists and tourist volunteers are regarded as sources of income to run the VTOs.

6.3.3 Transparency and Financial Accountability

At the organizational level, the extent of transparency and financial accountability appeared to be one of the key attributes that influence the local people's perception of VTOs and to volunteer tourists alike. For instance, the local people in the study site appeared to have lost their trust in some of the VTOs, which bring volunteer tourists to come and work with the local people. With this level of mistrust towards the volunteer organization owners, it is likely that the interaction between the local people and the volunteer tourists are severely hampered. While it is believed that most of the volunteer tourist organization owners and managers act as mediators and/or links between the volunteer tourists and the local people; this finding has also uncovered that, some of the managers and owners abuse this mediation role by trying to limit the extent of interaction between the locals or the beneficiaries and the volunteer tourists. This is very possible taking into account that most local people can't speak English and thus they can only communicate with the volunteer tourists in the presence of a translator, who is either the project owner or employees. A similar finding was found in a study by Lacey, Peel and Weiler (2012) and Coren and Gray (2012). These authors revealed that some of the volunteer tourist organization owners have been associated with "allegations of theft, misappropriation of donations, bullying, assault and sexual misconduct by the owners, the managers and some staff members" of the VTOs (p.1206).

It is based on these allegations that the host community stakeholders and the local people in particular have lost their trust and willingness to support the projects which

are apparently meant to benefit them as key stakeholders. To ascertain this claim, the local people in the study area revealed that, despite some children being fully sponsored, their impoverished parents have been charged some money in terms of educational and accommodation fees. Some research participants clearly testified about these allegations in the study site though it was not confirmed by the owners and managers. Although it was beyond the scope of this study to address the issues of finance at individual volunteer organizations due to its sensitivity, the researcher clearly noted that most owners and managers were not ready to participate in the research if the financial issues were to be discussed in the prospective interviews. A similar case transpired in the study conducted by Lacey, Peel and Weiler (2012) whereby one of the volunteer tourists (alias sponsor) was terribly shocked when she learnt that the parents of one of the children she was fully sponsoring were charged something. Researchers and practitioners cannot afford to neglect and ignore these kinds of allegations if volunteer tourism is to be considered as a mutual experience that benefits the host community, the environment and the volunteer tourists.

6.3.4 Poverty

Volunteer tourism is considered one of the mechanisms for the alleviation of poverty in developing countries (Hall, 2007). Recently volunteer tourism has become a potentially ethical model of travel to poorer parts of the world; one that stresses sustainability, reciprocity in terms of bringing benefits to the host community and volunteer tourists (Crossley, 2012). Volunteer tourism is also assumed to clearly engage with the pro-poor tourism agenda, whereby volunteer tourists are involved in consuming holidays in poor destinations. Volunteer tourism is also associated with "poverty tourism/poorism, which is regarded as the latest tourism market niche which involves travel to poor parts of the world and even tour of slums" (p.235). With this in mind, why is poverty a key attribute that is likely to influence the host community's perceptions of volunteer tourists?

This study reveals that the prevailing poverty and economic dependency on foreign aid in terms of sponsorship and donation shape the way in which the host community perceives and relate their experiences and expectations of volunteer tourists. It is worth noting that there is little and in most cases no local or governmental financial support for the establishment of not-for-profit organizations to help the most

vulnerable people in the host community. Even the financial institutions such as banks consider most local people ineligible for bank loans to establish a not-for-profit organization for the fear of not getting back their funds. Therefore the most likely sources of funds to establish any volunteer tourist organization are the volunteer tourists and their respective international organizations in the western developed world. In that respect, poverty and financial constraints tend to influence and determine the host community's perceptions of volunteer tourists as sponsors and donors. These findings are supported by Zahra and Mclntosh's (2007, p.117) who claim that the "confrontations with poverty and suffering provokes volunteer tourists emotive reactions including sentimental outburst of grief, tears, action, giving away money, and even escape". Perhaps, it is based on this scenario that some volunteer tourists are regarded as potential sponsors and/or donors. In light of the above literature and in accordance with the host community, it is expected that if the volunteer tourists come with such superior mentalities in the bid to change the lives of the poor local people, a common goal might not be achieved as far as volunteer tourism practices are concerned.

Consequently, Crossley, (2012) argues that, "poverty's capacity to shock, move and leave potentially life-changing impressions on people is dampened because it is perceived through the lens of cultural stereotypes and fantasies, imprinting images of the exotic, authentic and of happy communities upon voluntoured destinations, and because it must be constantly negotiated by volunteer tourists who are simultaneously invested in poverty and threatened by it" (p.250). Poverty is arguably a major distinctive feature that divides and classifies the developing and developed worlds; the North and South or the First and Third world countries.

6.3.5 Host Community Involvement

This study reveals that the extent of local community involvement is still questionable because most local people are regarded as mere beneficiaries and they have no voice in the management of volunteer organizations working in their villages. This is partly due to a lack of education and language barriers that limit their capacity to interact with the volunteer tourists and other potential sponsors. It was also found that some beneficiaries and the local people in particular have never

seen or had any formal communication with their sponsors because the VTO owners restrict any direct communications for their own reasons.

It can be argued that, the possibility of volunteer tourism to lead into either stronger or weaker local institutions depends, among other factors, on the extent to which the host community is engaged as owners and managers of volunteer tourist programmes. This study stresses that the extent of host community's involvement right from the very beginning to the implementation of the volunteer tourist programmes can be the key to improving the trust, mutual understanding and sharing of experiences between the host community and the volunteer tourists. As Jones (2005) put it, substantial community involvement tends to foster greater levels of trust, leadership, and organization. Therefore, the host community's perceptions of volunteer tourists will partly depend on the extent to which they can influence the operation and decision-making process within the organization.

6.3.6 Volunteer Tourist Organization Ownership

This study reveals that host community's perceptions of volunteer tourists are influenced by whether the host volunteer tourist organization is owned by the local people or the foreigners. High status and trust were accorded to most organizations run and managed by foreigners compared to the ones owned and managed by the locals. According to the findings it appears that foreign owned volunteer organizations exhibit the highest level of transparency and financial accountability; tend to be more focused on helping the needy people and sometimes involve the host community in the decision-making process.

Interestingly, some VTOs have been established through the collaboration between the previous volunteer tourists and local people. Most of these volunteer tourists not only bring skills and expertise to these organizations but rather they are better placed to bring in more volunteer tourists from their respective countries as well as attracting funding from potential donors and/or sponsors. This is what Conran (2011, p.1461) refers to as organizations "created by volunteers for volunteers". This author argues that such organizations have been successful in terms of attracting a high number of volunteers and funding to these organizations. In this way relationships and close bonds are established between the volunteer tourists and the host community and as a result the perception and attitudes of the hosts can be

influenced. For example, some of the local people in the study site could confidently point out some of the model VTOs which have been more successful in reaching and changing the lives of the needy people. An interesting part of these testimonials is when most of them tended to associate these commitments and success with those organizations which have been jointly established through the collaboration between foreign volunteers and local people. Most of the organizations which have been established by the collaboration of a local resident and a foreign volunteer tended to be trusted and have a high level of credibility from the host community, volunteer tourists and international donors from the developed western countries.

6.3.7 Tourism Regulatory Frameworks and the Politics of Volunteer Tourism

The legal and regulatory frameworks governing the operation of volunteer tourism enterprises cannot be overlooked because they impact on the economic and social wellbeing of the host community and the volunteer tourists. The current wave of changes in tourism behaviour and experiences whereby consumption is blended with participation as in volunteer tourism should go hand in hand with the change of the legal and regulatory frameworks that govern their establishments and operations. The laws and policies governing volunteer tourism in the case study appeared to have an influence on the operation of volunteer tourism activities by the host VTOs (see section 5.2.3). For instance the tourism regulatory framework of the country tends to ignore the volunteer tourists and key players of the tourism industry. There is no clear-cut distinction among different categories of tourists in the current tourist regulatory frameworks and perhaps that is why the volunteer tourists are regarded as international workers or NGO employees. This is also conflicting with the immigration, labour and employment regulatory frameworks which do not regard international volunteers as tourists and thus they are supposed to apply for a class C or work permit visa to enter and volunteer in Tanzania.

While this research was being conducted there was a debate between the public sector/government and the not-for-profit sector regarding the increment of volunteer tourist visas by almost 400%. This increment was imposed instantly in 2011 without involving the relevant stakeholders from the not-for-profit sector thus creating tension between the two parties. This is also a policy-related issue and it appears that there is no political will and consensus for the aforementioned tensions. The

politicians who are the policy and law-makers of the country have failed to incorporate an appropriate public-private-not-for-profit sector legislation that could regulate their operations. These attributes were also identified from the literature as illustrated in the conceptual framework.

This issue is still at its infancy stage in Tanzania. However, there are other countries in Africa and the rest of the world which have put in place appropriate laws and policies that foresee the operation of volunteer tourism activities. For instance the Philippines' *Act No. 9418 on Strengthening Volunteerism* (2007) stipulates that foreign volunteers (as well as their dependants) entering the Philippines to work on approved projects are entitled to multiple entry visas and are exempted from visa and immigration fees. Similarly, South Africa amended the *Immigration Act* in 2004 to make it easier for international volunteers to obtain visas (UNV, 2011).

6.4 The Host Community's Trust and Mistrust

Understanding of the host community's perceptions of volunteer tourists and organizations is subject to framing questions that ignite them and probe more details regarding their experiences with the volunteer tourists and volunteer tourism organization. Regardless of the nature of the interview questions, one of the advantages of conducting semi-structured interviews is that sometimes a respondent fails to address or answer the intended questions but later they open up when a different question is asked. Therefore using different approaches of questioning in this research was instrumental in terms of probing relevant information on the host community's perceptions of volunteer tourists. Thus, to gain a rich understanding of the host community-volunteer tourist interaction, a set of questions were posed to the respondents in order to probe more information regarding the perception of volunteer tourists, one of the questions was: *what do you think are the reasons for volunteer tourists to volunteer in your village and Tanzania?* And the other question was: *"what is your perception of VTOs in your village?"* Arguably, the respondents revealed more insightful information than what was asked in the actual questions as far as the attitude and perception of host community towards volunteer tourists was concerned. It is however important to note that these were not the only questions asked during the interviews (see appendices 3-6), but these two questions appeared to be instrumental in providing an extra layer of information.

Regarding the first question, the research participants were asked to discuss what they think are the reasons for volunteer tourists to volunteer in their village. The current literature has written broadly on the motivations and reasons for volunteer tourists to undertake international travel to developing countries for the purpose of volunteering (Wearing, 2001; McGehee & Santos, 2005; McIntosh & Zahra, 2008; Sin, 2010; Holmes *et al.,* 2010; Schott, 2011; Barbieri *et al*., 2012). However, very little is known as far as the host community understands of the reasons for volunteer tourists to participate in volunteer initiatives in the village. Asking the host community revealed another layer of attitudes and perceptions which could have been overlooked. It is important to understand this aspect in order to explain how and why the host community behaves in a particular way while interacting with the volunteer tourists and VTOs.

This study found that the volunteer tourists appear to have built a good reputation among the host community members in the study site. For example

> *"You see they have the good spirit and love for local people. Like for example seeing a 'mzungu' lady [a white lady] carrying a black child sick to a hospital or I mean…. seeing a white man carrying a black kid on her/his shoulder to a hospital is not something easy, it's not something common seeing it happen here. It is very impressive and it has a very serious impact on the local community" (Mziray, local person).*

> *"That this person [volunteer tourist] plans a trip from abroad to come to a particular area or country for the purpose of doing something with the local people/population and to help them [local people] become better people in any different aspect depending on the mission that person has"(Manka, Not-for-profit sector).*

It is interesting to see how the host community acknowledges the non-economic side of volunteer tourists. A similar finding was found in a study conducted in Thailand by Conran (2011, p.1462) whereby the local people suggested that the volunteer tourists had "good hearts and were full of love".

Some respondents had different views that volunteer tourists use volunteering as an easy way to travel to the country and achieve their personal goals and interests. For instance, some respondents appeared to acknowledge the positive aspect of volunteer

tourists but they also thought that there is something beyond volunteering which motivates these volunteer tourists to visit the country. For example:

> *"It's not that they are not wanted in Tanzania but it's due to what they do when they come here. They use volunteer as a loop hole to come and explore the country because when they come under a certain volunteer/charitable organization, they evade a lot of costs/taxes due to most of this organization regarded as non-profit"* (Moshi, Public Sector).

> *"You see, from my own perception and experience, I know a lot of these volunteers in our village and the surrounding areas. The number of these volunteer tourists in this village is already worrying me. I am just worried if the immigration department is aware of this? Are these people coming with a good will to assist? Or do they have any other hidden agenda? Personally I am sure there is a hidden agenda."* (Lema, Private Sector)

It is interesting to note that, some members of the host community appear to express their concern and mistrust to the bigger number of volunteer tourists in the village. Perhaps, this group of participants were not initially involved in the volunteer tourism programmes and thus lack clear information. This type of perception might potentially affect the interaction between the local people, VTOs and the volunteer tourists.

Moreover, some research participants also expressed their concerns and mistrust regarding volunteer tourists and VTOs. Some of them have the feeling that volunteer tourists are thought of as invisible investors who come under the umbrella of volunteer tourism. For example:

> *"Sometimes you find some asking to buy properties in here such as houses and land, which makes me feel that a new kind of colonialism/neo-colonialism is underway coming in the country. I have the feeling that as their number increases, they will be capable of doing some bad things in our society. That is why I don't like them"* (Ramadhan, Local Person).

> *"Mostly, volunteer tourists come to help people in need but some of them come for their personal interests such as business, minerals, etc. Someone might come as a volunteer but he/she is not really into volunteering but rather coming to make business or for the purpose of getting minerals. So I can't say all of them are coming for the purpose of volunteer issues"* (Swaumu, Local Person).

It is also important to note that the majority of tourism investments in the form of hotels and tour companies in the NTC are foreign-owned and run. This might partly explain why these respondents have such perceptions.

Understanding the host community's perceptions of the VTOs in the study village was also deemed necessary in this study. Thus, the local people were asked the question: *"what is your perception of VTOs in your village?"* This question was important because the VTOs act as intermediaries and middlemen between the local people and volunteer tourists. Therefore, in order to ensure a two-way traffic form of interaction, it was necessary to hear the voices of the local people regarding the roles, establishment and operation of these VTOs. The understanding of how the local people perceive these organizations is significant because it can influence the way these local people interact with the volunteer tourists.

In light of the above it was revealed that the VTOs' reputation and acceptance of the local people depended, among other factors, on whether an organization is run and managed by international or western country individuals or by the local people within the village. The majority of the local people tend to prefer and attach a high status to organizations run and managed by the individuals from the developed western countries compared to their counterparts run and managed locally.

Interestingly, the local people revealed very strong and insightful information on the trust and mistrust of volunteer tourists and organizations. They revealed more information beyond the questions asked by showcasing their attitude and their feelings about volunteer tourists and VTOs. The local people's questioning of the motives of volunteer tourists and people running the VTOs should not be overlooked by the researchers and practitioners. These findings support Sin's (2010) study which posits that, "volunteer tourism does appear to be a suitable platform for realizing the role of international travel in promoting understanding and trust among people of different cultures, a foundation on which to build improved relationships towards the goal of world peace and prosperity"(p.987).

Drawing from the aforementioned discussion in section 6.2, it can be further argued that most of the key attributes that influence the host community's perceptions of

volunteer tourists and VTOs appear to revolve around the trust and mistrust among the key stakeholders. This is a potential contribution to the body of volunteer tourism literature and an important take home message to the volunteer researchers and practitioners. The trust and mistrust aspect of volunteer tourism also relates to McGehee and Zahra's (2011) debate on the role of volunteer tourism to enhance the social capital within the host community. They further emphasised that social capital is a potential "lubricant" for other forms of capital (i.e. financial, personal, cultural, natural, human, political, welfare and built capital) in the case of volunteer tourism stakeholders in the host community. This is echoed by Jones (2005, cited in McGehee & Zahra, 2011) who states that, it is necessary to embrace a strong social capital in a community because "trust and reciprocity lubricate corporation through reducing transaction costs, as people no longer have to invest in monitoring the behaviour of others, thus building confidence to invest in collective or group activities" (p.307). This is an area that needs further research.

CHAPTER 7: CONCLUSIONS AND IMPLICATIONS

7.1 Introduction

This study has established an understanding of the host community-volunteer tourist interaction and the dynamics involved in shaping the attitudes and perceptions among community members from a developing country perspective. The study has also captured a multitude of perspectives and opinions from various stakeholders within the host community. By adopting a qualitative case study approach and with the aid of in-depth semi-structured interviews the voice of the African host community regarding their perceptions of volunteer tourists has been heard. The conceptual framework to examine the host community's perceptions of volunteer tourists (Figure 2.3) was developed from the literature and used as a basis to address the two research questions. The framework also determined the methodological approach that was used for this study. More importantly, this study has developed a new conceptual model (Figure 5.1) based on the qualitative data collected. Unlike the previous conceptual framework which was developed from the literature based on case studies mainly from developed countries; the revised conceptual model appears to work better for the developing countries context. Therefore, the analysis of the research findings adopted the revised conceptual model.

This conclusion chapter winds up the thesis by highlighting the key issues discussed in previous chapters. It starts by revisiting the research objectives and the overall aim of the study. This is followed by the contribution of this study to the literature. The limitations of the study and avenues for future research will follow. The chapter concludes by presenting the implications to the host community in the study area.

7.2 Revisiting the Research Objectives

The interaction between the host community and the volunteer tourists in the developing country context is a complex process. While volunteer tourism proponents attempt to consider volunteer tourism as a mutual sharing of experiences between the hosts and the volunteer tourists, this study questions the possibility of achieving such mutual experience. This is due to the prevailing perception that exists between these two groups.

The core objective of this study was to create an understanding of the conceptualization of volunteer tourists from the perspective of a host community in the NTC, Tanzania. The findings show that the nature of the volunteer tourism experience is shaped by the meanings and expectations of both the host community and the volunteer tourists before and during their interaction. The nature of the interaction space which brings together the two parties with different needs and expectations and their power to negotiate on common issues is the core of this host community-volunteer interaction. The findings show that the host community is not in a position to negotiate as equal partners because they belong to the end of the power spectrum with the volunteer tourists. Poverty alleviation is used as a rationale for the establishment of most VTOs. And this is *modus operandi* used in the selection of appropriate community members to benefit from the volunteer tourist services. The socio-economic gap that exists between the host community and the volunteer tourists still exists.

Regarding the first specific objective which was to examine the host community (local people, private sector, not-for-profit sector and the public sector) perceptions of volunteer tourists; this study has developed an understanding of the host community perception of volunteer tourists from a developing country perspective. It has been revealed that the host community perceptions influenced by complex economic, socio-cultural, environmental and political systems. The host community's perceptions can be viewed from different perspectives because various host community stakeholders had different meanings and understandings of volunteer tourists based on their expectations and experiences (chapter 4). For example, while to local person a volunteer tourist was perceived as donor and sponsor, those working in the public sector perceive a volunteer tourist as an international worker and/or NGO employee. However, there are some similarities among the host community stakeholders regarding their perception of volunteer tourists despite having different expectations and experiences. The local people and their counterparts from the not-for-profit sector both perceive volunteer tourists as sponsors and donors.

Building on the previous work by McGehee and Andereck (2009) and Sin (2010) on host community perception of volunteer tourism, this study has revealed that the host

community's attitude and perception towards volunteer tourists appears to be largely positive. According to the host community, volunteer tourists are regarded as agents of change due to their role in different spheres of life within the community. These fit with the reported objectives of most volunteer tourists of bringing some changes to the lives of the poorest and the most vulnerable members of the host community (Simpson, 2004; Crossley, 2012). Their contribution in terms of skills, finance and time has an impact on the social, economic and environmental aspects within the study village. This research has highlighted the perception of the local people towards the VTOs operating in the study village. It can be deduced that, if the local people have a negative attitude towards these organizations or if these organizations portray a negative image toward the local people; then their perception of volunteer tourists would be influenced by such factors. It is imperative for the sending organizations or the VTOs to understand the perception of a particular community prior to sending the volunteer tourists to work with the community.

The second specific objective was to examine the host community's attributes that influence their perceptions of volunteer tourists. The following attributes have been identified as key determinants for host community's perception of volunteer tourists: transparency and financial accountability, host community involvement, poverty, racial ethnicity and history, VTO ownership, sponsorships and/or donations; legal and regulatory frameworks (see chapter 5). Most of these attributes revolve around the issues of trust and mistrust between the local people, the volunteer tourists and the VTOs. Most of the aforementioned attributes are also found in the literature however, this study has also highlighted the attributes of racial ethnicity, sponsorships and/or donations, and poverty. Although the attributes influenced the host community perceptions at different levels depending on their respective expectations, poverty, racial ethnicity, sponsorships and/donations appeared to have a big influence on the host community's perception in the case study. These three attributes are interlinked in the sense that the majority of host community members in the study village are ethnically black and relatively poorer compared to the volunteer tourists who are mostly non-black and come from rich and developed countries. What links these two groups is the availability of sponsorships and /or donations. Volunteer tourists often have the financial ability and motivation to donate or sponsor projects or local people in the community. This is a strong but

unequal relationship and thus the volunteer tourist remain more superior with a high status compared to the local people hosting them.

7.3 Contribution of the Study

The host community's conceptualization of volunteer tourists into four different perspectives is one of the key contributions for this study. Perceiving the volunteer tourists as donors, sponsors, niche tourists and international workers/NGO employees (see Figure 4.1) reflects the multitudes of perspectives and expectations from the host community stakeholders. This implies that the host community's perceptions of volunteer tourists especially from the developing country's perspective significantly differ from the host community's perception of volunteer tourists from a western developed country's perspective. The meanings and understandings that the host community has of volunteer tourists and volunteer tourism in the context of community development varies according to the different views among the key host community stakeholders. This can be explained based on the key attributes such as poverty and ethnicity, which appear to have an influence on the developing country context compared to their counterparts from the developed country.

Another key contribution of the study is the development of the conceptual model that fits the developing country case study. The conceptual model (Figure 5.1) groups the host community under developing country stakeholders and the volunteer tourists under developed country stakeholders. This reflects the development-oriented perspective which is the core perception of the host community. This contrasts Gray and Campbell's (2009) definition of host community as "actors directly engaged with the supply side of volunteer tourism" (p.468). The classification of host community and volunteer tourists into supply and demand-side actors respectively portrays the business side of volunteer tourists which might be ruled by the laws of supply and demand in the tourism market. Gray and Campbell's definition also excludes those members of the host community who are not directly engaged with volunteer tourists. Therefore, the model proposes the key attributes that influence the host community based on economic, socio-cultural, environmental and legal and regulatory frameworks. This classification goes in tandem with the

developing-developed country classification, thus making this conceptual model appropriate for developing country context. It also takes into account the diversity and multitude of stakeholders who are directly and/or indirectly involved with volunteer tourists. In contrast, the original conceptual framework (Figure 2.3) classifies the attributes into project-based, community-based and destination based factors. This classification perhaps better fits the developed country context which is more project-oriented and run under community-based initiatives in the destinations of interest.

Moreover, the present study indicates that the host community's trust and mistrust towards volunteer tourists and VTOs are based on a number of key attributes such as transparency and financial accountability; ownership of volunteer organization; racial ethnicity; community involvement. The issue of trust and mistrust see to revolve around the sponsorship and donations from the volunteer tourists and other supporters. As the level of host community's trust towards the VTOs declines, their perceptions of volunteer tourists will also be negative because they will apparently feel that the projects have been established to benefit the owners rather than the community in general. This is an area which has not been addressed by the current volunteer tourist researchers and practitioners. This is one of the key contributions to the extant volunteer tourism literature.

This study has also revealed that some VTOs tend to adopt the not-for-profit status partly because it is an easy way to evade the high government taxes and perhaps to attract and sound more appealing to the potential sponsors and/or donors and volunteer tourists from western developed countries. If this is the basis of establishing a VTO, the chances are the financial gain or economic benefits by owners and managers are more prioritized compared to the need to help the poor and vulnerable people in the society. In other words, it can also be argued that poverty in the local community setting might be seen by some individuals as an opportunity rather than a threat.

Another important contribution of this study is based on racial ethnicity. It has been revealed that the issue of racial ethnicity strongly influences the host community's perception from the developing country perspective. The difference in racial diversity between the host community and the volunteer tourists should be harnessed

and used as a bridging tool to bring together various stakeholders for the sake of sharing experiences and bringing changes to the needy community. This supports other researchers who claim that volunteer tourism can reduce racial, cultural and social boundaries (see Higgins-Desbiolles, 2003; McGehee & Santos, 2005; Wearing, 2001).

Lastly, the financial element of volunteer tourism is presented as a positive aspect. This study has revealed that as far as volunteer tourism is concerned and from the developing country perspective, the financial/economic aspect forms the core for establishing most VTOs. This study argues that, the financial or money element whether in the form of payments, donations or sponsorships in the context of volunteer tourism should not be treated as a criticism but rather as a catalyst for bringing change and development to the host community.

7.4 Study Strengths, Limitations and Challenges

This research benefited from a number of strengths including the reduction of disparities associated with language barriers as the research was conducted by a native and fluent Swahili speaker. The selection of an appropriate case study in the developing country and the diversity of research participants interviewed is a strength of this research. The use of different data collection techniques namely purposive and chain (snowball) sampling and the conduction pilot interviews aided the collection of high quality data for this research. Despite the wealth of data collected and the methodological approach applied, there were some limitations and challenges.

Firstly, being a case study approach, the extent to which generalizations can be made from a single case study is limited. However, this chosen community exhibits many characteristics of developing world village (e.g. poverty, reliance on aid, uneducated population). More research on other case studies which are not touristically developed like the Northern Tourists Circuit where this study was conducted could help to understand whether the location of the community relative to tourism development has an influence on host community perception of volunteer tourists. Alternatively, a comparative case study could be an interesting option to ascertain this attribute. Secondly, most of the research interviews were conducted in Swahili

by a native speaker and then translated into English during transcription and analysis of data. There might be some conceptual disparities and/or misinterpretation of some key concepts during translation. Thirdly, the researcher interviewed only the host community. Involving the volunteer tourists could have illuminated some issues, for example they could have revealed their reason for volunteering in the study village.

7.5 Areas for Future Research

Foremost, it is time for researchers to tune their focus of volunteer tourism by involving the host community members as key research participants in order to hear their voices regarding the sponsorship and donations associated with volunteer tourists. This is very important because it will help to showcase the expectations of the host community and the local people in particular towards volunteer tourists. A clearer understanding of the host community's expectations of volunteer tourists as far as sponsorship and donations are concerned can determine the quality of interaction and hence the perception of volunteer tourists and their respective VTOs.

Volunteer tourism researchers and practitioners should address the financial aspect as an important component of volunteer tourism from the developing countries' perspective because it appeared to strongly influence the host community perceptions of volunteer tourists.

Although most literature tends to shy away from discussing and researching the issue of racial ethnicity due to its sensitivity, this research has revealed that from a developing country perspective and the study village in particular, racial ethnicity (black and non-black interaction) strongly emerged as a key theme and attribute that influences how the host community perceives volunteer tourists. Some literature criticises volunteer tourism for exacerbating racial division (see Sin, 2010) by associating it with new colonialism.

Bearing in mind that volunteer tourism operates on the ground of not-for-profit or charitable organizations, the literature and commentators take any sign of investment/business opportunity is criticised as commodification of volunteer tourists. But this study attempts to suggest that, it is time for researchers to look at

the positive side of volunteer tourism investment/business as one of the essential tools to alleviate poverty.

7.6 Implications to the Host Community in the Northern Tourist Circuit of Tanzania

These findings have some significant implications to the host community: This study affirms that VTO owners should not take the local people or the volunteer tourists for granted in their operational activities of their organizations. Information should be made available and transparency in every aspect of the VTO should be central to their operation and a sense of good practice should be embraced at all levels.

The current trend of volunteer tourism in Tanzania is in a transition stage whereby there are debates regarding the role of volunteer tourists in community development. Various stakeholders within the country and outside have raised their concerns and voices but the government/public sector seems to ignore the call. Open dialogues among all the key stakeholders could help to reach a mutual understanding that can help the volunteer tourist programmes to benefits the host community and the volunteer tourists. After the end of the day, the poor local people who rely on volunteer tourist services are the losers. They cannot afford education, food and clean water by themselves. Sometimes the government hand cannot reach all the citizens in terms of providing basic social services such as education, clean water, power and food. Therefore, effective and appropriate regulatory framework should be established in order to facilitate the volunteer tourists (alias sponsors, donors, niche tourists and international workers and employees) to help the impoverished people in the community.

While the researchers, government officials and other volunteer tourism practitioners might overlook the little contribution from the volunteer tourists, this study has revealed that most members of the host community indeed appreciate the volunteer tourist services. Interesting, is the fact that the local people understand and can recognize volunteer tourists in their village due their long-term interactions.

APPENDICES

Appendix 1: Information Sheet for Research Participants

Information sheet for research participants

My name is Peter Ezra a Master of Tourism Management student from Victoria University of Wellington, New Zealand. I would like to thank you for showing an interest in this project. Please read this information sheet carefully before deciding whether or not to participate.

Project title
Host community perceptions of volunteer tourists in the NTC, Tanzania

Core Objective

The core objective of this study is to contribute to the knowledge of volunteer tourism by exploring the host community's perceptions of volunteer tourists from the perspective of a single community in the NTC, Tanzania

The specific objectives of the project are:

(1) Examine the host community's (local people, private sector, not-for-profit sector and public sector) meanings and understandings of volunteer tourists.
(2) Examine the host community's attributes that influence their perceptions of volunteer tourists.

What is the purpose of this study project?

This project/thesis is a part of the Master of Tourism Management requirements at Victoria University of Wellington, New Zealand.

How will the research information be used?

The information collected will be used for academic purpose. The findings will be presented to the Tourism Group seminar series and the written thesis submitted to the university. However, the results may also be presented in a conference and/or published in an academic journal

What is involved if you agree to participate?

Should you agree to be involved in this project, you will be asked to take part in an interview. The interviewer will ask you a number of questions about your experiences, opinions and ideas regarding volunteer tourists. The interview will take approximately 60 minutes. Upon your consent the interview will be digitally recorded.

Can a participant change his/her mind and withdraw from the project?

Appendices

You may withdraw from participating in the project at any time before the analysis of data starts (30th August 2012) and without being compelled to give specific reasons for your withdrawal. Following your withdrawal all the information including the recorded interviews will be destroyed

Confidentiality

The information that will be collected will be treated as confidential; only my supervisors, you and I will have access to the data. An approval to conduct this research project has also been obtained from the Victoria University of Wellington Pipitea Human Ethics Committee.

The consent form and data will be safely stored and I will be the only one to have an access to them. Moreover, your participation is confidential and you will not be identified during data analysis, report writing and formal presentation of the findings. Your name, organization and community will not be revealed, only your broad role in the community or project such as government official, community organizer etc

All audio digital recordings and transcripts will be destroyed 2 years after the completion of this project

Outputs of the project

A summary of the results will be available upon request as indicated on the consent form

Contact details:

Peter Marwa Ezra	**Dr. Karen Smith**	**Dr. Christian Schott**
(Student researcher)	**(Main Supervisor)**	**(Co Supervisor)**
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Appendix 2: Consent Form for Research Participants

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

Consent form for research participants

Host community perceptions of volunteer tourists in the northern tourist circuit, Tanzania

I have been provided with adequate information relating to the nature and objectives of this research project and any questions I wanted to ask have been answered to my satisfaction.

I understand that:

- My participation in this project is entirely voluntary;

- The interview conducted by the researcher will be digitally recorded;

- The audio tapes will be destroyed at the conclusion of the project but any raw data on which the results of the project depend will be retained in secure storage for 2 years, after which it will be destroyed;

- I may withdraw from participation in the project before the analysis of data starts (30th August 2012). As a consequence, all audio digital recordings and transcripts will be destroyed;

- In the event that the line of questioning develops in such a way that I feel hesitant or uncomfortable, I may decline to answer any particular question(s) and/or may withdraw from the project without being compelled to give specific reasons for my withdrawal;

- Any information or opinions I provide will be kept confidential and reported only in an aggregated form unless I provide separate written consent to the contrary;

- The results of the project may be published and/or presented at conferences; however, the identities and opinions expressed will be confidential.

I agree to participate in this project.

....

           (Signature)   (Date)

Please tick if appropriate:

I would like to receive the results of this study □

Appendix 3: Interview Questions for Research Participants

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

Host community perceptions of volunteer tourists in the northern tourist circuit, Tanzania

Interview questions for the local people

1. Demographic Information

- What is your highest level of education?
- What is your age range?
- What is your family composition?
- What is your current occupation?
- What is your ethnicity?
- Which religion do you belong?
- How have you lived in this village?

2. In my research I am interested with volunteer tourists/tourism. What do you understand about that? Can you distinguish between volunteer tourists and other tourists?

3. Can you tell me about some experiences and impacts you have had with volunteer tourists?

4. Do volunteer tourists ever come into your village with some misconceptions or misunderstandings about the project, environment or local people? If so, can you mention some? Why do you think they have these misconceptions?

5. What are some of the critical problems facing your village (environmental, nutritional, health, educational, financial etc)? Do you think these volunteer tourists can contribute to improving these problems? Do you think volunteer tourists are knowledgeable enough about the critical issues and problems in your village?

Thank you for participating in this research

Appendix 4: Interview Questions for Research Participants

Host community perceptions of volunteer tourists in the northern tourist circuit, Tanzania

Interview questions for the private sector participants

1. Could you please tell me the background of your organization, your role in the organization and how you work with volunteer tourists

2. In my research I am interested with volunteer tourists/tourism. What do you understand about that? Can you distinguish between volunteer tourists and other tourists?

3. What do think are some of the major reasons volunteer tourists choose to volunteer in Tanzania and specifically in your organization?

4. Do volunteer tourists ever come to your organization with some misconceptions and misunderstandings about your organizations, environment or local people? If so, can you mention some? Why do you think they have these misconceptions?

5. Could you tell me about your experiences and impacts that you have had with volunteer tourists?

Thank you for participating in this research

Appendix 5: Interview Questions for Research Participants

Host community perceptions of volunteer tourists in the northern tourist circuit, Tanzania

Interview questions for the public sector participants

1. Could you please tell me the background of your organization, your role in the organization and how you work with volunteer tourists

2. In my research I am interested with volunteer tourists/tourism. What do you understand about that? Can you distinguish between volunteer tourists and other tourists?

3. What do you think are the positive and negative effects of volunteer tourists on the environment and the host community?

4. Could you tell me about the experiences and impacts that you have had with volunteer tourists?

5. Is there anything else that you would like volunteer tourists to know prior to coming into your village? do you think it will help them to learn more about the local people and the environment?

Thank you for participating in this research

Appendix 6: Interview Questions for Research Participants

Host community perceptions of volunteer tourists in the northern tourist circuit, Tanzania

Interview questions for the non-for-profit sector participants

1. Could you please tell me the background of your organization, your role in the organization and how you work with volunteer tourists

2. In my research I am interested with volunteer tourists/tourism. What do you understand about that? Can you distinguish between volunteer tourists and other tourists?

3. What do think are some of the major reasons volunteer tourists choose to volunteer in Tanzania and specifically in your organization?

4. Do volunteer tourists ever come to your organization with some misconceptions and misunderstandings about your organizations, environment or local people? If so, can you mention some? Why do you think they have these misconceptions?

5. Do you think the local people can provide similar skills and experiences that the volunteer tourists bring in the village and/or project?

6. Could you tell me about the experiences and impacts that you have had with volunteer tourists?

Thank you for participating in this research

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