

**EPISODIC VOLUNTEERING IN EVENTS
TOURISM IN MALAYSIA**

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**EPISODIC VOLUNTEERING IN EVENTS
TOURISM IN MALAYSIA**

by

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LIST OF SYMBOLS

N	Population Size
S	Sample Size
α	Cronbach alpha
df	Degree of freedom
n	Number of items in a Model

LIST OF ABBREVIATIONS

DV	Dependent Variable
EV	Episodic Volunteering
IV	Independent Variables
IYV	International Year of Volunteers
MICE	Meetings, Incentives, Conventions and Events/Exhibitions
MOTAC	Ministry of Tourism and Culture Malaysia
MSEs	Mega Sport Events
MV	Mediating Variable
PBC	Perceived Behavioural Control
QoL	Quality of Life
SEM	Structural Equation Modelling
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
TRG	Taking/Receiving and Giving
UNWTO	United Nations World Tourism Organization
UNV	United Nation Volunteer
VFI	Volunteer Functions Inventory
VT	Volunteer Tourism
WCED	World Commission on the Environment and Development

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APPENDIX B	VOLUNTEER PROFILE

KESUKARELAWANAN EPISODIK DALAM PELANCONGAN ACARA DI MALAYSIA

ABSTRAK

Tujuan kajian ini adalah untuk menerokai and menguji model pelengkap untuk menggambarkan motivasi-motivasi sukarelawan berepisod dan seterusnya menjangka niat tingkah laku mereka di masa hadapan. Kajian ini mengadaptasi Theory of Planned Behaviour (TPB) dan menerima guna Volunteer Functions Inventory (VFI) sebagai skala pengukuran untuk menyatakan kuantiti motivasi sukarelawan berepisod. Penilaian empirikal pada kerangka teori termasuk tinjauan terhadap 250 orang sukarelawan yang telah menyokong pelancongan acara terpilih di Malaysia. Data yang diperoleh telah dianalisa menggunakan statistik perihalan dan analisis Covariance Based-Structural Equation Modelling (CB-SEM) melalui perisian Analysis of Moment Structures (AMOS) versi 20. Hasil dapatan menunjukkan bahawa sukarelawan berepisod di dalam pelancongan acara adalah; pada satu tahap, terdorong oleh pemboleh ubah seperti sikap, tanggapan kawalan tingkah laku (iaitu persepsi orang terhadap kebolehan sendiri untuk melaksanakan tugas), faktor sosial (seperti meningkatkan rangkaian seseorang), kerjaya dan kebimbangan perlindungan (menggunakan kesukarelawanan untuk mengurangkan perasaan negatif seperti perasaan bersalah). Tambahan lagi, hasil dapatan mendedahkan bahawa kepuasan (dalam kualiti hidup) menjadi pengantara di dalam hubungan di antara sikap, tanggapan kawalan tingkah laku, sosial, kerjaya dan pelindung dan seterusnya mempengaruhi keputusan sukarelawan berepisod untuk samada akan menjadi sukarelawan di acara pada masa hadapan.

EPISODIC VOLUNTEERING IN EVENTS TOURISM IN MALAYSIA

ABSTRACT

The purpose of this study is to explore and test a complemented model to describe the motivations of episodic volunteers and to use this to predict their future behavioural intentions. This study adopted the Theory of Planned Behaviour (TPB) and the Volunteer Functions Inventory (VFI) as a measurement scale to quantify episodic volunteers' motivations. The empirical assessment of the theoretical framework includes a survey of 250 Malaysian volunteers who supported selected tourism events in Malaysia. The data were analysed using descriptive statistics and Covariance Based-Structural Equation Modelling (CB-SEM) analyses via Analysis of Moment Structures (AMOS) software version 20. The results demonstrate that episodic volunteers involved in event tourism are, to some extent, motivated by variables such as attitude, perceived behavioural control (i.e. people's perception of their own abilities to perform a task), social factors (such as improving one's network), career and protective concerns (using volunteering to reduce negative feelings such as guilt). In addition, the findings reveal that satisfaction (in Quality of Life) mediates the relationship between attitude, perceived behavioural control, social, career, and protective thus affecting episodic volunteers' decisions about whether to volunteer.

CHAPTER 1

RESEARCH OVERVIEW

1.1 Preamble

This chapter acts as a prelude, which outlines the introduction, background, main problem, objectives, research questions, and significance of the study. For this study, five objectives were developed with the aim of confirming variables and the relationship between them. At the end of the chapter, a summary offers the reader an opportunity to review components that set the tone for this thesis.

1.2 Introduction

The tourism industry in Malaysia has witnessed a tremendous change over recent year. Being the second largest source of foreign exchange in Malaysia (Guo, Deng, & Gong, 2015; Hall & Page, 2017) after manufactured goods, the tourist industry is set to continue to flourish (Aziz & Ariffin, 2009; Jaafar, Abdul-Aziz, Maideen, & Mohd, 2011; Norsiah, Abdullah, & Nayan, 2008; Tang, 2011). Since the initial introduction of tourism activities years ago, the industry has generated a lucrative income for the nation (World Travel & Tourism Council, 2013). In 2013, the United Nations World Tourism Organization (UNWTO) ranked Malaysia as the 11th most visited in the world (UNWTO, 2014) while for the year 2014, Malaysia was ranked 12th. Despite the global financial crisis, which, in 2015, caused six per cent drop and slowed the rate of tourist arrivals to Malaysia, the year 2016 shows a more promising prospect.

According to Tourism Malaysia (2018), the total tourist arrivals and receipt to Malaysia for the year 2018 is 84.1 billion receipts (in Malaysian Ringgit) with 25.8

million arrivals. Owing to the country's unique collage of features, and evidenced by the number of visiting tourists which, though volatile in nature, continues to grow, tourism in Malaysia is a resilient and competitive sector. Nevertheless, to remain competitive, the Malaysian tourism industry needs a strong diversification strategy. According to a tourism report by the Oxford Business Group (2016), neighbouring countries are currently refining their tourism offerings and Malaysia now, more than ever before needs to step up its game in attracting foreign visitors and their spending power in order to achieve the tourism target for the year 2019. Malaysia tourism targets for the year 2019 is to have 28.1 million tourist arrivals and Malaysian Ringgit 92.2 billion tourist receipts.

Over recent years, Malaysia has consistently ranked among the top destinations preferred by tourists in the South East Asia tourism market, due to the diversity of its nature and cultural activities (Freydouni, 2010; Jasmin, Sockalingam, Cheah, & Goh, 2013; Kitchen, Alwi, Che-Ha, & Lim, 2014; Tilaki, Abdullah, Bahauddin, & Marzbali, 2014). Equally, Malaysia is also well known for its festivals and special events. It is generally agreed that festivals and special events play an imperative role in defining the character of a nation for multiple reasons (Musa, 2000). Firstly, tourists who visit a destination will be able to form unique and unforgettable memories through active or passive participation in festivals and special events. Pan and Huan, (2013) go even further by saying that festivals and events are special types of social activity that enable the individual to differentiate him or herself as a human being rather than an animal. Secondly, considerable income is generated through the inflow of tourists at destinations hosting festivals and special events. The economic effects are multiplied as income is generated for locals and business selling products and services and, in general, the local economy is stimulated. Bowdin, Allen,

Harris, McDonnell, and O'Toole (2014) point out that equally important is the noteworthy role of events in the development of culture, arts, urban regeneration, education and tourism.

Bowdin et al. (2014) agree that globally, towards the latter part of the twentieth century, the increase in leisure time and discretionary income has led to the proliferation of events being organized. Concurrently, this phenomenon has led to the escalation of research in the area of event management. In a similar vein, the term 'event tourism' was not widely used until Getz (1989) developed a framework for planning event tourism. Previously, the terms generally used were festivals and special events, mega-events and specific types of events. Getz (2008) indicates that 'event tourism' is now accepted as a term to signify all planned events in an integrated approach to development and marketing.

Meanwhile, volunteering, the focus of this study offers important insights into event tourism. Volunteering is inseparable from tourism and has never been more imperative to the tourism industry. Volunteers make valuable contributions across tourism (Smith & Holmes, 2009), as evidenced by destinations organizing tourism events being in constant need of individuals with sufficient levels of passion and interest to get involved. Subsequently, with the growing popularity of event management, volunteering has emerged as one of the researchable areas in tourism studies. It has been extensively researched in Western countries and the subject of numerous published articles in academic journals. Originating from the disciplines of sociology and psychology, understanding volunteering within the context of tourism is indeed an interdisciplinary endeavour which has generated researchers' interest for

more than three decades, since Pearce's, (1980) discovery on both the success and potential of workers in the tourism industry.

Interestingly, a specific category of volunteering, henceforth known as episodic volunteering (EV), has become a significant area of research among scholars. While this category of volunteering is not an entirely new phenomenon, episodic volunteering seems to be of increasing attractiveness among individuals (Hustinx et al., 2010). This is primarily due to the factor of time constraints among those individuals who are most likely to volunteer. Episodic volunteering is an example of postmodern tourism activity owing to the fact that the tourism industry is now shifting to an era where innovative or modern concepts are starting to change the machinations of the industry. This is in line with Uriely, Reichel and Ron (2003) point of view that volunteer activities have been analysed through the lens of postmodernism, by which they mean that the concept of volunteer tourism has reduced the difference between the more conventional types of tourism and other types of tourism such as alternative, ecological and responsible tourism.

Furthermore, episodic volunteers are highly sought-after by event organizations and coordinators to contribute to short-term periodic community events (Femida Handy, Brodeur, & Cnaan, 2006). However, due to issues such as drop-outs, non-performance and non-attendance among volunteers, event coordinators need to be able to ensure there will be a sustainable number of volunteers, including episodic volunteers (Boezeman & Ellemers, 2009). For example, in his study, Wilson (2000) highlights problems such as a lack of recognition, improper matching between skills and interests, and a lack of autonomy or freedom as being among the reasons behind individuals' decisions to discontinue volunteering.

Therefore, in addressing the issue of volunteer retention, Veludo-de-Oliveira, Pallister and Foxall (2013) argue that there are indeed various types of marketing approach which can help to sustain volunteers in the long run. This notion is in line with Penner (2002), who claims that attracting volunteers is easier than retaining them. According to Connors (1995) retention is defined as the capacity of an organization to keep volunteers involved. Within this study, the capacity of retention refers to local episodic volunteers (Malaysian), who intend to continue volunteering for that same event. This includes individuals who initially started as episodic volunteers but after completion of the event decide to become long-term volunteers within the same organization. This study is not designed to specifically examine the episodic volunteer as a tourist but aims to scrutinize the extension of the Theory of Planned Behaviour with the inclusion of motivation (through the application of the Volunteer Functions Inventory) to measure the types and levels of motivation as a predictor. This study also aims to explore the profile of the local (Malaysian) episodic volunteer in selected events tourism in Malaysia. At the same time, it looks at what satisfies episodic volunteers and aims, eventually, to provide guidance on how to encourage volunteers to ‘bounce back’ (Maas, 2014) – that is, to return to volunteer again in the future. Thus, the present study undertakes to further investigate the sociological and psychological aspects of episodic volunteers’ intentions to repeat their behaviour, examined through the lens of local episodic volunteers who get involved in events tourism.

1.3 Background of the Study

Many scholars agree that the field of volunteerism has been revolutionized in the last decades with the emergence of virtual volunteering, corporate volunteering

and episodic volunteering. These changes are perceived to be “the wave of the future” (Culp & Nolan, 2000) of volunteerism, and the biggest change among them is the emergence of episodic volunteering (Styer, 2004). The trend is illustrated in statistics presented in many studies and reports, which show that the total number of adults engaging continues to increase, but with a decline in the number of volunteering hours (Cnaan & Handy, 2005; Handy et al., 2006; Macduff, 2005; Zakus, Skinner, & Edwards, 2009; Nunn, 2000). In America, the trend is also towards an increasing number of Americans getting involved in volunteering, but for fewer hours per week (Brudney & Gazley, 2006). Although most of these studies are conducted in the United States, McCurley and Ellis (2003) state that similar trends can be found in practically every other country based on casual surveys of volunteer attitudes. In contradiction to the conventional notion that most volunteers tend to be looking for longer-term volunteering engagements, many people are in fact looking for flexible short-term engagements. This is further facilitated by many organizations’ dependency on episodic volunteers rather than conventional volunteers (Cnaan & Handy, 2005; Macduff, 2005). Taken together, these findings clearly support the claim that episodic volunteering is on the rise (Cnaan & Handy, 2005). However, for Malaysia, the evidence is still currently thin on the ground: there is no specific data dealing with episodic volunteering that could indicate a similar (or differing) pattern in Malaysia. This is mainly due to the different categories of volunteering from various sectors.

Preceding studies on episodic volunteers indicate this group of volunteers as persons who prefer short-term commitments or discrete task-specific volunteering projects. Macduff (2005) further adds that such volunteers disappear after completion of the project. In Malaysia, whilst a plethora of literature exists on how event

managers can sustain the work of traditional volunteers, there is limited empirical research available on sustaining episodic volunteering. Maas (2014) notes a similar scenario for the Netherland, noting that “little is known about the episodic volunteer and what are critical success factors in order to successfully ‘bounce-back’ or retain a volunteer for further volunteering tasks”. Bryen and Madden (2006) recognized this issue far earlier, pointing out that the great body of knowledge available on traditional volunteers notwithstanding, attempts at investigating how to retain episodic volunteers have been inadequate.

This study explores episodic volunteering among Malaysians. As episodic volunteering is a rather a new conception, at least in Malaysia, this research offers a conceptual framework to investigate how episodic volunteering is based on various types of motivation, based upon various theories of behaviour. The Theory of Planned Behaviour and the Volunteer Function Inventory are applied in conjunction to illustrate how this new body of knowledge can serve as a predictive tool for episodic volunteers’ behavioural intentions. Like many prior studies, this particular work draws upon other supporting factors to enhance the prediction accuracy, taking satisfaction as a mediating variable between all exogenous constructs and the behavioural intention to volunteer.

From an event management planning point of view, a well-designed episodic volunteering program can enhance the possibility of retaining volunteers in the long term. This is since these episodic volunteers will most likely choose volunteering program that suited the most to their specific underlying motives. The issue of how this progress can be stimulated is indeed a new pursuit within this academic field. According to Maas (2014), whose study explores whether or not episodic volunteers’

motivations are similar to those of traditional volunteers, volunteer retention theory might not be compatible within the background of episodic volunteering. Since episodic volunteers prefer short-term commitments rather than long-term ones, studying satisfaction as a mediator in the retention of episodic volunteers as on-going contributors entail an extra challenge.

As Brudney and Meijs (2009) state, when dealing with volunteer management planning, organizations' focus tends to be on the recruitment rather than the retention of volunteers. Nonetheless, this study is dedicated to exploring issue that arise *before* recruitment, namely, the inherent motivations that drive episodic volunteers, proffering an innovative perspective for researchers and practitioners in the field of event tourism.

1.4 Problem Statement

The tourism industry in Malaysia is the backbone of national economic growth (Habibi, 2017; Karimi, 2018; Li, Mahmood, Abdullah, & Chuan, 2013; Tang & Tan, 2015). The country houses (Weebers & Idris, 2018), picturesque flora and fauna (Freydouni, 2010; Goh, 2017), diverse cultural attractions (Chi, Chua, Othman, & Karim, 2013) and wide range of built environments (Harun, 2011), combined with the attractiveness of event tourism products in Malaysia, mean that as a tourist destination it has captured domestic and international tourists who want to experience a piece of it. Nevertheless, to become a sustainable tourism destination, Malaysia needs to ensure that tourism's growth, contribution to the economy and society, and use of resources and the environment are all sustainable.

Besides the general agreement on the benefits of festivals, special events and event tourism, it is also widely accepted that growth in events tourism carries some

costs for a destination. Inevitably, the environmental, social and economic balance at the destination will be at risk. In line with this general acceptance of costs associated with tourism-related activities, the concept of sustainability and sustainable tourism event management is promoted and urged among the stakeholders and key players in the industry.

From the standpoint of sustainable tourism development, most researchers attempt to base their discussions on one domain of the Triple Bottom Line of profit, people and planet; coined by Elkington in 1994 (and the most commonly researched area is the economic aspect). The generalizability of much published research on this area is problematic. While the number of studies measuring the environmental impacts continues to rise, the socio-cultural aspects of tourism events are often overlooked or perceived to have a less significant value compared to economic and environmental aspects. In addition, there is a common perception among the scholars that techniques used to evaluate, and measure social impacts are more complex and lack operationalization. They are often being subjective in nature (for example relying on the perceptions of the host community itself).

To date in Malaysia, not only have there been insufficient discussions about sustainable tourism management in general, this lack of consideration is also apparent within the scope of tourism event management at specific destinations. The readily available studies mostly concern the environmental impacts of event tourism, while studies on how event tourism affects host communities on a socio-cultural level are perceived as trivial. Formica (1998) observes that preceding studies in event management have been inclined to investigate organizational aspects of events, such as economic or financial impact assessments, marketing, event profiles, and

sponsorship. Regardless of its status as an important economic driver and income generator in many countries, event tourism is still in its infancy and critiques of it are not yet satisfactorily nuanced. This situation is consistent pretty much globally, as reported by Kim, Boo and Kim (2013), who offer a content analysis study for event management articles published between 1980 and 2010 in the top three tourism journals, namely: i) *Annals of Tourism Research* ii) *Journal of Travel Research* and iii) *Tourism Management*. They found that a far greater percentage of research is conducted on the organizational aspects of events than on understanding the characteristics of the individuals who are part of events.

It has also been found that discussions on the sustainability of resources and the environment are often restricted to the preservation and conservation of environmental resources and fail to address socio-cultural issues such as changes in needs. Changing needs among individuals is one of the contributors to the urgent current demand for ways to get involved in volunteering activities. United Nation Volunteer (2011) reported that people need to participate in their societies and to feel that they matter to others; that is, to have a sense of social inclusion. The sense of being accepted and the ability to contribute to one's society or community can be an important element of an individual's mission for a good quality of life. This is noted by Connell, Page and Bentley (2009), who claim that "Tourism can help to promote and support conservation, regeneration and economic development as well as enhance the quality of life of visitors and host communities" (p. 868). Similarly, Bramwell (2005, p. 408-409) states that:

“Tourism can contribute to sustainable development when it operates within natural capacities for regeneration and future productivity of natural resources; recognizes the contribution that people and communities, customs and lifestyles, make to the tourism experience; accepts that these people must have an equitable share in the economic benefits of tourism; and is guided by the wishes of local people and communities in host areas”.

Hence, Beverland and Farrelly (2010, p.839) and Beverland and Farrelly (1997, p. 839) conclude that in the search for the true purpose of their lives, individuals keep searching for the authenticity that is in parallel with their inherently personal goals. Personal goals and subjective well-being are indeed varied from a person to another; and one of these goals can be exemplified through prosocial motivation to volunteer.

From the perspective of volunteerism, the act of volunteering is either sustained or continuous (Lockstone-Binney, Holmes, Smith, & Baum, 2010), a situation where volunteers are attached to the same organizations over a certain extensive timeframe. However, over the years, the ability to recruit and retain volunteers has become a central concern to most event organizers. According to Chalip (2000), Lu, Cheng, Lin and Chen (2017), Merrill, (2006), Murphy (2004), Nichols, Gratton, Shibli and Taylor (1998) and Warburton and Cordingley (2004) the increasing competition for volunteers’ time and commitment is among others due to demographic and social changes.

Additionally, it is equally important to look at the problems faced by event managers, event companies and coordinators. They often must deal with groups of volunteers who have made one-off, short-term commitments, that is, episodic volunteering. Such individuals declare their intention to volunteer, but their

availability to work is subject to various factors such as time. Certain issues associated with both long-term and episodic volunteers such as dropouts, non-performance and non-attendance should be of immediate priority for further research.

In cases where a high turnover of volunteers is apparent, it is perceived to be expensive for the event. This is because the sustainability of events depends on the ability of the event organizers to reduce the money and time spent on recruiting new volunteers. Furthermore, according to Monga (2006), dissatisfied volunteers will lead to social costs for the event itself, as the image and credibility of the event will be affected by the dissemination of negative word-of-mouth criticism from unsatisfied volunteers. These factors highlight the importance of studying volunteerism.

Undeniably, within the context of human resource management, there are many studies available discussing employee (permanent worker) retention and turnover. However, Lee, Won and Bang (2014) note that studies looking into volunteer retention appear to be limited. Wymer (2012) further emphasizes the significance of retaining volunteers in order to help reduce the costs of recruiting and training new volunteers. Therefore, understanding volunteers' motivation to return is an important component of volunteer management (do Paço and Agostinho, 2012).

Looking at episodic volunteering per se, various scholars have expressed their concerns on the limited amount of empirical investigation into episodic volunteering (Handy et al., 2006; Hustinx, 2005; Hyde, Dunn, Scuffham & Chambers, 2014; Wilson, 2012). More importantly, according to Beder and Fast (2008), Handy et al., (2006), Hustinx et al., (2008) and Smith et al., (2010), most studies have emphasized motives and/or satisfaction rather than episodic volunteering retention (Bryen & Madden, 2006; Cnaan & Handy, 2005). Even though motivation to volunteer has

become one of the most widely addressed issues in volunteering studies, Bryen and Madden (2006), along with Cnaan & Handy (2005), argue that the motives contributing to episodic volunteering are not well understood.

For this reason, within the academic literature on the impacts of tourism on a destination, there is a growing need to probe the role of volunteerism and for further investigation of the motivations and psychology behind the desire to volunteer and re volunteer in the future. The foci are multifold. This study will answer the key questions: “Who are episodic volunteers?”, “Why do local volunteers donate their time?” and “What impact does volunteering have upon people’s quality of life?” It then goes on to ask, “What makes episodic volunteers return, or ‘bounce back’?” (That is, to what extent is volunteering reoccur). This is in line with Austin and Ebrahim (2010) who highlight the urgency for volunteer managers to motivate, retain and increase volunteer engagement. They propose that researchers should look at the role of non-profit and voluntary organizations, including government organizations, as well as the effects on volunteers, including the prospect of their volunteering again in the future.

Even though volunteering in Malaysia is not a brand new concept, the number of published studies on this subject has continued to grow but considerably limited, with different research settings: (Abdulelah, Sallam, Safizal, & Osman, 2015; Raba’ah, Suandi, Ismail, & Shah, 2015; Hussin & Mohd Arshad, 2012; Ismail, Yahya, & Izzati, 2011; Khoo & Engelhorn, 2007; Arif Shah, Suandi, Hamzah, & Ismail, 2015; Sahri, Murad, Alias, & Sirajuddin, 2013; Walsh & Hampton, 2011; Tiraieyari & Krauss, 2018; Md Nawi & Megat Ahmad, 2018). Globally, even though episodic volunteering has been recognized as a critical social resource for events and receives favourable interest among scholars, empirical research on episodic

volunteering is scarce (Handy et al., 2006; Hustinx, 2008; Hyde, Dunn, Bax, & Chambers, 2014; Macduff, 2005; Wilson, 2012). Strigas and Jackson (2003) claim that “Limited knowledge of current trends in volunteerism or ignorance of the real needs and motives of volunteers could be catastrophic for the expansion of volunteer human resources”.

Furthermore, according to Hyde et al. (2014), it is vital for future research to establish an agreed operational definition of episodic volunteering (EV) that can be utilized by various sectors. At this stage, it is not too extreme to claim that the empirical study of EV is still in an embryonic stage of development and that this study can thus contribute significantly to extending and enhancing the body of knowledge on this topic.

On a related vein, Cohen and Cohen (2012) raise an interesting note on the applicability of current sociological theories to non-Western tourism (such as in Asia). As things stand, most grounded theories of tourism originated in Western countries, where certain contexts are, arguably, inapplicable to the unique and diverse cultures of Asian countries (Winter, 2009). In a similar context, Wong, Bagozzi, Wong, Abe, and Bergami, (2000) note the scarcity of studies available and thus suggest the theories do no warrant application to different cultures. For instance, Dong and Chick (2012) most travel constraints are perceived within the Western positivist point of view. They further highlight that many attempts to understand travel constraints are made from the perspective of social and psychological characteristics but tend to overlook individual perspectives as well as the cultural and political dimensions of a community. Therefore, recognizing the substantial need to fill this knowledge gap, this study will also assess whether the aforementioned theories are useful for

examining event tourism in Asian context by applying them to the question of episodic volunteer motivation among Malaysian.

1.5 Research Objectives

This study investigates the intention of people (which in this study refers to the local Malaysian) who engage in episodic volunteering as part of special event tourism to volunteer again in the future, using the Theory of Planned Behaviour (Ajzen, 1991) and the Volunteer Functions Inventory (Clary et al., 1998). In addition, it explores the assumption that satisfaction acts as a mediator for episodic volunteers' intentions regarding future volunteering activities. Therefore, the five major objectives assigned for this study are:

Objective 1: To examine the effect of attitude, subjective norms, perceived behavioural control on episodic volunteers' intentions to volunteer at future events.

Objective 2: To examine the effect of attitude, subjective norms, perceived behavioural control and variables of Volunteer Functions Inventory on episodic volunteers' intentions to volunteer at future events.

Objective 2a: To examine the effect of attitude, subjective norms, perceived behavioural control and values on episodic volunteers' intentions to volunteer at future events.

Objective 2b: To examine the effect of attitude, subjective norms, perceived behavioural control and understanding on episodic volunteers' intentions to volunteer at future events.

- Objective 2c:** To examine the effect of attitude, subjective norms, perceived behavioural control and social on episodic volunteers' intentions to volunteer at future events.
- Objective 2d:** To examine the effect of attitude, subjective norms, perceived behavioural control and career on episodic volunteers' intentions to volunteer at future events.
- Objective 2e:** To examine the effect of attitude, subjective norms, perceived behavioural control and protective on episodic volunteers' intentions to volunteer at future events.
- Objective 2f:** To examine the effect of attitude, subjective norms, perceived behavioural control and enhancement on episodic volunteers' intentions to volunteer at future events.
- Objective 3:** To investigate the role of satisfaction of Quality of Life as a mediating variable in the relationship between attitudes, subjective norms, perceived behavioural control with episodic volunteers' intentions to volunteer at future events.
- Objective 4:** To investigate the role of satisfaction of Quality of Life as a mediating variable in the relationship between values, understanding, social, career, protective and enhancement with episodic volunteers' intentions to volunteer at future events.
- Objective 5:** To explore the profile of episodic volunteers who engage in event tourism.

1.6 Research Questions

Given the preceding outlined problem statement and research objectives, the following research questions drive this study:

Research Question 1: What are the effects of attitude, subjective norms, and perceived behavioural control on episodic volunteers' intentions to volunteer at future events?

Research Question 2: What are the effects of attitude, subjective norms, and perceived behavioural control and variables of Volunteer Functions Inventory on episodic volunteers' intentions to volunteer at future events?

Research Question 3: Does satisfaction in Quality of Life mediate the relationship between attitude, subjective norms, and perceived behavioural control with episodic volunteers' intentions to volunteer at future events?

Research Question 4: Does satisfaction in Quality of Life mediate the relationship between values, understanding, social, career, protective and enhancement with episodic volunteers' intentions to volunteer at future events?

Research Question 5: What is the profile of episodic volunteers who engage in event tourism?

1.7 Significance of the Study

1.7.1 Theoretical Significance

One might ask “Is there anything to learn from the study of volunteerism?” This research needs to be carried out because, theoretically, the findings of this study will enhance the body of knowledge in the area of sustainable tourism event management. Moreover, research on volunteer motivation is imperative because an individual’s volunteer motivation reflects the actualization and continuity of voluntary activity from both a theoretical and a practical perspective (Yeung, 2004). Additionally, this study tapped on whether the complemented model of the Theory of Planned Behaviour and Volunteer Functions Inventory are applicable to an Asian episodic volunteering context.

1.7.2 Practical Significance

The research results will be of practical use to event organizers in gauging the current status of their event activities (that is, whether or not the tourism events they organise are developing and promoting sustainability). Sustainability in this context refers to the ability of event organizers to sustain volunteers’ interest in partaking in volunteering activities, while at the same time offering positive outcomes from event tourism to the destination. This is unquestionably vital for an industry that is highly volatile and reliant upon external environmental factors such as changing trends and needs. Accordingly, this particular study produces practical knowledge in relation to the process of designing, producing and managing event tourism. To remain competitive, a destination needs to be genuinely able to offer high quality and sustainable event tourism products. This is achievable through developing an understanding of the psychology of the internal stakeholders of the event itself (such as episodic volunteers) and using this to propose a comprehensive analysis of episodic

volunteering as an emerging trend in event tourism. This is in tandem with Bekkers, (2005), Fisher and Ackerman (1998), Harrison (1995), Warburton, Moore, and Oppenheimer (2018), Pham (2019), who all urge organizers to try to comprehend volunteers' motivations in order to retain them. The ultimate aim of this research is to provide event organizations and associations with a better understanding of episodic volunteering activities from the point of view of the volunteers in order to encourage their long-term commitment (sustainability).

More importantly, the foci of this study are in line with Malaysian Wellbeing Index (MyWI); which was previously known as Malaysian Quality of Life Index. It was reported that from the period of 2000 until 2018, social wellbeing sub-composite index increased up to 17.7 point (Department of Statistic Malaysia, 2018). Such increase is due to the introduction of volunteerism as a new lifestyle among its multiracial citizens. As such, it can be seen as a viable tool for achieving this aim and serve as a springboard for meeting the index's specific goals. From the socio-cultural perspective, volunteering will aid the development of a stronger and better integrated society. It is also important to point out that the findings from this study provide invaluable information for organizers of other special tourism events in Malaysia. This is because increase in volunteering among citizens (which can be represented by increase in volunteering participation in MyWI) would serve as an important benchmark in the formulation of policies and programmes towards achieving and inclusive and sustainable high-income developed country (Department of Statistic Malaysia, 2018). Thus, its outcomes are therefore relevant for the continuing growth of the events industry due to its exploration of the sociological drivers of intended commitment and participation.

1.8 Scope and Limitations of the Study

This study covers the specific geographical areas of Putrajaya, Kuala Lumpur and Pulau Pinang. Given the fact that a large number of festivals and events by Ministry of Tourism and Culture are planned and organized in these areas, Putrajaya and Kuala Lumpur and Pulau Pinang are thus the most suitable states for this particular study. Besides geographical scope, this study limits its questionnaire respondents to special event volunteers. In order to increase the generalizability of this study, respondents were selected from four special tourism events: The Magic of the Night, Citrawarna 2016, the World Tourism Conference 2016 and the 29th Southeast Asian Games 2017.

These events were selected from 197 planned special events listed on Tourism Malaysia's website for 2016 based on the category into which these events fell (special events tourism) and organized within the period of data collection). The justification for this selection was due to data availability at that time. Due to the constraints of time and money constraints, only these four events could be investigated. The reader should thus bear in mind the limitations of this study: the four events represent only a small sample of those taking place across the country, and the results are only applicable to volunteering in tourism events; it is beyond the scope of this study to examine the overall trend of volunteering among Malaysians in sectors other than tourism.

1.9 Definition of Terms

Episodic Volunteering

In contrast to volunteers who make regular contributions of time, episodic volunteering refers to engagement in short-term volunteering opportunities (Auld,

2004; Lesley Hustinx & Lammertyn, 2003; Styers, 2004). Macduff (1990) defines an episodic volunteer as an individual who provides volunteer service that is either short in duration (less than four months) or occurs at regular intervals for short periods of time (recurring, sequential or informal volunteering).

Motivation

Reynolds and Olson (2001) regard motivation as being the result of consumers' perceptions of an offer as sufficiently fulfilling their requirements. Fodness (1994) points out that motivation is the core driving force in understanding an individual's behaviour. Ford (1992) defines motivation within the context of social psychology as an organization of three psychological functions that are able to direct, energize and regulate goal-directed activity (personal goals, emotional arousal processes and personal agency beliefs). Meanwhile, within the context of tourism, Moutinho (2000) considers motivation as a condition that acts as a 'push factor' within an individual to perform certain actions (behaviours) perceived to bring about satisfaction.

Satisfaction

In general, satisfaction is defined as "fulfilment of one's wishes, expectations or needs, or the pleasure derived from this" (Oxford Dictionary, 2019). In marketing terms, satisfaction derives from the overall consumption and experience of products and services that meet customer expectations. Satisfaction also can also be determined by the tourist's expectations towards and their evaluative experience of a destination (Meng, Tepanon & Uysal, 2008; Yoon & Uysal, 2005). It is the result of post-consumption or post-usage evaluation containing both cognitive and affective elements (Oliver, Rust, & Varki, 1997).

Volunteerism

For the purpose of this study, the author makes use of this definition of volunteerism as “a service that one person provides to another or to the public out of his or her own free will and without any material reward” (Lesley Hustinx, Cnaan, & Handy, 2010; Yanay & Yanay, 2008).

Volunteer Tourism (VT)

This can be described as a state when there is an intersection between the definition of “volunteer” and “tourism”. As a concept developed from this definition, VT is an amalgamation of volunteering and tourism activities undertaken by participants at a travel destination (Lau, 2012; Suhud, 2013; Tourism Research and Marketing, 2008). According to McGehee and Santos (2005), VT is when a person utilizes “discretionary time and income to travel out of the sphere of regular activity to assist others in need”. Hobbs (2007, p. 11) suggests that VT is “all about getting involved and getting to understand a place and its people in a more profound way than you might as a tourist. Inevitably this will involve getting your hands dirty with a little voluntary or paid work”.

Volunteer Functions Inventory (VFI)

Clary et al., (1998) build the Volunteer Functions Inventory exclusively to comprehend volunteers’ motivation, and it is one of the most widely cited and extensively used instruments in the research literature for understanding the underlying motivations behind volunteering. Phillips and Phillips (2011) note that the VFI has become a primary tool for managers in not only understanding volunteer motivation but also for increasing recruitment and retention. The index offers a scale divided into six functional motivations: values (expressing or acting on one’s values),

understanding (to learn more about the world; gain skills, knowledge), social (to develop and strengthen social ties), career (to enhance one's job prospects), protective (to counteract negative feelings such as guilt, or to address personal problems) and enhancement (to grow and develop as a person). However, a few authors contest that this list is not exhaustive (Law, Shek, & Ma, 2011; Shye, 2010).

Theory of Planned Behaviour (TPB)

Ajzen (1991) argued that the Theory of Reasoned Action (TRA) model is a habitually poor predictor of intention and thus proposed the inclusion of another dimension, perceived behavioural control; where behaviours were not completely subject to volitional control. The modified version of the TRA is known as the Theory of Planned Behaviour (TPB).

Quality of Life

In this study, quality of life was measured using the International Wellbeing Index (IWI), which encompasses nine (9) domains: standard of living, health, achievement in life, personal relationship, safety, feeling part of the community, future security, spirituality/religion and life as a whole.

1.10 Organization of the Thesis

This thesis is organized into seven chapters. Chapter One provides a research overview of the thesis and encompasses of eleven subsections: introduction, the background of study, problem statement, research objectives, research questions, significance of the study, scope and limitation of the study, definition of terms, organization of the thesis and summary.

Chapter Two covers a review of the relevant literature and background on the conceptualization of volunteerism. The antecedents, etymology and psychology behind volunteerism at special events are further elaborated in this chapter. Furthermore, Chapter Two confers definitions, underpinning theories, motivations, behavioural intentions and sustainability issues surrounding volunteerism in special events.

Chapter Three is dedicated to identifying and explaining the research framework and the development of the hypotheses. Chapter Four is dedicated specifically to a discussion of the nature and status of volunteering in special events tourism in Malaysia. Descriptions of the selected events chosen for this study are also given in this chapter.

Chapter Five describes the research methodology employed in this thesis, including the data collection and data analysis methods.

Chapter Six presents a discussion of the findings and analyses them in relation to previous research. Chapter Seven provides further discussion and conclusions arising from the research, including a summary of the results.

Chapter Eight covers the research implications, the contributions the study makes to the field and its limitations, offering a suggestion for future research. The organization of the thesis is illustrated in Figure 1.1 in the next page.