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The expectations and motivations of Canadian Baby Boomers as a potential segment in Volunteer tourism

MASTER THESIS

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ABSTRACT

This thesis concetrates on Volunteer tourism that has been emerging recent form of alternative tourism. Originally, this concept was supposed to attract travelers with altruistic motives who aim to be helpful and contribute during their holidays. However, nowadays there are the variety of motives which can also be related to the lesiure aspect of volunteer tourism.

The special attention of the paper is put on motives and expectations of baby boomers in Canada who represent the large group of the population. They tend to have more time, finances, "leaving legacy" attitude than previous generation. Morevoer there is a lack of research focusing on this generation in Volunteer tourism.

Therefore, the objective of this study is to explore perceptions of Volunteer tourism amongst Canadian baby boomers and their motives and expectations related to this concept of travelling and volunteering at the same time.

The empirical data were collected by interviewing participants via Skype. Their perceptions were analyzed through frameworks which came from discussed theories.

The main aim of the master thesis is to provide new knowledge and viewpoints on the matter of the Volunteer tourism concept and to understand this unique growing segment. Furthermore, the author provides recommendations and practical implications at the end of this paper.

Keywords: baby boomers, volunteer tourism, volunteer travel, Canada, expectations, motivations

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1 INTRODUCTION

Volunteer tourism, volunteer travel, volunteer vacation or voluntourism receives growing attention amongst scholars, global trends and the world press as increasing niche tourism, alternative form of tourism or it can be even seen as major socio-cultural change (Alexander, 2012; Lo & Lee, 2011). Establishing alternative forms of tourism may be one of the answers how to face unequal distribution of the mass tourism financial benefits which cause all kinds of problems including social, cultural and environmental exploitation (Mowforth & Munt 2003, Wearing, 2004). Consequently, volunteer tourism intends to "makes use of holiday-makers who volunteer to fund and work on conservation projects around the world and which aims to provide sustainable alternative travel that can assist in community development, scientific research or ecological restoration." (Wearing, 2004, p. 217). In other words, it is organized way of undertaking vacation where a tourist may engage in aiding or alleviating the material poverty of local community in society or furthering knowledge and awareness about society or environmental aspects (Ponting & Wearing 2009).

The new tourists are experienced travelers who are in search of unique, alluring (Stoddart & Rogerson, 2004), natural and authentic (Mowforth & Munt, 1998) travel experiences. Nowadays the new tourists want to make the world better place while undertaking their holidays. Moreover, volunteer tourists typically differ from other 'mass' tourists as they have tendency to be younger, for the most part motivated by altruistic motives (Brown and Morrison 2003; Simpson 2004, Callanan and Thomas 2005; Brown and Lehto 2005) rather than usual travel motives, and do not mainly seek the typical international tourist's plan of travel (Stoddart and Rogerson 2004).

In the case of volunteer tourism, majority of travelers are people from 20 to 49 years old (Cheng, Michel, Miller, 2010). However there has also been an increase in baby boomer volunteers what could be caused by several reasons (Roger, 2007).

Thus, baby boomers share common features as cohort that typically has higher income and time to travel and volunteer abroad. Moreover, they have a vast range of skills to share with others and lastly they want to leave imprint on the world in terms of giving back and serving others (Roger, 2007; Cheung; Michel; Miller, 2010). Volunteer tourism may therefore be appealing to some, as it is targeted at travelers who want to

make a positive change in the world, while keep providing a touristic experience (Roger, 2007). However, they also may be interested more in selfish side of Volunteer torusim (Huculuck, 2016).

The author's attention was caught by Canadian baby boomers who represent a large group of those who were born between 1946-1966 (Foot DK, 2001). Canada is one of the aging societies with the largest group of the boomers who are soon drifting into their old age. (Belanger et al. 2005). For example, they cover 15.7% of Canada's population what is nearly one in six Canadians. (Statistics Canada, 2014). Furthermore, the proportion of retired persons in Canada will double in the next 25 years (Belanger et al. 2005). Accordingly, it will represent evident group of Canadian population with potential proactive attitude to travel and contribute.

The research was also triggered by previous cooperation with Canadian travel organization TravelRoots which is currently launching a new volunteer programme for Baby Boomers. The executive director has noticed growing interest of the concept of travelling and contributing amongst baby boomers who have plenty resources which they have gathered during their lifetime such as skills and knowledge (Huculuck, 2016). Thus, the lack of understanding of their expectations by decision makers can result in wrong decisions which can lead to the gap between customers' expectations and actual experience what causes overall dissatisfaction (Zeithaml et al., 2006).

As a result, it is an opportunity to provide a richer understanding and develop key insight of Canadian baby boomers' perceptions regarding Volunteer tourism as a potential segment who may be interested in undertaking Volunteer tourism programmes to fullfill their desires. The author aims to contribute with the findings to both the academic field and Travel Roots in terms of suggestion of designing travel and volunteer experiences for baby boomers as well as understanding this potential segment can become key strategy. It brings following research questions:

- *What are the motivations of Canadian baby boomers towards Volunteer tourism as a potential segment?*
- *What are their current and prospective expectations towards Volunteer tourism?*
- *How are these expectations and motivations related to the purpose of Volunteer tourism*

2 THEORY

In the next chapters several theories and academic concepts within the realm of volunteer tourism, motivations, expectations as well as the description of target group are introduced in order to answer research questions. Additionally, the author aims to present an overview to readers and explain the linkage to the research.

2.1 Volunteer tourism

In the introduction of this thesis, the author follows Wearing's definition of volunteer tourism. Wearing adds to his definition that it is travel that must be paid to go to destination where free time is engaged in meaningful experiences (Wearing, 2001). This meaningful experiences can represent activities such as aiding communities by distributing knowledge and other resources, restoring and conserving environments, or conducting field research related to protecting flora and fauna (Broad, 2003; Wearing, 2001). However, Clemmons defines volunteer tourism as equal proportion between leisure and volunteer time as: "the conscious, seamlessly integrated combination of voluntary service to a destination and the best, traditional elements of travel - arts, culture, geography, history and recreation in that destination" (Voluntourism, 2015). Despite that definition volunteer tourism varies in the proportion of leisure and volunteering experiences of individuals during their volunteer travel (Wearing, 2001). Some volunteer travels are mostly focused on volunteer service experiences whereas in other cases, they are almost entirely made up as leisure activities (Brown & Morrison, 2003). Thus, it could be argued that volunteer tourism is summarization of personal experiences in which people fulfill their inherent motivation and can benefit both the participant's life and the host community (Wearing and Neil, 2000). Therefore, many individuals may not see themselves as volunteer tourists (Lyons, 2003); rather, they may consider themselves as participants in adventure tourism (Swarbrooke et al., 2003), ecotourism (Campbell & Smith, 2006; Halpenny & Caissie, 2003), or even environmental research tourism (Ellis, 2003).

The further classification of volunteer tourist is needed to narrow the aims of the thesis down. The author works with the definition of Wearing where he states that volunteer tourists are individuals who spend their time, finances and manpower on gaining several

experiences such as cultural environmental and spiritual far from their home, especially in some destination (Chen & Chen 2010).

Consequently, the figure 1. bellow illustrates Wearing's (2001) idea of the volunteer tourism that belongs to the alternative tourism while at the same time it is overlapping with other forms of tourism such as culture; educational, scientific, adventure and agritourism.
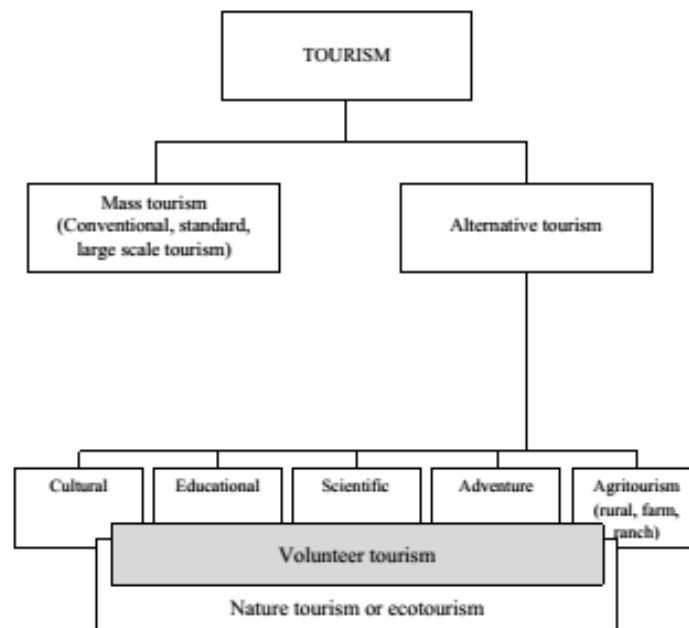
Figure 1. Volunteer tourism (Wearing, 2001)

All in all, the author takes in consideration these definitions in account as see volunteer tourism as alternative form of mass tourism that is undertaken by individuals who want to invest their resources such as money, time, manpower and knowledge to contribute and help community in a less fortuned destination in terms of affected environment, poverty or lack of knowledge. Moreover, at the same time volunteer tourists gain numerous experiences such as cultural, environmental, and spiritual which fulfill their motives which differ.

2.2 Types of volunteer tourists

According to Brown and Morrison (2003) they found two categories of volunteer tourists such as volunteer-minded and vacation minded travellers. First category includes volunteer tourists who are willing to devote majority or entire stay to volunteering. Latter category includes individuals who are willing to spend only some

time of their stay on volunteering. Consequently, not only according to their inner motives but also different age causes that they travel style and attitude towards the type of travel experiences vary. Schlenker (1980) argues that true volunteer tourist more likely exists somewhere in between these two extremes. It is important to put leisure aspect on display because it plays a role of inherent motivating factor despite people does not admit this fact openly.

Therefore, Callanan & Thomas (2005) classify three groups such as "shallow," "intermediate," or "deep" taking in consideration several factors which play role in the volunteer tourism. For example, the duration of the stay, the part of involvement in a specific project (from passive to active attitude), the skills or qualifications of the volunteer tourist and the extent of the volunteer programme on self-development or/and the altruistic contribution to the host community.

Figure 2 below describes a categorization of volunteer tourists with three previously mentioned categories where shallow and deep represent two opposite groups (Callanan & Thomas 2005). The shallow volunteer tourist intends to stay for a relatively shorter duration in a destination that meets their particular personal motives. In addition, they are mainly driven by their own interests. On the contrary with the deep volunteer tourists who are driven with the altruistic purpose of the volunteer programmes. They are highly proactive to involve themselves in a project for a long time. The last category stands for intermediate volunteer tourists which are mixture of previous two. However, Callanan & Thomas point out that there is no significant line between categories and volunteer tourists can be found between these categories.

	Shallow VT	Intermediate VT	Deep VT
Importance of the destination	The destination is important in the decision-making	Focuses on both the project and the destination	More attention is given to the project than the destination
Duration of participation	Short-term, typically less than 4 weeks in duration	Medium-term, typically less than 6 months in duration	Medium to long-term, 6 months or intensive shorter term projects
Focus of experience: altruistic v. self-interest	Self-interest motives are more important than altruistic ones	Self-interest motives are of similar importance to altruistic ones	Altruistic motives are more important than self-interest ones
Skills/Qualifications of participants	Offer minimal skills or qualifications	May offer generic skills	May offer some technical/professional skills and experience and/or time
Active/Passive participation	Tends to be more passive in nature	Mixture of passive and active participation	Tends to be more active in nature
Level of contribution to locals	Minimal direct contribution to local area	Moderate direct contribution to local area	High level of direct contribution to local area

Figure 2. Classification of volunteer tourists (Callanan & Thomas 2005)

The aim of this classification is to introduce a range of volunteer tourists. Moreover, since baby boomers and volunteer tourists are heterogeneous group with broad range of different motives and expectations, the author aims to analyse these three categories

from the aspects of motivations and expectations of the baby boomers focusing on altruistic vs self-interest, role of the destination, importance of their contribution, the duration of their stay and variety of their skills.

2.3 Baby boomers

This subchapter aims to characterize baby boomers and shed light on their common and various features within this segment in order to understand their potential motives and expectations which can be related to volunteer tourism.

Pearce and Coghlan (2009) classify Baby Boomers those who were born between 1945 and 1964. However, this timespan slightly varies between western countries. The author works with the definition, related to Canada that stands for year between 1946-1966 (Foot DK, 2001). However, it is important to state that the Baby Boomer generation spans 20 years, what creates interesting differences within the group of baby boomers itself. Therefore, baby boomers are not a clearly homogeneous segment; there are more diversification in ethnicity, cultures, and socioeconomic levels as well as in their experiences, attitudes and expectations (Ball; 2010).

Even though there are differences within generations, there are also significant trends. While drifting into their senior years, the baby boomers are likely to differ from previous generation of their parents because they are healthier, have more active lifestyles, different consumption patterns, attend different activities in their leisure time, travel more often and for further distances and lastly have more financial resources. Furthermore, this generation has been the first to take an advantage from some influential medical and technological advancements, which have enhanced both longevity and their productivity during older years (Moschis and McArthur, 2007, Cheung 2007). Moreover, as they are reaching the retirement age they want to leave the world as better a place with helpful contribution to society and the improvement of humankind by sharing their qualities and knowledge (Mellor, Rehr, 2005; Roger, 2007). According to Mellor and Rehr (2005) they may participate in volunteer tourism because they are interested in a specific programme, project, or subject area that may be related to their hobbies as well as an earlier professional careers.

It could be argued that there is shift in their life's focus from "becoming someone" to "being someone." Thus, Boomers may be less interested in doing things because it

means something for others, but they tend to do things which have meaning to themselves. Therefore, it could be assumed that their motivational factor is more inner-directed and their self-satisfaction is more valuable than any external one (Volunteer baby boomers, 2014).

Thus, they value to remain their independence and be connected to others. It goes hand in hand with shifted perception of retirement that is, for the first time in history, seen as a period of lifetime in which one can go after their interests, to travel and to learn new skills and knowledge. As long as baby boomers get closer to their retirement they look forward to having entertainment more than any previous generation (Moschis, 2002). They hope to fullfill this time with volunteering, belonging to social clubs, pursuit of hobbies, personal growth through activities such as physical exercise, travel, and education (Moen et al., 2001). Thus volunteer tourism can contribute to the baby boomer´s sense of being useful what is one of their wishes for retirement even though many of them already volunteer but only in local scale (Freedman, 2002).

All these factors related to baby boomers may make them potential booming segment with several resources they can provide. Therefore, it proposes potential motivations and activities which they may undertake in volunteer tourism programme while getting closer to retirement or already being retired. This chapter introduced the notion that their motivations may be more internal rather than external oriented. However, next chapter sheds light on potential motivations and what motivates travellers, volunteers and volunteer tourists in order to gain different perceptions upon baby boomers.

2.4 Motivations

To understand travel and volunteer motivation, various scales and concepts have been proposed and tested in tourism literature. In the following chapter the author introduce consumer, tourist and volunteer's motivation theories, as they have specific common aspects.

Taking in consideration, that motivation varies amongst individuals and therefore there is no united definition. Motivation can be described as a driving force (Bowen & Clarke 2009) which is, according to Middleton, Clarke and Wright (in Bowen & Clarke 2009), a part of a process that starts with the need then there is an action to satisfy the need

and in the end the fulfilment of the need occurs. Thus, motivation can be understood as bridging force between a need and final verdict.

According to Maslow who modelled the hierarchy of needs which is one of the most known theories having to do with consumer needs, there are five levels of the needs. In order to reach needs in a higher level, previous needs must be fulfilled. For example, individual who is dehydrated and starving cannot fulfill his physiological needs such as food and water. Therefore, for this person is not important to focus on higher levels such as love/belonging because primary driving force becomes to survive. (in Bowen & Clarke 2009).
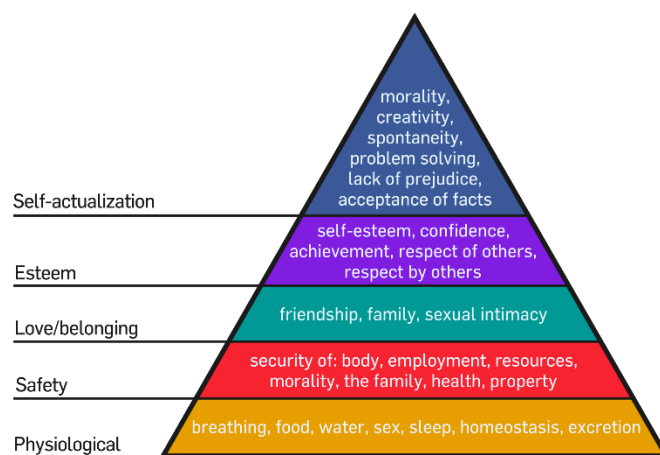
Figure 3: Maslow's hierarchy of needs (Bowen & Clarke 2009)

As a result, for this paper, using this hierarchy as a base, there are numerous needs which each potential volunteer tourist must have fulfilled in order to go travel and volunteer. Therefore, self-actualisation could be considered as the end of undertaking volunteer tourism programme (Mill & Morrison, 2002).

In a case, the author wants to explore the needs of Canadian baby boomers, he can speculate, according to the previous chapter where is mentioned their active lifestyle and resources (time, finances, abilities) that their lower needs such as physiological and security should be met and they may aim for higher levels of the model which should be at least belonging.

However, it is ironic that by undertaking a programme in volunteer tourism, it is probable that the lower needs in the hierarchy may no longer be met or present. For example, within the environment of volunteer tourism. some physical and security needs are potentially "unobtainable". Thus, it can be speculated that in this case

volunteer tourist's motivation may decrease. Therefore. if they are not aware of this then they may not be so motivated as they firstly aimed to be (Wright, 2013).

In order to better understand motivations of the baby boomers, it is necessary to categorize motivations of regular tourists, volunteers and volunteer tourists.

2.4.1 Tourists

When it comes to travel motivations of tourists it can be divided into following categories (Mayo and Jarvis, 1981) which can be recognised in the Maslow hierarchy as well as in a case of volunteers and volunteer tourists mentioned below:

- Physical such as relax
- Cultural such as obtaining knowledge
- Interpersonal such as meeting new people
- Status and Prestige in terms of the desire for recognition

However, another way how motivation can be viewed is by breaking it down in push and pulls factors as it is illustrated below
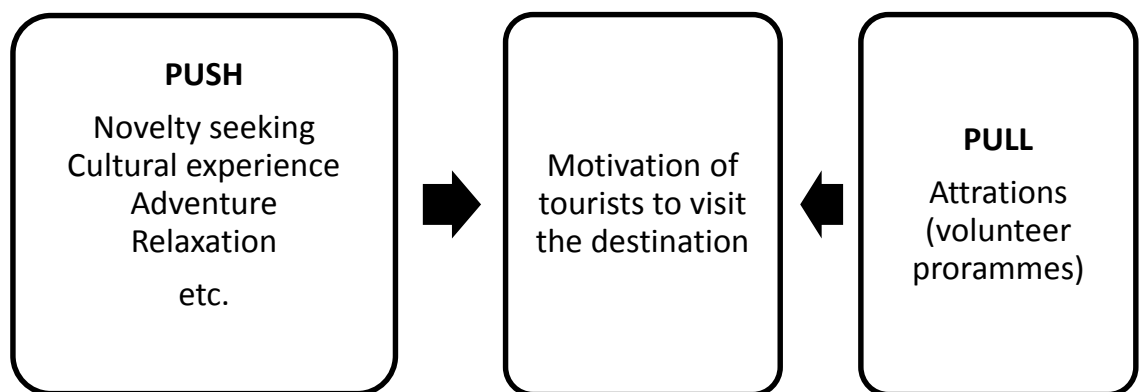
Figure 4: Volunteer tourists' motivation regarding visiting the destination adapted from (Yoon and Uysal, 2005)

Dann (1977) made a significant contribution in coming up with this concept. The push factors stand for social-psychological desires which motivate to travel. In other words, they are emotional desires, coming from within, which cannot be fulfilled at home therefore they drive tourists to visit another places and search activities to fulfill various needs. For example, escaping from mundane life, experiencing an adventure, novelty seeking cultural experiences, relaxation etc. (Yoon and Uysal, 2005). On the other hand, the pull factors stand for external desires which influence where individual travellers to meet his needs (Dann, 1977). Moreover, these attraction elements of the destination are

culture, people, political climate, wildlife, historical and cultural attractions, volunteer opportunities, scenery, cities etc., (Yoon and Uysal, 2005).

The significant difference between traditional travelling and volunteering is the intention to contribute. Contemporary tourists of traditional travelling are quite consumers. However, volunteering is connected to spending manpower and finances on helping host community and environment.

2.4.2 Volunteers

According to Clary and Snyder (1999) motivation to volunteer has six personal and social functions:

Function	Conceptual definition
Values	Seeking opportunities to express values based on altruistic and humanitarian concerns.
Understanding	Seeking to gain new knowledge, skills and abilities based on their self-development aim throughout their volunteering.
Enhancement	Seeking to develop psychologically by involving motivational process and positive strivings of the ego
Career	The volunteers aim to gain career-related benefits or maintaining relevant skills as preparation for a new career.
Social	Seeking to strengthen social relationships or engage one in activities which may be viewed favourably for others
Protective	Seeking to escape from negative feelings and concerns by protecting the ego from all those negative features of the self. For example, to reduce guilt over being more fortunate than others.

Figure 5: Personal & social motivations (Clary and Snyder 1999)

In comparison with volunteers, who volunteer for volunteering itself, volunteer tourists combine leisure and volunteer travel at once. Despite that fact, in both cases their personal and social volunteer motivations are similar as it can be seen in the following subchapter.

2.4.3   Volunteer tourists

According to Lee & Yen (2014), significant aspect that differentiates volunteer tourists and mass tourists is the intensive contact with host community. On one hand, mass tourists experience locals and their culture indirectly. On the other hand, volunteer tourists are frequently and directly involved in host community's everyday live and therefore this approach is more intimate what can play important role in decision making of undertaking programmes.

Moreover, it could be argued that the stay of volunteer tourists is more fulfilled with various activities than traditional vacations, because of living and cooperating with locals. It forms new experiences such as enhanced understanding of other cultures and personal development.

According to Tomazos, Butler (2012) the motivation of volunteer tourists can be distinguished in four main categories based on the following relevant literature and is explained and illustrated below (Clary & Miller, 1986; Frisch & Gerard, 1981; Horton-Smith, 1981; Latting, 1990; Taylor, 1995)

Volunteer tourism motivation.

Category	Motive
Material/utilitarian	Education Gaining new skills Future employment Increased self-confidence and sense of self-worth
Solidarity/affective/social	Bonding Meeting likely minded people
Purposive/normative/altruistic	Altruism Giving back Leaving a legacy
Other/setting specific	Justice/goodwill Setting/nature/place Perks of volunteering Wanderlust Adventure/challenge Escapism/alterity

Figure 6: Volunteer tourism motivations (Tomazos, Butler,2012)

Material/utilitarian: This category of motivation comes hand in hand with rewards that have monetary value. For example, wages, property and information. In this case the volunteer may be in search of obtaining knowledge and intellectual enrichment that can be equipped with particular skills which might help in current or future professional opportunities when they return to "their" world. Several scholars have highlighted educational cultural immersion as a key motive (Broad & Jenkins, 2009; Brown & Lehto, 2005; Wearing, 2001), whereas other researchers have investigated developing new skills for the volunteers (Broad, 2003) which may be advantage in terms of future employments or careers (Bruyere & Rappe, 2007; Riecken, Babakus, & Yavas, 1994). Additionally, boosting of self-confidence and sense of self-worth increases volunteer's human capital (Bruyere & Rappe, 2007; Bussel & Forbes, 2002; Lepp, 2008).

Solidary/social: This motivation comes from social interaction, relationships, friendships, status and identification within a group. This notion suggests that the volunteer social reward is primary for volunteers. They may attempt to fit some normative expectation in order to gain social prestige or approval, or even to extend their social circle. All that for satisfying social and psychological needs (Cnaan & Goldberg-Glen, 1991) and more particularly, strengthening bonds amongst family and

friends (Bruyere & Rappe, 2007; Ryan, Kaplan, & Grese, 2001) and meeting new, likeminded individuals (Bruyere & Rappe, 2007; Mustonen, 2007).

Purposive/normative/altruistic: This motivation is connected to global concerns and applied to values such as community and environmental responsibility and benefiting someone in need (Caldwel & Andereck,1994). According to Horton-Smith (1981) therefore this motivation is viewed as primarily psychological and essentially altruistic. It means that volunteers feel pleasure from doing good deeds even if this action does not give them monetary value. Amongst scholars, altruism has been underlined as a key motive (Bussel & Forbes, 2002; Callanan & Thomas, 2005; Wearing, 2001), a form of giving back (Brown & Lehto, 2005) or leaving a legacy (Cassie & Halpenny, 2003).

Other motives: Also the setting of volunteer tourism participation and destination and nature have been considered as a motivation (Brown & Lehto, 2005; Cassie & Halpenny, 2003; Tomazos, 2009) seeking alterity (Matthews, 2008) or looking for escape from stereotype (Brown & Lehto, 2005; McGehee & Andereck, 2008) or even from themselves in terms of transforming themselves as individuals (Tomazos & Butler, 2009; Wearing, 2001).

However, according to Lee (2011) there is a gap in the research in terms of making distinction between volunteer tourists who are already undertook programmes and those, who have never experienced volunteer tourism. As a result, there is contrast in motivations between previous and potential volunteer tourists.

Moreover, changes which happen in an individual's life stage may also influence travel motives. According to Swarbrooke and Horner (2003) who claim that travellers are more likely to be affected with more than one motivator. Therefore, the author does not aim to label participants and put them into only one category but tend to understand their motives instead.

All in all, the author introduced most common motives selected by scholars in volunteer tourism which are also correlated to the classification of volunteer tourists in the previous chapter. He intends to explore participant's motivations, classify and compare them in the following categories which he summarized from Tomazos, Butler (2012) and. (Yoon and Uysal, 2005).

1. **Volunteer/Altruism driven purpose** (volunteering, giving back, leaving legacy, aiding community

   Leisure driven purpose (travel, adventure, destination, wanderlust)

2. **Personal growth** (self-development, enhancing sense of self-worth and self-confidence, improving or learning new skills)

   Professional growth (obtaining professional experience in a specific field of expertis for future courses or careers),

3. **Bounding** (making new friends, meeting likeminded people)

   Escaping from themselves/Restart (feeling to move on and do things differently)

4. **Push** (internal motives, needs and desires such as novelty seeking cultural experiences, adventure, escape, social contact, relaxation)

   Intermediate factors (Combination of both)

   Pull (attractions within the destination such as, people, political climate, historical and local cultural attractions, wildlife, scenery, cities and volunteer opportunities in there)

The author is aware that their motivations may fall into several categories within and have blurry boundaries, therefore he aims to understand their motives rather than label them.

2.5 Expectations

This chapter aims to explain the connection between expectation and motivation and to explore expectations of participants of this paper because since volunteer tourists are not homogenous group as it was introduced in the subchapter before thus motivations vary within prospective volunteer tourists as well as their expectations do so.

Several studies came up with the notion that volunteer tourists expect higher personal benefits from their volunteer experiences (Gray and Campbell 2007; McGehee and Andereck 2008; Zavitz and Butz 2011). However, Coghlan (2006) classified volunteer tourist's expectations in four categories based on

- conservation
- cross cultural understanding
- personal development

- adventure

It can be argued that these expectations can be also divided into Altruistic (conservation in terms of helping the locals and the environment), Egoistic (cross cultural understanding, personal development, adventure and conservation in terms of being interested only in personal benefits of the programme) and the combination of them.

Moreover, it is important to underline that this diversity of expectations can be caused by different timespan of volunteer's commitment because longer stays creates additional complexity of the relation between committed time and volunteer tourists (Holmes, et al., 2010).

However, what are expectations?

According to Andereck et al., (2012), expectations are preconceived perceptions which have an impact on evaluation of currently purchased products and experiences. As a consequence, it forms different levels of satisfaction. As Solomon et al (2014) claim motivation takes a place because of a specific need that an individual wish to be satisfied. Also he adds to it that one's behaviour is mainly driven by expectations of gaining desirable outcomes. In other words, if one has desire that drives him to satisfy it, he also forms expectations how it can be and how he can benefit from it after purchasing the product or experience. For example, when some baby boomer has a need to visit a destination and share his knowledge over there in order to make it better place then specific expectations related to leisure and volunteer activities come to his mind what influences his level of satisfaction. This connection should not be overlooked in this paper, and therefore the author intends to investigate both motivations and expectations.

The author follows expectancy theory to evaluate travel experiences that plays significant role in volunteer tourism. From the point of view of Andereck, McGehee, Lee and Clemmons (2012) "expectancy theory suggests that travel experiences that meets or exceeds tourists´ expectations will be viewed positively" (Andereck et al. 2012; p. 130). Thus, in order to form positive travel experiences, is to meet volunteer

tourist's expectations and develop open minded attitude which can form the will to learn (Raymond, in Lyons & Wearing, 2008).

This process of aligning expectations with experiences normally results in either confirmation or disconfirmation of one's expectations. When actual experience meets one's expectations, his expectations are confirmed. However, when there are obvious differences between present experience and expected state then it can create both positive and negative disconfirmation. Positive disconfirmation such as positive feeling may occur when actual experience exceeds the prior expectations, while negative disconfirmation such as negative feeling may occur when actual experience is lower than the expectations (Woodruff et al., 1983). This confirmation/disconfirmation process affects one's level of satisfaction.

Moreover, Andereck et al. (2012) work with expectancy theory to explore experience expectations of prospective volunteer tourists. As a result, scholars concluded four groups of prospective volunteer tourists:

- **the unadventurous**: as the least "adventurous" cluster that has the lowest expectations for close interaction with locals. They highly prefer experiences with an environmental, animal or cultural aspects of locals rather than experiences which require advanced skills. They are fairly internationally travelled. Also they require higher level of amenities and comfort.
- **the humanist:** have the highest expectations related to close contact with locals, including close physical contact such as taking care of small children and those who are sick and dying. They are fairly internationally travelled and do not require such a comfort.
- **the community involved**: go for more midranged intensity of interaction with locals. They prefer emotional and mental experiences than physical labour. For example, caring sorts of services rather than physical. They are the most experienced international travellers.
- **the labourers.** They highly prefer to work with children and meeting basic human needs. Therefore, they go for physical labour rather than emotional and mental experiences. Moreover, they have the least amount of international travel experiences.

- **the non-social** has fewer characteristics than previous clusters in terms of being in the midrange. They have lowest expectation of working and interacting with locals. They do not prefer either emotional or physical activity. They are not very well travelled. This cluster might be interested in environmental without physical activity requirements.

For this research, the author tends to contribute to their work with conducting in depth interview which, as they suggested, can help in order to "*grow*" their research in the right way. Moreover, the author tends to exceed their work by applying their work to Canadian boomers.

3 METHODOLOGY

The academic aim of this research is to understand of motivations and expectations of baby boomers related to volunteer tourism. These purposes of the research can be obtained with various approaches depending on the researcher's choice of actions, knowledge and experiences (Teichmann & Evans, 1999). Therefore, the main purpose of this section is to shed light on thorough description of taken processes from the author's perspective that represents the paradigm which is essential for this paper and influences entire research in terms of collection of knowledge and data, followed analysis and conclusion (Guba, 1990).

3.1 Philosophy of science

Bryman (2012) characterizes philosophy of science as the fundamental base for a social scientific research where research methods are investigated from an analytical perspective. In other words, it is systematic study that refers to how scientific knowledge is formed, maintained and performed in society that provides direction for the researcher while conducting research (Esterby-Smith et al., 2012, Holm, 2013).

When it comes to a paradigm, it is elaborated as set of beliefs and fundamental assumptions which guides the researcher's behaviour and thus how the researcher perceives the reality (Wahyuni, 2012). Furthermore, a paradigm is understood as

elemental base for actions whether in everyday practices or in connection with academic realm (Guba, 1990). As a result, a paradigm reflects the authors beliefs and worldview which guide his actions whether in his everyday life or throughout this research. Therefore, the author of the thesis is constructivist what it is further discussed through the ontological and epistemological foundations.

3.2 Research background

At the first-hand, the author of this thesis would like to present his personal motivation for the research because his connection of the researcher in this paper is unquestionable (Boeije, 2010; Fink, 2000). Therefore, he finds important to elaborate briefly his background, points of view and motives.

The author has gained both practical and theoretical knowledge upon volunteer tourism topic during his internship in Maldives where he had opportunity to cooperate with executive director of Travel roots and also worked with numerous volunteer tourists diversed by various ages, motivations and backgrounds. Most of them were generation Y but he came across one baby boomer who triggered author's interest in this topic. In addition, while going through case studies related to volunteer tourism the author noticed lack of research upon this topic.

Moreover, the author lived in Canada for 8 months before enrolling Aalborg University and he had several opportunities to meet numerous baby boomers because of a network of friends of his landlady. Consequently, the author formed a personal perception of Canadian baby boomers. As Fink (2000) states that subjective approach where personal experiences play a role has an impact throughout the research process. Thus, the findings may be influenced by the author's personal knowledge of Canadian baby boomers and Volunteer tourism (Kvale, 1996). In addition, it may be argued that the author involved himself in participant observation as a qualitative method to collect data: "in which a researcher takes part in the daily activities, rituals, interactions, and events of a group of people as one of the means of learning the explicit and tacit aspects of their life routines and their culture" (DeWalt & DeWalt, 2002, in Hobbs and Wright, 2006, 4). It gave the author an inside look, which might may not have been gained otherwise. The author did not conduct the researcher during his stay in Maldives and Canada therefore this method is not used for this current thesis. However, the author's

time that he spent with Canadian baby boomers and doing internship related to volunteer tourism has provided him first hand perspective to the life as volunteer tourists which has impact on the research. As a result, this personal connection can be seen as a bias impact on the conducted study (Fink, 2000). As it will be mentioned in the following subchapters the generalization is not the aim of this research since a qualitative approach is used to understand participant's perceptions. In other words, this author´s own practical bond to the topic allows him to better grasp the participants 'views during conducting interviews.

3.3 Ontology

To begin with, the ontological assumption questions "nature of reality and existence." (Esterby-Smith et al. 2012, p. 17). Guba argues that there are multiply realities constructed within individual minds as non-real world in other words "mental framework" dependent on knowledge and realities existing along each other (Guba, 1990, p.25). Thus, the aim of this paper is not to find ultimate reality, but to critically analyse gained data. For this thesis, it means that there is no possibility to make a distinction between true and false answer upon researched topic amongst baby boomers. These mental constructions of reality are constantly altered while gaining new knowledge.

Therefore, each of their interpretations is one possible answer among many (Patton 2002). Consequently, the researcher while conducting interviews and asking questions, does not look for specific answer and instead of that he aims to understand their opinions and perceptions and look at the research phenomena from different angles gained from participant's experiences and academic literature.

Constructivists, as the author, who believe that the world is "social constructions build up from the perceptions and actions of social actors." (Bryman.2008; p 18). In other words, the reality is socially constructed through all sorts of knowledge related to everyday garden fulfilled with science and art as different approaches of creating the world (Flick, 2009). Ritchie et al. (2005) adds to it that the world is constructed through experience. These experiences related to the research topic may vary amongst chosen participants and together their co construct social phenomenon (Guba, 1990) Thus, the

researcher is also co-creator of the research (Lincoln and Guba 1985; Kvale 2007). When it is put into the frame of this paper, all participants involved in the research, including the researcher himself, have impact on the chosen phenomena and understanding it thoroughly from different perceptions. The author is fully aware that researched motivations and expectations of Canadian baby boomers are socially constructed within their own minds and therefore, in this case, social world is not steady and can change as time goes by whilst gaining new experiences and perceptions upon volunteer tourism. Therefore, under the constructivist foundation he considers the knowledge as subjective and he looks for different angles of understanding what he aims to use in interview analysis.

3.4 Epistemology

When it comes to the epistemological point, this foundation asks the question: "What is acceptable knowledge and what is the nature of the relationship between the knower and the known?" (Guba 1990).

There are two ways to go. First distinction is that the knowledge can be acquired with no interferences and therefore objectivity is possible. However, second distinction says that knowledge is not objective because "all knowledge is constructed through a meaning making process in the mind of the knower." (Daly,2007 p.23) It brings us back to the ontological point. The researcher thinks that knowledge is constructed in individuals´ minds and therefore he stands for subjectivism.

Fontana and Frey (1994:373) support subjectivism point by stating that as people treat each other as human beings and they cannot remain "objective, faceless interviewers". Therefore, to become human being they must reveal themselves and to learn about themselves as they attempt to learn about the others. As a consequence, the author's findings and the direction of shaping outcomes are a result of the interaction between the participants and himself. Additionally, the researcher looks at his research through his values and gained previous experiences related to the topic. It means that the research can never be value free (Guba, 1990). It will always include the researcher's understandings and preferences (Bryman, 2008).

The author considers important to note that epistemology is also associated with interpretivism as a key approach to understand human behaviour rather than explain it (Bryman, 2012). Boeije, (2010) states that people create their realities while interpreting the actions of others in the environment around. Therefore, the only way to understand the constructions within participants' minds is to interpret them subjectively (Guba, 1990). As Lindegger (2006) suggests there cannot be clear line between self and the world. The author follows this notion since he keeps in his mind that his experiences influence the interpretation of what is said to him and therefore he cannot be objective in social research.

3.5 Methodology

Methodology of the constructivism approach explains the selection of research methods which require high engagement and reflexiveness of the researcher upon the research process that goes along with aims of the research (Easterby-Smith et al., 2002; Boeije, 2010).

The author considers hermeneutic principles as appropriate method to follow since he conducts research under constructivism paradigm and aims to explore a diversity of constructions and interpret them (Guba, 1990). According to Wellington (2015) hermeneutic principles aim to interpret and gain understanding of the meaning of the human actions and behaviour. This understanding comes from personal involvement of the researcher in a mutual process of interpretation "which is inextricably linked with one´s being-in-the-world" (Downling, 2004, p.36). As Willig (2014) states interpretation is the core of qualitative research and intend to generate a deeper and/or broader understanding of the meanings. If the author does not interpret the gained data, then they become worthless. Hence to avoid that, the researcher must go through the process of interpretation to make them meaningful. This is essential when it comes to understanding motivations and expectations from participants' points of view and meaning of their experiences within volunteer tourism.

Bryman (2008) supports this notion that the research should be interpreted from the participants' angle. The author interprets these understandings through frameworks which come from concepts and literature within the field of volunteer tourism. Firstly,

he works with framework related to the motivations and secondly with framework related to expectations developed by Andereck et al. (2012. These frameworks can be understood and served as tool of analysis in order to interpret baby boomer's expectations and motives from their viewpoints.

3.6 Research design

Research design can be described as an outline for all steps throughout the research (Creswell, 2010). However, in a case of this thesis, the author simply does not follow the research step by step. Since he goes through the hermeneutic spiral that represents constant movement between stages of applying already gained and gaining new information (Gummerson, 1985). Moreover, as it is suggested by Creswell (2010), the researcher continuously edits sections of the project from his experience that is gained in the field of the conducted research.

Thus due to this approach, the author is able moves between sections such as theory, methodology and analyses and revises and updates their content based on gaining new knowledge while conducting the research what helps to modify his understandings.

The author has gained his pre understanding through his personal experiences and academic material what also triggered the direction of the thesis. It could be considered both positive and negative approach in terms of excluding new point of views (Laverty, 2003). However, the hermeneutic principles allow the researcher to obtain new perspectives upon the research in order to improve it (Gadamer, 2004). Thus the author has broadened his knowledge by reading academic literature and interaction with research participants (Kvale, 1999). In other words, the author's understanding of the topic has been changed as an outcome of his relation with the research participants what provides his pre-understanding of the topic for the next prospective investigation.

3.7 Qualitative research

The qualitative research is followed in order to comprehend social phenomenon through more in depth knowledge as it can be viewed from the inside (Flick, 2007). Following this logic, it seems natural since the author aims to understand inner motivations and expectations as well as their beliefs, values, experiences related to Volunteer tourism.

It can be argued that it is part of their lives as Jacob and Furgerson (2012, p.1) claim: "the heart of qualitative research is the desire to expose the human part of a story." Therefore, qualitative research looks at this part of a story in terms of what have been said rather than numbers (Brymon, 2003). In other words, the thesis attempts to understand what occurs in the social world of the participants rather than measuring researched phenomenon. The author believes that qualitative research method would assist the progress of better in-depth understanding of motivational factors and expectations instead of hardly obtaining the faraway view through quantitative channels.

As a result, qualitative interviews are chosen for this purpose that is to get closer to participants´ inner world (Denzin & Lincoln, 2005) in order to gain deeper understanding of one´s beliefs, values and behaviour (Bryman, 2008). In an academic sense, the goal of in depth interview is to gain an access to more comprehensive sets of feelings and emotions which a quantitative structured tool could not grasp. This research method is more explicit, sensitive, and interactive in nature of assessing motivations, expectations and opinions (Brown, 2005). Moreover, the author focuses on the quality the research methods and gaining deeper inside look of the data than number of the participants.

3.8 Semi structured interviews

According to Bryman (2012) via conducting a qualitative interview, the researcher can understand interviewees´ point of view and pay attention to particular issues which are found essential for the research. Furthermore, the semi structured interviews are considered as flexible approach (in comparison with structured interviews) due to both having questions covering researched topic and asking additional ones if they are needed for further understanding of the topic. For example, if the response is not considered rich and detailed for the researcher, he can ask follow up questions which should encourage the interviewee to continue giving his/her opinion on the certain matter such as asking to share their stories and motives behind them as well as avoiding questions which can be answered simply yes or no. Even though these kind of questions occur during interviews, the authors ask respondents about their motives behind yes or no responses.

This process leaves room for both the researcher to follow their point of view, change paraphrase and ask further questions accordingly and the interviewees to interpret themselves freely upon topics they consider relevant (Bryman 2008; Bernard & Ryan 2010). For this reason, letting participants speak and express themselves freely but still guiding them through questions which must be answered and also asking them additional questions which may pop up during conservation helps to gain more detailed in depth data and gain broader understanding from their point of view. For example, to let them freely share their stories related to volunteering and additionally ask them about their feelings, motivations and expectations in that specific moment of their lives but still be able to guide them through questions which must be answered. Also not all participants have the same background and opinions about volunteer tourism. Hence, the author follows different questions which are meant for those who already participated or for those who never done it. The interview guides are attached as Appendix 1 & 2.

3.9 Interview guide

The guide is developed from the previously discussed theory and divided accordingly (Goeldner & Ritchie 2003). Thus, the author divided questions in several categories such as, volunteer tourism, motivations, expectations and follow up category.

The interview guide is based on semi structured character that let the participants express their opinions in free manner (Olson, 2011). In other words, the interview guide is based on the open ended questions, the interview can lead to responses which have not been taken in consideration by the interviewer and then he can grasp the opportunity to question new received information in order to make it clarified (Kvale, 2009). In other words, it helps the researcher to ask follow up questions and adapt to the interviewee's points (Goeldner & Ritchie 2003). This is acceptable since the researcher's knowledge upon the research matter is limited (Bryman; 2008). Thus the author can collect in-depth data and further understand interviewees 'opinions (Olson, 2011). It means that the author asks questions such as why, what, how or encourage interviewees to tell their stories while also asking follow up questions that can show new perception to the researcher.

At the same time, he also gives priority to comprehensive language that is appropriate to the participants and the order of the questions and their formulation in sense to go relatively smoothly from one point to another in order maintain interview flow (Bryman 2008). The chronology of the questions is set up from the least to most difficult in order to trigger confidence within the participants (Jacob & Furgerson, 2012). The author starts with asking about general information and previous volunteer experiences, their ups and downs to set a vibe and make them recall their memories. After that he goes for more in depth questions such as their motivations and expectations in order to maintain interview flow.

3.10   Target group of interviewees

In order to keep the paper relevant, on one hand the author takes in consideration different viewpoints of the target group upon the research matter. On the other hand, all interviewees should have common feature (Curtis et al., 2000). From the constructivist paradigm perspective of the topic, the researcher chooses participants with various thoughts and experiences and also who experienced the research matter in different intensity in order to see the reality through their eyes (Flick, 2007). Thus, the aim of this paper is not to be objective but it attempts to provide diversity of viewpoints to let them be exhibited and lower the degree of sample bias.

The author targets Canadian baby boomers as the group who participated in volunteer tourism programmes, planning to do so or neither way. When it comes to the nature of the research topic and distance between the author and potential participants it can be argued that it was challenging to reach baby boomers who the author intended to interview.

Due to the collaboration with Travel Roots the author was capable to contact several baby boomers from various backgrounds who have different personal volunteer experiences. In addition, the author contacted several administrators of Facebook groups and got access to the group called Retired baby boomers united where he reached his chosen segment. Since it is not allowed to share personal information of customers, Travel Roots forwarded my research offer to their applicants who contacted me afterwards. In a case of the Facebook group, the administrators accepted my request

to join the group after elaborating my aims. Then the author posted the research offer on the wall of the Facebook group. After this he was contacted by members who were interested in participating in the research. According to Bryman (2008) it is an advantage that the interviewees are not contacted directly and it takes a place through the point of their reference.

3.11 Skype interviews

The interview represents face to face interactions to be "used to make sense of and understand on a daily basis the world in which we live" (Jennings, 2005, p. 99). Since the research focuses on Canadian baby boomers and due to their places of residence and the author's limited resources such as travel expenses and his personal responsibilities which do not allow him to go overseas for a certain time, the author considers as the most convenient substitution that provides flexibility in scheduling and reaching in comparison with personal face to face interaction is Skype (Carter, 2011). It is considered reliable interview form to collect qualitative data (Bertrand and Bourdeau, 2010). According to Bryman (2008) it represents accessible approach that makes easy to maintain the engagement for long term, come up with following up questions or re-interview participants.

It is important to point out that Skype has several similarities with personal face to face interviews such as immediate responses due to the availability of the audio and video feature. Another advantage of Skype is flexibility of setting up environment and time for both the interviewer and the interviewee. The author conducted interviews from his home because of quite environment and interviewed them individually.

Even though the interviewees are in different time zones, the author meet their needs in terms of the schedule in order to make them feel comfortable. For example, to meet up online in convenient time and their choice of familiar setting in sense of staying home without need to spend time to travel and arrange a meeting. Thus without disturbing their privacy or conducting interviews in public, the easy going atmosphere is set up (Bryman 2008, Sullivan 2012, Janghorban et al. 2014). The online face to face interviews, in the case of this paper via Skype that is equipped with video call, can help to develop mutual trust (Mann and Steward, 2000). Due to interviewer 's absence of

the personal presence, he may be more successful when questioning sensitive personal information of participants (Bryman, 2008). Moreover, according to Punch (2005) the voice or video recordings are considered as an appropriate approach in order to record interviews and simple approach how to keep them for further analyses. Therefore, the author used a recording software in order to record and transcribe the interviews afterwards.

On the other hand, the disadvantages of the Skype interviewing are the potential flaws such as the internet speed, the quality of the sound and web camera (Sullivan2012). Furthermore, another disadvantages can occur such as losing visual and interpersonal aspects (Evans et al., 2008). Several of them happened during conducting interview via Skype. Despite these occasional flaws, the interviewees were more than eager to participate in the research and continue in the interview after overcoming the difficulties. For example, the author faced low signal, video problems, call breakdowns, decreased quality of sound. Therefore, the author was forced to repeat research questions or remind participants what was mentioned lastly. In order to avoid all mentioned difficulties, the author adjusted the used technologies and made sure that quality of video and sound are adjusted on both sides in the best possible manner. The author did it before each online interview to avoid unexpected interruptions.

Throughout conducting the interviews, the author keeps in his mind the recommended criterions of guiding in depth interviews that influences the quality (Jennings, 2005, Bryman 2008). The researcher is allowed to interfere the dialogue when it goes off track and it is not relevant to the asked point. Moreover, the author keeps gentle, open and kind attitude by showing interest, active listening and respecting the respondent's opinions (Kvale, 2007; Bryman, 2008). Thus he tolerates interviewees' pauses and let them take as much time to think as they need.

According to Kvale (2007, p. 55): "the first minutes of an interview are decisive. The interviewees will want to have a grasp of the interviewer before they allow themselves to talk freely and expose their experience to a stranger." At the beginning of each the interview, the author asks for the permission to record the answers (Esterby-Smith et al., 2012). Additionally, the purpose of the research and the aims of the questions are shortly described via email before interviews. It helps to set up easy and relaxed

atmosphere beforehand and the participants could create an image what to expect and make themselves comfortable. In the end, the author thanks for their time and effort. Also the author stayed in touch with them via email in case there would be more questions or need for further clarification of some answers.

What is important, the author is aware of the generation gap between him and participants and also the fact he is a stranger to them. Therefore, before Skype interviews he contacted them either through the travel agency Travel Roots which introduced him to their baby boomer or through Facebook groups administrators, to whom the author explained his background and aims.

3.12   Transcription

Despite the fact the author transcribes all gained information word by word from interviews in most relevant way, and he is aware one may still find small grammatical flaws in transcription (Kvale, 1994).

The author chooses to transcribe interviews from the recordings by doing so it makes easier to read them again, think them through and evaluate what has been said afterward. Kvale & Brinkmann (2009; p. 180) state that: "Transcribing the interviews from an oral to a writing mode structures the interview conversations in a form amenable to closer analysis, and is in itself an initial analysis." Then the transcription can be regarded "as the solid rock-bottom empirical data." (Kvale & Brinkmann; 2009; p. 178). Also the audio recordings can be listened over again to sense differences in voice tone and important pauses before answering. All transcriptions and audio records are enclosed digitally.

In the transcriptions the interviewer is marked as SPEAKER 1: and the interviewees as SPEAKER 2: and can be found in Appendix 3. Furthermore, the transcriptions contain information such as names and duration of the interviews.

4 ANALYSIS

4.1 Participants

Before analyzing collected material, it is necessary to introduce the profile of the interviewees, as upcoming analysis is based on their statements. The target group consists of ten Canadian baby boomers and one executive director and founder of travel agency focusing on volunteer tourism. The author considers important to introduce their backgrounds and previous experiences related to volunteering and volunteer tourism in order better understand collected data. Moreover, in this chapter the author refers to the participants by using [P] and their numbers which can be seen below.

Canadian Baby Boomer target group

[P1] Linda Harris, female, 62 years old, many previous local volunteer experiences but not in volunteer tourism, contacted through the author's network of friends.

[P2] Derrick Brown, male, 55 years old, having some volunteer experiences but not in volunteer tourism, contacted through Facebook group Retired Baby Boomers United.

[P3] Anastasia Christopolous, female, 53 years old, having volunteer experiences but not in volunteer tourism, contacted through George.

[P4] Anna MacFarlane, female, 55 years old, having volunteer experiences but not in volunteer tourism, contacted through Retired Baby Boomers United.

[P5] Reid Snitker, male, 53 years old, having volunteer experiences but not in volunteer tourism, contacted through Retired Baby Boomers United.

[P6] Brenda Edward, female, 63 years old, she participated in Volunteer tourism in Maldives as a teacher assistant for three weeks. Also she had also done volunteering before. The author contacted her through Travel roots.

[P7] George Christopolous, male, 51 years old. He does not have any previous experiences with either volunteering or volunteer tourism. He was contacted through Facebook group Retired Baby Boomers United.

[P8] Joanne Lussier-Demers, female, 54 years old, having volunteer experiences but not in volunteer tourism, contacted through Travel roots.

[P9] Marc Demers, male, 56 years old rare local volunteering experiences and never done volunteer tourism, contacted through Travel roots.

[P10] Paul Armitage, male, 61 years old. He does not have any previous volunteer tourism experiences but he is organizing and managing volunteer events. Contacted through Linda Harris.

In total, the author managed to conduct only one interview with baby boomer who have already undertaken Volunteer programme through Travel Roots. Even though all respondents have various volunteering and travel experiences except George (when it comes to volunteering), it could be noticed as common feature within participants. Participants were contacted through different channels what helped to target respondents from various backgrounds and places in order to avoid biases. Moreover, all respondents are in their different life stages such as three respondents are in their early 60s and others can be considered in their mid-50s except one who is in his early 50s. It brings different perceptions upon Volunteer tourism which have been formed during their lives and events they have been through. Thus, it is important to mention that Marc and Joanne are married couple who have shared significant part of their life stages together what may have affected each response. In order to avoid it, the author conducted interviews with each of them individually and aimed to understand their genuine motives behind their responses.

Travel Roots
[P11] Amanda Huckuluck female, 33 years old, the owner Travel Roots, contacted through previous cooperation.

The author included the owner of Travel Roots in the research in order to gain further perceptions upon Canadian Baby Boomers as an individual who helps them to undertake Volunteer tourism programmes and who is in close interaction with them. In other the author has limited knowledge about Canadian baby boomers and their travel and volunteer intentions, therefore he reached the owner of Travel Roots who has more experiences in these acpects.

4.2 Background of Travel Roots

In order to understand background of Travel Roots, the author briefly introduce their aims and purpose related to Volunteer tourism

The organization is located in Winnipeg, Canada and provides travel experiences to Asia (India, Maldives where are offered volunteer travels), Africa, Central and South America (Peru, Chile, Honduras, Mexico and Brazil) and North America (Travel Roots, 2015). These trips are designed towards customers and Amanda divide them into two categories:

- Some individuals prefer to travel with purpose (short excursions 2-3 weeks through Indian Partner Rainbow Volunteers). It represents volunteer work in local schools and with women empowerment programmes in far destinations. At the weekends one does travel leisure activities. All in all, it is based on integrating into a community during the week and then one can explore the destination through leisure activities of his choice [P11].

  This category can be perceived as Volunteer tourism programme which accommodates several features such as volunteer work during travel aspect, paying participation fee and involvement in meaningful experiences during the stay (Wearing, 2001).

- Volunteer internship programmes for students which duration is maximum half a year [P11].

These trips are designed as independent travel packages and cultural educational tours which attract independent socially responsible travelers (Travel Roots, 2015) who are chosen from those who want to share their skills and passion. Moreover, she chooses and works with individuals who has good values and intentions in order to enhance positive side of volunteer tourism **[P11].** This meets their purpose that is to connect travelers with local communities. NGOs and conservation management projects (Travel Roots, 2015) in order to introduce people an alternative side of travel which is more responsible and connected with different cultures and local communities such as supporting small businesses, learning about different ways of travel and respecting the

environment. It can be done either through a volunteer experience or through community project, or just learning something new and encouraging in exchanging information in order to close cultural gaps which we have got in our world today **[P11]**

4.3 Volunteer tourism

The author asked the interviewees whether they heard about volunteer tourism before and how they would define that to understand if this concept is familiar to them. Moreover, the author intended to find out whether they do not confuse Volunteer tourism with other forms of alternative tourism since Volunteer tourism overlaps several categories (Wearing, 2001). It helped the author to understand their relation to purpose of Volunteer tourism and how they see it based on their perceptions and experiences.

The author follows the definition of Wearing that says volunteer tourism is based on spending time of volunteer tourists, their finances and manpower on gaining cultural environmental and spiritual experiences far from their home, especially in some less fortunate destination (Chen & Chen 2010). Also the volunteer tourists pay for this experience where they may engage in aiding local community, sharing knowledge or protecting the environment (Ponting & Wearing, 2009).

Firstly, **Linda** who got to know the term volunteer tourism recently through her circle of friends, she described it as visiting a destination on one's own budged in order to help people in some way such as: "*either building houses or helping with the kids or something like that and you got your free accommodation and free food.*" **[P1]**. From her definition she saw it more as volunteering but further in interview she mentioned another important aspect which referred to vacation part of volunteer tourism such as experiencing the culture, learning language and being adventurous.

In the end she admitted that she did not have a lot of information about Volunteer tourism and it was recent concept for her. Despite that fact she covered features from both aspects of Volunteer tourism such as volunteer service and culture and recreation in the destination (Voluntourism, 2015).

For **Joanne** and **Marc** volunteer tourism was also a new concept that they did not research yet and they were not aware of offered programmes **[P8, 9].** However, they had very similar picture of volunteer tourism as a cheap way to travel abroad to typically less fortunate countries to help out the locals who need it while paying for accommodation, flight and probably for food **[P8, 9]**. Despite that statement, Marc added: *"it is about traveling, I think what it is, it is a way to make you feel good about traveling or less guilty"***[P9].** Moreover, he saw it as a deal when one gives up himself and his skills and expecting to get a little bit back for example a break to travel **[P9]. Joanne's** response seemed to be inclining only to volunteering in other destinations rather than combination of volunteer and leisure travel. On the other hand, **Marc** pointed out the travel side and what is more important he saw it as deal that can benefit both the participant's life and host community (Wearing and Neil, 2000).

Anna and **Pau**l heard about volunteer tourism before but Anna did not know much about it what did not apply to Paul who knew this concept from his professional volunteering background Despite that fact Anna's description touched the bases: *"who enjoy volunteering, and travelling at the same time and get the opportunity to travel to different countries and do both […] also getting the experience of travelling in those countries as well and meeting people from those countries."***[P4].** She repeated interaction with people aspect as additional benefit from undertaking Volunteer tourism**.** In other words, *"it's experiencing another culture while achieving specific goals that assist that community."***[P10].** Furthermore, Paul elaborated these goals such as building houses or other activities which depend on chosen programme. However, he did not see usefulness in volunteering and *"achieving specific goals"* when it embraces activities which do not learn locals to take care of themselves afterwards. As he said he preferred *"creating opportunities"* instead **[10].**

It is interesting to present following examples of perceptions which look at volunteer tourism from negative side. **Derrick** who came across volunteer tourism and volunteering before and he was even offered to participate in but he found it *"ridiculously expensive"***[P2]** what is contrast to Joanne and Marc's assumption of cheap travel.

However, **Derrick**'s assumption comes from following associations and personal experiences where volunteer tourist is considered as looser who gives up his time, energy, skills and knowledge to contribute by activities which may have been done by locals who are winners to him [**P2**].

When you volunteer, there's winners and losers and to me the loser is the volunteer because he's giving up his time to educate people and one of the best things you can do is give people an education. Remember what they say, give a man a fish, you feed him for a day. Give him a net, you feed him for his life."[**P2**].

It could be also argued that his concern of high price comes from personal experiences where the payment went to the organization instead of local community. Furthermore, he noticed that locals were not asked what they wanted but they were told what they wanted. He explained it on the story when: "*They built them schools, they don't need them they've got no teachers. They don't need a school they need teachers. They build them a church but they don't use it because it's not something they wanted. They've dug wells which are miles from the village and they don't actually need a well because they've got one in the village anyway.*"[**P2**].

All in all, **Paul** and **Derrick** do not consider Volunteer tourism in terms of gaining meaningful experiences such as cultural environmental and spiritual (Chen & Chen 2010) but as one side benefit for locals rather than both the participant's life and the host community (Wearing and Neil, 2000). Moreover, Derrick thinks of losing his resources even though he emphasized the travel aspect and described it as being involved in community life. "*you get to see what they need, what their worries are, what their troubles are […] you're going to see what they see, you're going to eat what they eat.*"[**P2**]

In a case of **Reid,** he did not know much about volunteer tourism but he described it as visiting certain place where one gets to do volunteer job. By place he meant even visiting another city. He also thought of the volunteer aspect as useless contribution. His perception was formed from both word of mouth of his friends and his personal experiences [**P5**].

What is clearly seen from his description that entirely lacked the leisure aspect of volunteer tourism and he also might have confused it with regular

volunteering what the author explained through Amanda's words in the next example.

In a case of **George** who never engaged in any volunteering activates he did not have any picture what volunteer tourism could be but he was also against it. He referred to his background and generation which come from the area where were: "*non-travelers, very local, not connected to the rest of the world*." **[P7].**

He presented an example of religious motivated organizations which send people to villages to help but actually it is just well designed pack that is supposed to make volunteers feel good and profit even though there is no actual help at all. However, he also mentioned the case when people actually lived with locals and spent time on helping in whatever needed to be done and he considered it for more "*pure*" way **[P7].** Therefore, it seemed that he thought of some cases as "*naive*" concepts of helping where is no help needed. Moreover, from his description can be understood that he was not aware of leisure activities which can play significant part in Volunteer tourism (Brown & Morrison, 2003).

Amanda, came across these perceptions and she sees the root of them in misunderstanding and confusing volunteer tourism and not being aware of the other options even though volunteering is strongly rooted in their minds: *„people are thinking of doing volunteering and doing some sort of humanitarian work than they think of going to Africa. because of media coverage […] there is a lot of church based organizations that are based in Africa as well. That are affiliated with different churches and religious programs in Canada. So a lot of people think that if they volunteer that it is like, religion or Christian based opportunities […] look to those sources first without seeking alternative"* **[P11]**

When it comes to **Anastasia**, she was not very familiar with term of volunteer tourism either but she assumed, due to their entrepreneur's experiences, it could be about doing "*some tourism*" and having "*some diversions*" and "a *mission in mind*" **[P3].** Thus, it seems that for her it is like going on vacation and at the same time one contributes.

For her it was more meaningful than regular mass tourism due to combining the best from both (Voluntourism, 2015).

"I think it would be even more satisfying than leisure Travel you would still have all the pleasure of traveling and being exposed to different cultures and ways of viewing the world but at the same time you would do something useful" **[P3].**

For **Brenda**, before experiencing volunteer tourism it was also a new concept due to her lack of social awareness within technologies. Moreover, she defined volunteer tourism as: "*unique experience in a more grass roots leve*l" which combined both volunteering and travelling **[P6]**. From her point of view, it was about being helpful in grass roots areas what she considered as an advantage for getting to know the place and locals in terms of history and culture **[P6]**. What is important, she perceived Volunteer tourism as travel with purpose when one is truly connected with local community

"I think being able to travel the world this way, it has so much more heart to it. It's more instinctive, it's a natural feeling of connecting with people. You see the real life." **[P6]**

The author asked her how she actually discovered volunteer tourism and she responded it was matter of coincidence when she was searching opportunities to go back to Asia and do some meaningful work during travelling. Then Brenda contacted Rainbow volunteers who included her in the group of Travel roots volunteer tourists in Maldives **[P6].** Therefore, it is also interesting to mention Travel roots' definition and approach of volunteer tourism that influenced Brenda's viewpoint.

Amanda as a tour operator defines volunteer tourism as travelling the world and contributing in the communities that one visit. This contribution in the community is meant in terms of whether tangible activities such as construction work or transferring knowledge such as sharing skills, teaching, and what is equally important getting a better understanding of the destination and locals **[P11].** However, for Amanda it can be something totally simple such as: "*just sharing interacting and building relationships* […] *I think it's like a combination of both, you still want to have some fun and travel experience that goes along with volunteer works*" **[P11].**

As a result**, Brenda's** and **Amanda's** definitions are more than similar and covers cornerstones of Volunteer tourism such as helping less fortunate people in less fortunate countries, connecting with them and living their lives at the same time still having time for leisure activities.

Based on the responses of participants, there are variety of perceptions both positive and negative ones. Even though volunteer tourism seems to be new or recent concept, some respondents were able to touch bases of the definition. What is more important some respondents confused volunteer tourism with regular volunteering or volunteering that is designed to make one feel of helping even though no help is needed. It was interesting to gained different perceptions upon the same aspect such as being involved in local community. Several respondents described it as being "looser" and "useless". On the other hand, another respondent described is as "true" way of travelling with "heart".

4.4 Prospective Volunteer tourists

The author was interested in asking whether they participated in Volunteer tourism before or in any volunteer activity to see what kind of prospective volunteer tourists they may be according to Callanan & Thomas (2005) categories such as shallow intermediate and deep volunteer tourists.

George described himself as becoming more and more selfish and pleasure seeker as he gets older **[P7].** What is the exact opposite of going through shift in their life's focus from "becoming someone" to "being someone" (Volunteer baby boomers, 2014). It can be also argued that in Geroges case several moments which occurred in his life.

Firstly, he is still establishing his career, and focusing on earning money and travelling rather than volunteering. Secondly his perception comes from becoming widower and therefore he thinks "*that there's an urgency to enjoy life and have the experiences now instead of later. Like, for example, retirement. My concept of retirement changed. Retirement doesn't matter, because I may not live to enter retirement, so that's some of the things that made me change priorities.*" **[P7].** As Moschis (2002) states as long as baby boomers get closer to

their retirement they look forward to having entertainment more than any previous generation (Moschis, 2002). As a result, George would rather seek pleasure during his retirement years than volunteer. He clearly stated that he was not interested in volunteer tourism for previously described reasons and want to enjoy his rest of the life. Therefore, he cannot be perceived as prospective volunteer tourist (Callanan & Thomas, 2005).

Marc believed that he needed to make a difference but he did not think he could change the world alone **[P9]**. On the other hand, his wife **Joanne**, she believed the same due to responsibility of living in the community one should give something back. Her belief was based on making a few people enriched instead of changing entire world **[P8]**.

"The biggest contrast now, is time, you know, you have family, you have work[..] I always say when I retire, I will volunteer" **[P8]** It can be understood that Marc inclined more to leisure activities than volunteer. As a result, Marc looked at volunteer tourism as opportunity that can be fulfilled while retirement years.

However, both of them found highly important of choosing right destination for practicing their hobbies **[P8,9]** as it is discussed in following motivation chapter. Therefore, the author categorizes them as potential shallow volunteer tourists what may change after getting older. However, Marc at one point of the interview showed interest in balanced activates between volunteer and leisure what can be also classified as a potential intermediate volunteer tourist.

Annie's most memorable and rewarding experiences are linked to helping children and volunteering what play a significant role in her life. Consequently, for Annie contribution means to give up some of one's time to help others: *"I feel better at my volunteering than my paid job."* **[P4]** In her words, it makes her feel that she is contributing and she is doing something better than only making money. She calls it *"self-gratification"* **[P4].** Thus she saw her responsibility to volunteer as giving back for feeling grateful and fortunate for what she had in her life while seeing people who do not have the basics in their lives. She thought of all those experiences as positive impact on her life that made her humbler, grateful and better person **[P4].**

Despite that, she preferred leisure activities over volunteer because of her busy lifestyle and hard work. Furthermore, she also saw Volunteer tourism as an option for retirement

that depends on volunteer tourism programmes:" […] *in a couple of years, when I do retire that's when I think I would get into this. Right now I just want to chill out when I go on vacation.*" **[P4]** Even though she is dedicated to volunteer what comes from her protective driven motives such as reducing her negative feelings being more fortunate than others, (Clary and Snyder 1999). Thus, she can be considered shallow tourist due to her current significant leisure mindset of letting the steam off from her hectic lifestyle but still want to volunteer (Callanan & Thomas, 2005).

Anastasia volunteered in whatever tasks are needed to help others. In her perception, most important is to get access to things that perhaps some of us take for granted **[P3] Due** to volunteering she became "*more aware of others";* and "less *self-centred.*" **[P3]** what it can be viewed as altruistic values and humanitarian concerns (Clary and Snyder 1999). Moreover, Anastasia took volunteering as a responsibility: "*if you have certain privileges, were given a certain measure, even an intelligence, a wealth, or safety, personal safety, you live in an area where you are not worried about whether you will survive or not. Then it is really your ethical obligation, if you have the ability and the means to help others have those things and you should. So I think it is part of my identity.*" **[P3]** However, she was not sure if she preferred volunteer travel over leisure or the other way around but she again pointed out her altruistic values: "*I just think it would be so enjoyable, the pleasure that always comes from giving, it's like a gift, it's like the pleasure you get from giving the gift if for you* […] *I wouldn't say no to that opportunity just because it is not a places that I want to go to especially".* **[P3]** As a result*, it* could be argued that destination did not play such an important role for her and her drivers to volunteer are based on altruistic values and humanitarian concerns (Clary and Snyder 1999) therefore she could be interpreted as a potential deep volunteer tourist (Callanan & Thomas, 2005).

Linda's main highlights of volunteering were connected with having fun but mainly: "*I think the biggest thing was just the people. I got to meet lots and lots of people.*"**[P1]** What can be interpreted as a social driver that she aimed to strengthen her social relationships (Clary and Snyder 1999) but she added to it that her motives changed "*at the beginning I just thought as I say it would be interesting, but then I saw the impact*

that it had on so many people and so then I felt it was almost a duty because I did well at It [...] Well I think we all want to make some sort of mark on life" **[P1]** In other words, she had sense of being useful what is one of the wishes of baby boomers for retirement *(*Freedman, 2002). But when it came to volunteer tourism she expressed interest in visiting hot destinations and experiencing especially adventure and local life as "*escape from the stereotype*" **[P1]** to fulfill personal needs. Therefore, she could be considered as a potential shallow volunteer tourist who may incline to intermediate one after a while (Callanan & Thomas, 2005).

Reid volunteered rarely. He described it as responsibility to help**: "***if somebody needs some help you can help them if you're able to do it, you do it. I don't think I really do it because I get something out of it.*" **[P3]** This can be understood as form of volunteering based on value (Clary and Snyder 1999). However, when it came to volunteer tourism he was against it: **"***don't really see the benefit of it to anybody, to me that's not really helping them, that's probably just taking a job away from a local laborer that could be hired to do that work."* **[P3]** Therefore the author does not consider him as prospective volunteer tourist.

Derrick is another case who shared his negative attitude towards Volunteer tourism. His most rewarding experience elated to volunteering was feeling of usefulness and gratitude what he considered lacking in volunteer tourism and volunteering in general **[P2]** This notion comes from his most difficult experience when he was helping to create water supply which people instead of drinking it they used it as swimming pool. Moreover, a lot of experiences with Africans who did not appreciate his effort to help and were expecting money on daily basis. In his own words "*I think it's give and take. You give them something and they take you something"* **[P2]** As a result neither Derrick is viewed as a prospective volunteer tourist.

Paul is not interested in Volunteer tourism either because of several reasons even though Paul has very high feeling of making difference what he calls his "*mantra*", his "*passion*". "*personal satisfaction in seeing your efforts make a difference in somebody else's life [...] I consider it kind of duty [...]and it's almost an honor to be able to assist others*." **[P10]** what can be interpreted as a value based volunteer motive according to Clary and Snyder (1999). Furthermore, he prefers to organize events

because it tends to create more opportunities for people to work and he can manage and control them personally but "*it needs to be fun. And there has to be some sort of value given back. So, my personal motto is leave it better than you found it [...] make a positive difference*" The last reason was his need to organize his own schedule during travel and therefore he never traveled with a group. Thus he appreciated his independence in terms of "*freedom of doing whatever I want to do when I want to do it.*" **[P2].**

He can be considered as the only volunteer who reached the top of Maslow's hierarchy such as self-actualization where creativity, spontaneously, problem solving occur (Bowen & Clarke 2009) what may be one of the reasons why he does not consider Volunteer tourism for him (Mill & Morrison, 2002). In other words, he thinks of it as there are lots of people who can do it and he preferred to dedicate to spend his time on contributing in something on a grander scale than just himself and a hammer **[P2].** Lastly the most of it his travels are leisure triggered but he "*always looking at opportunities*" to help **[P2]** even though he is on vacation. It could be argued that he could also find in Volunteer tourism but previous reasons are strong enough to keep him away from this concept.

When **Brenda** was asked to describe her rewarding experiences from her stay she underlined mainly volunteer tasks and destination itself what are mainly interests of shallow volunteer tourists (Callanan & Thomas, 2005).
„*I'm thinking, WOW, Maldives, I just think of it as these amazing islands [...] These amazing holiday resorts [...] I kept saying to her, well, I want to work with children, that's why I want to come and she said no, you can work with children in Maldives. And I'm still thinking these children, are they in need of help? Do the teachers need more help? [...] I was useful as well, that was a great feeling. Because the two would never normally come together.*" **[P2**] However, her volunteer highlights were also linked with her work with autistic children and pupils in terms of sharing her previous teaching skills with autistic children **[P2**].
Another emphasized point towards volunteer aspect was when the author asked for most difficult moments she mentioned the lack of structure and organization in daily schedules. For example, when she was expecting to work with kids every day and in the end it did not occur due to lack of being informed on time by organization. She felt

disappointment from not doing what she came for **[P2]**. It can be argued that she preferred volunteer part over travel even though she had plenty of opportunities to enjoy spare time and therefore she can be categorized as an either intermediate volunteer tourist or one who inclines to a potential deep volunteer tourist (Callanan & Thomas, 2005).

4.5 Motivations

It can be assumed that baby boomers have several motives to participate in volunteer tourism such as sharing their knowledge related to their hobbies or professional background. Another motivation is to experience life in "grass-roots" destinations or leave legacy, being useful during their retirement years (Mellor, Rehr, 2005). However, as the literature suggests they should be less interested in doing activities because to become favorable to others but they do that because it is meaningful to themselves. Therefore, the author aims to explore whether their motives are more inner oriented or external. Moreover, in this chapter the author discusses further their motives by following summarized model developed from theories of Tomazos, Butler (2012) and. (Yoon and Uysal, 2005) in order to understand their potential driving factors of undertaking Volunteer tourism.

1. **Volunteer/Altruism driven purpose** (volunteering, giving back, leaving legacy, aiding community

   Leisure driven purpose (travel, adventure, destination, wanderlust)

2. **Personal growth** (self-development, enhancing sense of self-worth and self-confidence, improving or learning new skills)

   Professional growth (obtaining professional experience in a specific field of expertis for future courses or careers),

3. **Bounding** (making new friends, meeting likeminded people)

   Escaping from themselves/Restart (feeling to move on and do things differently)

4. **Push** (internal motives, needs and desires such as novelty seeking cultural experiences, adventure, escape, social contact, relaxation)

   Pull (attractions within the destination such as, people, political climate, historical and local cultural attractions, wildlife, scenery, cities and volunteer opportunities in there)

1. Volunteer vs Leisure

Marc did not intend to leave a legacy of anything else in Volunteer tourism but his motivation came from knowing that he would definitely help local people by sharing his "*handy*" skills played important role in his decision making. He was also driven by balance between leisure and volunteering: "*That's a fine balance, of course, I know I am getting something*" **[P9]** On the other hand, he and **Joanne** wanted to see appealing attractions in a safe and warm destination and be capable to scuba dive as big fans of this hobby **[P8, 9]** Moreover, Joanne was driven mainly by leisure activities. When she was asked about her motivation to participate in volunteer tourism she responded from the leisure point: "*Traveling, meeting new people and places, discovering new place. It would be a nice warm country; I don't think I would go volunteering in a cold country*" **[P8]**. She admitted that she was not sure how she could contribute because of her small knowledge of programmes within volunteer tourism. Only what came to her mind was teaching French and cooking **[P8]**.

The same with **Linda** who were lacking further information of Volunteer tourism and her motives were mainly based on spare time activities such as escaping from her mundane life and experiencing fun, adventure and the place itself **[P1]**. From previous chapter the author could consider that Marc motives are between altruistic and leisure activities but his wife's and Linda's main motives are based mostly on leisure travel.

Different example is **Anastasia** who is highly motivated by providing access of things which she already had in her life and seeing happy faces of people who were helped what are highly altruistic motives. Furthermore, she defined contribution as: "*contribute your work without expecting any kind of remuneration*" what is "*extremely important*" for her **[P3]** It can be seen as feeling pleasure from doing good deeds even if this action does not give her monetary value (Horton-Smith, 1981). Furthermore, in volunteer tourism she would prefer volunteer over leisure/destination factors. As a result, Anastasia can be assumed as being driven with volunteer and altruism purpose

As the author touched the top of the iceberg of Anna's motives to undertake Volunteer tourism, **Anna** had strong volunteer needs even though they came from her negative feeling of being more fortunate than others **[P4].** In volunteer tourism she would be

genuinely interested in protecting and aiding animals not depending on the place what can be perceived as altruistic purpose but stronger motives are linked to bounding with others, fulfilling her need for new experiences and mainly to relax **[P4]**. As a result, her motives are driven to leisure purposes what comes hand in hand with her a potential shallow volunteer tourist categorization.

2. Professional vs Personal growth

Joanne was motivated to learn language of the destination where she would volunteer especially Spanish speaking countries. **[P8]** what belongs to personal growth motives. Moreover, **Marc** as well as **Joanne** were strongly driven by desire to practice and improve their skills such as scuba diving **[P8,9]** what is another aspect of personal growth. In a case of **Anna,** she was driven to exceed her passion of taking care of animals and feeling that she is useful **[P4]** what is also linked to personal growth. However, **Anastasia** expressed her motivation as combination of professional and personal growth in terms of teaching children as part of her professional career and enhancing her sense of self-usefulness **[P3]**.

3. Bounding vs self-escape

When it comes to bounding, several respondents referred to creating connection with new people, locals or other volunteers as one of their primary motivations. For example, **Joanne and Anna** who just simply answered **"*Meeting new people*"** **[P4, 8]** but especially **Marc** who mentioned important role of creating personal relationship of people as a driven factor which is missing during mass leisure travels**. [P9]**

4. Push vs Pull

Ina case of **Joanne** and **Marc** their motives are both internal and external. They want to visit destination with warm weather and scuba diving opportunities while knowing they are actually contributing and having sense of usefulness as Marc defined it by his own words "*feeling of giving, ...knowing that you are helping somebody. I think it is fairly important*" **[P8, 9]** However as it can be seen from previous analysis of Joanne's motives she is mainly pulled by the destination and things she can find in there such as new people and places. It can be said that she is more pulled than Marc

Anastasia, Linda and **Annie** agreed with Joanne in terms of the important role of the destination in their decision making within Volunteer tourism. Anastastia described it as "*I can't claim to be completely selfless so there are so many countries I would love to see, that being the selfish part there are so many countries I want to go see like Namibia, Botswana, Morocco, and Turkey, I think there is plenty of opportunity in those places in terms of contribution.*"**[P3]** but she also adds "*if I found of a need when maybe where my skill set will be useful and perhaps a country may not be on top of my list then I wouldn't say no to that opportunity just because it is not a places that I want to go to especially*"**[P3]**.

In a case of **Anna,** she expressed clearly her passion and interest in helping animal's programmes (Elephants) what would influence her destination choice (Africa) afterwards **[P4]**.

From their statements it can be argued that the destination and volunteer opportunities in there are primary pull factors to all of them. However, they also all named several push factors.

For Linda it was escaping from stereotype and experiencing adventure **[P1]**. For Anna it was stronger focus on relaxation rather than volunteer opportunities **[P4]**. and lastly Anastasia whose push factors were based on experiencing culture and ways of viewing the world **[P3]**.

The category itself are respondents who showed no motives to participate in volunteer tourism.

Therefore, the author aimed to further understand their lack of motives towards Volunteer tourism.

First respondent is **Paul** as it was mentioned before he preferred his own projects and control over it in order to make difference on larger scale and keep his independence at the same time **[P10]**. His motives were not met with purpose of either volunteer or travel aspect. It could be argued that his belief of contributing and traveling is higher that purpose of volunteer tourism and therefore he wants to keep away from it.

The second respondent **George** who on the other hand is significantly self-centered because of his aims to firstly fulfill his money, career and pleasure

related priorities. His motivation of volunteering is based on building the community that can sustain itself such as spreading knowledge how to take care of environment and society and create sustainable future **[P3]**. Despite the fact that volunteer tourism offers various educational and teaching programmes he did not consider them as sustainable solutions.

The similar notion of the lack of creating sustainable change in Volunteer tourism were expressed also by last two respondents **Reid** and **Derrick.** Their motivation to volunteer were explained in previous chapter but regarding volunteer tourism their motivations were none. **Reid** did not see the benefit of it to anybody and what is important that he thought that there is not a real need to help because in majority of cases locals could be capable to help themselves. Moreover, to him, locals are not asked what they need to help with but they are told instead **[P5]**.

Derrick agreed with Reid and added to it that it is big loss of energy, knowledge and time for volunteers because there is a little to gain in return. Also from his experiences the locals did not appreciate the help sometime **[P2].** All in all, they looked at volunteer tourism as an illusion that make participants to feel satisfied and useful.

The author left **Brenda** as the last participant to analyze and explore her motivations before undertaking programme and how they changed after coming back home.
Actually her motives to take a step toward volunteer tourism fell into several categories. She always wanted to travel and she loved to work with people, especially helping children. Therefore, her driven factors were both altruistic: "*I want to work with children, […] I'm still thinking these children, are they in need of help? Do the teachers need more help? […] I have always had feeling of wanting to make a difference in this world […] I wouldn't go in there thinking I need to get something out of it.*" **[P6]** and leisure such as pull factors in the destination "*I'm thinking, whoa, Maldives, […] amazing islands […] amazing holiday resorts*'" **[P6]** Moreover, her motives were also formed by life event such as getting divorced and therefore '*I just knew at the time, I needed to move. It wasn't a matter of you know I needed to get out for a few days. I needed to just go somewhere totally away* [..] *and it was like it was meant to be. It was*

meant to be […] *So that's where my life's been. It's not really been in the direction*"
[P6] what can be viewed as a feeling of being in the right place and time to volunteer and also escaping from herself and need to move on in other words to start over but differently as a part of seeking alterity (Matthews, 2008) looking for escape from stereotype (Brown & Lehto, 2005; McGehee & Anderek, 2008) and transforming herself as individuals (Tomazos & Butler, 2009; Wearing, 2001).

As a result, it influenced her self-confidence so she undertook the programme to prove herself that she was capable to travel on her own **[P6]** what is related to personal growth factors. However, she was also driven by bounding, especially with children and locals. In her perception bounding and creating connections were important in both aspects of volunteer and leisure.

Lastly as it is already obvious her steps were driven by both push and pull factors such as attractions of the destination, local culture and previously mentioned inner desire to change her life **[P6].** After her stay, her motivation slightly changed as she gained confidence to travel and stay longer in destinations. Also she widened her perspectives and want to try new programmes such as women empowerment. **[P6]** Furthermore, she shared several travel plans with the author and some of them were related to volunteer tourism
"*So I think my motivation is the same if not better, maybe. Still wanna do that if you could, say, do a year, maybe longer and move on to somewhere else but I don't know, I just feel it's possible I would like to settle somewhere and work with children or women. So it's given me that opportunity to believe it's possible.*" **[P6].**

The author also asked **Amanda** about motives of baby boomers and potential benefits to them. Amanda stated that baby boomers want to leave a legacy. Furthermore, they can be driven from a selfish side such as visiting the destination (for North Americans it is especially Latin America due to easy access and familiar culture) but it can also be driven from compassionate side in terms of willingness to help others and share knowledge, skills and life experiences with ones who are less fortunate **[P11].** However sometimes they need a help and direction to follow even though they have all those drivers **[P11].** It could be argued that they need to be

more educated about volunteer tourism possibilities and various programmes in order to avoid confusing purposes of Volunteer tourism.

Amanda agrees with the academic literature and also think they can be enriched by having more meaningful travel experience not just going somewhere spending money ad consuming the pleasure. What she finds highly appealing to them is to learn about the place by interacting with the locals in the destination. Another benefit is becoming a part of community and creating relationships with locals **P11].** As a result, more enriched experiences are formed on both sides such as host communities and especially baby boomers.

4.6 Expectations

To begin with **Brenda**, only participant who experienced volunteer tourism, firstly the author had to ask her what were her expectations before undertaking volunteer tourism programme.

"I think I expected it to be automatically already quite organized […]. As well as being nice and flexible." **[P6]** In other words, she expected to be more organized and structured programme. However, as she added to it she did not consider it either good or bad because of grass roots mentality and her main motivation was to help what she did so at the end of the day poor designed programme did not matter if she could contribute **[P6].**

She also mentioned that when it came to volunteering she expected to spend more time with children, creating connections with teachers and fulfill her potential as a teacher what did not occur in the end and she was disappointment **[P6]** what came from high expectations related to close contact with locals, including close physical contact such as taking care of small children (Andereck et al. 2012)

"*I would have expected it to be in a school, almost like a nine to five […]. I felt I wanted it to be that. That going and spending a normal day with those children. Well, obviously, it wasn't primary… And you didn't need to be there every day I didn't feel like I'd made enough connection with the teachers in the school to follow things through. And that connection is important*" **[P6]** Therefore, her expectations can fall into humanist category (Andereck et al. 2012).

Moreover, she felt exhausted for wasted time by waiting and not being informed on time. Also it took a lot of energy to find out who is responsible for what **[P6]** It is

important to mention that she expected to feel safe and more participants at her age what would make her more comfortable. In terms of destination, she expected peaceful environment what occurred as wrong assumptions due to current political issues of the destination but it did not affect their expectations towards nature **[P6]** which were met and she felt satisfied (Woodruff et al., 1983, Andereck et al.,2012)

However, she admitted that she had not expected "*a great deal*" and therefore she was happy to go along with whatever occurred if she could contribute overall **[P6].** It could be interpreted, despite all disappointments, that she did not put her expectations higher than real state (Woodruff et al., 1983, Andereck et al.,2012) and therefore her expectations were exceeded with travel and volunteer experiences overall. It could be also argued that Brenda developed open minded attitude by going with flow what brought her positive travel experiences in the end (Raymond, in Lyons & Wearing, 2008).

Her expectations were based on several stages. Firstly, she searched information on the internet and spoke to the tour operator what can be argued as her stage before undertaking porgramme. This stage she considered crucial as a not travel experienced person: "*I spoke to her on the phone, not just as sort of very formal, you know, fill in a form and emails back and forth. That personal touch is so important.*" **[P6]**

However, her expectations continued being influenced by tour operators during her stay and as it can be interpreted they were lowering and adjusting her expectations which might have met reality in order to avoid disappointment afterwards (Raymond, in Lyons & Wearing, 2008).

"*Amanda was very stabilizing because she's obviously experienced with travel and being a woman as well, I think it was a very very sort of an intimate understanding from her that things are possible* […] I *think she opened my eyes to the idea of what is possible for women to do, traveling abroad [...] meeting up with Riddy was a great experience because we hadn't met before, she hadn't met him either and I hadn't met her*" **[P6]**

After coming back home she started to realize that her expectations and motivations were broadened. She became more self-confident and started to travel more and plan next volunteer tourism experiences where she could stay longer. From her last volunteer tourism stay she expected to be updated with results of her volunteer work after arriving home but it did not happen „*having some kind of news update with them could be very important. Again, at our end, if they had some kind of a website that you could keep in*

touch with them but they don't" **[P6]** It could be argued that this stage of specific expectations could still influence her overall level of satisfactions.

Amanda finds baby boomers as typically compassionate people who expect to help and make a significant difference or contribution whether it is small or large. Moreover, they expect to do tasks depending on their age such as a complete sort of project with start and finish and results or tasks related to their profession. Most appealing programmes are considered as English teacher or teacher of kids, woman's empowerment programme. She also noticed different driven factors within genders: "*So the women want to do something more connecting with the community and the men wants to use their skills and build something.*" **[P11]** She also highlights their higher need of comforts that younger generation might be fine with. It must be ensured that contribution on the both sides and safety are first priorities: "*they are learning something new and that they are attracting with the community and the fact that they have all their comforts and safety factors are kind of top priority*" **[P11]** It can be seen in the answer of **Brenda** whose first questions regarding the programme were if she would be useful and: "*how many people my age do get involved. Because again you do think of younger people, and at that age, your age, you tend to have less fear*" **[P6]**

On the other hand, **Reid's** and **Derrick's** expectations of volunteer tourism are nearly none as individuals who are not interested in volunteer tourism. When the author asked Reid what he would wish to get out of volunteer tourism his answer was nothing because otherwise it would defeat the utter purpose of it **[P5].** However, Derricks mentioned at least nice weather and seeing genuine appreciation amongst locals what he finds also important in volunteering in general **[P2]**. From their answers the author did not find any relations to any categories discussed in the theory what can be cause by their low interest of Volunteer tourism. Also the author can argue that they main purpose is travel or volunteer but not upon principles of Volunteer tourism.

Despite the fact that **Paul** is not interested in Volunteer tourism either, he would expect high level of excellence, having fun and seeing what it is going to be accomplished as a part of his previously mentioned life's philosophy: "*If your expectation is that you're*

going down there to do work and that's it, you're probably not going to have a good time" **[P10]**

Moreover, **George** also said no to Volunteer tourism but when it comes to travel part of it he would expect sharing experiences with the people he travels: "*traveling for me is a social experience*" **[P7]** What is more important he divides trips on two types. First that occurs in urban/cultural environment: "*I expect to learn about the culture I'm visiting […] walking the streets of the city, going to cafes and restaurants, interacting with people as much as possible and basically having an anthropological experience and exposure to the history of the architecture.*" **[P7]** as expectations related to cross cultural understandings Coghlan (2006). The second type occurs in nature and is the opposite of the previous one that is more adventurous "*when I look for nature trips I try to go to places that are not yet overrun by tourists*" **[P7]**

On the other hand**, Marc's, Joanne's, Linda's and Anna's** expectations are related mainly to seeing the world visiting places they never seen before, experiencing new cultures, food and meeting new people, learning new things and languages **[P1,4,8,9**]. All in all, "*just a completely different experience than what I've ever experienced*" **[P4]** which seemed to be both adventurous and cross cultural understandings expectations Coghlan (2006).

Furthermore, **Marc** expected these different experiences on personal relationship level with other people during his stay and also to gain a lot more than during leisure mass travel [**P4**]. As **Amanda** highlighted **Marc**, **Joanne** and **Annie** also find meaningful contribution security and comfort as first priorities even though Marc did not expect to live in high class hotel "*you want to feel, you know, that you are not in danger everyday trying to help people right […] what I want is to be able to live comfortably well I am there, you don't expect to live in a resort.*" **[P9]**

When it comes to expectations related to volunteering part, in a case of **Marc,** he expected meaningful tasks such as **"**[…] *dig well, build schools, you know, build a hospital or repair a hospital, something like that, not, you know, we are going to do some gardening*" **[P9]**. This notion of preferring physical labour could include

him into the labourer's category (Andereck et al., 2012). However, there are no further responses regarding other criterions which could classify his expectations further.

Joanne would rather teach French or cooking but English also can be taken in consideration as a part of her comfort zone that she would follow **[P8]**. The same with **Linda** who would expect tasks related to teaching kinds as she used to do so **[P1]**. Lastly **Anastasia**, expected right belief system from the organization of her choice., transparency and accomplishment of whatever the volunteer work is trying to accomplish **[P3]**. According to Holmes, et al. (2010) diversity of expectations can be caused by different timespan of volunteer's commitment. Thus amongst respondents, various expectations as well as different timespans occurred. For example, from a few weeks **[P8,9]** to several months **[P3, P1].** However, in their current life stages they could effort only short stays due to their limited time. Therefore, it can be argued that their expectations which are similar to their motives come mainly from their desires and needs.

5. CONCLUSION

The main aim of this paper was to explore the motivations and expectations of Canadian baby boomeers such a potential segment in volunteer tourism and see how it is related to the purpose of volunteering.

The author used the modified framework based on the discussed literature to analyse the collected data and achieve the aims of this paper. For several respondents (Anne, Reid, Brenda, Linda, Anastastia) it was quite a new concept, for others (Derrick, Paul) it was well known term. However, some respondents (Joanne, Marc, George) never heard about it. Despite these facts, all respondents were able to define volunteer tourism more or less following several definitions introduced in the theory except George who might have confused it with regular volunteering. What is more important several respondents (Paul, Derrick, George, Reid) highlighted numerous weaknesses of the concept such as lack of the sustainable aid, the illusion of helping and gaining satisfaction from making "difference", missing transparency.

When it came to categorization of the respondents as a potential volunteer tourist, the author's aim was not to label them but understand their motives and expectations. Therefore, they can be found in several categories due to their various motives. All respondents who showed interest in experiencing volunteer tourism, were motivated to volunteer and travel at the same time only their major focus of each aspect differed.

On one hand, from their responses, the author considered that Anna, Joanne, Linda, Marc have tendency to become potential shallow volunteer tourists due to their major leisure focus. On the other hand, Marc expressed also focus on the balanced tasks between volunteer and leisure aspects. His line between a potential shallow and intermediate volunteer tourist was blurry and hecan be found between those two categories.
Also Brenda who undertook volunteer tourism programme could be put between two categories such as a potential intermediate and deep tourist. She had strong personal, egoistic motives to escape and experience adventure but she wanted to be useful and help children as something she loved to do as well.

Last respondent was Anastasia who expressed genuinely interest in helping and did not think of leisure activities. Therefore, she could be considered as a potential deep volunteer tourist.

However, all of them still work, take care of families and have limited time to travel and volunteer. They usually volunteer from time to time and then go on vacation to relax. No intention to combine those two activities yet. Thus, they thought of volunteer tourism as an activity for their retirement years

Moreover, there were respondents who were not interested in Volunteer tourism at all such as Reid and Derrick due to their negative concept of it. George was not interested either but his notion comes from helping people on the grander scale and creating and controlling opportunities rather than participating in programmes.

Their motives also fall into several categories and are driven with both internal and external factors.

Volunteer/Altruism driven purpose: Marc, Anastasia, Brenda

Leisure driven purpose: Marc, Linda, Joanne, Brenda, Anna

Personal growth: Marc, Linda, Joanne, Anna

Professional growth: Anna

Bounding: Joanne, Marc, Brenda

Escaping from themselves/Restart: Brenda

Push: Marc, Joanne, Anastasia, Anna, Lina

Pull: Marc, Joanne, Linda, Brenda, Anna

Main motives which were repeated frequently amongst respondents were meeting new people, culture and destination and enhancing sense of self-worth and usefulness through volunteering in terms of giving back due to being more fortunate than others.

Derrick, Paul, Reid and George did not have any motives to become volunteer tourists. Paul's motives to help others and travel were not met with purposes of volunteer tourism. George considered himself as carreer person and pleasure seeker and therefore he did not want to spend his time on volunteer tourism but he admitted that he would participate in programmes which are able to build the community that can sustain itself. In other words, to bring sustainable change. Derrick agreed with motives related to sustainable change and added to it that in

volunteer tourism nobody is winner and especially it is waste of time, money and energy for participants.

What is interesting that all respondents except one volunteered in their spare time but when it comes to volunteer tourism they are driven by leisure activities. Only Anastasia out of potential volunteers put volunteering and helping others over destination choice. However, they showed tendency to shift their focus from travelling to volunteering and travelling at once when they reach their retirement years
It could be argued that even though they want to volunteer and actually doing it in their spare time, they perceive their lives as busy and rather separating activities volunteering and leisure in order to fully relax and fulfill their desires.

When it comes to expectations, they also varied amongst participantsas it can be seen below
- **Cross cultural understanding:** Marc, Joanne, Linda, Anna, George
- **Personal development:**
- **Adventure:** Marc, Joanne, Linda and Anna, George
- **Altruistic:** Anastasia

- **Humanist category**: Brenda
- **Labour category**: Marc

Firstly. Reid who did show interest he had no expectations. However, Derrick who also disliked idea of participating expressed his expectation of seeing at least appreciation and gratitude amongst local community. For the most of time Paul expected fun, accomplishment and given value in volunteering and he would expect the same from volunteer tourism. George's expectations would be related only to leisure aspect such as experiencing nature, culture, history and sharing moments with people he travels with. The other respondents (**Marc, Joanne, Linda and Anna**) expected having comfort and feeling of being safe and useful. Moreover, they expected experiences out of their daily lives such as meeting new cultures, people, food and picking up new things and languages. Lastly **Anastasia'**s expectations were based on feeling of

accomplishment, money transparency and mission of the organization that would meet her belief.

What is important to state is that most of the respondents did not know a lot about volunteer tourism and variation of programmes out there. They referred this concept to volunteering in Africa through Christian organizations or they just were not aware of volunteer opportunities in numerous destinations. Moreover, participants shared common motivations and expectations which are related to both aspects of Volunteer tourism and showed interest but sometimes they were not sure how they can fulfill them. Therefore, the author and Amanda consider important to educate them, organize customized meetings and create safe packages for them.

The author does not generalize his findings for all Canadian baby boomers. However, it could be helpful for travel organization who are focusing only on altruistic aspect of Volunteer tourism to create programmes based more on leisure activities. Travel Roots offers meaningful and one can say altruistic programmes which are supposed to attract individuals who are driven by "good" values. However, enhancing the leisure activities could attract more baby boomers. The programmes should be designed with meaningful volunteer tasks where one can see sustainable change. For example, sustaining connection between baby boomers and locals/organization by updating with progress or outcomes of their volunteer work. Also feeling of accomplishment from volunteer work played significant role amongst respondents. Money transparency and sharing right mission could be found appealing. When it comes to travel aspect the programmes should be designed with experiences which one does not find in their everyday lives. They should be adventurous with sense of exploring new cultures, places, foods or even learning languages.

The author suggests for further research based on his findings:
- How Canadian baby boomers' motivations and expectations influence their decision making of the organization and price perception of their programmes?
- What are their expectations towards mix volunteer tourism groups or only groups based on baby boomers?

6 RESEARCH EVALUATION

According to Guba and Lincoln (cited in Bryman 2008) there are two basic criteria to assess qualitative research such as trustworthiness and authenticity. In evaluating this research, the author uses only trustworthiness criterions which are credibility, transferability, dependability and confirmability because as Guba and Lincoln point out that authenticity is more appropriate in a case of issues which concern political impact of the research. Since the author focuses on motivations and expectations of Canadian baby boomers in a scale of a small travel organization setting, it is not relevant to work with authenticity.

Credibility: stands for obtaining the truth of the data and interpretation of them by the researcher (Polit & Beck, 2012). In order to support credibility, the author included open ended questions in the interview guides to let participants express freely and followed strategies described in the conducting interviews subchapter to foster rich and detailed responses Moreover the author provided rich vivid quotes from the participants in order to let the reader critique the credibility of the research (Cope, 2014).

Transferability: represents how well the research can be applied in other similar environments (Trimble et al., 2011). The author states detailed data about the topic and describes the approach of data collection and background information of interviewees and the researcher (Anney, 2014). Thus, the research can be carried out to other contexts and conduct deeper and further research upon these findings (Trimble et al., 2011). For instance, baby boomers of other nationality and their motivations and expectations in volunteer tourism towards specific destinations or their decision making process related to organizations, programmes and fees.

Dependability: stands for whether the findings of the research can be replicated (Koch, 2006; Bryman 2008) with similar participants in similar conditions (Koch, 2006) Bryman (2012) argues that identical findings cannot be obtained from the research, because there are various realities and interpretations in the researchers' point of view (Creswell, 2010). The author assumes that the findings of this paper are not replicable since the motivations and expectations depending on needs, personality and situation of other research subjects will never be identical as those of the respondents in this paper. The author conducted the research in particular life period of the interviewees and on the specific sample therefore he is aware that motives and expectations have

tendencies to change as time goes on, especially of those participants, who were interviewed before and after experiencing volunteer tourism.

However, in order to improve dependability, the author makes a sure that all research data which are collected and analysed such as recordings of the interviews and transcriptions are accessible for next readers in Appendix 3

Confirmability: represents the degree of neutrality. Even though the researcher is supposed to maintain neutral position while conducting interviews and focusing on respondents' perspectives, it can be argued that absolute neutrality is not possible in social research. Due to personal biases, values, interests, motivation, beliefs, viewpoints or theoretical inclination of the researcher (Bryman 2008). However, this theoretical and practical knowledge of volunteer tourism and personal experiences from the internship contributed in helping building trust between the author and respondents in order to better understand the collected data.

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