



Wildlife Voluntourism: The Rise with Generation Z

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ABSTRACT

Voluntourism is an alternative form of tourism that involves volunteering to contribute to a community or wildlife cause. Understanding why Generation Z volunteer for wildlife projects is essential for planning and implementing strategies that take advantage of the increasingly valuable expertise and resources that volunteers bring to conservation programs. This thesis is hence essential to providing a more complete image of the factors that influence Gen Z voluntourists' attitudes and perceptions. A qualitative method including semi-structured interviews was chosen to understand the depth of the subject in its entirety. To gather sufficient and diverse perspectives on the topic, interviews were conducted with Gen Z voluntourism participants, Gen Z voluntourism non-participants, and voluntourism operators. The Leximancer program identified the primary motivators of Voluntourism as 1) volunteer-ing with 2) animals and a close interaction with them, 3) an experience that includes travel, 4) a project that benefits volunteers, tourists, and locals, and 5) a positive impact on the volunteers' lives after the project. As well as 6) the desire to contribute to the local community. As a result, the functional and theoretical consequences relate to the literature on identifying Gen Z voluntourists' key motivations.

Keywords: Voluntourism, voluntourism motivation, wildlife voluntourism, sustainable voluntourism, generation z

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RESUMO

O Volunturismo é uma forma alternativa de turismo que envolve o voluntariado em prol das comunidades e da vida selvagem. Entender o motivo que leva a Geração Z a escolher o turismo voluntário é essencial para planejar e implementar estratégias que beneficiem quer a experiência dos voluntários quer os recursos que eles trazem para os programas de conservação da vida animal. Esta dissertação contribui com uma perspectiva holística sobre os fatores que influenciam as atitudes e percepções dos Volunturistas da Geração Z. Com o objetivo de compreender em profundidade este tipo de turismo, foi utilizada uma metodologia qualitativa através de entrevistas semiestruturadas. A amostra foi constituída por: Volunturistas da Geração Z, não-participantes de programas de Volunturismo da Geração Z e Operadores de Volunturismo. O *software* de análise qualitativa Leximancer permitiu identificar os seis principais impulsionadores do volunturismo nomeadamente 1) o trabalho voluntário com 2) animais e a interação próxima com eles, 3) uma experiência que inclui viagens, 4) um projeto que beneficia voluntários, turistas e habitantes locais, e 5) o impacto positivo que a experiência tem na vida dos voluntários após o projeto, bem como 6) o desejo de contribuir para o desenvolvimento das comunidades. Os contributos práticos e teóricos permitem identificar as principais motivações do turismo voluntário junto da Geração Z.

Palavras-chave: Voluntourismo, motivação, vida selvagem, turismo sustentável, geração Z

Título: Volunturismo junta da Vida Selvagem: O Crescimento com a Geração Z

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ABBREVIATIONS

Gen Y	Generation Y
Gen Z	Generation Z
SVT	Sustainable Voluntourism
SWVT	Sustainable Wildlife Voluntourism
UNWTO	World Tourism Organization
VT	Voluntourism
VFI	Volunteer Functions Inventory
VTP	Voluntourism Participants
VTNP	Voluntourism non-Participant
VTO	Voluntourism Operator
WARF	Wild Animal Rescue Foundation
WT	Wildlife Tourism
WWOOF	Worldwide Opportunities on Organic Farms

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1 INTRODUCTION

The aim of this research study is to understand why there are not more generation z wildlife voluntourists in the world. In 2015, approximately 1.186 million people traveled the world (World Tourism Organization, 2016), and roughly only 10 million traveled as voluntourists (Popham, 2015).

Voluntourism represents a tiny portion of the tourism industry, but it is still a billion-pound industry that must be regulated and developed (Purvis & Kennedy, 2016). Acknowledging this, voluntourism was created as an alternative to the common mass tourism. This ever-growing market allows tourists to participate in genuine experiences while directly contributing to local communities (Wong et al., 2014). Indeed, this new form of tourism provides travelers with a different experience, fulfilling their professional (curriculum development) and personal (altruistic) needs.

As the voluntourism industry develops, new-formed micro-niches, such as wildlife and environment, become trends (Stainton, 2016). Other interesting micro-niches that have evolved with this trend are adventure voluntourism (Walleigh, 2016) and luxury voluntourism (Forbes Travel Guide, 2013). To increase accessibility and publicity for this type of market, many organizations have started to participate in planning and offering volunteering touristic experiences. An organization that has been making notable use of voluntourism is WWOOF (Worldwide Opportunities in Organic Farms), which has diminished the negative economic impacts on tourism following the coronavirus pandemic (Hossenally, 2020).

Burns et al. (2008) present empirical data that indicates that peoples motivations are the most significant determinants of volunteering activities. The authors found that the intentions of volunteering have a significant correlation with age groups because people relating to the same cohorts and social groups usually have associated volunteering motivations (Burns et al., 2008). According to age groups, the lowest percentage of volunteers belong to "Generation Z" (Gen Z), which denotes young adults born from mid-1990 through 2002. This is particularly notable as this age group typically demonstrate a great inclination toward volunteering (Cho et al., 2018).

After acquiring the knowledge of various research studies and after identifying the research gap (illustrated in Appendix 1), this research paper reviews voluntourism in general. It also examines voluntourism motivations with a link to wildlife voluntourism, the negative impacts of

voluntourism, sustainable voluntourism, and Gen Z. It consequently explains how Gen Z can be motivated to give their time to wildlife voluntourism.

The research question is thus defined as follows:

How can Generation Z be motivated into participating in wildlife voluntourism?

The primary objective of this study is to provide a richer representation of the factors influencing Gen Z voluntourists' attitudes and perceptions.

In order to answer the research question, this thesis is structured into seven segments. The following section is the literature review, which conducts a detailed exploration of the subject and establishes a firm foundation for further analysis. The research approach is then asserted; to create semi-structured interviews about motivational factors, the research approach includes questions that are based on the established literature (Harrell & Bradley, 2009). Leximancer software recognizes the responses and creates a conceptual map visualization that includes themes and concepts for further interpretation (Angus et al., 2013). Following that, an analytic evaluation of these outcomes is undertaken to truly comprehend the determinants influencing Gen Z attitudes and perceptions toward wildlife voluntourism. Finally, this study's limitations and research proposals for the future are addressed after the conclusion.

2 LITERATURE REVIEW

2.1 Voluntourism (VT)

As posited by Benson and Blackman (2011), voluntourism (VT) has expanded altogether since the 1970s. VT is a niche market within the tourism industry that has been developed since the 1990s (Lee & Zhang, 2020). According to Wearing (2001), the term VT applies to those vacationers who, for varying reasons, consume vacations that may include supporting or mitigating destitution in various nations, restoring a destination's environment, or examining factors that affect the environment, the society, or the government. In other words, VT is the practice of performing a volunteer service while at a holiday destination. Wearing further proposes that VT can be viewed as a type of tour with social, instructive, logical, experiential, or agritouristic features.

VT tours are generally fairly short and typically end within a month (Callanan & Thomas, 2005). India was found to be the topmost VT-project-based nation in a study by Novelli (2005), while China, India, the USA, Indonesia, and Brazil are the five leading nations that provide volunteering opportunities. A study by Wearing and McGehee (2013) stated that the number of Google searches for VT increased from 230,000 to 4.85 billion in just four years from the year 2008 to 2012. Furthermore, Tomazos and Butler (2010) found a rise of 1,800 volunteer tourists' projects in 10 countries in the same four years. In addition, many other studies demonstrate that the total expenditure of VT increased in the years before 2008 from millions to billions of dollars (Harlow & Pomfret, 2007; Mintel, 2005; TRAM, 2008).

VT's practice usually entails travelers paying to assist in another place. This distinguishes VT from volunteering, where the primary purpose of the trip is to work and serve for more extended periods of time (Douglas & Greenhill, 2017). While the above description of VT is clear, it is also valid to define what voluntourists are. Voluntourists can be characterized as volunteer tourists that "dedicate time, energy, and/or money to humanitarian, conservation, and/or preservation service in foreign countries" (Han et al., 2019, p. 1). Therefore, while voluntourists may seem to be indistinguishable from volunteers, it can be argued that they have more of a touristic view of their trip as opposed to volunteers, who tend toward a more professional perspective.

An investigation by Jone (2005) found that there were approximately 800 associations in 200 nations that offered VT engagements. Furthermore, VT helps with conservation, advancement, and preservation work in developing nations, as volunteers from developed countries want to accomplish something significant (Scheyvens, 2012). This is in accordance with Raymond and

Hall's (2008) interpretation of VT, which associates tourism with voluntary work and utilizes the volunteers and host networks' experiences in a manner that provides benefit to all stakeholders.

Moreover, Uriely et al. (2003) stated that VT has increased the growth of tourists' understanding of ecology and their responsibilities. The authors defined VT as social work wherein tourists perform voluntary activities in their leisure time (Wearing & McGehee, 2013). This interpretation is in line with the work of McGehee and Santos (2005), who claimed that voluntourists use their leisure time and salaries to travel globally to help societies in need. VT plays a vital role in making tourists aware about the projects of local communities (McGehee & Andereck, 2009a). Chen and Chen (2011) reinforced this, characterizing VT as an approach that benefits volunteers, tourists, and locals. Markedly, the author added that VT also addresses humanitarian issues.

It can thus be stated that VT refers to a tour wherein travelers appreciate their chance to contribute to voluntary tasks or projects. Moreover, alongside volunteering for people or the community, VT has likewise started to assume a fundamental part in sustaining, protecting, and conserving wildlife (Rattan et al., 2012). This study has focused on VT concerned with wildlife conservation, which is known as wildlife VT (WVT) in the extant literature (Cousins et al., 2009).

Various studies have demonstrated several cases of success in the VT industry. A great example is the case of a for-profit, environmental VT project in Costa Rica (Schneller & Coburn, 2018). A study on the perceptions of the program's participants presented a significant finding regarding the community stakeholders: the latter perceived projects as meaningful with clear environmental and social benefits. Moreover, teens showed more awareness of environmental issues and an increased concern for social and ecological problems. It seems that environmental VT is popular among the younger generation, which can be explained by their expected responsibility to maintain the environment. Reinforcing this, there has been a shift in educational content over the years, with Millennials and Gen Z in particular prioritizing their education on science and the importance of preserving the environment.

The multispecies conservation VT of Utila, Honduras, has been a particular success (Brondo, 2019). More than half of Utila is covered with mangroves and wetlands, which are home to several endemic and endangered species. The country suffered ecological destruction and was profoundly transformed by the rapid growth of dive tourism; fortunately, the conservation VT

industry's rise is reversing some of the damage created by diving tourism. Engaging in this specific type of environmental VT is valuable in terms of cultural capital, which is then traded for material outcomes in the voluntourists' global economy.

Competition is increasing among VT tour organizers as volunteering services emerge for travelers in more tour organizations. These tour organizers promote and publicize their deals and services through poor marketing strategies. This destitute showcasing of the tour makes the individuals in agricultural, developing, and underdeveloped nations a recipient of aids where the voyagers are do-gooders (Smith & Font, 2014). The development of VT has prompted a move from non-profit firms to commercial-based organizations (Wearing & McGehee, 2013).

Across the literature, there remains a pattern of conflict between the benefits and risks of VT. Nevertheless, the potential benefits of this touristic model should not be overlooked due to fear and uncertainty. Instead, VT should be supported more than ever by all the individuals and organizations involved, with professional, ethical, and human practices.

2.2 VT Motivation

An early examination led by Katz (1960) expressed that an individual's motivation is essential to understanding the process of change and formation regarding their disposition. The attitude and behavior of a person are shaped depending on social convictions, which demonstrate that motivations are the most fundamental determinants of people (Hsu & Huang, 2012). In regard to VT, favorable attitudes and behaviors are the results if the volunteers are motivated enough on their trips. Notably, Fisher and Price (1991) announced that as volunteers create further motivations due to their social and inborn persuasive viewpoints, they also acquire positive perspectives that further increase their general fulfillment in the VT experience.

Extra examinations reliably revealed that volunteers' motivations essentially impact the development of altruist beliefs and further encourage volunteers to embrace "chipping in." A study by Reeser and colleagues discovered a solid, vast, and positive connection between positive thoughts and experiences and motivations toward the volunteers' VT (Reeser et al., 2005). Depending on the incentives of volunteers, perspectives toward "chipping in" can be better predicted. Lee et al. (2014) analyzed the motivations of volunteers' who partook in a VT project and demonstrated that the volunteers' motivations could build their own ideal perspectives.

The primary and foremost motivation of volunteers is to assist and aid less fortunate populations (Stoddart & Rogerson, 2004). This understanding is supported by an investigation conducted

by Carter (2008), who found that helping others was the primary motivation for VT, while the desire to do something new was another motivating factor. Carpenter and Myers (2010) emphasized that volunteers also satisfy their psychological and social objectives when participating in VT. Brown (2005) posits that the four primary reasons for a person engaging in VT are Immersion in community, giving back, finding camaraderie, and seeking educational and bonding opportunities. Likewise, intrinsic motivations also encourage a person's participation in VT, such as encountering something different of new, discovering another country and culture, living in another nation, expanding one's knowledge, and meeting unfamiliar individuals (Benson & Seibert, 2009). A final reason of escaping from daily routines was another factor that has been asserted to motivate voluntourists' engagement in VT (Lo & Lee, 2011).

While defining these motivations is essential, the necessary personality traits of the volunteers is crucial for them to recognize the motivation kick. For example, an individual with an empathetic personality would play a significant role in conducting a successful VT trip. The Volunteer Functions Inventory (VFI) tool, introduced by Clary et al. (1988), can be used to identify the best possible motivation factor of volunteering tourists. This is a valuable way of analyzing the motivations that encourage an individual to partake in VT and how participants can be retained for the long term. Further studies that have utilized the VFI to identify motivational factors are presented in Appendix 2.

The motivation for engaging in VT is to alleviate guilt associated with feeling fortunate while also boosting self-esteem. If the organizations arranging VT understand the volunteers' motivations, they will be better able to recruit and retain them. It can thus be concluded that both altruism and self-interest are the motives behind VT. Broad's (2003) study made comparable discoveries, finding that under one third of the members who contributed as a VT did so with a selfless thought process. The study indicated that when presented with an alternate culture, voluntourists had a changed view of the world, were more liberal, calm, pleased with themselves, and composed, and were less self-centered throughout their experience of VT.

A study conducted in Australia on the sociology of VT recruitment in higher education found that the practice of recruiting students for VT "is an example of public pedagogy that reinforces a hegemonic discourse of need" (McGloin & Georgeou, 2016, p. 403). Undeniably, no matter the critics, many individuals are likely to support VT as a means of enriching one's CV while benefiting (or not) from an actual self-enhancing experience depending on the partakers' motivations, experiences, and expectations. Appropriately, a person's own qualities and encounters are potential push factors for their empowering cooperation in VT (Mannino et al., 2010).

Studies have shown that, post-trip, volunteers had an expanded awareness that resulted in practice changes in the respect on purchase, associations with loved ones, and inclusion in social development associations in their home communities. Further research has likewise demonstrated that self-awareness has increased in volunteers post trip because of their encounters and their reflections on these (Sin, 2010). Moreover, another investigation indicated that VT experience caused critical changes in the trust, self-assuredness, and imaginative premium of volunteers (Alexander, 2009). Volunteers are inspired for different reasons, both selfless and non-benevolent. Understanding the volunteers' motivations and establishing facilities that address their issues can be viewed as significant for VT organizations.

2.2.1 Wildlife VT (WVT)

Another motivation behind VT is the attraction of the idyllic destination (Grimm & Needham, 2012). VT organizations use this idyllic view motivation as a showcase method to attract global volunteers for wildlife conservation programs (van Tonder et al., 2017). Lorimer (2010) posited that WVT programs for the conservation of the big five animals and carnivores are on-going VT attractions in Africa. He added that the motivation of WVT volunteers is to experience close contacting with wildlife animals, including feeling and touching them. Volunteers are encouraged to take on challenging tasks such as hacking in the wilderness, avoiding snakes, and experiencing unusual situations; these are just some of the live adventures that contribute as motivations to the volunteers of WVT tours and projects. According to Brondo (2019), WVT can be considered as an illustration of the neoliberal preservation of wild animals and creatures.

According to researchers, organizations offering WVT find their programs as more profitable and productive as the volunteers for WVT spend a lot more money than those of any other VT domestic projects. Furthermore, WVT volunteers generally stay and work for a longer period of time, allowing them to undertake long-term work on WVT tasks. Additionally, WVT increases resources and the reserves of donations for the preservation and protection of wildlife; it works to help projects and can rely on having networks. The hosts of WVT fundamentally offer VT projects since they are beneficial to the operators (Alexander, 2012; Guttentag, 2009; Stoddart & Rogerson, 2004). For much literature, it tends to be viewed as dangerous that the principle focal point of VT projects is regularly founded on travelers' requirements and not the

necessities of the host populaces. While organizing and conducting WVT, volunteers open opportunities for the domestic employment populace. This study has focused specifically on VT concerned with wildlife conservation, namely WVT.

2.3 Negative Impact of VT

VT has become a commodity in the tourism business as private and large tour organizations have emerged. This has increased the sharing of profits within this growing market. Numerous organizations send volunteers who do not have valuable competencies and capabilities, thereby acting as a deterrent and negatively impacting the achievement of the tour's main goal and outcome (Guttentag, 2009). In a negative experience, the voluntourists' perception of the VT could be degraded instead of improved. Various misconceptions between volunteers and locals could cause further negative impacts due to the absence of cultural knowledge and the presence of financial disparities. This may prompt sensations of displeasure, mediocrity, and subservience inside the domestic nation or community.

Furthermore, VT can reduce the working opportunities of the local community. A significant part of the VT that the volunteers partake in can be executed by individuals from the domestic or host community, who may be more talented than volunteers (Ver Beek, 2006). The volunteers also work for free, which locals are unable to do. VT can likewise expand a local area's reliance on others to tackle of their issues. VT can also create pressures and envy in the local community since the VT projects may be advantageous for one local area but not others (Sin, 2010).

A study in Nepal by Durham (2016) stated that VT exerts more harm than good. The research indicated that even if the intentions of a VT tour are good, the rights of the voluntourists remain unprotected, creating room for potential subsequent damage to the group. Similar research by Freidus (2016) in Malawi unveiled a set of insights on voluntourists' and orphans' perspectives. The paper's findings stated that volunteer tourists are often left with a superficial understanding of poverty and culture. However, after the experience, they expressed new perspectives on US poverty, realizing it was less extreme than developing world poverty. Moreover, the study claims that the long-term impact on the orphans was unclear, though they seemed to create unrealistic expectations about their future.

To conclude, negative impacts must be further considered in the future to ensure that ensure that fewer arise and that procedures are sent to avoid more negative consequences.

2.4 Sustainable VT (SVT)

Sustainable voluntourism (SVT) travels are motivated by volunteering while creating sustainable economic and ecological benefits for the participated VTs. Nonetheless, it has been stated by researchers that in some instances, even when VT occurs, the purposes for sustainable development are still not met (Lee & Zhang, 2020). The concept of SVT development received fame during the 1990s. The Council of Europe (1997) characterized SVT as a travel industry movement that secures, preserves and conserves nature and wildlife, culture, and social assets; they also stated that SVT contributes to the development and improvement of the local economy and of the people who live and work in these regions. Wearing (2003) added that SVT is a branch of the travel industry that is conscious of maintaining the financial, ecological, and cultural-social trustworthiness of a local area.

According to Stock et al. (2003), SVT is a concept of tourism that should be practiced by all means. Ecotourism thus concerns regular habitats and takes part in the security of the environment and wildlife (Jegou, 2013). It is emerging through voluntourists (Brightsmith et al., 2008). Ecotourism has been hailed as an answer to both ecological debasement and sustainable development. Ecotourism vows to add to the protection of animals' habitats while improving networks nearby. Likewise, ecotourism conceivably provides a solution to society through the chance of easing imbalance and helping advancement while also giving a fix to psychology by interfacing wildlife and humans (Higham & Neves, 2015).

United Nations Environment Programme and the World Tourism Organization (UNWTO) (2005) highlight that SVT is neither a category nor a sector of the travel industry on the grounds that the standards of SVT are pertinent to all sectors of the travel industry and all destinations. SVT is frequently viewed as another financial option or best land-utilize model above other monetary exercises with more substantial natural effect, like agribusiness or mining. Therefore, when local people or tribes observe the direct advantages of wildlife, they have a more noteworthy stake in ensuring, protecting, and conserving it. There are various instances of voluntourists supporting wildlife sustainability by preserving it.

Moreover, most of the VT projects start with valuable purposes, and it is reasonable to believe that often these are met. For instance, a project with innovative place-making tourism strategies was developed in Blackstone Valley's sustainable tourism planning and development laboratory to attain sustainable tourism development (Billington et al., 2008). The project consisted of a series of symposiums and conferences, and it unveiled how there is even academia supporting

the purpose of sustainable tourism development. Likewise, in a Vietnamese study, the influence of residents' perceptions on their support of VT projects was examined by (Thanh Nguyen & Viet, 2012). With over 140 respondents, the research found that most respondents were in favor of the positive impacts of VT in their local community. However, the voluntoured were reluctant to participate in the planning process. This indicates that not only did the voluntoured trust the volunteers but also that they believed that they were succeeding at their roles.

The extant literature presents that volunteer-sending companies are receiving benefits that are for for-profit organizations. The latter claim that SVT is a three-way solution that benefits the company, the volunteers, and the voluntoured. Buchmayers' stated that messages relayed in volunteer sending organizations' marketing influence youth's views of international development and related themes (2017). Moreover, does the study outline that Buchmayers' model is susceptible to encouraging egoistic motivations over altruism, returning to charity instead of solidarity. One might claim that the before mentioned study's findings are absolute; nevertheless, this is not a reason to neglect the existing benefits of VT for the voluntoured. Additionally, it is not due to VT's egoistic motivations that VT cannot bring value to the communities receiving the support.

However, some studies prove the above study wrong. For example, through a factor-cluster analysis of 1008 potential volunteer tourists' motivations, it was found that the reasons for participating in VT differ from what was previously described by Buchmayer (Knollenberg et al., 2014). He posited that transformative learning was an essential component for sustainable development regarding the motivations of SVTs, thereby potentially reducing unsustainable outcomes.

By educating and enlightening volunteers, transformative learning is achieved through self-reflection, engagement in dialogue, and intercultural experience. It allows VT to meet potential voluntourists' motivations: altruism with personal development desires to experience different cultures, to build relationships with family, and to escape their daily routine. Nevertheless, in regard to VT risks, the author of the paper claims that VT benefits cannot be reaped unless the voluntoured are involved in identifying their problems and developing the solutions (Proehl, 2015). Though the planning of VT projects must always consider the goal of giving independence to the voluntoured, this practice only produces short-term changes that are unsustainable (Whitaker, 2019). This indicates that a good purpose is not sufficient to grant a positive VT experience for all parties. Instead, it demonstrates the importance of the involvement of an exemplary methodology when planning the project.

Equally, some governments have identified the benefits that accompany SVT practice. Croatia, for example, uses social entrepreneurship to promote sustainable community development (Tipurić & Radić, 2020). In comparison to the rest of the European market, the Croatian development of SVT is in its beginnings. Under the prism of social entrepreneurship, niche tourism products and, more specifically, Croatian SVT projects can achieve product diversification and long-term environmental, social, and economic sustainability. This unravels the intricate but potential sustainable economic benefits that are brought to destinations by SVT. These benefits are not reliant on the immediate reward and instead focus on the destination's long-term benefits and the nation as a whole.

To convey ecological and financial advantages to endangered zones, sponsors and investments are secured by travel industry organizations to obtain sustainable funds that stabilize species and improve their lives. If planned well, SVT activities improve animals' apparent life estimation, lessen poaching, and increase conservation and preservation investments. Wildlife tourism (WT) volunteers participate in activities that to sustain, protect, and conserve wildlife. Ecotourism, WT, and VT are types of tourism that have acquired prevalence over the last two decades (Newsome et al., 2005).

WT and VT attractions frequently comprise traveler destinations and exercises that focus on providing advantages to the local area and the nearby wildlife (Peattie & Moutinho, 2000). WT prompts sustainable economic benefits for some nations while guaranteeing the preservation of many jeopardized species (Shackley, 1996). VT entails volunteer tourists contributing their time and money to a venture that can fall under the umbrella of both WT and ecotourism. WT is regularly seen as a subset of the nature-based travel industry, which is usually connected with ecotourism.

WT can be perceived as a sector of the travel industry that depends on connection and the interface between travelers and wild animals (Higginbottom, 2004). WT additionally assumes a significant role in developing nations (Belicia & Islam, 2018). It is generally commended as it allows nature the right to thrive (McAfee, 1999), and the monetary advantages that WT provides are an impetus for the protection of wildlife and their habitats. In the dominant human world (Latour, 2017), there is a basic need to ensure the survival of biodiversity and that nature and the natural surroundings are protected. WT boosts the conservation of animals and their habitats by providing financial incentives. Income is made through the privatization of common assets into products that can be showcased to travelers. This income can be utilized to guarantee the conservation of animals.

Table 1*Primary Goals of Major Wildlife Tourism Stakeholders*

Stakeholder	Expected primary goals
Visitor	Access to affordable, high quality wildlife tourism experiences.
Tourism industry, including private and public sector operators, the travel trade and industry associations	Growth of wildlife tourism. Maximise short-term profits to individual operators and members of travel trade.
Government agencies concerned with tourism planning and promotions	Economically, socially and ecologically sustainable growth of wildlife tourism. High quality operators and experiences.
Host communities	Maximise profits to local area. Minimise negative social consequences of tourism. Minimise disruption of local uses of wildlife.
Environmental managers, particularly government conservation agencies	Ecological sustainability of tourism activities. Satisfy public recreation goals. Use tourism to support conservation goals.
Non-government organisations concerned with animal welfare and conservation	Minimise threats to wildlife conservation and/or welfare. Use tourism to support conservation goals.

Adapted from: Higginbottom, 2004

As Curtin and Kragh (2014) assert, WT can reconnect people and wildlife and can prompt individuals to consider more profound mindfulness and enthusiasm for nature's inherent value. Positive effects on wildlife, animals, and habitats; a quality experience; protection and conservation; and profitability are the factors that are achieved by WT (Reynolds & Braithwaite, 2001). Sustainable wildlife voluntourism (SWVT) can likewise provide regional networks the freedom to improve through managing volunteers, income sharing plans, and natural resources side by side in a way that enhances WT.

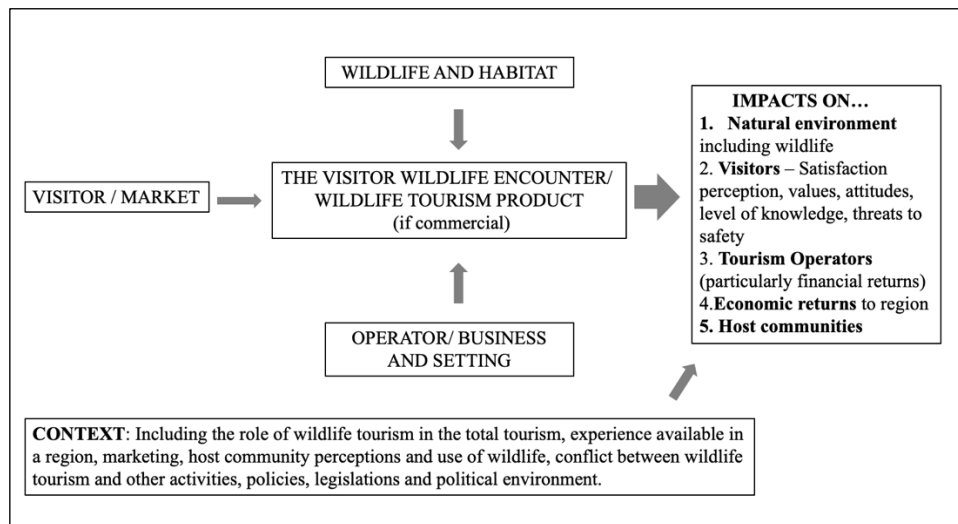
SWVT utilizes ecological assets, and biodiversity, nature, and animals are saved, preserved, and conserved. Furthermore, SWVT takes into consideration the way of life of host networks and adds to the understanding of different cultures and resistance. It also gives financial advantages to all partners, including stable work and pay, procures openings and networks for

social administrations, and adds to destitution mitigation. SWVT focuses on ecological issues in wealthy nations, easing destitution in vulnerable countries, and addressing wildlife shortcomings (Knafou, 2007). WT is rapidly expanding over decades due to tourists and VT (Newsome et al., 2005). It is moving beyond the aim of sustainability tourism (Manfredo et al., 2002).

WT assists the conservation of wildlife and their habitats. Higginbottom et al. (2003) recognize four principle beneficial outcomes of WT. The first principle is monetary commitments as tickets or expenses. The second principle is non-monetary obligations like examining wildlife. The third principle is the expanded financial motivating forces for preserving nature, and the last principle, conservation of wildlife education. Preferably, WT attractions should have the option to influence the welfare, preservation, and protection of wildlife. WT attractions can emphatically affect preservation through direct activities, such as using the funds to manage habitats, taking anti-poaching measures, or successfully reintroducing captive-bred animals (Moorhouse et al., 2015). Figure 1 below illustrates the interaction of stakeholders and the respective impacts of WT, as asserted by Higginbottom et al. (2001).

Figure 1

Interactions Between Components of the Wildlife Tourism Experience



Adapted from: Higginbottom, Northrope and Green, 2001

Grootberg Lodge was established by VT in Namibia to conserve endangered species, such as black rhinos, lions, and elephants (Nthiga et al., 2015). This created job opportunities for domestic locals and increased the organizations income by raising funds to achieve the task. Likewise, in Kenya, non-governmental organization African Wildlife Foundation was set up in 2004 to support SWVT. Similarly, the Conservation Wildland Trust was established in India to promote white tiger conservation; the trust allows VT volunteers to interact with the local population, learn about their challenges, and assist the conservation of wildlife.

Furthermore, the objective of the study in question was to explore how Thailand's Wild Animal Rescue Foundation (WARF) designed its unique eco-voluntourism products (Sujarittanonta, 2014). It was found that WARF's business model evolved through trial and error, where the SVT's success was granted by ensuring that all stakeholders were appropriately rewarded. In this case of eco-voluntourism, the project was created in collaboration with stakeholders from both the public and private sectors.

2.5 Generation Z (Gen Z)

Generation Z (Gen Z) was born into the world during the 1990s and was brought up in the 2000s (2016). Gen Z can genuinely be alluded to as natives of the digital era as they have never known a period without the internet (Gentina, 2016). Gen Z is likewise called the "I Generation" due to their incessant utilization of the internet and their high connection levels in the virtual environment (Jones et al., 2007). Gen Z also shows a more prominent interest in collectivist activity (Read & Truelove, 2018). They seem to have accepted activism and reformist thoughts, offering a more grounded perspective (Barnes, 2018). This includes attitudes toward restoration, technological advancements, the conservation of wildlife, a sustainable environment, human health, the empowerment of disadvantaged people, and diversity.

On a global scale, the world's population is young, with people aged 24 and under (i.e., Gen Z) accounting for the majority of the population (United Nations DESA, 2020). Previous research investigated traits related to this populace fragment and found that they are saturated in social media and prioritize relationship building through such mediums (Kick et al., 2015). One study contrasted Gen Z's attributes to those of Gen Y; the former long for a satisfying and proficient life, and they display their contemplations with more humility and certainty than Gen Y (Tulgan, 2013). Gen Z is also referred to as the pluralist generation since they are the age range

with the most variety in nationalities (Hais & Winograd, 2012). Finch (2015) described Gen Z as being practical and logical and as having propensities for the future.

A further trait of Gen Z is that they are generally more environmentally aware than people from previous generations. In a study regarding food wastage in the hospitality industry, the moral conscience of younger generations was notable. The study found that guilt was the most reported negative emotion felt among Gen Zers (Goh & Jie, 2019). However, the study presents the dilemma of customer satisfaction, where fresher ingredients mean better satisfaction, at the cost of higher food wastage. In regard to VT, this dilemma poses the question of whether Gen Z voluntourists would be willing to surrender certain aspects of comfort to support environmentally sustainable practices (Francis & Hoefel, 2018).

As they are thought to be low spenders, VT organizations frequently neglect Gen Z among worldwide travelers. Nevertheless, Gen Z play a substantial role as influencers of change. Previous research has reported that Gen Z has progressively seen traveling as a fundamental component of their life (UNWTO, 2011). They have accepted and practiced bringing innovation in technology (e.g., gadgets, phones and robots) by thinking innovatively and ensuring that the world is interconnected through internet usage. Gen Z will probably assume a critical part in establishing VT improvement development (European Travel Commission, 2020). The number of VT volunteers was expected to reach 300 million by 2020 (Haddouche & Salomone, 2018). It is hence essential to determine the factors motivating and influencing Gen Z to participate in VT (Body & Tallec, 2015).

In addition, environmental protection and an awareness of the different issues of a destination are considered by the Gen Z volunteers of VT. The travel industry provides a sense of culture, socialization, and strength in travelers, all of which inspires them to volunteer for VT. Current literature has demonstrated the rising interest and affectability of Gen Z toward VT (Mignon, 2003). Sherraden et al. (2008) propose that this is potentially due to VT providing the opportunity for Gen Z volunteers to universally enjoy a reprieve from school or work, meet and befriend new individuals, learn abilities, upgrade a resume, or find a new line of work internationally.

In a recent study, a cohort of Gen Z Italian tourists was examined (Monaco, 2018). Given the increase of individuals from Gen Z that are traveling worldwide, there has been an growing interest in academia to understand this generation's touristic behaviors and trends. Moreover, Gen Z and millennials are more tech-savvy than their predecessors; they are prone to using the

internet and online travel tools (Social Media and Sharing Economic Applications TripAdvisor and Airbnb).

Similarly, another study explored the travel experience of 40 individuals born from 1995 to 2002 to better understand Gen Z's tourist practices and use of social networks. The findings revealed that Gen Z people are humble about their tourist experiences, and that sustainable tourism is not a well-known term among the young people interviewed (Haddouche & Salomone, 2018). This indicates that although individuals from the younger generations are most likely to take part in VT, most of them still have not had this experience. The lack of VT experience among Gen Z demonstrates that the VT industry has much room for development. Some organizations have already recognized this difference and started to attract the younger population. The most popular technique adopted to attract Gen Z to VT is smart tourism that meets their expectations (Southan, 2017).

A study on smart cities across Europe indicated that the latter has created a new way of attracting millennials and Gen Z. The study found that by engaging with geocaching and gamified tourism experiences, smaller businesses and cities (even in rural destinations) have attracted younger tourists (Skinner et al., 2018). Indeed, cultural and temporal (i.e., technological) aspects have shifted the interests and activities of tourists worldwide, meaning that destinations must adapt accordingly to attract them.

Fortunately for some touristic destinations, some tourism interests have remained common across generations. According to a study of Gen Zers' transformative experiences in educational tourism, this generation is capable of recognizing the environment and comprehending the role of tourism in it. Moreover, the study has found that Gen Z's critical impressions of place in regard to its infrastructure, sustainability, and beauty could reinvent traditional tourist typologies (Wee, 2019). As a result, some destinations will have no other option except to adapt to the younger generations' new demands.

In Indonesia, for example, Halal Tourism is an example of this adequation of destinations in regard to the religious or cultural background of the tourists (Vargas-Sánchez & Perano, 2018). In this example, it is clear that in contrast to researchers' expectations of the younger generations in the Western world, the youth in the Eastern world still have religious interests. In other words, although certain traits are shared among Gen Z around the world, their motivations change based on their cultural and geographical background. Indonesia could thus potentially use Halal Tourism to promote VT for Gen Z that come into the country.

As posited by Robinson (2018), any successful tourism industry player requires the ability to recognize change and effectively respond to this change. Generational change is one such occurrence, offering both opportunities and challenges for tourism destinations. Indeed, as asserted in this section of the literature review, tourists' generational changes must correspondingly lead to infrastructural and cultural changes in destinations in future years.

To conclude, Gen Zers are compatible with VT as they are prone to focus on self-amusing and self-enhancing experiences rather than destinations. Moreover, this generation enjoys supporting sustainable practices, which are quite common in the VT industry. The parties responsible for the planning and sales of VT trips should thus use digital tools and cultural experiences to increase their flow of Gen Z.

3 METHODOLOGY

In the following section, the methodological procedure for answering the previously posed research question is explained. First, the research approach is asserted. The data collection methods – including the interviewees – are then introduced, and, finally, the data analysis tool is explained.

3.1 Research Approach

As indicated in the introduction, this research paper reviews VT alongside the knowledge gained from numerous research studies. It examines the factors that affect this market, such as motivations, sustainability, and Gen Z volunteers' behavior and patterns, by answering the following research question: How can Generation Z be motivated into participating in wildlife voluntourism? This study's main intention is hence to obtain different perspectives from voluntourism participants (VTP) on their experiences of VT. Moreover, the opinions of voluntourism non-participants (VTNP) on their motivation for and expectations of VT are explored, and the knowledge of voluntourism operators (VTO) on the subject of VT is also ascertained.

Therefore, to achieve the main objective, the most fitting research approach is a qualitative method. Qualitative data has a rich and holistic nature, which can expose a large amount of the complexity of an interview (Dilanthi et al., 2002). The interview questions were determined following a review of the literature and related papers, thereby ensuring a solid comprehension of the subject, clear and distinct questions, and measurable performance objectives (presented in Appendices 3–5). Semi-structured interviews were chosen to give interviewees a degree of independence in articulating their perspectives and to ensure the optimal delivery of their particular interests and knowledge (Horton et al., 2004).

The interview questions differ for the individual interview groups to obtain a diverse set of perspectives according to each group's participants. Firstly, the VTP received questions about their volunteer experience, motivational factors, and future volunteer program recommendations. Secondly, the VTNP answered questions about volunteer expectations and concerns. Finally, the VTO were questioned about their program and its purpose, expertise, and potential development in the market.

The collected data was inserted into Leximancer software, which performs automated textual analyses based on text properties and provides an output of a conceptual map (Sotiriadou et al.,

2014). In general, these outcomes are intended to supplement existing literature on the VT market, including topics such as WVT and the behaviors and patterns of Gen Z volunteers.

3.2 Data collection

Substantial research was performed on websites, voluntourism blogs, and social media, and suggestions made during the participants' interview to identify more participants suitable for the study. Criterion sampling was applied, and it was therefore essential that each interviewee fit into one of the three interview groups (Creswell, 2013).

The qualifications for being categorized into one of the three interview groups are as follows:

- a) The voluntourism participant
 - (1) is a Gen Zer, meaning they were born between 1997 and 2002
 - (2) is from a developed country
 - (3) has participated in a wildlife volunteer program abroad for at least two weeks
- b) The voluntourism non-participant
 - (1) is a Gen Zer, meaning they were born between 1997 and 2002
 - (2) is from a developed country
 - (3) has never participated in a wildlife volunteer program abroad
- c) The voluntourism operator
 - (1) is a provider of wildlife voluntourism
 - (2) is working with ethical and well-established NGOs and projects in emerging countries

The interviews were built on reframed questions defined by previous literature. A qualitative semi-structured interview was the appropriate method for this study since the interview's detailed structure could thereby be determined during the questioning, and the person being interviewed had a fair amount of freedom in terms of what to talk about, how much to say, and how to express it (Drever, 1995). The interviews were conducted in English and over a recorded Zoom meeting, to which the participants must confirm their consent in advance. Also present on the consent form was a segment about the interviewees' demographics, namely gender, age, and nationality, and questions about the location and length of stay of the wildlife volunteering

project that they attended (consent form in Appendix 6). Every interviewee received a numerical code within their interview group, which granted them complete confidentiality of personal identity (The European Parliament and the Council of the European Union, 2016).

3.2.1 Data Population

The interviewees totaled 26 participants. Eight of these received the qualification of (a) VTP; 11 had the qualification of (b) VTNP; and seven had the qualification of (c) VTO.

The interviewees' demographics were asked on the consent form as closed questions (Korkeakoski, 2012). These demographics, which are pictured in Table 2, illustrate that an equal number of interviewees identify as male and female. Since it was required that all VTPs and VTNPs in the study were part of Generation Z, the main age group is 18–24; the age group 35–44 is the most frequent for VTOs. There are 11 different nationalities given; the majority (n = 10) are German, followed by Swiss and Zimbabwean participants (three from each country). The volunteering destinations are all in less economically developed countries; four VTP visited South Africa, and the other four VTP chose Costa Rica, Indonesia, Spain, and Peru.

Table 2*Participants' Demographics*

Participant ID	Gender	Age	Nationality	Destination	Length of stay
Voluntourism Participant 1	Male	18–24	German	South Africa	4 weeks or longer
Voluntourism Participant 2	Male	18–24	German	South Africa	4 weeks or longer
Voluntourism Participant 3	Female	18–24	Swiss	South Africa	2 to 4 weeks
Voluntourism Participant 4	Male	18–24	German	South Africa	4 weeks or longer
Voluntourism Participant 5	Male	18–24	American	Costa Rica	4 weeks or longer
Voluntourism Participant 6	Female	18–24	German	Indonesia	4 weeks or longer
Voluntourism Participant 7	Male	18–24	German	Spain	4 weeks or longer
Voluntourism Participant 8	Male	18–24	Spanish	Peru	4 weeks or longer
Voluntourism Non-Participant 1	Male	18–24	Italian	-	less than 2 weeks
Voluntourism Non-Participant 2	Male	18–24	Swiss	-	less than 2 weeks
Voluntourism Non-Participant 3	Female	18–24	Swiss	-	less than 2 weeks
Voluntourism Non-Participant 4	Female	18–24	German	-	less than 2 weeks
Voluntourism Non-Participant 5	Male	18–24	German	-	less than 2 weeks
Voluntourism Non-Participant 6	Female	18–24	American	-	less than 2 weeks
Voluntourism Non-Participant 7	Female	18–24	German	-	less than 2 weeks
Voluntourism Non-Participant 8	Male	18–24	Japanese	-	less than 2 weeks
Voluntourism Non-Participant 9	Male	18–24	Chinese	-	less than 2 weeks
Voluntourism Non-Participant 10	Female	18–24	Portuguese	-	less than 2 weeks
Voluntourism Non-Participant 11	Male	18–24	Portuguese	-	less than 2 weeks
Voluntourism Operator 1	Female	18–24	Kenyan	Kenya	-
Voluntourism Operator 2	Female	18–24	Namibian	Namibia	-
Voluntourism Operator 3	Female	45–54	German	Costa Rica	-
Voluntourism Operator 4	Female	45–54	Zimbabwean	Zimbabwe	-
Voluntourism Operator 5	Male	35–44	German	South Africa	-
Voluntourism Operator 6	Female	35–44	Zimbabwean	Zambia	-
Voluntourism Operator 7	Female	35–44	Zimbabwean	Zimbabwe	-

3.3 Data Analysis Tool

All conducted interviews were imported into the software Leximancer. This software is a text analysis tool that is used to understand the content of compilations of textual data and to display the obtained data visually (Smith & Humphreys, 2006). Leximancer uses various algorithms in stages to perform qualitative research using a quantitative approach, and it is primarily used to analyze human language (Tseng et al., 2015).

Heat maps indicate the value of the themes. According to the color spectrum, the “hottest” and therefore most significant theme appears in red, followed by yellow, and the “coldest” color is purple. A line connecting the definitions is used to demonstrate their co-occurrence and interrelation. As a result, the closer that themes and concepts are to one another, the more frequently they are discussed together. Moreover, the gray dot size of each concept increases as its frequency in the interviews increases (Leximancer, 2019).

Beyond the linguistic evidence, this conceptual analysis allows for a more detailed interpretation of the context. These results aim to add to the literature by highlighting the participants' perspectives on the motivational factors of WVT.

The most critical theme – “volunteers” in this study – is presented with the color red. The following theme, "animals," is assigned the color yellow, "experience" the color green, "project" the color blue, "life" the color turquoise, and "local" the coldest color, namely purple.

Additionally, is it possible to assess the closeness of a concept's semantic relationship to other concepts by examining its location. The provided outputs thus predict that the stakeholder motivational factor will cross and interconnect several key themes (Cretchley et al., 2010).

Table 3 presents a complete elaboration of the 31 identified concepts, their counts and their relevance in percentages.

Table 3

Concepts, Counts, and Relevance in %

Concept	Count	Relevance in %	Concept	Counts	Relevance in %
animals	65	100	endangered	13	20
volunteers	55	85	species	12	18
experience	53	82	organization	11	17
work	48	74	local	11	17
people	42	65	Africa	11	17
wildlife	38	58	humans	10	15
program	34	52	country	10	15
life	30	46	year	10	15
project	27	42	friends	9	14
conservation	21	32	tourism	9	14
community	20	31	social	8	12
nature	20	31	school	8	12
world	19	29	age	8	12
travel	18	28	education	7	11
learn	15	23	alone	6	9

Moreover, Table 4 displays the themes and their matching concepts in order of relevance. The richer the meaning expressed by a theme, the more concepts it contains.

Table 4

Themes and Their Matching Concepts

Themes	Matching concepts in order of relevance
volunteers	volunteers, wildlife, program, conservation, community, endangered, education, organization, tourism
animals	animals, work, wildlife, world, endangered, humans, country, friends, social, alone
experience	experience, people, nature, travel, learn, species, school, education
project	volunteers, project, organization, year, tourism
life	life, travel, Africa
local	community, local, age

As displayed in Figure 2 and Table 4, the "volunteer" theme has the most related concepts, with a count of 55 hits and a relevance of 85%. However, Table 3 reveals that the "animals" theme in orange holds 65 hits and 100% relevance, thereby exceeding the original "hottest" theme. In third place in terms of counts and relevance is the theme "experience," which matches with the concepts of *people*, *nature*, and *travel* and thus demonstrates Gen Z's and VTOs' perceptions for the volunteer experience. The "project" theme matches the *volunteers* concept; the "project" and "volunteers" themes highly overlap on the heat-map, indicating a high interaction of the themes and the importance their connection. The theme of "life" holds the concept of *travel* and correlates with the "animals" theme through the concept *Africa*, indicating signs of high interest in traveling to specific continents. The last of the six core themes is "local," which matches with the concepts of *community* and *age*, thereby suggesting that participants of all ages are seeking a community and the hope of connecting with locals. These results are consistent with the current research objective, which is to advance the literature on Gen Z's motivational factors in WTV.

5 Discussion

This chapter discusses six core themes related to motivation for engaging in a VT program that emerge from the data. The discussion incorporates extracts from the interviews and compares them with the established literature to maintain the paper's primary emphasis.

5.1 Volunteer

One of the major themes identified in the conceptual map is that motivation for VT is "volunteer"-ing itself.

Wildlife, program, conservation, and community are concepts that connect together this theme, highlighting the theme's importance for motivational factors of VT. As one of the participants (VTP # 4) stated, "Motivational factors are a desire to help, and a desire to join a volunteer program that is genuine and that gives a real sense of having made a difference in the lives of hundreds of animals and a community." This quote aligns with Lo and Lee's (2011) argument that it is necessary to comprehend motivational factors of VT, as they are the driving force behind people's behavior. Moreover, individuals participating in VT pay for the tour in an area where they decide to participate, and this encounter generally includes helping local communities by methods such as providing necessities and different assets, re-establishing and improving living conditions, or protecting and ensuring the safety of the environment or endangered species of animals (Polus & Bidder, 2016). Volunteers obtain knowledge and gain an understanding of how to handle and coordinate the inconveniences of upcoming VT projects, according to ongoing studies, which encourage them to keep working (Lu et al., 2020).

The *wildlife* concept has a count of 38 and 58% relevance in the interviews, which shows that it is an important concept. For example, VTNP #1 claims to be "interested in wildlife volunteering." This concept relates to other concepts such as *conservation, work, and endangered*. It also links the central theme with the second theme, "animals." This connection of concepts aligns with the work of Higginbottom et al. (2003) and Moorhouse (2015). WT can emphatically impact sustainability through direct practices, such as maintaining habitats through funds, taking anti-poaching steps, and successfully reintroducing captive-bred animals. Broad and Jenkins (2008) note that volunteers of VT are roused by the freedom to study the climate and participate in protection and conservation work. Isiugo and Obioha (2015) have found that endangered species are a significant concern for volunteers and projects implemented by VT associations.

The *program* concept ties *age* and *organization* together, meaning that an organization can appeal to people of all ages. VTO #5 supports this by indicating, "Our average client age is now around thirty years old, and we even have clients older than sixty. We do not have a target group based on age or gender but the people being interested in wilderness, nature, and wildlife." VTO #4 adds to this by stating that "The minimum age is 18, and the oldest volunteer we have hosted was 80 years of age. Everyone can learn from each other, and everyone has something to contribute." Taken together, these statements and outcomes support Cho et al.'s (2018) observation that the lowest percentage of volunteers appeared to be Gen Z, which supports the choice of primary objective.

Similarly, Han et al. (2019) reveal that young volunteers who once joined VT programs become motivated to keep participating in VT programs. Furthermore, Han et al. (2020) have found that youthful volunteers offer a potential power for VT programs. By gaining a better understanding of VT inspirations' young volunteers and conducting experience assessments, volunteer projects can be tailored to their needs and requests, enhancing VT exposure, learning, and experience. In addition to this, another study has determined that the majority of VT volunteers are older, meaning "individuals born after WW2" (ages 40 - 70). This is viewed as a worthwhile objective market by many VT associations (Bakker & Lamoureux, 2008).

5.2 Animals

The theme of "animals" has a count of 65 hits and 100% relevance. This result suggests that not exclusively "volunteer"-ing but rather "animals" hold the most significant influence on the participant's motivation.

The concept of *animals* connects with *work*, implying that working with animals is a primary source of Gen Z's volunteering motivations. According to VTNP #4, "It is a big dream for every child to work with animals and go volunteering to escape daily life." VTP #3 adds that "Animals are very fascinating, and to be able to work with them and be in touch with them was a huge motivation and positive emotion I experienced." Assertions of this kind promote Lorimer's claims (2010) that WVT volunteers are motivated by the desire to work closely with wildlife animals and incorporate a Gen Z dimension into the work. Similarly, Yudina and Grimwood (2016) say that VT brings wildlife species and volunteers close enough together that they can connect with one another.

Another connection between *work* and the concept of *friends* indicates that volunteers prefer to work "with friends that motivate each other" (VTP #1). Moreover, VTNP #6 highlights the desire to "gain new friendships" through the VT experience. Volunteers in the VT field have a perceived value that incorporates long-term relationship improvement with other volunteers and local individuals (Carvache-Franco et al., 2018). Another study has expressed that these voyagers are spurred by the desire to provide help in return for the experience. They need to see that they are offering viable support to the area and are able to communicate with the nearby community (Han et al., 2019).

A link between the concept of *animals* and *humans* leads to the assumption that wildlife volunteers would also be interested in humanitarian work. However, this is refuted by the answers to the following interview question: "Why did you choose a program with animals instead of humanitarian work?" Participants such as VTP #3 responded that "the bond with animals is more vital than with humans." Even stronger opinions are seen with participants such as VTP #6: "Because we humans are literally like parasites. We are destroying our host, our planet. And the animals do not have the voice to speak up or do something about our destruction themselves." On the other hand, the two concepts could also be associated with animals' and humans' interaction. Latour (2017), is empathizing this statement by pointing out a fundamental need to conserve biodiversity and nature and its natural surroundings in the dominant human environment. VTO #2 affirms that the "primary goal as a VTO is to help reduce the elephant-human conflict", and VTNP #7's adds that it is mankind's "task and job to protect wild animals from interferences in their natural environment, often human-made, such as poaching." Further does Rattan et al. (2012) stress that wildlife animals and species should be kept protected in their territories and habitats. Moreover, ecotourism focuses on regular habitats and contributes to the security of the environment and wildlife (Jegou, 2013). This aligns with the recent exploration of Lin et al. (2019), who argue that VT program volunteers promote wildlife and environmental security through a sustainable approach.

The connection to concept of *world* demonstrates WVTs' willingness to participate in a program in any country. The further connection to the concept of *Africa* with a count of 11 and relevance of 17% highlights a particular interest in the continent of Africa. This may correlate with the ongoing VT attractions in Africa for the big five animals and carnivores (Lorimer, 2010), "and in the variety of animals offered by the continent", asserted VTNP #6.

5.3 Experience

The conceptual map illustrates the theme "experience", which brings together the concepts of *people*, *travel*, *learn*, and others. The concept of *people* connects to the concepts of *community* and *nature*. VTO #1 exemplifies this connection by stating that "people who care about nature and the environment want to give back time, resources, and skills to communities." Similarly, Zelenika et al. (2018) note that VT volunteers are open to giving a program their energy, time, cash, and different assets.

Given that travel is becoming a more critical part of Gen Z's lives (UNWTO, 2011), an *experience* that emphasizes the *travel* concept may increase the incentive to participate in a VT program. Furthermore, participants noted that a VT program provides "an excellent experience after school to learn new skills, to learn from different cultures" (VTO #5) and a "chance to learn about themselves (...) and most importantly, learn about conservation issues" (VTO #3). These quotes create a link between *experience* and *learn*. This connection is consistent with Sin's (2009) investigation, which states that volunteers may be inspired to *learn* and develop themselves due to freedoms. He goes on to say that volunteers enjoy the feeling of being needed by a *community* and the ability to demonstrate their individuality and accomplishment by engaging in humanitarian efforts coordinated by VTOs.

Unlike *learn-ing*, *school* seems to not be related to the *experience* itself. Nevertheless, the connection relates to VT's typical project entry time and why volunteers may not have had time to participate in a program yet. The majority of VTPs claimed that they volunteered after high school or during their gap year. VTP #1 stated that it is common to enter a program when students "just finished high school and are looking for a bit of exposure before joining college." Others, however, claimed that they are "still in high school and did not find time until now, and school holidays are always too short" (VTNP #6). This implies that time is a significant motivator for becoming a VT and joining a project experience. This view is upheld by Wearing et al. (2017), whose investigation centers on secondary school pupils' attitudes. High school students need to be essential for the VT projects; however, they are unable to participate due to lack of time. Furthermore, Pompurová et al. (2020) have discovered that the interests of high school students for VT emerge as higher education levels increase.

5.4 Project

Nearly half of the theme "project" overlaps with the core theme "volunteer," which highlights the two themes' significant relationship. The *volunteer* concept links *project* to *tourism*, implying that VT is an approach that benefits volunteers, tourists, and locals (Chen & Chen, 2011). This link also illustrates that VT plays a vital role in raising tourists' awareness about the local community projects (McGehee & Andereck, 2009). Besides, VTNP #6 relates the concepts by saying that they want to "see behind the scenes and learn things that I would not learn as a tourist."

Moreover, according to Wearing (2001) the volunteers' basic characteristics are enthusiasm and autonomy, with no intention of remuneration or personal benefit. This argument is in line with the fact that volunteers bring monetary, social, and climate-related benefits that are not exclusive to the local community but also to the environment. Holmes and Smith (2012) add that VT members see inspiration to meet new individuals, are pleased with their nation of origin, and need to utilize their insight to profit them, help voyagers, and simultaneously acquire new encounters.

5.5 Life

The "life" theme includes concepts such as *travel* and *Africa*. A direct link from *life* connects to the concept and theme *experience*, which implies a close relationship. According to VTO #3, "Individual participants are interested in having specific life experiences." This is supported by VTP #6, who describes their experience as follows: "Indonesia was the most wonderful, beautiful, happy time."

Moreover, VTNP #6 believes that exposure to "new cultures would have an effect on their lives," and VTNP #5 expects "great benefits for overall life experience." According to Hammersely (2014), volunteers are set up to participate in an industry that offers numerous promises for an advancement plan based on support, learning, comprehension, and relationship-building. Volunteering is one way to promote connection understanding; however, well-intentioned aims are often incorporated into measures that can result in lopsided force circulations (Lyons et al., 2012). Therefore, it should not be overlooked that a negative experience can undermine rather than boost tourists' motivations regarding volunteering, resulting in a negative attitude toward volunteering later in life (Guttentag, 2009).

5.6 Local

The final core theme, "local," links to both *community* and to the central theme of "volunteer." The interviews show that VTOs are more worried about the effects of volunteering than VTPs or VTNPs. They are the people who want to ensure that local communities are "respected too" and that the communities "see a real benefit from the voluntourism industry" (VTO #4). Voluntourism is an approach to benefiting and respecting the need to connect the local community with VT projects (Salvador, 2020). Furthermore, Kummitha and Osiako (2020) show the meaningful connection between VT programs and local communities supporting the aforementioned statement.

Programs such as VTO #3 are engaged in "working a lot in environmental education programs for the local youth" to include the desires of Gen Z regarding "supporting the local communities that are affected by the loss of nature" (VTNP #2). A significant strain of literature has studied VT's possible adverse effects on local communities, including Ver Beek (2006). He notes that VT can deplete the local community as working opportunities decrease, while Sin (2010) argues that volunteers work for free, which locals cannot do.

These negative assumptions are refuted by VTO #3, as they describe themselves as "an honest organization working with local workers." This idea is supported by Peattie and Moutinho (2000), who explain how VT supports the surrounding community and biodiversity. Furthermore, Wong et al. (2014) support the idea that VT can directly contribute to local communities. Similarly, Hernandez-Maskivker et al. (2018) have found that VT is a potential instrument that improves nearby local areas and nature in a maintainable way. Another recent study by Mensah et al. (2021) has uncovered that VTs work as facilitators and mediators of local community culture.

In summary, the defined core motivational factors reflect the determinants affecting Gen Z volunteers' attitudes and perceptions.

6 CONCLUSION

6.1 Main conclusion

This research identifies the key drivers that can encourage Gen Z to join VT programs. Moreover, this study reveals that Gen Z might be internally motivated if they are comfortable and confident regarding VT tasks while on the job. The participants want a balance between the mission's essential volunteer aspect regarding community contributions and learning and the entertainment and adventure of the overall experience. Since travel is becoming a more critical part of Gen Z's lives, an experience that includes international or national travel may increase their motivation to participate in a VT program. Furthermore, VTPs will be particularly intrigued by witnessing the effects of their volunteer work and their embracement of actions that lead to memorable experiences.

The findings suggest that Gen Z can be profoundly motivated to support people and environments in need as they appreciate their fortunate life circumstances in developed countries. Given that the conducted interviews focused on WVT, working with animals is the most significant inspiration for Gen Z volunteers. Moreover, this study has found that VTs feel more motivated when the VT program includes endangered animals and species. According to the interviews, Gen Z believe WVT provides them with more exposure to real-world issues such as climate change and species extinctions caused by mankind. Volunteers are also inspired by close interactions with nature and the conservation goals of their VT projects. Furthermore, positive interactions with local communities and local issues is another motivator for Gen Z to engage in and continue to participate in VT projects. During a VT experience, Gen Z want to learn about and live among new cultures, and as a result, they become more aware of their privileges and high standards of living. Furthermore, WVT's are willing to participate in a program in any country as long as the VTO suits them and their needs.

In contrast, the most significant obstacle to Gen Z engaging in a VT experience is the time required for the program arrangements. As a result, VTOs need to comprehend the motivations towards and barriers of VTP and VTNPs, including choosing the most successful methodologies to attract, enlist, and retain potential volunteers.

In summary, the main motivations for Gen Z volunteers are: the act of volunteering itself; close contact with animals; an experience that involves travel; a project that benefits volunteers, visitors, and locals; a positive effect on the volunteers' lives after the project; and the desire to contribute to local communities.

6.1 Theoretical Contribution

This study examines the motivating factors for Gen Z to participate in WVT as a theoretical contribution to the current literature. This study advances previous studies that largely concentrate on Generation Y, such as McIntosh & Zahra (2007), Wearing & McGehee (2013), and Kontogeorgopoulos (2017), by highlighting the VT motivations specifically on Generation Z. The given research gap on the disregarding of Gen Z show that the studies have ignored the significant role of Gen Z in VT projects.

Furthermore, previous literature has mainly focused on VT in general or only humanitarian volunteering, such as Chen and Chen (2011), Kirillova et al. (2015), and Han et al. (2019). This has resulted in little consideration for the wildlife viewpoint or the need for any wildlife volunteering initiatives. This research fills such a gap in the literature by identifying Gen Z's motivating factors for WVT. Also, this research considered looking at the inter-study of WVT and Gen Z motivations.

Moreover, while interviews with VTPs, VTOs, and local host communities have been performed in the literature, interviews have not been performed with VTNPs. This research does so to offer a unique perspective on Gen Z's motivations regarding non-participation in volunteering (yet). Ultimately, this research contributes to the existing VT literature by providing unexploited insights on WVT conservation and sustainability and Gen Z's motivating factors for VT.

6.2 Practical contribution

One practical contribution for VTOs and the VT industry is comprehending the motivations and impediments that strengthen and weaken Gen Z's participation. This study offers VTOs and the VT industry an opportunity to adapt strategies in developing or further expanding Gen Z's participation in VT projects.

Voluntourism operators and the VT industry should tailor their recruitment materials to appeal to the interests of Gen Z. When volunteers understand the meaning, goals, objectives, tasks, and responsibilities required of them throughout a volunteer project, they feel confident participating. As a result, VTOs and the VT industry should critically revise the participating information to openly communicate what volunteers should expect. All communications should be accurate and leave no questions unanswered. Details should include examples of exercises,

tasks, activities, and a timeline for when and how everything will occur. The volunteer engagement should be transparent and explain how future participants will contribute to the VTOs' goals. The VTOs should respond to Gen Z's desire for self-determination by allowing participants to function independently in work.

Moreover, VTOs' websites should contain stories and perspectives from former volunteer participants. VTOs are encouraged to communicate the success of volunteers' efforts. Volunteers must be able to see how their efforts affect the wildlife or conservation project goals. New technology and social media also significantly impact Gen Z and should be integrated to share success stories on social media platforms.

The most challenging obstacle for VTOs to tackle is the limited time available to VTs. The majority of VTs believe that they cannot participate in VT due to education, university, and job obligations, which all relate to restricted time. By highlighting the difference made by even a brief period of volunteering, VTs can be convinced to volunteer. Offering programs with a two-week commitment should be adequate to draw more volunteers; additionally, participants will likely feel that they have more flexibility if they can choose their arrival and departure times rather than being limited to particular days or months. Lastly, cooperating with schools, universities, and even large corporations to have a volunteer program supported by these entities would be a significant move toward attracting new volunteers.

6.3 Limitations

This research is limited in several aspects. Though this research has accumulated a significant amount of information, it has methodological limitations due to the subjective nature of qualitative analysis (Connelly, 2013). Second, the sample size adequacy is determined by the research project, but sample sizes are usually too small to support claims of having achieved either informational relativity or theoretical redundancy (Lincoln & Guba, 1985; Sandelowski, 1995). In this case, the sample size of 26 participants is not adequate enough to reflect an entire generation's views on the subject, particularly when looking at individuals from a limited age range within a large generation (Gen Z). Third, this research has not considered factors that might influence a person's motivation to volunteer, such as social status (Burns et al., 2008).

6.4 Future Research

This thesis aims to better understand how Gen Z can be motivated to participate in wildlife voluntourism while also explaining their attitudes and behaviors toward the topic. The data collection phase highlights new considerations for potential new studies in this field.

A future study with participants born after 2002 would be beneficial to track evolving trends and shifting behaviors of future generations, such as Generation Alpha.

Moreover, examining the effects of emerging forms of technologies, including social media and its marketing influence on the "I-Generation," can strengthen market perspectives and help VT grow.

Lastly, future research should evaluate the extent of the VT industry's adverse effects on wildlife and the negative aspects of unethical conservation projects. Such studies should include educating volunteer tourists about some organizations' incorrect approaches, such as breeding wild animals in enclosures to attract and generate more revenue.

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8 APPENDICES

Appendix 1

Identification of Research Gaps in the Existing Literature

Authors	Research Objective	Methodology	Research Gap
McIntosh & Zahra (2007)	Examine pre-, mid-, and post-trip experiences of volunteers in New Zealand	Qualitative study using in-depth interviews, diaries, and participant observation	Disregards Generation Z; focuses on humanitarian volunteering; no insights into the wildlife perspective
Chen & Chen (2011)	Identify motivations of international volunteer tourists in eastern developed countries	Qualitative study	Disregards Generation Z and developed, Western countries
Lo & Lee (2011)	Investigate the factors that motivate Hong Kong voluntourists and their perceived value	Multimethod qualitative research approach	Disregards Generation Z; uses population of Hong Kong residents only
Grimm & Needham (2012)	Identify push/pull motivation that attracts conservation volunteer tourists to the country, organization, and volunteer project	Qualitative case study approach: participant observation and interviews	Disregards Generation Z
Wearing & McGehee (2013)	Review research in the area of pre-trip motivations and post-trip reflections and transformations	Literature review	Ignores the hosts' point of view; disregards Generation Z
Otoo & Amuquandoh (2014)	Explore the experiences of VT volunteers in Ghana	Survey	Disregards Generation Z
Taplin et al. (2014)	Analyze the influence of context on VT	Qualitative & Literature review	Does not examine the influence of context on volunteers
Yamamoto & Engelsted (2014)	Examine agritourism and VT	Surveys and interviews	Disregards WVT while instead focusing on Agri-VT
Kirillova et al. (2015)	Introduce the concept of sensitive intercultural interactions between VT and local communities	Qualitative study	Disregards Generation Z as target sample

Kontogeorgopoulos (2017)	Examine the role of motivation and experiences of volunteers of VT	Interviews	Disregards Generation Z
Thompson et al. (2017)	Investigate the impact of power on VT volunteers	Autoethnography	Disregards Generation Z
Wearing et al. (2017)	Evaluate and conceptualize VT	Literature review	Only focuses on humanitarian volunteering; no insights into the wildlife perspective
Bargeman et al. (2018)	Explore the local consequences of VT in Ghana	Observations and interviews	Misses the steps taken by volunteers to enact positive change
Frilund (2018)	Explore the contributions of VT organizations in Tibet	Ethnographic study	Disregards the contributions of volunteers.
Steele & Scherrer (2018)	Discover principal relation for stakeholders of VT organizations	Interviews	Does not explore the role of volunteers as stakeholders
Benali & Ren (2019)	Examine how VT brings change in Nepal	Qualitative study	Only examines human VT; disregards WVT
Han et al. (2019)	Explore the motivations of VT for youth travellers	Interviews	Only examines youths' motivation for VT; disregards WVT.
Kadomskaia et al. (2020)	Connect between theory and VT volunteers	Critical analysis	Disregards motivation as the basic element behind volunteering for VT
Sharmin et al. (2020)	Study millennial VT in relation to sustainable environmental behavior	Survey	Disregards the behavior of Gen Z regarding sustainable environmentalism
Thompson et al. (2020)	VT exchange of capital in Cambodia and Kenya	Interviews	Does not cover method of capital exchange by volunteers to the community

Appendix 2

Review of Major Studies on Volunteer Motivations Adopting Volunteer Functions Inventions.

	Sample	Classification of Volunteering	Results and Implications
Clary et al. (1998)	61 older volunteers	Values, enhancement, career, social, protective, understanding	Analysis revealed six motivational factors
Johnston et al. (1999)	7000 volunteers for the 1997 Canadian Scout Jamboree	Solidary, purposive, commitment and external traditions, to do something worthwhile, creates a better society	Commitment is top motivation among special event volunteers
Twynam et al. (2002)	190 volunteers for the 1998 Star Choice World Junior Curling Tournament.	Solidary, purposive, commitment, external traditions	Volunteer motivation is multifaceted. External traditions is the least important motivator for this group of volunteers
Burns et al. (2008)	511 college students	Values, enhancement, career, social, protective, understanding	Results found the effect of gender on volunteering motivation
Bang & Chelladurai (2009)	206 volunteers for the Athens 2004 Olympic Games	Expression of values, Patriotism, interpersonal contacts, career orientation, personal growth, extrinsic rewards	Validated the volunteer motivation scale for international sporting event
Gage & Thapa (2012)	413 college student	Values, enhancement, career, social, protective, understanding	The strongest motives were related to the values and understanding dimension which reflected helping others and expanding one's own perspective on an issue
Dwey et al. (2013)	302 volunteers at various sites through a central agency	Values, enhancement, career, social, protective, understanding	Motives concerning esteem enhancement and value expression were positively associated with volunteering satisfaction
Lee et al. (2014)	489 volunteers for the Yeosu Expo	Altruism, patriotism, extrinsic motivation, intrinsic motivation	Patriotism and Intrinsic motivation have an effect on the satisfaction

Adapted from: Cho, Bonn and Han, 2018

Appendix 3

Interview Questions - Participants of a Volunteering Project

Question found in Literature	Source	Reformed Question
The motivator: Why volunteer while on vacation?	(Brown, 2005)	What made you decide to volunteer?
Why do people join international volunteer tourism trips?	(Chen & Chen, 2011)	Who or what inspired you volunteer?
What prompted participants to take part in a volunteer tourism trip in South Africa?	(Sin, 2009)	Can you describe the factors that made you choose this particular program?
Why did you choose to volunteer in elephant conservation tourism?	(Rattan et al., 2012)	Why did you choose a program with animals instead of humanitarian work?
What do you expect from transformative learning experiences?	(Knollenberg et al., 2014)	What were your initial expectations?
What were the unexpected outcomes after completing a service trip?	(Schneller & Coburn, 2018)	What were the aspects that exceeded the expectations?
What are the negative impacts of Voluntourism in Nepal?	(Durham, 2016)	State some negative emotions you experienced.
What were the overall positive attitudes you experienced in the hospitality industry?	(Goh & Lee, 2018)	State some positive emotions you experienced.
What recommendations do you have for future efforts such as these?	(Boyce & Neale, 2006)	If you had to recommend a Volunteering program, what would be the key points you would recommend?
What would motivate others to volunteer?	(Amiruddin, 2007)	How would you motivate other Gen Z to become a wildlife Voluntourist?

Appendix 4

Interview Questions - Non-Participants of a Volunteering Project

Question found in Literature	Source	Reformed Question
What are the reasons that can lead to get involved or not in Voluntourism?	(Zajdel & Toader, 2012)	Would you ever consider becoming a wildlife voluntourist and why/why not?
What are the possible negative impacts of volunteer tourism that deserve increased attention?	(Guttentag, 2009)	What did stop you not to consider wildlife voluntourism?
What type of experience preference: environmental experiences and experiences with animals?	(Andereck et al., 2012)	What type of Voluntourism would you consider and why?
Effects of a voluntourism experience on attitudes and perceptions toward environmental sustainability?	(Gonzalez, 2019)	What do you think will this experience change in your life?
Do families expect Voluntourism to develop their children?	(Germann Molz, 2017)	How do you consider that Voluntourism is a valuable experience?
The variables used for this study include measure prospective volunteer tourist expectations of a volunteer tourism trip.	(Andereck et al., 2012)	What would you expect your experience to be?

Appendix 5

Interview Questions - Volunteering Operators

Question found in Literature	Source	Reformed Question
Is there a balance between monetary gain and altruistic service?	(Tomazos & Cooper, 2011)	What is the purpose of your company as a VT operator?
What proportion of volunteers aged between 19 and 26 years?	(Mostafanezhad, 2013)	Which age group is your main group of Volunteers? what is your target audience?
What are the practices of Millennials and Post-Millennials as tourists? What are the needs of these generations that the tourist industry must respond to?	(Monaco, 2018)	Why should Gen Z choose your program?
What would you say are the characteristics of your typical volunteer tourist?	(Bakker & Lamoureux, 2008)	What motivational factors do you see in your participants?
Volunteer tourism could be the alternative to ecotourism?	(Coghlan, 2006)	What should be changed to gain a bigger voluntourism community?
Are social networks the future for volunteer tourism expansion?	(Pompurová et al., 2018)	How do you reach your participants?
Has your company experienced growth over the last two years in volunteer tourism?	(Bakker & Lamoureux, 2008)	Do you intent to extend your business / how do you see the future of your company

Appendix 6

Interview Consent Form

Dear Participants,

Firstly, I would like to thank you in advance for taking the time to participate in my interview about "*How can Generation Z be motivated into wildlife voluntourism?*".

This interview is conducted for my dissertation within the master's in business program at Católica Lisbon School of Business & Economics.

Background Information

To understand what my master thesis is about and why this interview is being conducted, I would ask you to read through the following lines.

It is discovered that the intentions of volunteering have a significant correlation with age groups because people relating to the same cohorts and social groups usually have associated volunteering motivations (Burns et al., 2008). The fact that according to age groups, the lowest percentage for volunteers appeared to be "Generation Z" (Gen Z), teenagers born from mid-1990 through 2002, is shocking since they typically resemble an essential source for volunteering (Cho et al., 2018).

Therefore, the interviews will support my thesis to understand the motivations of Gen Z more clearly.

Please understand that:

- This interview will be digitally recorded, and it is expected to take no longer than 30 minutes.
- This interview is of voluntary nature. You can withdraw the participation at any time without proving any reason for its justification to be provided, and consequently, the audio recording and transcripts will be destroyed.
- All information will be solely for the Master Dissertation, and it will be kept private, while also your identity will be maintained confidential.
- Data will be protected on a personal digital folder, and posteriorly, it will be deleted one year after the research's conclusion (expected date: on the 7th April of 2022).

In case of any further questions about this research, please feel free to contact me.

Interview Consent Form (continued)

First and last name:

By completing this consent, I do agree to be part of this interview:

Yes, I do agree with participating in this interview.

Age:

18-24

25-34

35-44

45-54

55 or older

Nationality:

Length of Volunteering:

less than 2 weeks

2 to 4 weeks

4 weeks or longer

Destination of Volunteering:

Email:

Date, Signature:

Marie-Louise Bank, marie.l.bank@gmail.com

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