

Host's Supports for Voluntourism: A Pragmatic Approach to Rural Revitalization

Ojo Kayode Ayobami and Hairul Nizam Bin Ismail {Ph.D}

Department of Urban & Regional Planning, Faculty of Built Environment, Universiti Teknologi
Malaysia, 81310 Skudai, Malaysia

Abstract: In general, voluntourism as an aid to development has been more favourable to developed nations than developing countries. The reason adduced to this are the heterogeneous nature of destinations, cultural, ethnicity and religious belief, differences between tourists and local community. Differences in particular are reflected in the attitude of the resident and their cooperation and support for voluntourism. To assess the potency and efficacy of voluntourism of host support, the study analysed residents' support for voluntourism that have helped improve the living standards of the communities of Alletia and Chika in Abuja, Nigeria. The Theory of Planned Behaviour {TPB} and the identity theory {IT} as applied in this study suggest that the host attitudes towards voluntourists and their readiness to support voluntourism activities are influenced by five attributes :(i) Occupation, (ii) Environment, (iii) Culture, (iv) Local volunteer behaviour, (v) The gender of the inhabitants. The outcome of the research indicates that there is a correlation between three of the attributes: Environment, Culture and Local volunteer behaviour. As a result, the Theory of Planned Behaviour {TPB} and Identity Theories {IT} are shown to effectively explain community support for voluntourism activities.

Key words: Theory of Planned Behaviour, Host support, Identity theory, Attitude, voluntourism, Nigeria

INTRODUCTION

The resident's zeal to tourism impact in their communities has orchestrated various studies by researchers (Andereck & Nyaupane, 2011; Kyle, 2011; Gursoy, *et al*, 2010; Lee, *et al*, 2010; Chen, *et al*, 2008) thus substantiate the magnitude of benefits derivable from having indepth knowledge of their contributions, response and their participation (Wearing, 2001; Gray & Campbell, 2007; Raymond & Hall, 2008; Woosam & Norman, 2009 and McGehee, 2011; Ojo, *et al*, 2012a) in voluntourism activity to attain sustainable destination. There exists variation in various destinations (Bramwell & Sharman, 1999; Chung & Chang, 2011 and carton & Santos, 2009, Mahdi, *et al*, 2012) as a result of locality, geotourism capability, regionality, mutuality, policies, tourism and migration effect uniqueness, needs of the destinations (Twining-Ward & Butler, 2002).

With regards to host destination specific policies and light industry information (Laws, *et al*, 1998; Wang & Pfister, 2008, Noordin, *et al*, 2012), the greater percentages on the attitudinal behaviour of the host community and their enthusiasm / zeal to contribute to voluntourism activity and more specifically, the emergency of volunteer tourism have been concentrated mostly in the developed and more industrialized nations of the world (Nepal, 2008) with little or insignificant studies in the developing nations (Ojo *et al*, 2012c). Based on this dichotomy (Nepal, 2008; Andriotis, 2005; Pearce & Kang, 2009; McKercher, *et al*, 2012;) identified specific factors that will bring out the zeal of resident's to support voluntourism activity. Sustainable economic development of regions or locality rest wholly on the involvement of the local communities (Twining- Ward & Butler, 2002, Douglas, 2006; Bardolet & Sheldon, 2008; Lim & Cooper, 2009; Gursoy, *et al*, 2010; Long, & Reisinger, 2010; Andereck & Nyaupane, 2011; Lee, *et al*, 2011).

Several studies have been carried out on the roles of volunteer tourism (Lyons, 2003; Campbell & Smith, 2008; Simpson, 2008, Wearing & Snead, 2010, Ojo, *et al*, 2012b), impact, motivation, efficacy, conceptual ideas, theories and model (Brown & Morrison, 2003; Callanan & Thomas, 2005; Gray & Campbell, 2007; Stoddart & Rogerson, 2004; Uriely, Reichel & Ron, 2003; Wearing, 2001) but their policy implication from various research have not taken cognisance of revitalizing rural economy because of the variation, peculiarity and the upsurge of urban to rural population which has created a vacuum of food insecurity, overstretched available facilities, unemployment, out-migration of youth, loss of biodiversity and decline in raw materials.

In an attempt to forestall this looming catastrophe, this research comes out with a model of resident's support for voluntourism in communities of Alletia and Chika, Abuja, Nigeria using the theory of planned behaviour and identity theory. These theories provide the conceptual framework for establishing the connectivity between the attributes, attitudes, intentions and behaviours of the residents.

Corresponding Author: Ojo Kayode Ayobami, Department of Urban & Regional Planning, Faculty of Built Environment, Universiti Teknologi Malaysia, 81310 Skudai, Malaysia
E-mail: blessfriend112@yahoo.com +6016 9498 412

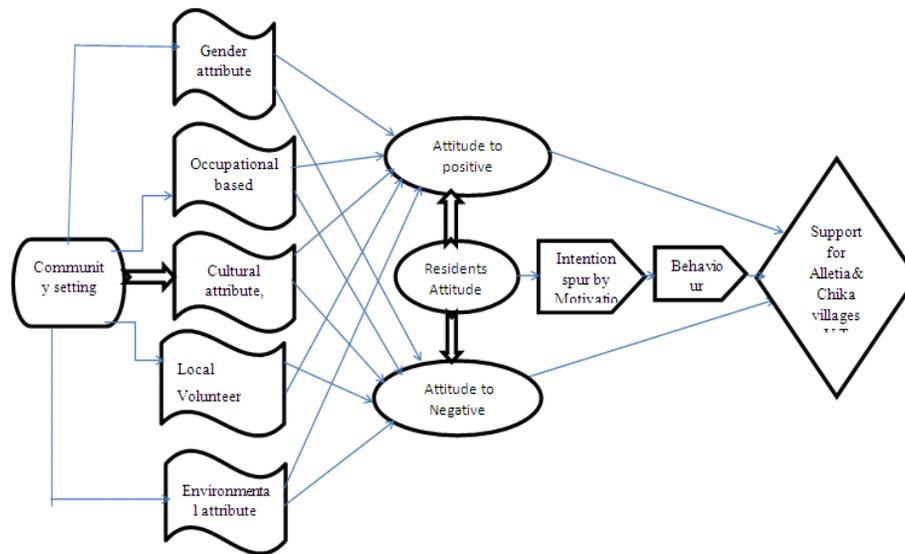


Fig. 1: Conceptual framework for establishing the connectivity between attributes, attitudes, intentions and behaviours of the residents.

The model portrays that the attitude towards positive and negative impact of volunteer tourism in any local community/ setting as an influential factor on revitalization of rural communities as well as a veritable tool for tourism development. The model also, proposed various attributes that reflect in the attitudinal behaviour of residents and their support which can either be positive or negative and these attributes include: cultural attributes, occupational based resources, environmental, gender and local volunteer attributes of the inhabitants. These five attributes construct were thoroughly diagnosed as the likely factors that substantiate residents attitude for voluntourism development mostly towards rural revitalization (McGehee & Andereck, 2004; Akira & Sirakaya, 2010; Hairul & Hafizul, 2011). Previous studies (Andereck & Vogt, 2000; Huh & Vogt, 2008) have conceptualized residents' attitudes to tourism by measuring their attitudes to the positive and negative impacts of the industry while (Jackson & Inbarakan, 2006; Mackay & Campbell, 2004; Nunkoo & Ramkissoon, 2010) considered residents' support as an attitude to tourism or behavioural intent towards tourism and voluntourism activity and (Weaver & Lawton, 2010; Mckercher & Denizci, 2010) included tourist interest and loyalty as a vital tool.

The theoretical contribution of the study is the revelation that identity theory can be used to ascertain the intent and support of residents towards voluntourism activity which has not been fully employed in the previous study of investigating community support for voluntourism. Conclusively, the testing of the model based on the marriage between TPB and Identity theory on Alletia and Chika villages, Abuja has added to the literature of voluntourism and proffer an ideal means of revitalizing our rural communities economically, socially and physically.

Identity Theory from the Angle of Residents' Support:

It has been established that the TPB has been studied extensively in various academic fields, including social-psychology (Conn, *et al*, 2003; Greenslade & White, 2005; Kaiser & Gutscher, 2003; Burg & Schaalma, 2005), marketing (Lam & Hsu, 2004, 2006), and tourism (Lee, 1998; March & Woodside, 2005; Moshin, 2005). However, the TPB model has not been examined in the specific area of volunteer tourism (Gray & Campbell, 2007; Uriely, *et al.*, 2003). According to Ajzen (1991), the TPB model can and should be applied to a variety of phenomenon, which will in turn enhance and extend the model through its application to other research subjects. In other words, the result of this application would be of mutual benefit to bridge the gap of rural- urban dichotomy. Ajzen (1991) also argued that the relationship between the three components of the TPB and the ultimate dependent variable (intention) could vary depending upon behaviours and situations. In some applications it may be found that attitudes could be a significant predictor to human behaviour and that subjective norms and perceived behavioural control (self-efficacy) could make significant contributions; thus findings are not always consistent. Therefore, application of this theoretical model to volunteer tourism with the addition of identity theory could have positive impact on residents support.

From voluntourism perspective, community whose behavioural intent are positive towards voluntourism activities are likely to benefit greatly from the largess of volunteer tourist's goodwill and assistance while negative supports signify insignificant contributions or alienation (Nunkoo & Ramkissoon, 2010a; Vargas-

Sanchez, *et al*, 2009). This makes TBP one of the most acceptable framework to study community supports and does allow manipulation to suit any study that involves residents (Gray & Campbell, 2007, Andereck & Nyaupane, 2011; McGehee & Andereck, 2009). The marriage of TPB and identity theory to study attitude of residents towards voluntourism impact is a new innovation that bridge the dearth in the previous studies.

According to (Stet & Biga, 2003), an identity is apportioned set of meaning to a particular phenomenon and such meaning serves as a standard of reference that guides behaviour in a situation. Based on this, it is very mandatory to give due consideration to the identity (attribute) that a resident possess which will forestall any misinterpretation or misunderstanding of those attributes in the course of interaction, planning and design because a person's identity has direct influence on his or her behaviour which can make or mar his or her support for voluntourism (Hagger, *et al*, 2007; Mannetti, *et al*, 2004). Previous studies have affirmed that the identity- behaviour relationship is embedded in identity theory (Stryker 1980) and that identity affects behaviour (Hagger *et al.*, 2007), the consistency of behaviour with identity produces self-verification (Burke & Stets, 1999) and when variation occurs, there is bound to be conflict (Callero, 1985).

As for this study, identity theory (attribute) was employed to unravel the pressing factors that enable residents to make decision and choice regarding their support for voluntourism activity and impact on rural revitalization programmes and important links between individual to the larger society. It further stressed that an individual identity influences behaviour. Such effects are independent of the influence of attitude on behaviour (Biddle, *et al*, 1987; Hagger, *et al* 2007). Therefore, the model proposed that the cultural attribute, occupational based attribute, environmental attribute, local volunteers and gender attribute of the residents influence their voluntourism support (Intention- Behaviour) negatively or positively (Attitude). This invariably means a single attribute may not necessarily result into voluntourism support because there are diverse ways of perceiving things within the same locality but the combination of these attributes will give detailed direction of the residents' support towards voluntourism activity, thus, necessitating the formulation of these hypotheses.

Formulation of Hypotheses:

Residents' Attitude to Positive Impact:

The economic impact of the voluntourism to the local resident were taken into consideration as is the most valued means of livelihood, and how it improves local economy, contribute to the residents income generation and their living standard (Liu, *et al*, 1987; Gursoy & Rutherford, 2004; Perdue, Long, & Allen, 1990; Dyer, *et al*, 2007; Kwan & McCartney, 2005; Xiaoming, & Ryan 2011), increase marketability and investment opportunities, cultural preservation and values, self-esteem, new opportunities which brings about social changes (Andereck *et al.*, 2005; Stronza & Gordillo, 2008; Milman & Pizam, 1988; Perdue *et al.*, 1990; Crompton & Sanderson, 1990), positive relationship between and among the host community and the voluntourists (Gursoy & Rutherford, 2004; Lee *et al.*, 2010; Nunkoo & Ramkissoon, 2010). Based on the postulation of Theory of Planned Behaviour, the following hypotheses were developed:

H_{o(1)}: There is no direct relationship between host attitude and positive impact to voluntourism.

H₁₍₁₎: There is a direct relationship between host attitude and positive impact to voluntourism

Residents' Attitude to Negative Impact:

Although, the influx of tourist has been castigated by many researchers due to its negative attitude in terms of increase in the cost of living, cost of land, extortion and exploitation, loss of job, loss of privacy as a result of co- habiting (Perdue *et al.*, 1990; Tovar & Lockwood, 2008; Jackson & Inbarakan, 2006) but the discovery e of alternative niche tourism, Wearing, (2001) has been perceived as a catalyst for those negative belief and thought (Nunkoo & Ramkissoon, 2010, Ojo *et al*, 2012).

Cultural Attribute:

Worth study here is the cultural attribute of the residents that determine the nature of support, participation and community involvement, (Tazim & Steve, 2004; Yang, 2004; Santos, 2006; MacDonald & Joliffe, 2003; Sirakaya, *et al*, 2008; Ryan, & Huimin, 2010; Bob & Tony, 2012) the activities of volunteer tourists regarding the resident has been characterized with mixed feelings, hence, the term cultural commodification, where the local {resident} cultures are been re- packaged in video, cassette or electronic gadget for commercialization (Wearing, 2001; Gray & Campbell, 2007) and economic commodification/ exploitation (Wearing, 2001; 2008; Cousin, 2009). It could be recalled that, host experience in the tourism industry has been considered as a threat and destructive to local culture which affect local setting, change in the behavioural pattern, insecurity (Lindberg & Johnson, 1997; Mbaiwa, 2011). Other researchers reported that residents view social and cultural impacts of tourism negatively (Manfeld, 1999; Pizam, 1978, Ap & Rompton 1998), thus encouraging prostitution (Liu & Var, 1986; Liu *et al.*, 1987), overcrowding and traffic congestion, (Andereck *et al.*, 2005; Dyer *et al.*, 2007), illegality and smuggling (Milman & Pizam, 1988), increase crime rate and psychological tension (Andereck *et al.*, 2005). Tourism also creates pollution and litter (Dyer *et al.*, 2007), and destroys historical resources and culture (Nepal, 2008). Finally, (Gursoy & Rutherford, 2004; Tsai *et al*, 2006; Santos &

Yan, 2008; Gursoy *et al.*, 2010; Nunkoo & Ramkissoon, 2010a) are of the opinion that the higher perceptions of the negative impacts lead to lower support for tourism, {voluntourism inclusive}.

H₀₍₂₎: there is no direct relationship between the resident's culture and their attitude to support voluntourism activity

H₁₍₂₎: there is direct relationship between the resident's culture and their attitude to support voluntourism activity

Occupational Based, Resources Attribute:

One of the underlying factors that influence residents' support for voluntourism is the occupational based resources attribute (Carrol & Lee, 1990; Petrzelka *et. al.*, 2006). This is as a result of occupational differences that arise from educational qualification and opportunities which makes resident with little opportunities to oppose tourism in general as an economic development strategies (Petrzelka *et. al.*, 2006; Mason & Chine, 2000). The fear of economic diversion from the primary farming activities to tourism development and neglect of traditional industries (Reed, 2003) are duly considered in this study and this serves as an impetus to support voluntourism activity.

H₀₍₃₎: There is no direct relationship between an employee's attribute and the resident's attitude towards voluntourism support.

H₁₍₃₎: There is a direct relationship between an employee's attribute and the resident's attitude towards voluntourism support.

Environmental Attribute:

This connotes an experience in social standing that explains the attribute (identity) of a person in consonance with how he or she interacts with natural environment (Weight, 1997; Biga, 2003). The identity of a person towards an environment may either be positive or negative and because of this variation there tends to be differences in the attitude of the residents' towards the environment they dwell in (Gursoy *et al.*, 2002).

According to (Numkoo & Ramkissoon, 2010b) any resident with ecocentric attitudes and satisfaction tend to be in alliance with policies that can promote, preserve and conserve resources and the environment while those with anthropocentric attitude are always in love with transforming the environment to satisfy human needs (Ryan, 199; Jones, 2006). The greater percentages of residents in developing countries have direct and daily interference with the natural environment (land, water, vegetation, animals etc) for their sustainability (Douglas, 2006).

The dependency and reliance on this environment and other natural resources that make up the environment calls for concern because residents attitude towards the environment will automatically make or mar its ability to cater for present generation and incoming generation (sustainable environment). Arising from this, is the development of alternative tourism (Voluntourism) that seeks to merge tourism with environmental preservation, conservation and development in accordance with the residents' needs.

H₀₍₄₎: There is no relationship between environmental identity and residents' attitude towards voluntourism impact.

H₁₍₄₎: That there is a direct relationship between environmental identity and residents' attitude towards voluntourism impact.

Gender Attribute:

Chhabra, (2007) corroborates the usage of gender as an instrument to determine the attitudinal nature of residents based on sex while other researchers on this attribute focussed on the biological sex. For masculinity and femininity, Ben (1981) emphatically noted that gender attitude is independent of an individual interest, motives and willingness to render positive or negative assistance to the developmental project (voluntourism activity). It was advocated that the female gender are so tender, caring and are likely to engage in environmental activities positively (Cancian & Oliner, 2000; Stet & Biga, 2003), therefore, TPB is explored to show that residents with high female gender may not perceive volunteer tourism benefits as compared to those with lower female gender. This needs to be proved as every Nation's policies and programmes are gender conscious as well as gender sensitive.

H₀₍₅₎: There is no relationship between residents' gender and voluntourism impact

H₁₍₅₎: There is relationship between residents' gender and voluntourism impact

Local Volunteers:

The role of local volunteers / host volunteers in determining the tourism impact as well as supports for voluntourism activity has not been thoroughly researched or studied extensively other than various literatures that explain the role of local volunteers, their composition and sometimes qualification (Uriely *et. al.*, 2003; Rene *et-al.*, 2005; Latkova, 2008; McGehee & Andereck, 2009). But it has not been studied as a mechanism for easy acceptability and medium to publicize the goodwill of voluntourist as well as a tool to garner, canvass and motivate the residents towards attainment of the primary objectives of alternative tourism (Voluntourism).

Therefore, the peaceful coexistence, goal attainment, job acceptability, environmental sustainability, cultural immersion and understanding, self- efficacy, cultural congruity and mutual understanding between the host community and voluntourist is attainable and achievable through the service of local volunteers which makes it as one of the main attribute in this study.

H₀₍₆₎: There is no relationship between local volunteer attitude and voluntourist impact.

H₁₍₆₎: There is relationship between local volunteer attitude and voluntourist impact.

The Study Area:

Data were collected from the residents of Alieta community and Chika villages situated along International Airport road, Abuja and these communities are tagged as one of the blighted villages. They share common boundary with Chika, Galadimawa, Pyakasa and Piwoyi villages. Their indigenes are predominantly farmers from the Gbagyi tribe. The poor housing conditions in Alieta are substantially similar to that of Chika, and both communities share the same basic historical and cultural background. The villages are endowed with natural serene environment, cultural festivity, good landscape, monumental structures and island. With these natural endowments, the Federal Government of Nigeria, in conjunction with NGOs have taken some bold steps in developing the tourism potential of these communities via resort construction and facility development.

The adoption of TPB in this study using correlation coefficient is based on the fact that it can investigate the relationship between each of the attributes used in the study (Lam & Hsu, 2006; 2001; Lee *et al.*, 2003; Brown, 2005; Jang *et al.*, 2009; Lane *et al.*, 2004).

The Survey Method and Sample:

The criteria used for sampling of the respondents were firstly, authenticate the residents' status in terms of age, as only those 18 years and above with permanent place of abode were sampled. A stratified random sampling was employed to determine the actual number of respondents needed from the villages sampled with the aid of random sampling to choose the pre- determined numbers of respondents. The villages are characterized by the compound housing system which makes it imperative to adopt alphabetical numbering system of each compound, followed by re-numbering of each house within a compound numerically, then, every second house in each compound was selected for questionnaire administration and interview. In all 180 copies of questionnaire were distributed, 20 copies were not retrieved while another 10 were wrongly filled, thus, 150 copies were used for the analysis.

Measurement of Variables:

All the variables were designed and measured with a 5 point likert scale, although the respondents were equally provided with additional open ended questions so as to obtain additional information, ideas, thought and comments needed / useful for the study. The main dependent variable for this study was the residents' support for voluntourism activity and this support always emanated in residents attitude. The attitude variable was also measured with the aid of 5 point likert scale (Jang, *et al.*, 2009; Heslop, *et al.*, 2008; Jang & Feng, 2007; Lam & Hsu, 2006; Uysal, 2005). Personal attribute questionnaires (Spence & Helmreich, 1978) were used to ascertain the femininity and masculinity of the respondent otherwise known as gender (Male & Female).

Occupational based attribute according to Petrzeika, *et al.*, (2005 & 2006). Five categorization scale was used to capture the residents pattern of involvement with primary based organization, the residents were asked to state their levels of involvement as stipulated in the strata box where 1 represent not at all involved and 5 stands for highly involved while 3 represent undecided.

The recent development in voluntourism activities in relation to commodification {cultural, economic and environmental commodification} were considered and the adverse effect of these activities which negate the zeal and interest of majority of residents support and involvement in tourism development (Wearing, 2001, cousin, 2009, Gray & Campbell, 2007). The non – respect for host community's culture has been perceived as destructive and threat to the residents norms, belief and values, (Mbaiwa, 2011). To establish this statement, 5 likert scale was used where 1 represent strongly disagree, 3 in between and 5 strongly agreed.

Local volunteers attributes /influences are equally important to measure the residents attitude towards voluntourism because studies have established that they are very good factors to reckon with if the voluntourist wants to achieve any of the set objectives, therefore, their presence play an unquantifiable role to tourism industry and voluntourism activities. To measure their attribute, 5 point likert scale was used where 1 represents not important and 5 represent highly important

Environmental attributes (Stet & Biga, 2003) adopted the usage of 5 polar statement, where the respondents were implored to have deep think of themselves with reference to their environment and how they will classify themselves, 1 represent disagreed, 5 represent strongly agreed while 3 indicates in- between the two statements. A higher score from the respondent signify environmental friendly/ ecocentric attitude and vice versa.

Conclusively, The Cronbach Alpha value was employed to ascertain the reliability coefficient for all the items i.e. *Attitude to positive impact {API}*, *Cultural Attribute {CTA}*, *Occupational Based Attribute {OBA}*, *Environmental attribute {ENA}*, *Gender Attribute {GDA}* and *Local volunteers {LVA}* and each item have five

constructs with Cronbach Alpha result of 0.735 which exceeded the acceptable level 0.70 and thus making each of the constructs reliable for further analysis.

Table 1: Regression Analysis.

Attributes	R	R ²	F	T values	Significant
Resident attitude to					
Occupation	0.149	0.022	1.670	-0.041	0.192
Environment	0.215	0.046	3.569	6.648	0.031
Gender	0.135	0.018	1.366	1.560	0.258
Local volunteer attitude on vt support	0.733	0.537	171.829	13.108	0.000
Support for vt based on residents culture	0.928	0.861	911.456	8.108	0.000

Vt= Voluntourism

RESULTS AND DISCUSSION

The result in table 1 shows all the hypotheses tested in line with the aim and objectives of this research. The findings supported three out of the five possible hypotheses originally proposed.

H₀₍₁₎: There is a direct relationship between host attitude and positive impact to voluntourism. The implication drawn from this result are in two folds – the more the perception, view and notion of residents towards voluntourism activity, the higher the impact/ benefit accruing from them. This finding is in line with the earlier studies done by (Lee, 2010; Dyer, 2007, Soderman & Snead, 2008, Campbell & Smith, 2006, Lepp, 2008). If residents perception to voluntourism is negative, it will affect the contribution of voluntourist as buttressed by (Nunkoo & Ramkission, 2010a) who examined the residents’ attitude to the negative impact of tourism while Andereek, (2005) also examined the risk involved in tourism development.

H₀₍₂₎, hypothesis proposed that there is no direct relationship between residents’ culture and their attitude to support voluntourism activity while H₁₍₂₎ proposed that there is a direct relationship between residents’ culture and their attitude to support voluntourism activity. The finding categorically rejected *H₀₍₂₎* and supported *H₁₍₂₎* because culture has direct impact on voluntourism activities and the host communities guide their cultural beliefs so jealously as well as the cultural background of their area. To be precise, the higher the level of cultural acceptability, cultural adaptation and cultural congruity, the higher the support for voluntourism activities. This is in consonance with the hypothesis tested and this finding re- affirmed (Simpson, 2005; Raymond, 2008; Sin, 2009) that were of the opinion that voluntourism studies of culture can strengthen national and international unity, amiable resolution of conflicts and social contacts / supports.

H₀₍₃₎: That there is no direct relationship between an employee attribute and residents attitude towards voluntourism support.

H₁₍₃₎: That there is a direct relationship between an employee attribute and residents attitude towards voluntourism support. The finding supported hypothesis *H₀₍₃₎* because majority of high income earners do not see voluntourism as agent of development and thereby see their activities as unconnected while the lower cadre employee view it as a medium of disposing their goods and or extortion of their meagre resources thereby arousing scepticism. The notion here is that occupational attribute does not have significant relationship with voluntourists activities and the support for volunteer tourism activity.

The next hypothesis *H₀₍₄₎ that proposed “there is no relationship between environmental identity and residents’ attitude towards voluntourism impact.* The finding discard *H₀₍₄₎* but supported *H₁₍₄₎, that there is a relationship between environmental identity and residents’ attitude towards voluntourism impact* and this is in line with the research conducted by (Nunkoo & Ramkission, 2010b, Gursoy & Kendall,2006) because environment prevail on the attitudinal behaviour of people as well as propel them to work condusively and effectively.

H₀₍₅₎, proposed that there is no relationship between residents gender and voluntourism impact while H₁₍₅₎ proposed that there is relationship between residents gender and voluntourism impact. The outcome of this finding supported *H₀₍₅₎* and rejected *H₁₍₆₎* based on the fact that gender does not necessarily determine behavioural pattern of the people as regards tourism development even within the same locality. Although, the residents attitude judging from the agency perspective gives credit to masculinity to be able to support voluntourism activities while femininity is perceived as homely concentrating fully on household chores with lesser time to support voluntourism activities . This fact typifies the reality in the study area as male and female engage in activities based on their attribute and the role assigned by the society (Burke & Ritzier, 1981, Stets & Biga,2003).

The inclusion of local volunteer as an attribute to study the residents’ support for voluntourism emanated from wanton neglect of this important tool of volunteer tourism acceptability. Hence, the hypothesis *H₀₍₆₎ that proposed that there is no relationship between local volunteers attitude and voluntourism impact while H₁₍₆₎ proposed that there is a relationship between local volunteers attitude and voluntourism impact.* The result

indicated that a strong relationship exist which means the contribution of local volunteer as a result of warm reception, enlightenment and interaction to volunteer tourism on arrival spurs the tourists to dedicatedly contribute their own quota to the development of the host community. To be precise, the higher the level of acceptability of local volunteers, the more the residents' support for voluntourism.

Table 2: Result of the Hypothesis.

Hypothesis relationship	Standardized coefficients	Result
Residents culture—support for vt (+ve)	0.928	SUPPORTED
Attitude --- occupation (-ve)	-0.003	NOT SUPPORTED
Attitude to environment (+ve)	0.203	SUPPORTED
Attitude to gender (+ve)	0.128	NOT SUPPORTED
Local vt to support for vt (+ve)	0.73	SUPPORTED

Implication of Results on Policy Formulation:

The following facts emerged from the research, the inclusion of local volunteers in any voluntourism activities results in wide range acceptance of the new alternative tourism that is community driven and resident friendly. It has also revealed that the agency, non- governmental organizations (NGOs) and tour operators should look inward and form a solid alliance with local volunteers before sending any tourists to any community for any assignment {Rural Revitalization through the inclusion of local volunteers in voluntourism programme and planning}. By doing so, it will enable the voluntourist to have first- hand information about the community, the residents identity, occupational based needs, concerns and thus lead to their general endorsement of their activity.

Also revealed is the diverse segment of residents' attitude which spur the voluntourism supports, for instance, the result supported the significance of cultural attribute as a yardstick of measuring the residents' support for voluntourism impact and the better the tourists accords respect and dignity to local culture, the higher the level of support from the residents. Therefore, the organizers of tours in conjunction with local authorities should always sensitize and educate the tourists on “dos and don'ts” of every community that has been selected for voluntourism programmes. Also, local planners should inculcate voluntourism in their modus - operandi in such a way that local culture will not be tarnished or abused.

Environmental attribute based on the test conducted shows that it is a very good determinant of residents' attitude towards voluntourism impact. This suggested that the investors, tour operators and NGOs should take cognisance of this fact and utilize it to the benefits of local communities and not to their detriment so as to attain the primary goal of being a volunteer and most importantly, for the community to reckon with their assistance. The environmental implications of volunteer activities should be communicated to the residents so as to alleviate scepticism and concerns of the residents as well as forestalling negative support in the nearest future.

The fact that gender attribute is rejected based on this study does not negate the sensitivity of gender as an attribute. This may be due to the nature of the study area as a local setting in a developing country of Nigeria that alternative tourism seems to be new coupled with neglect by the federal and state governments on the provision of basic infrastructural facilities. The complexity of gender, its variability and understanding of the biological gender differences may not have direct impact on residents' support for voluntourism. Further investigation can be carried out to study the psychological gender differences among residents of a particular community and how such differences influence support for voluntourism activity.

Finally, the outcome of this research can help NGOs, tour operators, and planners to better integrate local community development, general improvement, environmental enhancement, cultural immersion, cross – cultural relationship, establish local volunteer as an attribute to reckon with, improve local income and youth retention {Rural Revitalization}.

Conclusion:

This study reiterates the significance of understanding the community support as a mechanism for the successful voluntourism activities. The theory of planned behaviour (TPB) and identity theory (IT) showed that culture, environment and local volunteer activities influenced resident's attitude and support to voluntourism.

The study contributes to the body of literature on voluntourism, showing that to support a project or development, the residents firstly would calculate the benefits to be derived (Vargas- Sanchez, *et al*, 2009).

Resident with strong cultural beliefs support voluntourism because it gives room for thorough comparison without impairing their traditional beliefs while community with good natural landscape and serene environment support voluntourism because of the economic advantages and benefits.

The theory of planned behaviour (TPB) and identity theory (IT) also explains residents support, attitude, intention and behaviour towards voluntourists in rural revitalization in developing countries. The three attributes influence the manner in which the residents support tourists' activity.

Volunteer activities and strong beliefs of local residents have been established as very good indicators of residents support for voluntourism. This finding could be strengthened in other case study sites. The study

affirmed that the understanding and knowledge of community culture and involvement in local volunteer activities in the course of tour planning by tour operators, NGO's and visitor centres staffing can help minimize conflict, cultural mis - understanding, cultural commodification and abuse.

Previous research showed that effects on resident behaviour were not influenced by biological sex differences but instead by psychological difference towards tourist (Fischer & Arnold, 1994). The present study supported this proposition because the hypothesis tested was rejected. However, it cannot be inferred that the gender attribute may not pose a threat to the support for voluntourism. Therefore, researchers are encouraged to integrate gender identity in their research for further analysis.

Again, the findings may be limited because of the peculiarity of the cultural trait of the residents of the study area. Scholars are therefore, enjoined to bridge the gap by carrying out studies on different cultures to ascertain their support for voluntourism.

Despite the limitations, the study has established TPB and identity theory as important theories to understand resident's attitudes, support, intent and behaviour toward voluntourism activity which proves valuable in revitalizing our rural communities.

Contribution to Knowledge:

The result supported the significance of cultural attribute as a yardstick of measuring the residents' support for voluntourism impact and the better the tourists accords respect and dignity to local culture, the higher the level of support from the residents.

It also encouraged the investors, tour operators and NGOs to take cognisance and utilize environmental based attributes to the benefits of local communities

The study contributes to the body of literature on voluntourism, showing that to support a project or development, the residents firstly would calculate the benefits to be derived as the understanding of the community's support serves as a mechanism for the successful voluntourism activities.

Finally, the research outcome shall help NGOs, tour operators and planners to better integrate local community development, general improvement, environmental enhancement, cross – cultural relationship, establish local volunteer as an attribute to reckon with rural livelihood improvement and youth retention.

Theoretical Contribution:

The theoretical contribution of the study is the revelation that identity theory can be used to ascertain the intent and support of residents towards voluntourism activity which has not been fully employed in the previous studies of investigating community support for voluntourism.

The model portrays that the attitude towards positive and negative impact of voluntourism in any local community is commensurable to the level of assistance to be rendered. The attributes tested are: cultural attributes, occupational based, environmental, gender and local volunteer attributes thus contributing to theoretical applicability by other researchers, as they are likely factors that substantiate residents attitude for voluntourism development mostly towards rural revitalization.

Conclusively, the testing of the model based on the marriage between TPB and Identity theory on Alletia and Chika villages, Abuja has added to the literature of voluntourism and proffer an ideal means of revitalizing our rural communities economically, socially and physically.

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