

The Development Strategy of Voluntourism in Tourism Villages at Badung Regency



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ABSTRACT: World tourism before the outbreak of the COVID-19 pandemic showed positive growth, especially with the birth of new tourism products such as voluntourism. Badung as one of the tourist destinations in Bali has the opportunity to develop voluntourism. This research aims to determine the perceptions, and motivations of tourists, managers, and tourist village communities in Badung Regency to make voluntourism an alternative tourism, as well as formulate strategies for developing voluntourism to support tourism development. This research was designed using a qualitative approach through data collection and analysis using observation, questionnaires, interviews, and literature study. Data were analyzed to understand the relationship between the structure of the voluntourism implementation process between organizers, tourists, and the community, and the impact of the voluntourism program. This research is based on voluntourism theory, voluntourist perceptions, motivation, supply and demand for voluntourism, consumer behavior, alternative tourism, and sustainable tourism. These theories are the basis for explaining the research concept clearly and measurably regarding the views of tourists, the community, and organizers or implementers of voluntourism to make voluntourism alternative tourism under the principles of sustainable tourism development in Badung Regency. The results and discussion show that the perception of tourists, the community, and tourist village managers regarding the implementation of voluntourism in tourist villages in Badung Regency is positive because it provides benefits to the community; The motivation of tourists to make voluntourism an alternative tourism in tourist villages in Badung Regency is well received because it can combine various holiday activities and social work activities with the community in tourist villages in Badung Regency; voluntourism is becoming a new force as alternative tourism that provides real and positive multi-effect benefits to the community; and voluntourism is used as a new strategy. This research concludes that voluntourism can be accepted as a potential alternative to tourism because it provides positive benefits for the community and managers of tourist villages in Badung Regency, and can be used as a strategy to support sustainable tourism development in tourist villages in Badung Regency.

KEYWORDS: voluntourism, perception, motivation, tourism village, alternative tourism, sustainable tourism strategy

1. INTRODUCTION

Tourism as a multidimensional industry developed rapidly until the end of 2019. In the highlights of the UN-WTO barometer at the beginning of 2020 (UN_WTO, 2020), world, regional, and national tourism and tourist destinations throughout the world showed good and even growth until 2019. The emergence of the COVID-19 pandemic has hurt the growth of the tourism industry throughout the world. However, the Covid-19 pandemic did not stop the development of the tourism industry in Bali, but rather an evaluation and introspection was carried out to find various solutions to restore the Bali tourism industry to a normal situation like before 2020. The decline in the number of foreign and domestic tourist visits has given rise to problems- new problems and forcing stakeholders together with the government to reconsider previously planned tourism development strategy steps by taking emergency action to anticipate the worst things such as layoffs, closure of hotels and tourist attractions, and closure of tourist attractions. Various steps have been taken, coordinated by the UN-WTO, the Ministry of Tourism, and related stakeholders, such as the implementation of new health procedures such as those carried out by Indonesia Care through the CHSE Health Protocol which is a guide for the tourism industry in minimizing the impact of Covid-19. Although Bali's tourism situation has begun to recover with increasing tourist visits which are increasingly recovering.

The increase in the number of international tourist visits shows the hard efforts of tourism industry stakeholders together with the Bali government trying to find a way to restore the tourism industry by providing incentive assistance for industry players in various ways to slowly bring international and domestic tourists to Bali. In this near normal situation, several business places and hotels are still trying to be disciplined in implementing restrictions (social distancing). The marketing strategy has diversified with new approaches, webinars are held continuously with various parties, reinforcements are made to ensure that Bali tourism does not give up on the existing situation because the industry sees that Bali is still a dream destination for foreign and domestic tourists.

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Various object activity programs and tourist attractions are undergoing improvements, especially attractions that rely on Bali's natural beauty.

In a situation like this, one form of activity that is of interest to tourists now and in the future is the voluntourism program which combines holiday activities with voluntary social activities to help people in tourist destinations and tourist villages in various areas of activity that are planned in an integrated manner such as health and development, infrastructure, environment, training, arts and culture, sports, and development of new tourist destinations. The growth of voluntourism tourists throughout the world shows quite good growth (Clemons, 2010). In the current situation of the recovery of Bali tourism, the interest of voluntourists (voluntourism) in the quality of Bali tourism by applying the principles of sustainable tourism development (UNWTO, 1992) is a separate assessment because Bali for them is a unique tourist destination and needs to be strengthened in future development. The role of voluntourism tourists is a form of care and honor that can be given by them, even on the smallest scale. On this basis, the author sees that the growth opportunities for voluntourism tourists will increase and have promising potential for the growth of Bali tourism because their role is highly appreciated and accepted as a social concern and fulfills their satisfaction by being able to do something useful for the community in tourist destinations in Bali. Voluntourism is a form of tourism activity that has only recently become known in Bali, although in reality this form of activity has been carried out individually or in groups but has not been well organized. Each organizer said that visits by tourists who also carried out voluntary activities were planned and organized individually following the wishes of the sending institution. Based on this, the author sees that voluntourism can become a new model that can provide benefits to the community and develop a sustainable tourism industry, especially in tourist villages, in this case the research focuses on tourist villages in Badung Regency. This thinking refers to the perception of tourists, tourism industry stakeholders in seeing the development of voluntourism as an alternative tourism that can influence tourists to carry out voluntourism activities in Bali.

From the description above, Bali as a world tourist destination through its tourist villages, in this case in Badung Regency, should be able to take advantage of existing opportunities to develop voluntourism as an effort to improve the quality of its tourism image and capture the benefits of the voluntourism model as an alternative tourism to overcome boredom that is possible and can occur in the future. Based on these objectives, it is necessary to carry out research to see how far voluntourism can be accepted and developed in tourist villages in Badung Regency. Based on these problems, three main problem formulations were explained, namely voluntourism as an alternative, the benefits of voluntourism for voluntourists, the community and tourism actors, the role of voluntourism in supporting sustainable tourism development.

Voluntourism is based on a clear and measurable research concept to see how tourists, tourism industry stakeholders and volunteer recipient institutions in Bali perceive the presence of voluntourism as an alternative tourism. Voluntourism indicates the role of an inseparable reciprocal relationship between voluntourism managers and voluntourists, the community, and voluntourism managers in tourist villages in Badung Regency. Voluntourism is an alternative tourism that provides opportunities for tourists to carry out activities in various forms directly with the community in tourist destination areas which have their own uniqueness. As an alternative product, voluntourism is a product that is different from the general understanding of tourism products. In general, the understanding of voluntourism as an alternative tourism is related to sustainable tourism or green tourism. Alternative tourism also has an understanding of the closeness of tourists to the people in the tourist destinations they visit in the form of direct socialization relationships, especially in understanding people's habits and lifestyles and how tourists understand their habits and lifestyles directly, and from there they gain new experiences. With the presence of tourists, the picture that tourism has an impact on the economic life of the community can occur and be felt directly in these encounters, which is different from the concept of tourism in general which only states that tourism provides general economic benefits to the community.

2. METHOD

This research was designed using a qualitative methods approach which is a form of research design through several process stages starting from collecting, analyzing and combining qualitative data in a study. In this Voluntourism research, the clarity and adequacy of theory is combined or modified with the experience of voluntourists, Voluntourism providers and managers of tourist villages in Badung Regency, tourists' perceptions, and approaches to other aspects such as motives, experiences and impacts that are appropriate to the Voluntourism situation itself. Through this method, the approach taken is also intended to help understand the experiences of those being studied and can then be applied for better management. It is hoped that this Voluntourism research will bring up new things that can strengthen the relationship between volunteer work and tourism stakeholders because these two categories together will provide an explanation including the involvement of volunteers as tourists and their relationship with the community in this voluntary work. The categories and concepts resulting from this research will also look at the diversity of voluntourism concepts amidst the limitations encountered in the field.

This research was conducted in Bali in tourist villages in Badung Regency. Respondents included foreign tourists, local communities in tourist destinations, managers of tourist villages, and those who had organized volunteer tourism activities in Bali. For respondents who were volunteer organizers who had organized volunteer activities in Bali but were abroad, correspondence

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was carried out via WhatsApp and email.

This research uses the theory of voluntourism, alternative tourism, sustainable tourism development as the main theory and is supported by the theory of voluntourism motivation, supply and demand for voluntourism, consumption behavior. This supporting theory is used to determine the behavior of potential tourists (voluntourists) so that tourism actors who offer Voluntourism as an alternative tourism that promises to be able to take comprehensive approaches so that it can answer questions about the needs and wants of volunteer tourists, why they are interested in offering volunteer programs or activities.

Data collection was carried out sequentially starting from observations, interviews, questionnaires, collecting documents obtained from tourists, managers of tourist villages. The use of questionnaires as a form of data collection that uses a set of written questions based on measurable variables. After the data and information have been collected, data tabulation is carried out. Interpretation of the data tabulation results was made with descriptive explanations in accordance with the research objectives. The purpose of this descriptive description is so that the data can provide an orderly and structured, concise and clear picture of an event, phenomenon and state of the material being studied so that a certain understanding and meaning can be given to determine the influence and relationship of voluntourism with public perception, alternative tourism and sustainable tourism.

3. RESULTS AND DISCUSSION

The results of questionnaires and interviews represented by managers of tourist villages in Badung Regency illustrate that there are great opportunities for tourists to carry out volunteer tourism activities in tourist villages in Badung Regency where the construction of the form and type of activity program is carried out voluntarily according to the pattern -certain patterns according to community conditions and situations. The results of this research also show the motivation of voluntourism tourists to undertake voluntourism trips to gain new experiences in areas different from their origins to give their time and resources to help other people, especially in tourist destinations that need support and assistance in improving the quality of tourist objects and attractions in those destinations. The results of in-depth interviews with organizers and foreign tourists illustrate that there has been a change in the motivational background of voluntourism tourists from altruistic motivation to motivation that is more focused on getting new experiences. From this study, it can be seen that the motivation of voluntourism tourists has clear variations regarding tourism activities and volunteer activities carried out where volunteer activities are not a choice but something that has been planned. The first problem that the author discusses is the perception of tourists, the community, and managers of tourist villages in Badung Regency in seeing potential opportunities in supporting the development of the tourism industry in Bali as an option.

The results of the study show that voluntourism has a great opportunity to be a potential choice that can enrich the forms and types of tourism as a development of tourism product diversification in the tourist villages of Badung Regency. The diversity of tourist objects and attractions not only makes voluntourism tourists interested in going on holiday but also creates an interest in participating in various social activities voluntarily. Most of the tourists and local people interviewed said that Bali needs voluntourism to provide new experiences, especially for tourists who have come more than once. Their motivation for coming is also a love for the Bali tourist destination which makes them come to visit not only for a holiday but also to gain new experiences by taking part in activities with the community at the tourist destination.

The relationship that exists between tourists and the community is based on an authentic relationship approach that is established not only when the activity is carried out but also in its continuation with tourists and subsequent activities. The constructive relationship that exists between tourists and the community is one way of strengthening that voluntourism can become a popular choice for tourists. The interview results also show that tourists want inter-personal and intra-personal relationships to be built based on an existence that can strengthen each other so that tourists and the community get benefits and new experiences that can change their understanding of quality tourism. Voluntourism can be an alternative when voluntourism activities are aimed at strengthening and improving the quality of tourism activities in the area. The opinions of tourists and also voluntourism organizers show that voluntourism activities can be carried out in all tourist destinations where the people have an understanding of the goals and benefits of voluntourism. The implementation of voluntourism in the tourist villages of Badung Regency has a positive value and has multi dimensions which can create a good name for Bali tourism which is growing and developing.

The results of the study show that both tourists, local communities, managers of tourist villages and organizers of voluntourism activities have the same understanding that the main focus of voluntourism activities is on the recipient communities in tourist villages. The motivation of voluntourism tourists to participate with the community in voluntourism activities is based on the aim of providing positive benefits to the recipient community through various forms of voluntourism activities which are based on the real needs of the community. The wide scope of voluntourism activities provides positive things for the community and the development of the tourism industry in Bali. The results of the study also show that the handling of voluntourism activities is good and planned and is supported by relevant research results that increase new understanding that voluntourism is an activity that has positive value and is beneficial for the recipient community. In line with that, Wearing (2001) also emphasizes volunteerism activities.

The results of the study also show that volunteer tourism activities contribute in various ways to the community in tourist destinations as an effort to improve the image and quality of the appearance of tourist attractions in that place. The results of the

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study also show that voluntourism can increase the self-confidence of the recipient community and build mutual relationships between the community and tourists. Voluntourism provides a variety of benefits for stakeholders because it benefits the recipient community, financially provides clear benefits, is carried out by an organizing organization that has credibility and is accepted by the community, and guarantees the long-term continuity of the tourism industry in Bali. The management of organizing voluntourism activities in the recipient community areas needs to be made as well as possible to foster trust not only for voluntourists but also for international organizations that are cooperative partners in organizing voluntourism activities. Therefore, to maximize the benefits obtained by tourists, stakeholders, especially volunteer tourism organizers in Bali, need to deconstruct tourist activities by including forms of social tourism, cultural tourism, eco-tourism, responsible tourism. Voluntourism organizers in Bali need to understand the motivations of tourists who have educational, occupational and cultural backgrounds when they want to carry out voluntourism activities so that the goals and focus of the activities are successful and effective.

The next problem is how to make voluntourism a sustainable tourism development strategy in Bali. The results of the study show that tourists, local communities and organizers want voluntourism activities to be able to improve the quality of tourism development in tourist villages because tourism is the main industry in Bali and is expected to be sustainable. The perspective of tourists, the community and volunteer tourism organizers shows that voluntourism activities must have a wide scope of depth as a potential alternative, authentic voluntourism activities reflect the needs of the local community, tourists feel the natural beauty of the local community's culture, the communication that exists between the community and tourists creates a feeling of confidence for both parties, developing voluntourism based on sustainable principles while for tourists the satisfaction obtained can strengthen support for the development of voluntourism in the tourist destination. Tourists and volunteer tourism organizers also emphasize the importance of a security and safety approach for tourists, arranging access to adequate infrastructure, providing tourist objects and attractions based on environmental conservation principles. Voluntourism has a big opportunity to be developed in tourist villages as a future trend because it needs to be prepared from now. The biggest opportunity for volunteer tourism activities or programs is on issues of implementing environmental activities. As explained above, environmental issues are a main part of the principles of implementing sustainable tourism development. Environmental issues have become a special attraction as stated by tourists in their survey results which emphasize that voluntourism activities in Bali place the highest attention on the environment, especially in relation to waste handling.

The increasing interest of world tourists in carrying out voluntourism activities is a challenge in itself for voluntourism organizers in Bali, especially at this time after the Covid-19 pandemic, the tourism industry is starting to move towards a normal situation. The restrictions that occurred during Covid-19 have caused tourism actors to take various ways to improve themselves to welcome a new form of normality, including through implementing health protocols which are now becoming a new culture. For voluntourism organizers, the process of organizing voluntourism activities, and all forms of technical administrative links require special preparation starting from tourist arrivals, health protocols and standards, use of digital technology, community participation, policies limiting activities in the wild, cultural activities, the environment and socialization with the community. All forms of new restrictions are a concern for volunteer tourism organizers because volunteer tourism in the Covid-19 pandemic era must be able to depict a combination of educational forms of volunteer tourism programs, contributions from tourists and the community, holiday activities, and community empowerment in a new nuance. Voluntourism activities in this new era must be able to integrate with the principles of quality tourism which emphasizes safety and security, hygiene, accessibility, transparency, authenticity, and harmony. With the current conditions, volunteer tourism organizers are very aware that creativity is needed in adapting new models and methods such as the application of virtual technology, standard health protocols, community and tourist behavior in the new order, disaster management, and selecting various forms of activities that minimize risks.

Based on the description of the study results above, voluntourism as an Alternative Tourism in supporting Sustainable Tourism Development is very appropriate to be implemented in Bali tourist villages. This research is new in terms of the purpose of writing, although the approach also has several similarities in looking at the experiences of voluntourism tourists when carrying out voluntourism activities in Bali. The novelty of this research includes the inclusion of foreign tourist respondents, local communities and managers of tourist villages in Badung Regency, voluntourism organizers not only from Bali but also from other countries, new voluntourism research titles, new discoveries in accordance with the dissertation title which contribute to the development of science in the form of developing further research in the field of voluntourism.

The results of the research also produce similar models for organizing voluntourism as described by Sidhi Turker (2022, dissertation) which produces 2 models for organizing voluntourism that can be developed in tourist villages (diagram 1 and diagram 2), namely the First Model is the Flow Model for Selecting Locations for Voluntourism Activities, and the second model is the voluntourism implementation model. The first model depicts that voluntourism tourists have 3 (three) choices in determining the location of their activities, namely through the sending institution, the receiving institution and directly to the village/tourism village/receiving community. The selection through the sending institution is processed by the recipient institution which will then arrange with the recipient institution to carry out the planned activities. The choice of selecting sending institutions and receiving institutions in the tourist experience as well as volunteer tourism organizers is made for groups of tourists or families.

Meanwhile, for individual tourists, this only happens occasionally, mostly in the form of donations and not taking part in

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carrying out planned activities. Furthermore, in the second option, voluntourism tourists can also plan voluntourism activities by contacting the recipient institution directly which will then process the planned voluntourism activities. The third option is a direct choice from tourists to the community/village/tourism village of their choice. This third option is generally based on explanations from the volunteer tourism organizers who were interviewed because there had been previous personal communications both individually and institutionally. Furthermore, the Second Model describes 5 (five) important things that are the focus of organizing voluntourism in tourist villages, namely the role of voluntourism organizers, voluntourism stakeholders; forms of volunteer tourism activities; benefits obtained by the community, and the quality of the tourism industry; marketing of voluntourism products and services. This model is not yet a complete and perfect finding, but at least this model can provide an illustration that voluntourism activities carried out in Bali have multiple dimensions that are interrelated and support each other, therefore tourism organizers in Bali must be aware that a new form of tourism is being created. called voluntourism provides new options and challenges that have the potential to be developed now and in the future.

The implications of the research results describe an exploration of the perceptions of voluntourism tourists and voluntourism organizers, especially managers of tourist villages, in seeing the phenomenon of voluntourism activities as a form of activity that is profitable and provides for the community in selected tourist destinations by applying the principles of sustainable tourism through various activities. which is a real need of the people in that place so that it gives a sense of satisfaction and appreciation to tourists and volunteer tourism organizers. This gives new strength that voluntourism is an activity that is beneficial to society and provides new experiences for voluntourism tourists. Research was also conducted to explore the views and perceptions of voluntourism tourists and organizers of voluntourism activities regarding the three problems that were the aim of this research, namely: 1). the motivation of voluntourists in making voluntourism a potential alternative to tourism; 2). voluntourism can provide benefits to society; 3). Voluntourism can be a strategy for sustainable tourism development in tourist villages. The implications for tourists and voluntourism organizers are theoretically combined with the perceptions of tourists and voluntourism organizers, showing that voluntourism provides satisfaction for voluntourism tourists and organizers because the voluntourism activities carried out provide benefits according to the needs of the community in selected tourist villages, especially as voluntourism activities in various forms are planned and carried out based on a holistic approach.

The implication for the world of education and business is the opening up of further research into the phenomenon of voluntourism, which is currently continuing to increase so that solutions to the form of organizing voluntourism will increase in quality to support tourism planning and development that prioritizes the principles of sustainable tourism development with a focus on voluntourism activities providing significant benefits. real for the community and increasing the quality of tourism in the destination. Various further research can be carried out to strengthen the planning and development of voluntourism, such as research on the demographics of voluntourism tourists, voluntourism activities based on the cultural background of voluntourism tourists, interest in tourist destinations that have never included voluntourism activities to make voluntourism a diversification that can strengthen tourist objects and attractions in the destination. These include economic benefits and employment opportunities for the community with the presence of volunteer tourism activities.

The aim of this research is limited by time and resources so that the study carried out is limited to the implications of this study in the form of exploring the phenomenon and perceptions of voluntourism tourists using their various experiences, including organizations that have organized voluntourism activities. It is hoped that further research can further expand the study by confirming other findings that are more in-depth and useful for the study of voluntourism in an effort to increase community benefits and the quality of organizing voluntourism activities. Although this research has limitations, it is hoped that it can be a starting point for further research. Asking tourists for voluntourism and also increasing the attention of voluntourism organizers shows that voluntourism continues to increase and is becoming a popular choice because it can provide new experiences, satisfaction and real benefits for people in tourist destinations.

4. CONCLUSION

Based on the description of the results of the discussion above, conclusions can be presented from the results of research on voluntourism as an alternative tourism in supporting sustainable tourism development in tourist villages, in this case in the tourist villages of Badung Regency. **(a)** voluntourism can not only be an alternative but also a new force in the process of diversifying tourism products for the Bali tourism industry. The advantage of implementing voluntourism as an option in tourist villages is supported by the location of Badung Regency, Bali in the equatorial area so that various forms of voluntourism activities can be carried out at any time. voluntourism is "a new force of alternative tourism" that can support sustainable tourism development in Bali, therefore stakeholders must be able to work together to give a new meaning to voluntourism for Bali tourism and promote it together with all stakeholders; **(b)** voluntourism is a program that provides real benefits to the community, therefore its organizers must have the ability, initiative, and communication skills with tourists and the community. The presence of organizers as motivators and communicators in building relationships between the community and tourists makes tourists have confidence that voluntary social work activities are successful and effective for the benefit of the community. The benefits obtained by the community are not only in the form of an activity but also multi- effect economic benefits when they shop, stay at a community homestay, experience

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cultural exchange. (c) voluntourism as a new tourism force plays a very important role in supporting improving the quality of sustainable tourism development not only for the recipient community but also tourist destinations in the region. The recommended volunteer tourism programs are activities that are close to community needs based on the principles of local tourism and community based tourism. Organizing volunteer tourism activities carried out with integrated and sustainable planning is a form of real support for tourists and their organizers together with other tourism stakeholders in improving the quality of tourism development in the area. The experience of voluntourism organizers, foreign tourists and local communities shows that voluntourism is a new alternative form of tourism that has the potential to improve the quality of tourism development in tourist villages.

As a follow-up to the implementation of voluntourism, the author provides suggestions (a) Voluntourism as a potential new alternative tourism force requires cooperation from tourism stakeholders in Bali to create related policy implementation strategies. In this case, the role of the government together with related tourism associations is to launch integrated promotions in stages; (b) The application of voluntourism is continuously developed together with the organizing operator, the community and other related parties who have organized voluntourism activities and must apply the principles of community based tourism and sustainable tourism development through a wholistic approach of the relevant parties so that the goals and focus of the benefits of voluntourism are successful and efficient; (c) In maximizing the implementation of voluntourism which applies the principles of community based tourism and sustainable tourism development, the organizing operators and related parties collaborate with academics and institutions of higher education and research, institutions sending international voluntourism tourists; (d) Implementation of health protocols through the CHSE (cleanliness, Health, Safety, Environmental) Guidelines from Indonesia Care needs to be continued and implemented as a necessity for new forms of tourism. By organizing voluntourism activities with strict health protocols, it gives tourists a new sense of confidence in carrying out voluntourism activities in tourist villages.

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