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The Motives of Volunteerism Involvement in the Tourism Sector

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Abstract

This study investigated the volunteers in the tourism industry are still regarded as a new venture in Malaysia especially in the East Coast states of Peninsular Malaysia. Strategic planning from international level has highlighted volunteerism in improving the quality of tourism around the world. Hence, volunteerism in Malaysia has been set up by the Ministry of Tourism and Culture Malaysia to encourage foreign tourists to visit Malaysia by sharing information on the uniqueness of Malaysia. Therefore, it is very important for researchers to identify volunteer engagement motifs to enhance the motivation of volunteers in the tourism sector in the East Coast of Peninsular Malaysia. This survey uses survey methodology, interviews and analysis of documents as a means of gathering information that will involve 297 youth students from three Higher Education Institutions in the East Coast of Peninsular Malaysia. Through this research, the researcher uses the Volunteer Functional Inventory (VFI) model developed by Clary et al., (1998) to test the individual motives of volunteering through an approach to Function Theory (Katz, 1960). The goal of this study is to identify volunteers' involvement motives with volunteer activities through the application of the VFI model with the motivation of volunteers to engage in voluntary activities. Conclusion, this study can help in giving an impression and contribution of new knowledge in the tourism industry, especially as a volunteer mosque tour guide to youth in the East Coast of Peninsular Malaysia. Furthermore, it is hoped that this study will provide the basis for a more in-depth study on the motive of volunteer engagement and motivation of volunteers as well as uplifting the tourism industry in line with the goal of National Transformation 2050 vision.

Keywords: Motives of Volunteering, Volunteer Involvement, Tourism Industry.

Introduction and Background of Study

Volunteerism is a pure practice. In fact, in certain cases and circumstances, certain volunteerism is considered sacred (Saifuddin, 2001). The spirit of volunteerism is a highly-appreciated value in

the life of society and sharing the meaning of humanity. The youth community is primarily a part of volunteers involved in the success of various activities, programs and engagements that aid a nation and religion. According to Rokiah et al. (2016) volunteering is one of the national and religious demands in the framework of national unity to meet the challenges of times. It can be a measure of the nature of humanity that exists in a person or a human group.

Meanwhile, Islam provides guidance in promoting volunteer values, attitudes and practices. This can be clearly seen through the concept of *fastabiqul khairat* i.e. racing in charity. As the meaning of the word of Allah SWT means:

"They believe in Allah and the Last Day, they enjoin the righteous and prevent the evil and hasten to do all kinds of virtue; they are among the righteous. "

(Al Imran: 114)

In this context, the main principle emphasizes the work of volunteerism in Islam is the spirit of sacrifice (*ruh al-tadhhiyyah*) occurring in a Muslim, because it has a high value in the sight of Allah SWT and his reward is the reward of the Hereafter (Saifuddin, 2001). The voluntary volunteerism is a concept and practice related to the contribution or sharing of time, resources, knowledge, skills / abilities, experience and so on voluntarily, without compulsion and without expecting a reward (Azizan, 2016). Each country, there will be a voluntary sector or organization that will work on the development of volunteer engagement. For example, the United Nations (UN) move made the year 2001 the International Volunteer Year, explaining the importance of volunteerism in all walks of life.

Wilson (2000) has defined voluntary "any activity in which time is given freely to benefit another person, group or cause". Volunteer work refers to activities that are undertaken to assist others without expecting or expecting a reply and are completely free (Musick, & Wilson, 2003). Voluntary work or voluntary service is a sincere, non-coercive activity from any party, without expecting a reward and benefiting the target group. Volunteers are very important as they contribute expertise, skills, knowledge and energy (Dorsch et al., 2002).

According to Azizan (2016) in Malaysia between the formal voluntary sector, it covers a wide range of statutory voluntary organizations established under the acts as the 1966 Societies Act (and amendments), the Youth Societies and Youth Development Act 2007, RELA) and organizations by individual members for affiliated organizations such as the Malaysian Youth Council (MBM), the Malaysian Women's Organization Council (NCWO), the Malaysian Children's Welfare Council (PKPIM). However, this new field of study is especially important in our country requiring a deeper assessment of the understanding motives of volunteerism involvement in the tourism sector.

Therefore, the researcher intends to take this initiative to study the relationship between the motive of volunteerism involvement in the tourism sector. Need to be aware of the strength of a destination based on the attraction it has on it. It is the main reason why travelers are coming to a destination. Attractions are one of the most important elements of tourism that need to be planned and managed well to ensure that all parties (tourists, governments, travel agencies, locals and so on) benefit from it (Afendi et al., 2010)

The attraction of a tourist destination should be complemented by tourists' volunteers that will complement the needs of these magnificent travelers. According to Mohamad's study (2013) based on the survey, the difference in average mean value and average satisfaction value indicates that tourists are dissatisfied with the attitude of the staff in their willingness to assist

travelers. Some staff tell them they cannot always help tourists because they have the schedule they should follow.

In addition, Afendi and Ahmad (2010) stated that one of the reasons why tourists did not come or away from a destination was the absence of necessary services or the unsatisfactory service quality. A successful destination should have transport services in addition to other services such as accommodation, toilets, dining and visitor bureaus. Apart from benefiting travelers, volunteer work is believed to contribute substantially to the national economy, establishing mutual understanding and cooperation in community communities including regional and global levels. Promoting social entrepreneurship in various fields and forms and nurturing and strengthening the process of good democracy and governance. Special studies in these matters should be encouraged (Azizan, 2016). Recognizing this fact, the researcher took this opportunity to assess the motives of involvement in volunteerism in the tourism sector. Practically, these findings are expected to help the income and development of the tourism sector in the State of Terengganu. Hence, this study has helped facilitate the management of volunteer and tourism sectors involved with voluntary activities in ensuring quality services are in line with international standards.

Conceptual Definitions

There are some definitions of concepts to be clarified to explain this writing. Some of these concepts are carefully described because they are the main items or concepts that drive this writing.

1. Motives of involvement

The strength of a motive raised by his goal also influences the decision-making process in an action (Davidoff, 1979). The goals stimulated by strong motives will be more attractive than the goals stimulated by weak motives. Relatively, these motives will indirectly determine the outcome of the decision (Desa, Cosmas et al., 2015). In particular, the motive greatly influences the decisions, actions, goals and conflicts of individual psychology.

Meanwhile, engagement in volunteerism is driven by the nature of altruism or the desire to do good to others. Altruism is born of human nature and the application of social values in individuals (Nadirah et al., 2013). Altruism refers to the attitude or behavior of individuals without expecting any external rewards. This study describes the motives for student participation in volunteerism. The motives are: career, social, values, understanding and improvement. This motive was assessed by every respondent in this study. This involvement motivation is as encouragement or often referred to as motivation is something that can produce behavior. According to Chang et al. (2014), the impetus makes a person act in a way that he thinks fit and has a certain motive at that time whether or not he has good or bad.

2. Volunteerism

The spirit of volunteerism is associated with charitable and charitable work carried out by individuals or groups in groups who need help (Rokiah et al., 2016). Bahari (2003) and Musick and Wilson (2003) argue volunteerism is a concept of voluntary work or service that is a person who contributes devotion without compulsion or has a sincere intention without expecting material rewards.

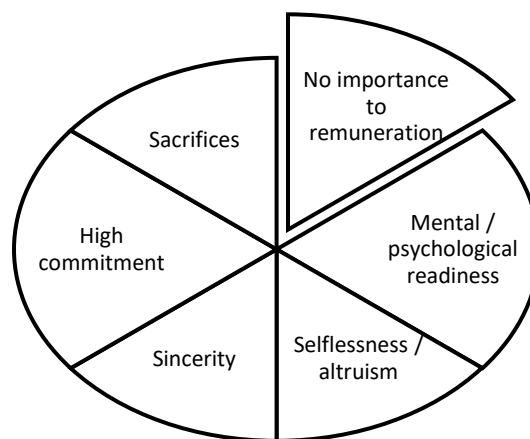
The superior strength of personality will be built with youth active involvement in social and volunteerism. In fact, Wilson (2000) concedes that the spirit of volunteerism is one of the

core values that must exist and should be sown among the younger generation as these are the ones that will determine the progress or decline of a nation.

However, the work of volunteers is a task, with the intention of acting or acting on something consciously, well-planned, and earnest, rather than something that is done in a while (Azizan, 2016). The United Nation Volunteers (2011) use the definition of volunteerism which contains three main features ie work or activity on their own, non-payable, or not driven by financial rewards and should benefit other people outside their immediate family or even a struggle also benefit from their own volunteers.

However, Bahari (2011) notes that the average membership in formal organizations and youth participation in voluntary work is measured in terms of quantities as indicator and measurement of youthfulness and youth activism in volunteerism organizations rather than quality and commitment aspects continuous. Additionally, according to Rokiah et al (2016) states the concept of volunteerism that must exist in the soul of a volunteer is as follows:

Figure 1.1: The Concept of Volunteerism (Rokiah et al., 2016)



Through Figure 1.1 the concept of voluntarism stated is of no importance to remuneration, mental / psychological readiness, selflessness / altruism, sincerity, high commitment and sacrifices in every voluntary activity undertaken. Therefore, for this study, researchers are keen to assess the willingness and encouragement of volunteer involvement in engaging in voluntary activities. Especially as volunteers in propagating Islamiyah da'wah to foreign tourists in mosques in the State of Terengganu.

Volunteerism in this study was formed as a mosque tour guide. The volunteers' needs and energies to become a mosque tour guide are still needed as the number of tourists is increasing with the architectural attraction in the State of Terengganu. According to the Terengganu Darul Fitrah association in early 2014, our volunteers were on duty every day including the weekend (2.00 pm - 6.00 pm). However, we still need additional volunteer volunteers as well as funds for further launching such programs as providing Quranic translations and brochures about Islam in various languages to tourists.

Therefore, the study of volunteerism is highlighted in line with the statement (Arabi et al., 2007) that efforts in the development of youth in Malaysia should be reviewed and not only

in accordance with the needs and interests of certain individuals or groups as youth development is so sensitive to the change in orientation community. Facilities, abilities, rights and privacy for themselves and families are the priorities in society today. However, for this study, researcher developed voluntary volunteer research at the mosque as a mosque tour guide in Terengganu State Mosques. It sees the importance of tourist guides in the mosque as a new attraction in the East Coast especially in the State of Terengganu.

Tourism Sector

Tourism is one of the sectors that make a huge return on world income. Since the 1980s, the tourism industry in Malaysia has shown tremendous growth. The government has given serious attention to this sector due to its ability to contribute income to the country while improving the socio-economic status of the people. According to Iffah (2008) tourism is usually one of the largest industries in the world. Tourism has the purpose of taking into account the perspectives and views of the parties involved either directly or indirectly with the tourism industry.

This study focuses on the attraction of foreign tourists in mosques in the State of Terengganu. Foreign tourist attraction in this mosque is one of the efforts to provide welfare, preaching and education services to Muslims in order to build strong faith and confidence through various programs and activities organized (Association of Fitrah, 2012). The effort was carried out in collaboration with the Crystal Mosque and the management of the Islamic Civilization Park beginning in 2012. The association sent a total of 4 full-time volunteers at the Crystal Mosque, almost daily from 11am to 5pm. The volunteers are tasked with welcoming tourists visiting the Crystal Mosque and explaining the beauty of the mosque architecture and delivering Islamic messages especially to non-Muslim tourists.

Problem of Study

Tourism volunteer initiatives from the Ministry of Tourism and Culture are as an effort to improve the tourism industry in Malaysia. This will also be in line with the mission of the Malaysia Tourism Transformation Plan to receive 36 million foreign tourists by generating tourism revenue of RM 168 billion by 2020 (Ministry of Tourism and Culture Malaysia, 2015). Since its implementation every year from September 2012 to August 2015, 272 activities have been successfully implemented involving 87,473 volunteers. Despite the growing involvement of volunteers, having taken into account the youth population, the opportunities for engagement, understanding and youth motivation for volunteering involvement, it has not yet been raised as a fundamental and important thing to be seriously, systematically and consistently addressed (Bahari, 2011).

The sequence, 1 Malaysia Voluntourism was introduced to foster the spirit of volunteerism among the community as well as the tourists to contribute together to the development of the tourist sector of the country. Therefore, the researcher took initiative to study the motives volunteer involvement and identify the rate of increase volunteerism among mosque tour guide in the tourism sector, particularly in the East Coast of Terengganu State of Peninsular Malaysia.

However, volunteerism in tourism is still considered a new medium venture in Malaysia, especially in the East Coast states of Peninsular Malaysia. The involvement of volunteers in this tourism can help to increase the percentage of tourist arrivals in Malaysia especially in the State

of Terengganu. Tourist arrivals to the State of Terengganu recorded an increase of more than 300 percent within 10 years from 2005 to 2015; rising from 1.5 million to 4.7 million people (Noraini, 2017).

The promotion of tourism is not only the responsibility of the government but also requires the support and cooperation of all walks of life and youth especially. Tourist volunteers are one of the government's efforts to raise foreign tourist rates to come to Malaysia. (Ministry of Tourism and Culture Malaysia, 2015). The main objective of establishing Volunteerism by the Ministry of Tourism and Culture Malaysia is to help promote and promote the sharing of various information on tourism and culture through social media applications. This shows that volunteers are helping in the development of the tourism industry in Malaysia.

The program is to promote the participation of the community in the preservation, conservation and promotion of national culture and heritage and is aimed at stabilizing the involvement of volunteers with the upcoming tourist arrivals to Malaysia. This study looks specifically at some of the motives that will influence the involvement of volunteers, especially in the tourism sector, which is the motive factor as a variable.

According to Aishah Nadirah et al. (2013) is very important for event managers to understand the motive aspect of volunteer engagement in focusing and attracting them. In line with the study of Khoo and Engelhorn (2011) which states that when volunteers have an interest, they will give full commitment to their role. This is similar to the study of Sharififar et al. (2011) stating the assessment of the volunteer's motivational level will help each organization in the recruitment of volunteers and improve the quality of existing volunteers.

Table 1.1: Descriptive analysis of volunteer engagement motifs (Nadirah et al, 2013)

	Category	N	Min	Deviation Standard
Motives of Involvement	Career	60	3.77	0.52
	Social	60	3.63	0.58
	Value	60	4.03	0.54
	Understanding	60	4.05	0.55
	Increase	60	3.96	0.50
	Protection	60	3.68	0.56

Table 1.1 shows descriptive analysis for question categories related to motives, involvement, number of respondents (N) of 60 people, mean value and standard deviation. The mean value is the average value of the entire respondent's response to a rating towards agreeing or disagreeing with each category or sub-category question. In general, the respondents are assessing the approximate direction for each question category evaluation where the mean value approaches the value of 4, which is agreed. Furthermore, the mean value of the engagement motive for sub-categories is 3.77, social is 3.63, value is 4.03, understanding is 4.05, improvement is 3.96 and protection is 3.68. In the engagement impact category and satisfaction level, mean values are 3.87 and 3.93 respectively.

In terms of mean comparison, the highest mean value is the sub-categories of motives involvement the mean of which the mean value is 4.05 followed by the mean value of the

engagement motif sub-category, which is the value. It shows the respondents to evaluate the higher proportion of each sub-category question. Similarly, the lowest mean value represented by the social sub-category in the engagement motif is 3.63 compared to the mean value of the other categories.

According to Clary and Snyder (1999), the instruments of engagement motif use the functionalist approach used in volunteering to identify the basics of volunteer motivation. Purposes of these types of functions as well as series of experiments and tests are carried out providing a six-factor motivational instrument called the Volunteer Functions Inventory (VFI), this instrument is used to measure the impulse in a variety of functions or needs that can be fulfilled through volunteer work. The six functions or factors measured by this VFI are shown in Table 1.2.

Table 1.2: Six Volatile Functions Measured by Volunteer Functions Inventory (VFI) (Clary and Snyder, 1999)

Function / Factor	Description of function
Encourage	
Value	Voluntary work gives one the opportunity to give birth to important values such as altruism and humanitarian concerns.
Understanding	Volunteerism provides opportunities for new learning experiences as well as opportunities for people to use their knowledge, skills and abilities.
Social	Social functions are fulfilled through voluntary work when a person benefits from friendship, or volunteer involvement is appreciated by other parties.
Career (Volunteer)	Volunteerism helps a person in terms of career (utilitarian function) such as getting a useful experience for his / her career.
Defense	This function is more concerned with the importance and defense / ego protection (ego protection). Voluntary involvement protects the negative nature of one's self. An example here may be a voluntary work to reduce his guilty feelings as he thinks himself more fortunate than anybody else. Similarly, one may be involved in voluntary work because it wants to deal with his personal problems.
Increase / Repair (enhancement)	This function relates to the process of encouragement towards the growth and development of positive ego, namely the development of a person's psychology through his involvement in volunteerism (voluntary work).

(Source: Jiampao, 2009)

According to (Azizan, 2016) states that the difference in motivation or purpose in voluntary work gives different views in influencing volunteer motivation as well as encouraging volunteer work as follows:

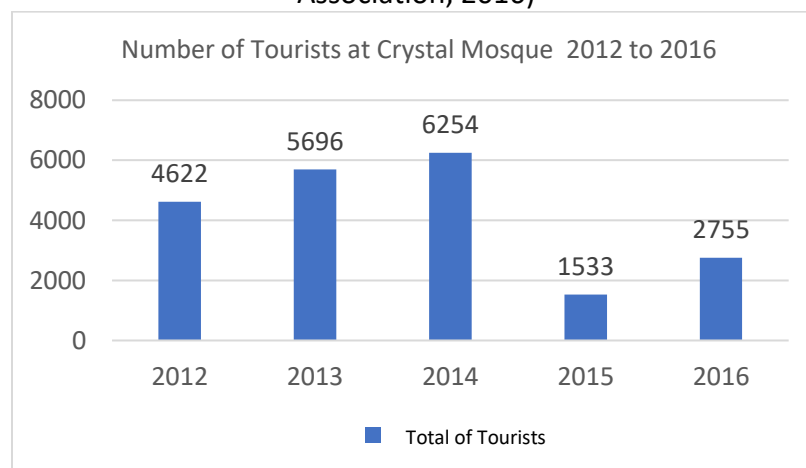
- a. Desire (instinct) to do something good to people.
- b. Make friends, get acquainted.

- c. Foster self-confidence
- d. Get friends or groups of people with whom you can share your interests and favorites.
- e. Self-improvement.
- f. Build personality or personality.
- g. Looking for divine pleasure,
- h. Mastering a skill.
- i. Looking for new experiences.
- j. Fill your free time with something worthwhile.
- k. Try out a new career field.

An individual does a job because of a specific purpose or encouragement. According to Yahaya et al., (2006) if the culture in the organization is solid, this will increase the motivation and productivity of the employee as well as affect the person's decision on volunteerism. This statement is supported by Azizan (2016) that volunteers need to understand the need for volunteer work enabling a person to be given appropriate encouragement as well as giving them the best quality and contribution.

Encouragement is as motivated as capable of generating behavior. Motivated humans will always be excited to work towards their own accord according to their social environment (Desa, Cosmas et al., 2015). In Terengganu, studies on volunteerism in the tourism sector, in particular, need to be improved as most foreign tourists are absent from the tourism volunteers involved. This can be seen from the situation in the mosques that attract tourism in Malaysia. But the study is focused on mosques that are tourist attractions in Terengganu. Figure 1. Is the evidence of the arrival of foreign tourists coming to the Crystal Mosque in Pulau Duyong, Terengganu.

Figure 1.2: Number of Tourists at Crystal Mosque 2012 to 2016 (Terengganu State Darul Fitrah Association, 2016)



Based on Figure 1.2 above, we can clearly see that the rate of foreign tourists visiting the Crystal Mosque, Pulau Duyong Terengganu declined in 2015. There are several factors that the number of tourists to Terengganu dropped sharply by 2015. It includes goods and services tax (GST) which commenced since April 2015 (Norhaspida, 2015). However, in general, all tourists

visiting the Crystal Mosque from 2012 to 2016 are 20,860 but voluntary involvement still does not meet the demand of foreign tourists.

Involvement in volunteering faces problems when there is no motivation in carrying out voluntary activities. The issue of volunteerism issues through interviews with Norhana (2016) who is the manager of the Mosque Tour Guide in Terengganu stated that:

"... there are many challenges, because many do not speak English many who are unaware of the obligation to convey Islam to non-Muslims ... So, when we are aware we will be nothing like no time, no good. We have no excuse to join and participation for regular Darul Fitrah is in 10 people only regular volunteers for volunteer mosque tour guide... the rest of the rest after we train they just come and go ... "[Darul Fitrah Terengganu / Interviews / 25/7/2016]

The importance of tourist volunteerism in Malaysia is important because one of the Muslim missionary efforts to foreign tourists. This activity is carried out to welcome tourists from within and outside the country visiting mosques in Terengganu. Volunteers provide mosque, Islamic information and answer questions about Islam in a professional and professional way (Association of Fitrah, 2012). The positive response to tourist volunteers has given a positive impact to foreign tourists, especially non-Muslims. One of the feedback from visitors to tourist volunteerism is:

"... on approaching the Crystal Mosque, we were met by a group of volunteers who dresses Anne-Louise and myself in robes and head scarves, and even though Andrew did not need it, the leader of the volunteers suggested that he wear a brown monk-like robe so the photos looked better! ... It was a lovely experience and it's always nice to know and feel that you are welcome when you visit someone else's house of worship, especially when it was very much a working mosque and lots of people were praying ... "(Ren & Andrew, 2014)

The response from the above visitors shows the importance of the involvement of tourists volunteering in celebrating foreign tourists as well as helping attract foreign tourists to Malaysia, especially the East Coast. Therefore, the researcher took the opportunity to study the motive of volunteering involvement in volunteerism.

Research Objective

1. Identify a significant relationship between the motives of involvement that affects the involvement of volunteerism in the tourism sector.
2. Develop volunteer involvement instruments and models.

Research Questions

1. Is there a significant relationship between the motives of involvement that affects the involvement of volunteerism in the tourism sector?
2. What volunteer involvement instrument can be made?

Hypotheses of Study

H1: There is a significant relationship between the motive of involvement and the involvement of volunteerism in the tourism sector.

Theoretical Model

Figure 1.3: Conceptual Model on Relationship Between The motives of volunteerism involvement in the tourism sector.



Research Methodology

This study is a quantitative study. According to Rosina (2013) and Gay, & Airasian (2000) states that quantitative studies are carried out to obtain descriptive facts using objective measurements and numerical analysis of numerical data to understand and explain things or phenomena that can be used as a guide to practices and policies. This study uses questionnaires to collect data. The research data will be collected through quantitative methods using the research to conduct this study using questionnaires as instruments.

Design of survey research used to collect primary data. This study chose the University of Sultan Zainal Abidin (UniSZA) from the Faculty of Islam Contemporary, College Islam Antarabangsa Sultan Ismail Petra (KIAS) from Islamic education department and College University Islam Pahang Sultan Ahmad Shah (KUIS) from the Faculty of Islamic Civilization as a population of 1346. Even though, voluntary activities are growing, volunteerism and voluntary engagement in developing the tourism sector has not been widely spread in Malaysia.

Table 1.4: The number of sample size based on population (Krejcie and Morgan, 1970)

Number of Population	Number of Samples
1200	291
1300	297
1400	302
1500	306

Referring to Krejcie and Morgan if the population is 1300, people then the sample size required for the study is 297 people. For this study, the research population is 1346 people, so the closest sample for the researcher is that the sample of the study is 297 respondents. The selected respondent should have the characteristics that have been determined by the researcher. The selected respondent should have a background of religious studies at a diploma or bachelor's degree. This is because, volunteerism in this study was formed to be a volunteer mosque tour guide. Therefore, the viewer sees the importance of the respondents from the religious background to harbor the da'wah concepts demanded by Islamic law. Furthermore, the respondents are from the Faculty of Applied Social Sciences students and have been studying at the University at least one study session. The researcher wants the respondent involved to fulfill the objective of this study.

Limitation Study

Limitation of this study is limited to certain scope of the study in the category of volunteers. The scope of this study also focuses on the motives of volunteerism involvement in the tourism sector. This involvement is examined based on individual responses to volunteer engagement motives (career, social, value, understanding and improvement). Therefore, this study focuses directly on the motives of volunteerism involvement to increase their participant in the tourism sector as a mosque tour guide. This study also considers other indicators that influence the involvement of students in the field of volunteerism.

The second limitation of this study is related to the survey respondents. This study focuses on respondents from the University of Sultan Zainal Abidin from the Faculty of Applied Social Sciences in the field of Social Science Anthropology and Da'wah. The respondents also comprise students taking da'wah as one of their studies at the University as their involvement in volunteerism is examined in the scope of the mosque tourist volunteer (mosque tour guide).

Hence, the results of the study are only dependent on the scope of the study and are limited to the respondents of the undergraduate students who take the da'wah field. In addition, the study's limitations are also on data collection using survey methods. One of the limitations of the survey using the survey method that it has an open generalization effect. Survey provide researchers with the generalization of relationships motives of involvement among youth's volunteer as variables on the volunteerism in the tourism sector.

In addition, to strengthen the study plan, researchers use face-to-face interviews with the managers of the Darul Fitrah State of Terengganu by providing some qualitative research questions that continue to be directed to the topic of this study. This is because in view of the number of tourists coming to the State of Terengganu is increasing and should be in tandem with the involvement of volunteers who are tour guides. Therefore, this study was examined with the motives of volunteer involvement as one of the factors and methods of collecting data through questionnaire and brief interviews conducted to answer the findings of this study.

Significant Study

This study was conducted because the researcher wanted to see the motives of volunteerism involvement in the tourism sector. This study is important not only to academics but also to the practice of social science in contributing to the tourism sector. The importance of this study in the academic field is to develop the existing field of knowledge by providing knowledge to all parties including the youth on the concept of volunteerism. Volunteerism has the greatest potential to bring a multi-racial Malaysian society towards the well-being of a common life. Conflict in society or any community and internal security of a country should be handled jointly by various authorities with the community by taking responsibility as volunteers (Hussin, & Arshad, 2012).

According to the National Youth Agency (2006) study, voluntary work is clearly supporting the evidence of literary studies that states that youth can and can increase their confidence and self-esteem, responsible values, feel at stake in the community of confidence and self-esteem, responsible values, assisted groups bring various communication skills, leadership attitudes, co-operation, problem solving / conflicts, restoring confidence in learning and life because volunteering work requires rap planning in terms of time and relationships with people around them as well as enhancing their ability and potential to continue working with community.

Practically, these findings are expected to help the income and development of the tourism sector in the State of Terengganu. The efficacy of volunteer involvement requires the motives of individual motivation towards the inner personal of the youth. Especially senior high school students, need to understand their role in the involvement of volunteerism. Acceptance of the involvement of volunteer activities also allows foreign tourists to be more interested in tourism activities in the State of Terengganu. Especially in mosques as well as volunteers could spread the role of da'wah to foreign tourists. Hence, this study has helped facilitate the management of volunteer and tourism sectors involved with voluntary activities in ensuring quality services are in line with international standards.

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