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## Motivation and Volunteerism Activities as Mosque Tour Guide in Terengganu, Malaysia

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### Abstract

*Tourism volunteers or volunteerism was introduced by the Ministry of Tourism and Culture (Malaysia) with the branding of 1 Malaysia Voluntourism Program to enhance the human capital and contribute to national development (Hassan, 2017). This study aims to identify the background and dimensions of motivation in the involvement of voluntarism activities. This study is also aim to identify the ratio of tourism volunteerism with gender differences. Data were analyzed using the Statistical Package for Social Sciences (SPSS / PC version 24). A total of 100 respondents were chosen as respondents. Data were analyzed using descriptive test and t-test. The study found that overall, the majority of youth involved in intourism volunteers as a guide in Terengganu, Malaysia consists of 64% of young women and 36% of young men. Youth involvement in voluntarism activities as a mosque guide is in the age range of 18-23 years (69%). T-test analysis found no significant difference between voluntary activities as a mosque guide with gender differences between young men and young women, that is ( $t = -1389$ ,  $df = 98$ ,  $p > 0.05$ ). The findings could provide new insight to tourism companies/ organizations about the involvement of youth in volunteerism activities and understand the motivational aspects in encouraging them to be involved as a volunteer for mosque tour guide.*

**Keywords:** Motivation, Mosque Tour Guides Volunteer, Volunteerism, Malaysia

### Introduction

Volunteerism is from the root word volunteer. It is a concept and practice related to the contribution or sharing of time, resources, knowledge, skills or abilities, experiences and so on which are done voluntarily, without compulsion and without expecting a reward (Azizan, 2016). Each country, has a voluntary sector or organization that will work on the development of involvement in volunteerism. For example, the United Nations (UN) move in making the year 2001 as the International Volunteer Year, explaining the importance of volunteerism in all walks of life.

Volunteer work is referred to as an activity that is undertaken to assist others without expecting anything in return and is completely done with free will (Musick, & Wilson, 2003). Voluntary work or voluntary service is a sincere and non-coercive activity from any party, without expecting a reward and should be beneficial to the target group. Volunteers are very important because they contribute expertise, skills, knowledge and energy (Dorsch et al., 2002).

According to the interpretation of "youth society" from the Youth Organization and Development Act, (2007) it is defined as any establishments having the following characteristics; having a name containing the word "youth" or a word that has the same or similar meaning with youth, all of its members shall be aged not less than fifteen years and not more than forty years or any affiliates or groups of establishments whose membership shall be not less than fifteen years old and not later than forty years old and have the objective of carrying out activities related to youth.

According to Holmes (2008), there are various types of tourist volunteers who contribute substantially to the tourism industry. For example, the category of tourist volunteers who monitor marine life on tropical islands, guiding visitors around the historic castle or at the world Olympic games championship. In addition, some volunteers are tourists and during their journey they volunteer themselves to be involved with tourism activities and contribute to the environment and communities around the world. However, there are tourist volunteers who are part of their own local community and share their experience to the guests who come. Without volunteers, many tourism organizations especially those in the tourism sector are unprofitable and need to reduce their activities or may stop operating (Holmes 2008).

Therefore, in this study, the researchers examine the activities carried out by mosque tour guide volunteers as activities that need to be highlighted as an attraction in the tourism industry in Malaysia. This effort can be seen through activities carried out by the Public Relations Unit and Resource Center, National Mosque and Islamic Outreach ABIM, which is one of the NGOs in Malaysia. The organization organizes the Tourist Guide Course (Mosque Volunteer) with the ultimate aim of providing exposure and knowledge through the latest and useful information relating to the field of tourist guides, especially as mosque volunteers. In addition, it enhances the skills and knowledge to plan and manage in relation to the areas of duty and responsibility as a mosque volunteers (Utusan Online, 2011).

In addition, the role of tourist volunteers is one of the efforts taken by the Malaysian government to increase the rate of foreign tourists coming to Malaysia (1Malaysia Voluntourism Program, 2015). The establishment of voluntourism by the Ministry of Tourism and Culture, Malaysia is to help promote and share various information relating to tourism and culture through social media application. This suggests that youth volunteers are indispensable and the main energy in helping to develop the tourism industry in Malaysia. For this study, researchers studied volunteers as tour guide at mosques in the state of Terengganu Darul Iman, Malaysia. This is because the researchers see the

importance of tourist guides in the mosque as an attraction for tourism development in the state of Terengganu Darul Imam especially in Malaysia.

### **Mosque Volunteers in the state of Terengganu Darul Iman, Malaysia**

Volunteers involvement in a mosque is not new in Malaysia. Every religion in this world teaches its people to respect each other especially in holy places such as mosque, temple, church and others. Visitors who come to visit will surely be greeted and entertained by volunteers involved as a tour guide at these places including mosque tour guide volunteers located in the State of Terengganu Darul Iman. Among the organization that is active in training mosque tour guide volunteers is Darul Fitrah Malaysia. Since the establishment of this organization in 2012 up to now, this organization has worked with various associations in the State of Terengganu such as the Mercy Club of Sultan Zainal Abidin University (UniSZA), Sahabat Masjid Universiti Malaysia Terengganu (UMT), Mosque Tour Guide of Masjid Abidin and Mosque Tour Guide of Floating Mosque, Terengganu. These collaborations have increased the youth involvement as mosque tour guide volunteers particularly in the State of Terengganu.

Furthermore, according to a report from mosque tour guide volunteers of Kristal Darul Fitrah Mosque (2017) among the activities carried out by the volunteers are to enlighten the beauty of the Islamic religion especially to non-Muslims through theoretical presentation, demonstrate the practical way of taking ablution and performing prayers to tourists. The uniqueness in mosque tour guide volunteerism activity in the State of Terengganu is that they will provide the holy book of Qur'an in various translations, comprising Mandarin, English and Tamil. Furthermore, at the conclusion of each tourists' session, volunteers of the mosque tour guide will present a copy of Qur'an according to the race of the tourist. It is very important for a mosque tourist volunteer and state government in managing effective and effective marketing strategies to improve tourist returns through the process of forming tourist volunteers (Maniam, 2004).

## **Review of Literature**

### **Motivation**

Motivation is closely related to the needs, insistence and behavior that stimulates action. Human physiology and psychological needs have an inducement component and produce behavior that is motivated in every individual's personality. This term of motivation is used to explain the forces that encourage people to be highly motivated in doing something (Asmawati Desa et al., 2015). Motivation is also expressed as a defense to avoid behavior (Buck, 1988). Motivation is also known as a person's own self-esteem to not influence others but they can create situations where other individuals will choose to respond to the behaviors performed (Rabey, 2001). Motivation raised by the strength of a goal certainly influences the decision-making process in an action (Davidoff, 1979). The goals stimulated by strong motivation will be more attractive than the goals stimulated by weak motivation. Relative dimensions of this motivation will indirectly determine the outcome of the decision (Asmawati Desa, Getrude Cosmas et al., 2015).

This study describes the motivation in conducting mosque tourist volunteer activities. The motives behind the motivational dimension are the value, understanding, career and social as per the inventories prescribed in Volunteer Functions Inventory (VFI) model and founded by (Clary and Snyder, 1999). These motives were evaluated by respondents in this study. Motivation is considered as an encouragement that can produce behaviors.

### **Volunteerism Activities**

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 (Zulhaimi et al., 2018). Volunteerism is linked to charitable and welfare work carried out by individuals or groups for individuals or groups requiring assistance (Rokiah et al., 2016). United Nation (United Nation Volunteers, 2011) defines volunteerism activities with three main features - work or activity on own will, non-paid, or not driven by financial rewards and should benefit other people who are not members of the immediate family or even could be benefited by the volunteers themselves.

Shweiki & Mauck (1993) defines volunteerism as a job without wages. This definition is seen in parallel with the definition expressed by Finkelstein et al. (2007) referring volunteers as individuals engaging in charitable work without expecting any form of reward. While Cnaan et al., (1996) defines volunteers as those who spend their free time by serving other members of society without expecting any form of reward from any particular party or organization. Someone who likes to engage in volunteerism activities and programs is seen to have a better personality level than those who have never been involved with any voluntary activities (Mellor et al., (2009).

The benefits of voluntary activities also impact on self development, career advancement and social life. Volunteerism activities will contribute significantly to the national economy, collaboration between communities and promote social entrepreneurship and promote potential and talent in various areas of life (Azizan, 2016). According to Alias (2016), some of the findings from his study on the impact of volunteerism are: increase awareness of self-esteem, live a healthy lifestyle, be attentive to the needs of other individuals, enhance self-esteem and expand acquaintances through the activities being implemented.

### **Research Objective**

The main focus of this study is to determine the relationship between the motivation to volunteer with activities related to mosque tour guide in the tourism sector. Therefore, the objectives of this study are to:

1. Identify the background of the respondents with their motivation to involve in youth mosque tour guide volunteerism activities.
2. Identify the comparison of mosque tour guide volunteerism activities with gender differences.

### Research Methodology

In order to achieve the objectives of this study, researchers use a survey method. According to Najib (2006) to conduct a research survey, researcher should look at the current situation and the findings of the study should help the researcher for future related research. According to Yusri (2017), survey method allows researcher to collect data within a short period of time and the analysis is more objective in order to answer a particular research question.

### Population and Research Sampling

The population prescribed in this study is consist of volunteers who are involved as mosque tour guides in the State Mosque of Terengganu Darul Iman, Malaysia. This study selected volunteers from associations or organizations which are involved with mosque tour guide since tourist volunteer is considered as one of the important efforts that provide quality tourism development in line with the recommendations of the Ministry of Tourism and Culture, Malaysia under the volunteerism program (Abim, 2011, Ministry of Tourism and Culture, 2018). Five associations or Non Governmental Organizations were identified as the population in this research study. Table 1 shows the number of associations and the list of associations involved. All these associations are involved in mosque tour guide volunteerism at the Floating Mosque, Abidin Mosque and the Crystal Mosque. These three mosques were chosen because of the attraction of their historical origin and uniqueness of their construction and often visited by tourists from within and outside the country (Islamic Tourism Center, 2018).

Table 1: List of Associations Involved in The Research Study

No.	Association
1.	<i>Pertubuhan Darul Fitrah, Terengganu</i>
2.	Mosque Tour Guide, Masjid Abidin
3.	Mosque Tour Guide, Masjid Terapung
4.	<i>Persatuan Mercy Club, UniSZA</i>
5.	<i>Persatuan Sahabat Masjid, UMT</i>

This study involved 100 respondents. In this study, researchers have taken the whole population to be the sample of the study because the number of respondents who are really involved in mosque tourist volunteers are limited.

### Research Instrument

This study used a questionnaire instrument as a mean of measuring information gathering. It is a common research instrument used in descriptive research. For the purpose of this study, researchers used the Volunteer Function Inventory (VFI) questionnaire established by Clary et al. (1998) and modified according to the feasibility of the study. Respondents' ratings are based on five Likert scales that include "strongly disagree", "disagree", "slightly agree", "agree" and "strongly agree".



## Data Analysis

The data of this study were analyzed using Statistical Package for Social Sciences (SPSS / PC version 24). The statistical analysis used in this study involved descriptive analysis to describe the scores obtained from the respondents. The next data exploration was carried out to see if there are any differences exist among the variables of mosque tour guide volunteerism activities, based on the respondents' demographic criteria of gender (male and female) differences by using inferential analysis of the T-Test. T-test is intended to analyze the comparisons in determining the significant differences between mean of the sample for the variables analyzed in a particular study. (Chua, 2014).

## Findings and Discussion

### Descriptive Analysis of Respondents Demographic Profiles

Table 2 depicting the summary of the respondents' demographic profiles. Based on the demographic profiles shown in Table 2, the sample in this study consists of 100 respondents who are involved as the mosque tour guide volunteers in the state of Terengganu, Darul Iman, Malaysia. 36% of the respondents were male and 64% were female.

As shown in Table 2, the age division among youths is divided into four categories; 18 to 23 years old (69%), 24 to 29 years old (17%), 30 to 36 years old (6%) and 37 to 40 years old (8%). Meanwhile, the education level of the respondents is divided into six categories namely doctoral degree, master's degree, bachelor's degree, diploma and equivalent, *Sijil Pelajaran Malaysia* (SPM; equivalent to O-level) and *Penilaian Menengah Rendah* (PMR-lower secondary assessment). Majority of the mosque tour guide volunteers are from bachelor's degree (70% of the respondents) and 10% of the respondents are pursuing diploma / *Sijil Tinggi Pelajaran Malaysia* (STPM)/ *Sijit Tinggi Agama Malaysia* (STAM) – which are equivalent to A-level. Meanwhile, 8% respectively are from Master's degree and *Sijil Pelajaran Malaysia* (SPM). Only 1% respectively from Doctor of Philosophy and *Penilaian Menengah Rendah* (PMR).

The results of this study also found that the highest academic field of study represented by members of the associations who participated as mosque tour guide volunteers is from Islamic Studies, 48%. Meanwhile, 13% represented the field of Bio-resources and Food Technology studies. While, 11% are from Social Science background and 7% are from Economics and Management fields. Meanwhile, 4% of the volunteers are from Medical Science, and 3% in Health Sciences. Additionally, 2% of the volunteers are from Design and Technology studies and 1% from Informatics and Computing. There are 11% representing other fields of studies, consisting of Remote Sensing, Biological Sciences, Maritime Management and Secondary school leavers (SPM and PMR).

Table 2: Demographic Profile

Characteristics	Frequency (N=100)	Percentage (%)	Cumulative Percentage (%)
Gender:			
- Male	36	36	36
- Female	64	64	100
Age:			
- 18-23	69	69	69
- 24-29	17	17	86
- 30-36	6	6	92
- 37-40	8	8	100
Education Level:			
- PhD	1	1	1
- Master	8	8	9
- Bachelor Degree	70	70	79
- Diploma/STPM/STAM	12	12	91
- <i>Sijil Pelajaran Malaysia</i> (SPM)	8	8	99
- <i>Penilaian Menengah Rendah</i> (PMR)	1	1	100
Field of Study:			
- Islamic Education	48	48	48
- Economy and Management	7	7	55
- Informatics and Computing	1	1	56
- Design and Technology	2	2	58
- Medical Science	4	4	62
- Health Science	3	3	65
- Bio-resources and Food	13	13	78
Technology	11	11	89
- Science Social	11	11	100
- Others			

Then the researcher examined the comparison of mean score of four main variables in this research study. This comparison was done to analyze the level of motivation and activities conducted by mosque tour guide volunteers' activities in the tourism sector. Table 3 shows the mean score and the standard deviation of four dimensions of motivation and mosque tour guide volunteers' activities.



Table 3: Mean score and standard deviation of four dimensions of motivation and mosque tour guide volunteers' activities

Variable		Mean (N=100)	Standard Deviation	Level
Motivation	Social	4.64	0.44	High
	Career	4.01	0.56	High
	Understanding	4.42	0.47	High
	Value	4.00	0.66	High
Mosque tour guide volunteers' activities		4.42	0.43	High

Indicator: mean 1.00-2.00 (low), min 2.51-3.50 (moderate), min 3.51-5.00 (high).

The findings from Table 3 show that the mean score for each dimension of motivation in sequence as per the table is social (M = 4.64), understanding (M = 4.42), career (M = 4.01), and Value (M = 4.00). All the means for the chosen variables are at a higher level. Furthermore, for the variable of mosque tourist guide volunteers' activities, the mean score obtained is (M = 4.42), which is at a higher level too.

#### Comparison of Mosque Tour Guide Volunteerism Activities with Selected Demographic Variable (Gender)

The next data exploration was carried out to see if there are any differences that existed in the variables of mosque tour guide volunteerism activities based on respondents' demographic criteria of gender. The comparison is done to determine whether there is any significant difference between mosque tour guide volunteerism activities with gender, so t-test analysis has been done. Table 4 shows the findings of the study.

Table 4: Mean, Standard Deviation (SD) and t-test for mosque tour guide volunteerism activities with gender differences.

	Gender				df	Value of t	Sig.
	Male (N=36)		Female (N=64)				
	Mean	SD	Mean	SD			
Mosque tour guide volunteerism activities	4.34	0.39	4.46	0.44	98	-1.389	0.190

\*p<0.05

Table 4 shows the results of the test for Independent Samples Test for mosque tour guide volunteerism activities in comparison with gender differences that have been obtained through the SPSS program. From the results of Table 4, the significant value is greater than 0.05, ie (Sig. = 0.190, t = -1.389, df = 98, p > 0.05). Thus, in conclusion, there is no significant difference between mosque

tour guide volunteerism activities with the volunteers' gender. Based on the number of entries, it is found that female students are more likely to engage as mosque tourist guide volunteers than male students. However, the findings show that gender factor does not influence mosque tour guide volunteerism activities. The findings were supported by the study of Nadirah and Ariffin (2013), suggesting that gender factor did not influence the motivation of volunteers to engage in volunteerism activities because there is no significant value in the motive of engagement with the stimulus activity between men and women in their study. Nonetheless, according to Knauft (1992), he found that women are more positive to engage in volunteerism and assist the community. This is because women are more concerned with the issues related to society and welfare.

### **Conclusion, Implication and Recommendation**

Overall, this study attempts to identify respondents' background on the motivation of youth involvement with mosque tour guide volunteerism and comparison of mosque tour guide volunteerism activities with gender differences.

Obviously, this study is expected to help in providing a picture and contribution of new knowledge in the tourism industry in Malaysia in general and in particular in the State of Terengganu. In addition, it is hoped that this study will be the basis for a deeper study of motivation in enhancing the level of youth involvement in volunteerism as well as promoting the tourism industry in line with the vision of the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) to develop Malaysia as a tourist destination and world-class culture by the year 2020 and maintaining the nation's identity, culture and heritage.

The researcher took proactive steps in this study to contribute to the religion and to the nation in developing the youth to foster volunteerism activities as well as give impact on the country's economic development in the tourism sector. This is in line with the implementation of strategy in youth development program under the National Youth Development Policy statement in promoting the spirit of volunteerism and patriotism through charitable, welfare and community work (National Youth Development Policy, 2015).

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