



VOLUNT

E

E

R

I

S

M

Individual Project

**-Providing a
volunteerism-package in the
north of Bali-**

Stephanie Welzel



Table of Contents

Table of Figures	III
1. Executive Summary	1
2. Introduction	2
3. Background	2
4. Location	3
5. Building blocks of volunteerism	4
6. Problem Statement	5
6.1 Reason for Research.....	5
6.1.1 Push- and Pull-factors for volunteerism.....	5
6.1.2 SWOT-Analysis for program developer.....	6
6.2 Research Questions.....	7
6.3 Research Objectives.....	8
6.4 Significance of Research.....	8
7. Review of Literature	10
7.1 Community OMUNITYBALI.....	10
7.2 Volunteerism.....	11
7.2.1 Definition.....	11
7.3 Voluntourism.....	11
8. Research Method	13
8.1 Method.....	13
8.2 Design.....	14
8.2.1 Timetable.....	15
8.3 Analysis & Findings.....	16
9. Implementation plan	27
9.1 Accommodation and food.....	31
9.2 Costs.....	32
9.3 Publishing.....	32
10. Conclusion	32
11. Disengagement plan	33
12. References	34

Table of Figures

Figure 1: Impression location	3
Figure 2: Impression vision.....	3
Figure 3: Building blocks	4
Figure 4: Push- pull-factors for volunteerism.....	6
Figure 5: SWOT-Analysis.....	7
Figure 6: Location OMUNITYBALI	10
Figure 7: Structure voluntourism	12
Figure 8: Timetable	15
Figure 9: Chart Age	16
Figure 10: Chart interests	17
Figure 11: Chart program lengths, program size.....	18
Figure 12: Chart volunteer activities	19
Figure 13: Chart importance sustainability	20
Figure 14: Rice fields OMUNITYBALI	23
Figure 15: Impressions orphanage	24
Figure 16: Impressions school	24
Figure 17: Entrance to the village.....	25
Figure 18: Location for yoga practice	25
Figure 19: Overview weekly programs.....	30
Figure 20: Food, accommodation.....	31
Figure 21: Costs projection.....	32

1. Executive Summary

The long-term purpose of the project is the development of a new volunteer-program with the consideration of needs and requirements of stakeholders. A crucial prerequisite of an organized volunteer-program is a suitable location where the participants can stay. The main location of this program is the community OMUNITYBALI which offers impressions of Bali besides the volunteer-activities.

The decision to volunteer offers an expansion of every human horizon. Getting to know other countries and cultures are just some of the advantages offered. Volunteerism helps to achieve self-imposed goals. These goals could be changing or rethinking the way of life, strengthening the social cohesion, supporting the interculturality and communication or just starting a personal adventure.

Following research deals firstly with the analysis of these aspects and motivations of individuals to be interested in a volunteer-program. To discover those aspects and motivations, the first part concentrates on the situation analysis. As part of these efforts, it was conducted a survey followed by its evaluation. The ability to implement a volunteer-program requires a close cooperation with the located area. An interview with the founder of the community is the second main part of the research and informs about detailed information regarding to the whole area and its visions. The third and most important part shows the implementation plan which constitute the actual module of the program.

According to the evaluation of the research the most important and interesting finding is the high rate of people who would be interested to participate in a volunteer-program in Bali. Another highlight are the bad experiences people have already of volunteerism. Based on these aspects the program is developed with the considerations of the analysis and the findings, and therefore the requirements of the stakeholders.

The difference compared to other programs makes a volunteer-program located in OMUNITYBALI more unique. Volunteers experience the real Bali with its original culture, mentality and working. With the vision of OMUNITYBALI the participants will learn to live in peace with the environment, the nature and especially themselves.

2. Introduction

“Beach, summer, surfing and fun”– these are the first impressions which tourists get in Bali. Of course, Bali is known for these aspects, but it has much more to offer behind the whole typical tourism. The more one enters the interior, the more impressions can be seen. There is a vast number of places, attractions and sights tucked away in various interesting villages and communities. But the further one enters the interior, the more poor conditions can be seen, as well. Bali, as one of the most prosperous islands in Indonesia, needs support to flourish and to grow, especially in the countryside and beyond the tourism areas.

The decision to become a volunteer in Bali can be the beginning of this improvement. A volunteer purposes to change bad conditions and to help other people. And as a volunteer it can be giving something back to the welcoming Balinese people as well.

3. Background

When I decided for a semester abroad I was aware about another culture and many different aspects from Germany. But I had not been aware how much I would learn door to door to the local people. There are a lot of opportunities to get knowledge about other cultures, about the hard work in developing countries, about other attitude towards life and especially about the opportunity to learn more about myself. People should get insights and understandings of the beautiful daily but also hard life in places like Bali, Indonesia.

These aspects led me to my idea to provide an alternative experience in Bali. The background is to develop a volunteer-package which is convenient for people who want to “do something good”, who see Bali as a place where they can achieve a lot of positive things with the consideration of the sustainability and a healthy environment.

The basic idea of the project was a volunteer-package which includes impressions of Balinese culture located in different places in Bali. After the first ideas and structures of the concept I met the founder of the OMUNITYBALI to talk about available accommodations for activities in the north side of Bali. Based on his interest of the idea and of a volunteer-package located in the community OMUNTYBALI we decided to create and develop it there.

4. Location

Sudaji (Singaraja) - a small village in north of Bali - is like a sacred area. The stunning landscape and the local people there facilitate insights of unique experiences. Surrounded by local families, huge mountains, large area of rice fields and a long river there is the OMUNITYBALI located. The volunteerism-package will develop with the capabilities of this community.



Figure 1: Impression location

The vision of OMUNITYBALI is seeking to bridge the gap between environmental concerns and human interests through practical education and sustainable Sudaji community involvement. They are totally organic and support many environmental initiatives.



Figure 2: Impression vision

Based on this attitude the OMUNITYBALI facilitate a convenient green location to develop and implement a volunteerism-package. With this concept in this location, people who participate in the program, have the opportunity to change their priorities in daily life, feel the balance between their soul and spirit and can find the way to themselves or just “doing something good”.

5. Building blocks of volunteerism

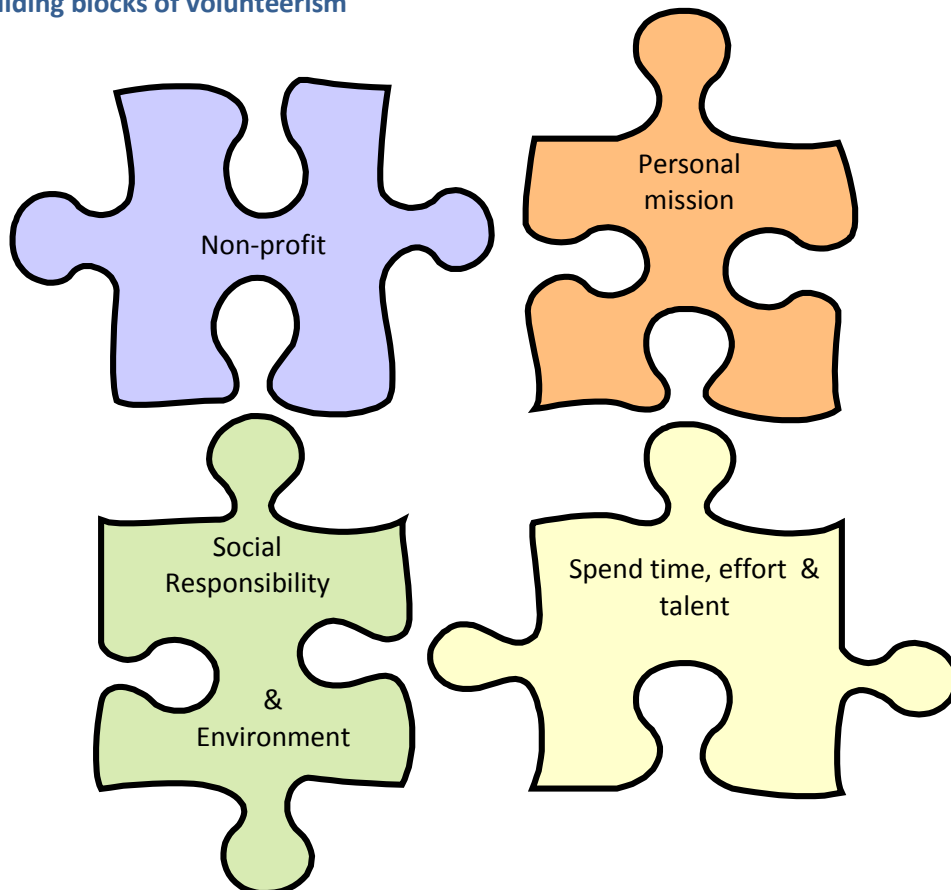


Figure 3: Building blocks

Volunteerism in general means the choice to act in recognition of a need, with an attitude of social responsibility and without concern for monetary profit, going beyond one's basic obligations. The puzzle pieces reflects the principal components of a volunteer-program. The first piece of the puzzle is the awareness about non-profit. Participants are agree to work without any salary or profit. The main point, which shows the next piece, is to achieve the own targeted objective. According to this, personal mission means to pursue a personal goal. The importance of sustainability can deduced from the next piece social responsibility and environment.

Besides working for and with the society, volunteerism in this context places value on working with sustainability to protect the environment. It is also advantageous that the next generations can benefit from this responsible action. The last piece shows the time, effort and talent which the volunteers spend to the program and finally to the society, the environment and to people directly.

6. Problem Statement

6.1 Reason for Research

Why volunteerism in Bali?

The island of gods, the island of peace, the island of happiness – there are many definitions of Bali. But one does not have to go very far from the various resorts and tourism objects to notice that the Balinese work very hard to live and survive. When I was at the beach some weeks ago I watched the local people doing some offerings and ceremonies. Next to this there were a lot of tourists drinking beer. It was such a big contrast.

Although the tourism increases every year and changes the spirit of Bali, the local people still hold on to their beliefs and never forget their smile. A main goal is to support the original culture of the Balinese life. Especially in the north of Bali there is not much tourism. This creates the possibility to work in the original daily life of the Balinese people and get knowledge about the “real Bali” – apart from the tourism. Volunteerism in the north of Bali supports the economic sector and the social development as well. While the tourism in the south is booming, there is economic inequity in the north. The opportunity to counter the mass tourism in the south, to lead the north to a more attractive and famous destination, and especially to achieve more economic equality and development, has reinforced my decision of providing a volunteer-program in the north of Bali.

6.1.1 Push- and Pull-factors for volunteerism

There are a lot of benefits and advantages taking part in a volunteer-program. But the main point is to have the motivations and own defined goals for this challenge. Motivation is defined as a direction and intensity of a person’s behavior and is needed to do and achieve anything, in this case to volunteer. The question is why people are interested who are interested and what are their motivations to take part in a volunteerism-program. On the one side there are push-factors which mean the reason for exploring other countries and motivations to come to Bali.

The other side reflects the provided opportunities resulting from a participation in a volunteer-program. The following chart shows a comparison between the push- and pull-factors:

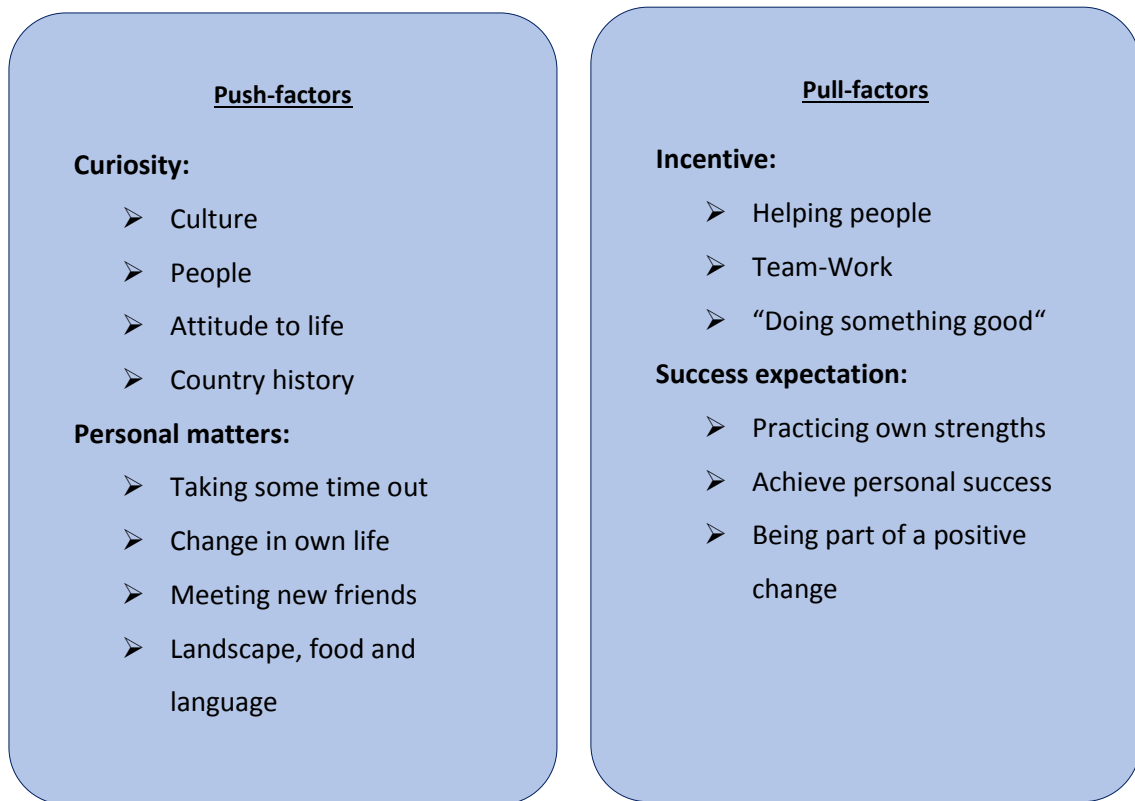


Figure 4: Push- pull-factors for volunteerism

6.1.2 SWOT-Analysis for program developer

There are motivations and aims for the participants as well as for the developer. For the developer of this program, a SWOT-analysis is highly recommended. In this process, there are identified four aspects: strengths, weaknesses, opportunities and threats. The first two factors are internal and the latter two are external. A SWOT-analysis for a non-profit-organization is similar to the analysis for a for-profit business. But the “analysis for the nonprofit has no investors or return on investment to consider, but it has to weigh factors such as fundraising, volunteer staff and goodwill that a commercial firm does not” (Greechie, S., 2015). The following graphic exhibits a SWOT-analysis of the volunteer-package:

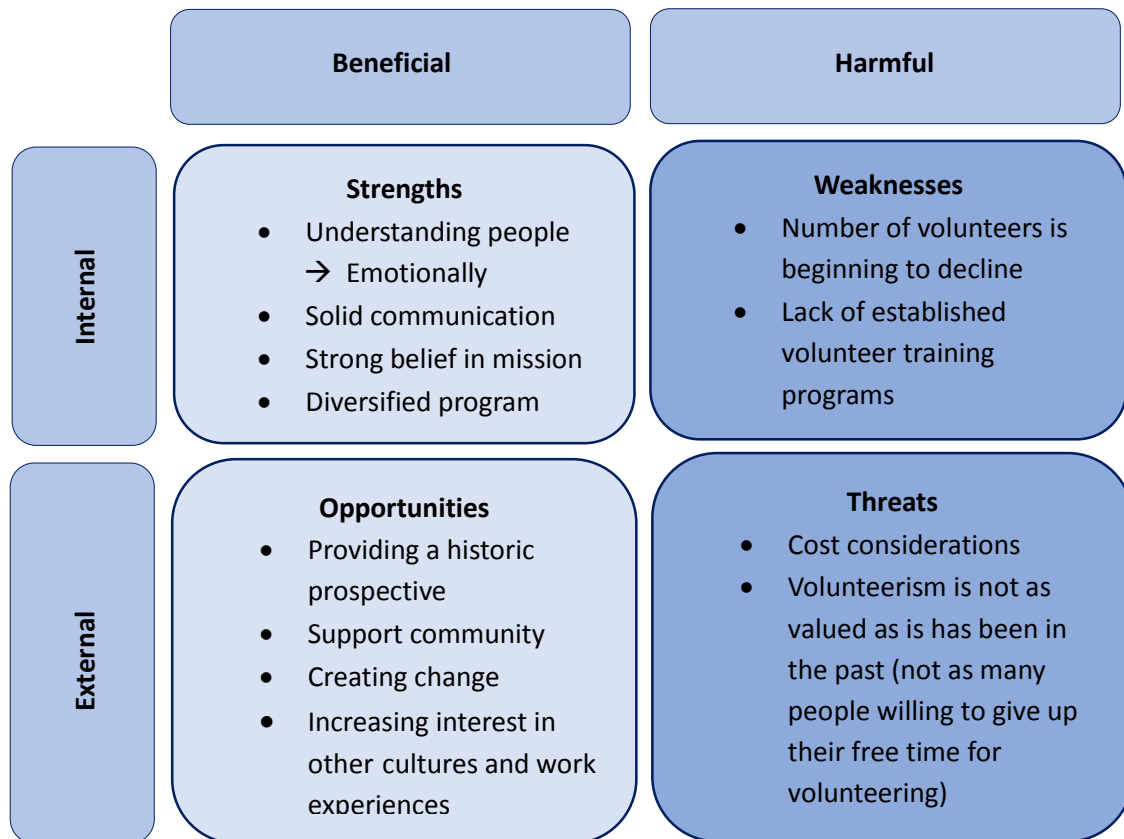


Figure 5: SWOT-Analysis

6.2 Research Questions

The Research Questions are divided in two segments. The first one contains the questions which will be answered by the survey. The other part shows the questions which will be responded by the interview and the observation and they are needed for the project structure, as well.

1ST part:

- a) Would tourists be interested to take part in a volunteer-program in Bali generally?
- b) How would they like to take part?

2nd part:

- c) What is a differentiating factor in this program from other volunteer-programs in Bali?
- d) Which activities will be provided? And why?

a) The first question is about finding out the opinions of people about implementing a volunteer-package. Especially if people already have good or bad experiences with a volunteer-program.

b) Before a volunteer-program will be created, the researcher and developer have to determine if there are people who are interested and would take part at a program like this – which is what the second question is about. It is to determine whether or not it would be worth it to provide a volunteer-program generally to people who are interested about Bali.

c) The main question in this part is which volunteer-programs are in Bali already offered and which kind of volunteer-program Bali needs. What makes this volunteer-program special?

d) The decision about the individual activities is dependent on available facilities and given opportunities to work out the program in the north of Bali close to the main location.

6.3 Research Objectives

“The best way to find yourself is to lose yourself in the service of others” – Gandhi

The goal of this project is to create and develop a volunteer-program for people who want to support Bali and the Balinese culture and who want to get knowledge about Bali beyond the tourism. The program enables the participant to get impressions and experiences of the hard but unique Balinese work. A further benefit in this program is to get more than just working experiences however. “Doing something good” for others but also to have the opportunity to “doing something good for myself”.

6.4 Significance of Research

My own definition of Intrapreneurship in another perspective “to research my own venture with my own strengths, the trust in my beliefs and the awareness of limited resources in the world for protecting the sustainability” is confirmed during the development of this project. It is important for me to define this also for the participants of the program because they are the main persons and it will be created for them:

Own Venture → Participants get their own venture as a volunteer

Own strengths → they will practice their own and discover new strengths

Trust in beliefs → they will learn to trust themselves more, to hold on to their beliefs and also to trust the community

Limited resources → they will get more awareness about a finite planet with limited resources to support the sustainability

A main point for the project is to live and work with the community. It is important to be on your own but for me it is also important to know how to behave in a group with different nationalities, attitudes and ages.

If I compare Bali with a developed country like Germany in the matter of altruism, Germany can learn a lot from Balinese people. Especially when I continue my study in Germany my goal is to explain the Balinese culture with their peace among themselves and that there are other aspects existing outside of profit. For projects in the university but also for working and the daily life, the golden rule “treat others like you want to be treated” brings me to my P-Code. There will be also bad days during the program but the challenge is to think **positive**. Thinking positive is important on the one hand for me as the creator, and on the other side for the participants during the time as a volunteer, as well. This extends to my second P-Code **pleasure**. I chose the topic because it is very interesting to create a program to offer impressions and experiences of other cultures. The program should create enjoyment for the volunteers as well as for me.

7. Review of Literature

7.1 Community OMUNITYBALI



Figure 6: Location OMUNITYBALI

The community is located in the village Sudaji which means “holy” or “ancient”. The community and the whole village pursue the goal to live without any chemicals which threaten the peoples existence. Inhabitants there prefer only organic farming. Based on this ideal, they would also like to provide and protect a future with the awareness of a finite planet with limited resources. The background of this concept created the founder ZANZAN who is a passionate individual beaming with ambition creativity. His inspiration for building the community came from his experiences with influential sustainable tourism mentors, locally and globally, as well as deep self-introspection and revelation (www.omunitybali.com).

This concept shows also a kind of a Cinderella economy referring to the book “prosperity without growth” because they want to live within a community, take care of others, think and act sustainably and especially prefer work in their own village (Jackson, 2009).

They want also to inform their visitors about their vision to return to basics – a world without plastic. Therefore, the volunteers get insights into the locals’ farming way of life as well as attitude and actions in the field of sustainability.

7.2 Volunteerism

Volunteering has gained widespread public and political interest in recent years. Policy debates in many countries focus on how to preserve and encourage volunteering, and various parliamentary and government commissions have studied ways to stimulate voluntary activities among diverse groups such as the young and the elderly, working parents and immigrants. 2001 was the UNITED NATIONS YEAR OF VOLUNTEERS, and this gave rise to all kinds of national and local manifestations, discussions and policy initiatives, often with a lot of media exposure. In the burgeoning social sciences literature on the (assumed) decline of civic community, the crumbling of civil society, and the erosion of social capital, volunteering is an indicator of the negative trends as well as a possible instrument for recovery. Volunteering is not just an expression of individual engagement and a spontaneous result of community life; it is often consciously organized and managed and it can be made an object of policymaking. This mixture of voluntariness and organization in the establishment of prosocial behavior makes volunteering a very interesting phenomenon (Dekker and Halman, 2003).

7.2.1 Definition

Volunteering

Volunteering means a activity within a non-profit-organization or a project to support the community. The volunteer decides voluntarily without any force to participate.

Furthermore the action happens without financial payment and is undertaken in designated volunteer positions (www.govolunteer.com.au).

It needs to be pointed out that volunteer work is its own area and distinguished from informal helping (e.g. mowing a neighbor's lawn) and caring (e.g. helping an elderly parent shop for groceries) by the fact that it takes place in or on behalf of an organization, such as a government agency, a non-profit organization, an advocacy group, a fund-raising campaign, a club, or a recreational association. Volunteer work is, above all, an organized experience. The principal difference between informal helping and volunteering is that the individual exchanges personal control over his or her resources (e.g. deciding how to help an elderly neighbor) for the financial, physical, and social resources provided by the organization (Musick and Wilson, 2008).

7.3 Voluntourism

Another very interesting fact is the field voluntourism which combines the non profit sector with the tourism sector (www.voluntourism.org).

“Volunteer tourism appears able to offer an alternative direction where profit objectives are secondary to a more altruistic desire over profit motives in order to assist communities” (Wearing, 2001).

As the quotations illustrate volunteer tourism is categorized as a form of alternative tourism and as an alternative to mass tourism. While defining the volunteer tourism experience as an alternative to the mass tourism experience, Wearing identifies the ecotourism element as well as the serious element as interactive elements within the volunteer tourism experience (Wearing, 2001).

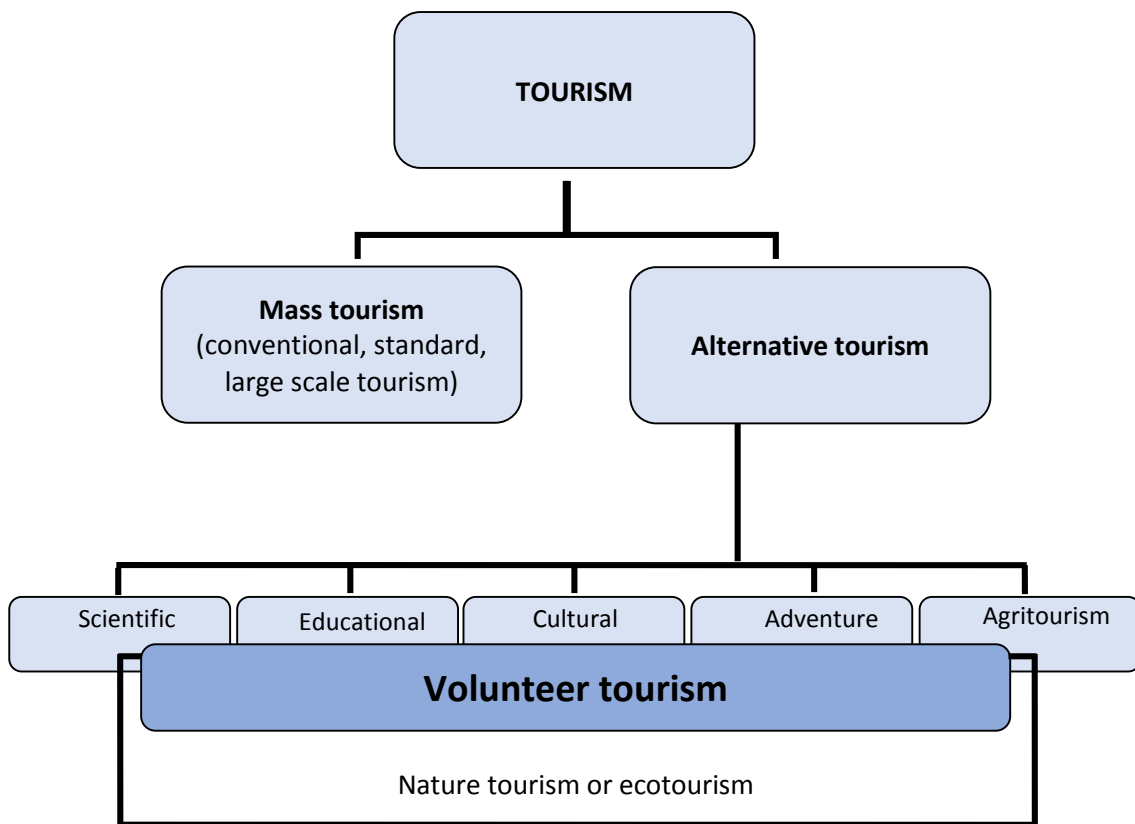


Figure 7: Structure voluntourism

There are various reasons why people get actively involved in delivering a service to the destination without just altruistic motives. People are seeking a tourist experience that is mutually beneficial, that will contribute not only to their personal development, but also positively and directly to the social, natural and economic environments in which they participate (Wearing, 2001).

8. Research Method

8.1 Method

The main methods of this research study involved a survey, based on an online questionnaire, and a face-to-face interview with the founder of OMUNITYBALI.

A determination of a target group is needed to receive the correct and evaluable data for an individual project. In case of my project the target group is diversified. The program is provided for all people who decide to participate voluntarily. There is no fixed age predefining what makes the group configuration different; it is interesting to see which target groups come together. If the participants are in different ages, for instance, the younger ones can learn from the older ones and conversely. Furthermore the people who decide to take part should have enough free time, no health encroachments and it would be an asset if they are independent. This means that they have in the same time no other work obligations and are able to focus on the volunteerism entirely. Additionally, the people have to be aware that the accommodations are not as like in four or five star hotels, and that the convenience is not the same as they are maybe used to. It is to be read that there is no exact defined target group. Nevertheless, it is more construed for the western countries. In summary though the main point is that the program is provided for all people who have the desire to participate voluntarily without being paid for their time.

Concerning a diversified target group, it is difficult to reach the right people to survey. Because of this I decided to make an online survey. Social Media is a useful tool to get valuable information because it enables to focus on the people who give a feedback voluntarily. The advantage of voluntary responses is that the interested and addressed people give a feedback which implies that you will receive only valuable answers. For that reason I shared my online questionnaire in a manageable number of Facebook communities which are listed in my Research design.

Based on my purpose to provide the volunteer-program in cooperation with the OMUNITYBALI I conducted an interview with the founder of this community. This enables a direct exchange of information with the responsible person. Furthermore, the whole concept will be designed only with the founder of OMUNITY, which makes the implementation of the concept simpler.

8.2 Design

Survey

I did a research about communities with members who are interested in Bali and decided to sharing it in following groups:

- Bali unlimited
- Ubud community
- Bali export development organization
- Bali tourist info
- Eco tourism Indonesia

Care was taken to share it on Facebook groups which enables to get reliable data. I have avoided to share it on all kinds of Facebook members because the result would be biased. The selected groups have got members who interrelate with Bali.

This survey group includes people who have been traveled to Bali, want to travel to Bali, want to work or study there and want to have information about special issues or even to be part of an organization. This increases the ability to receive valuable results.

The questionnaire comprises 13 questions and is divided in 5 parts. The first part is demographic information about the respondents of the survey. Questions about inspiring, incentives and their interests of Bali cover the second part. The third scope revolves around the real issue volunteerism. What volunteerism means for those polled and how would it be interesting for them. The fourth part is about their importance of sustainability and the last part refers to already gathered experience with volunteerism.

Interview

The interview with the founder of OMUNITYBALI is divided in three main questions:

1. Why are the OMUNITYBALI and their surroundings in the north of Bali a meaningful location for the volunteer-program?

2. OMUNITYBALI would like to provide a sustainable future in their village. Furthermore you provide a lot of activities in the north for your guests. What are your motivations to create a volunteerism-program? How did you come to this idea?

3. The whole village is involved in the concept of the OMUNITYBALI. How are they involved? Could this be an advantage for the volunteerism?

8.2.1 Timetable

A key task for the project is to develop a timetable for the project preparation and the procurement. The plan has to consider all relevant process steps. It is important that the activities be initiated at the right time and monitored closely to ensure that they proceed as planned and does not cause delays to other activities. The following timetable shows a list of the actions which have to be conducted for the developing of a volunteer-package:

No.	Activity	Weekly						
		April	May	June	July			
1.	Desk research	■	■					
2.	Exploration north Bali and OMUNITYBALI		■	■				
3.	Sharing surveys		■					
4.	Evaluation surveys		■	■				
5.	Interview OMUNITYBALI			■				
7.	Exploration and selection volunteer activities		■	■				
8.	Analysis received data		■	■				
9.	Implementation plan			■	■			
10.	Testing volunteer stations				■	■		
11.	Publishing					■		
12.	Presentation					■		
13.	Observation					■	■	■

Figure 8: Timetable

8.3 Analysis & Findings

The expectation of the following part is to discover the results of the evaluation of the survey and the interview and give an overview of the observation. The survey as well as the interview are divided in firstly the analysis and secondly in the findings. The analysis of the survey are mostly referred to a diagram for a better presentation of the results.

According to the research questions, the first part, which comprise the questions what tourists think about volunteerism in Bali and if and how they would be interested to take part in a volunteer-program, are answered by the questionnaire survey.

The second part of the research questions, which comprise the questions of the differentiating factor from other volunteer-programs in Bali und which activities will be provided and why, responded by the observation and the interview.

Survey

The online questionnaire survey resulted in 49 responses which are represented in the following.

The majority of the sample are female. 69 % of the answers are from woman and 31 % are from men. Looking at the age of the people who filled out the questionnaire it become clear that the majority of them are older than 50 years old:

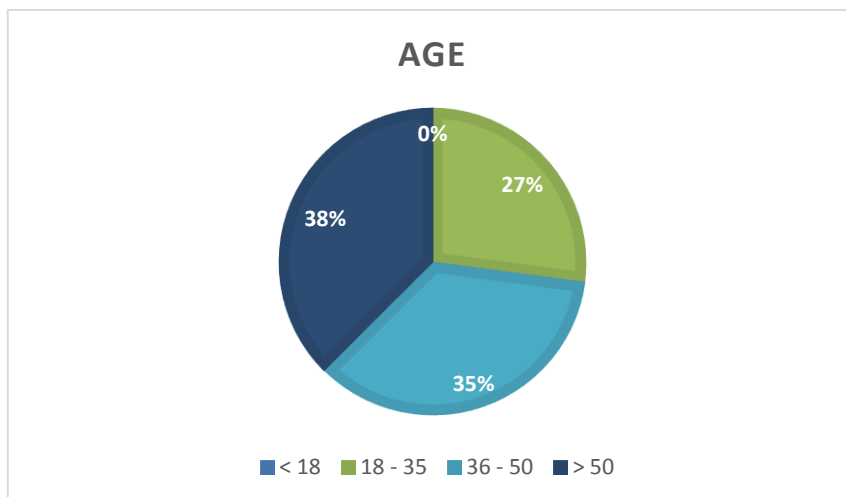


Figure 9: Chart Age

There are no responses from people who are under 18 years old. 35 % of the answers are from respondents between 36 and 50 years and a similar percentage with 27 % are between 18 and 35 years old. The most responses (38 %) are provided by those who are over 50 years old.

The Evaluation about how often they have been to Bali presents a clear answer. 61 %, which constitute 30 respondents, have been one or several times to Bali already. Four respondents (8 %) have been one time to Bali while 15 of them (31 %) have never been there.

The next evaluation shows the interests of the respondents to come to Bali.

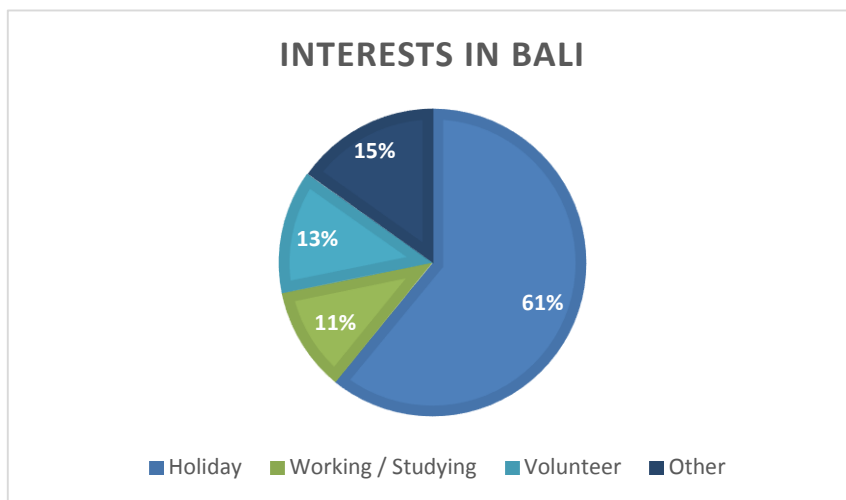


Figure 10: Chart interests

The most respondents (61 %) come to Bali for holiday reasons. 11 % stated that they are going to Bali for working or studying and 13 % wants to become a volunteer. 7 Respondents, which constitute 15 %, stated other reasons.

The next question is about what the respondents inspired by most. The possible options were culture / religion, the work of Balinese people, landscape, food and others. The most inspired scope for the respondents are culture / religion (53 %). 47 % are inspired by the landscape, and 40 % by the work of Balinese people. The remaining results show no striking differences between each other. 34 % are inspired by food and 32 % stated that they are inspired by other things.

There is an open question about the meaning of volunteerism generally based on varied and different opinions. The results of the evaluation are divided in three main parts. The first one is the purpose to help other people and to make life easier for them, which represented 74 % of the respondents. The most important item for 14 % of those is to put others before yourself.

9 % understand volunteerism as working without payment and one person (3 %) had never heard of volunteerism.

The next question builds on this data and concerns with the imagination of the respondents to take part in a volunteer-program in Bali. Based on the main focus of this evaluation, which are the reasons of the answers, it represents an open question, as well. The great majority with 79 % could imagine and 21 % could not imagine to participate. The reasons why respondents don't want to take part are bad experience with other volunteer programs or they simply do not have time for this.

On the other hand, the reasons to take part, are divided in four different motivations. The biggest motivation is to change disadvantages and to support the Balinese people because they need more assistance. They need assistance with education, resources and health to flourish and grow. Another motivation is to give something back. It is important to help build up people who do not have a life as easy as others because there is not a lot of wealth. In the eyes of these respondents, the Balinese people are admired because the help a lot of other people to become a better person and give awareness about a happy life. They would like to give something back especially the Balinese people because they will appreciate it. The third motivation is to live within a community, to meet new friends or to participate with other friends to share this this program and adventure with them. Another main motivation is concisely Bali with all its fascinations: the love for Bali and the people, the impressive culture and some of them see it as an adventure for themselves as well inspired by the movie "Eat, Pray, Love".

The next two pie charts show how long they would want to participate and which size of the program they would prefer to participate.

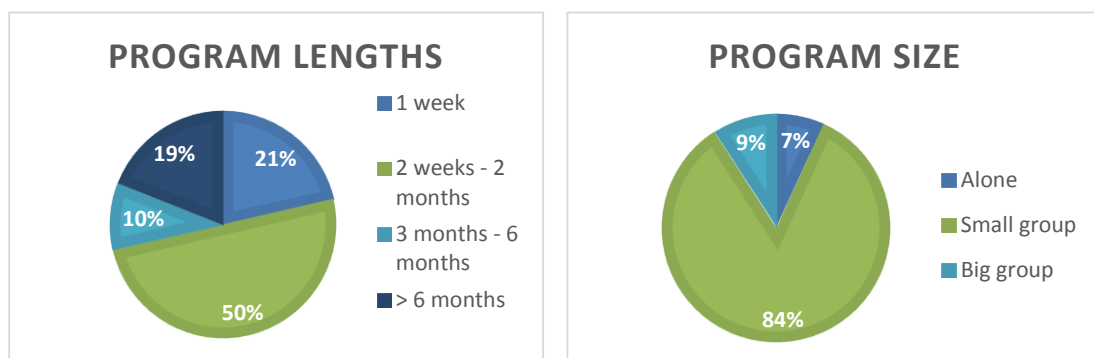


Figure 11: Chart program lengths, program size

According to the length of the program the most respondents (50 %) would prefer it between two weeks and two months. 21 % would like to participate just one week, 19 % longer than six months and 10 % between three and six months.

The graph on the right shows the evaluation about the size of the program. The great majority (84 %) of the respondents prefer a participation in a small group of volunteers. 9 % of the respondents would prefer to participate in a big group, and just three of them (7 %) would take part alone without other volunteers.

The next part of the survey is about the respondents' interests in different kind of activities. The possibilities for choosing were working in orphanage, with local farmers (rice fields), in school, with older people and others:

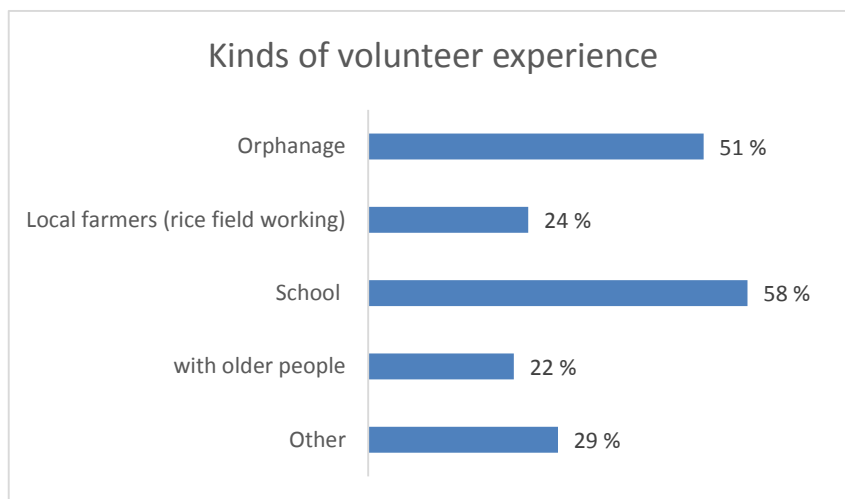


Figure 12: Chart volunteer activities

Working in school and orphanage with 58 % and 51 % are by far the most interesting volunteer activities for the respondents. The other choices local farmers (24 %), working with older people (22 %) and others (29 %) achieved similar results to one another. The percentages add up to much greater than 100% because several respondents had more than 1 type of previous experience.

Relating to the question if the respondents would prefer one or more volunteer activities during the program the result is unambiguous: 76 % would prefer different activities and 24 % would concentrate on one constant activity.

The following chart is about the importance of protecting the sustainability during the program:

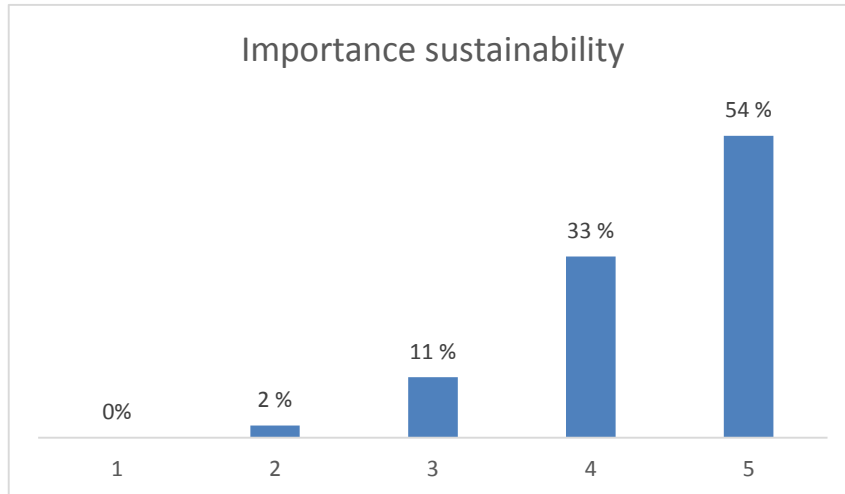


Figure 13: Chart importance sustainability

On the scale reaching from 1-5 (not important – very important) the great majority of the respondents mentioned that sustainability is very important. The remainder is shared between importance 2 and 4 and it is also important to recognize, that not a single person stated sustainability as “not important”.

The red thread is to adapt the program to the requirements of the participants as far as possible. Based on this, the evaluation of the findings is needed for the program construction.

A look at the survey question about the age shows that the most interested respondents are older than 50 years and a lot of them between 36 and 50 years. A reason could surely be the time and experience of life which enables easier to decide for a program like this. But there are also some interested parties between 18 and 35 which could enable an international group of all age groups and makes the program more interesting and challenging.

The great majority of the respondents have been more than one time to Bali which suggests that they know Bali and have thought about it intensely already. This can be an advantage because they know people, culture and living standards already but on the other hand it could be an disadvantage because they will not getting a lot of new impressions. 28 of 49 respondents come to Bali for holiday reasons which was to be expected. The more interesting thing is that six people already come to Bali for volunteer reason. This means 12 % and shows Bali as a suitable island and a popular destination for volunteerism. More than half of the interested parties are inspired by the Balinese culture and religion.

To make the program unique and more special, the participants will get impressions of Balinese culture in their free time. For the most of the respondents this means volunteerism donating their time to help other people without getting paid. 79 % could imagine to participate in a volunteer-program in Bali. The result is that Bali, as a peaceful island, is seen as a place where they can give something back, especially the friendly Balinese people.

Some respondents do not want to participate because they already have bad experience with other programs. Based on this, it is necessary to question the background and to figure out “what went wrong”. The last question of the questionnaire covers this. The negative responds are according to the organizations in which they took part. They felt exploited based on their experiences. According to this the most important point is to create real confidence between the organization and the participants.

The half of the interested parties would prefer to take part between two weeks and two months. More than 80 % of them would like to participate in a small group of people. Taking these aspects into account, the program takes eight weeks and is meant for a small group of eleven people. The selection of the activities considers the interests of the respondents; based on the evaluation there will be different activities instead of one constant activity. Because more than half of the interested people stated sustainability as very important, the concept of the program considers the awareness of sustainable health and environment and ensures the protection of sustainability.

Observation

There are a lot of communities and providers who offer volunteer-programs in and around Bali - programs in which the volunteers are helping other people and try to protect the environment. This volunteer-package pursues the same goal like other programs. The participants want to do something good while working with other people. But there is a main aspect that makes this program unique und different from the others. The location of the OMUNITYBALI enables the participants to find their own balance between soul and spirit, discover new characteristics and find the way to themselves. All in one the benefit is having the opportunity to “do something good for myself”.

The appliance of a yoga therapy within the area of OMUNITYBALI enables this benefit. Practicing yoga encourages the participants to nurture harmony with spirit, the environment and with one another. The holistic integrative approach is designed to tune in to the physical, emotional and spiritual levels, allowing an organic healing process to naturally unfold.

Besides the daily work activities during the program the capabilities of OMUNITYBALI allows the volunteers to take part in yoga courses. To make this program different from other volunteer-programs, the volunteers will do an individual project in addition to the daily activities. The deadline will be the end of the program-time. For this program the volunteers get weekly yoga- and healing-courses. As soon as they feel familiar with the practices they have the task to provide these courses to children and other people, especially around Singaraja, who want to take part.

Depending upon the attendance number the project execution can be happen at the location of the OMUNITYBALI or a football field not far away. This project enables a more exciting volunteerism-program for the participants and they get the advantage of doing something good for themselves - practicing yoga - as well.

In reference to the volunteer activities which will be provided and why, the following table shows a description of the selection:

Rice field farming

Rice is considered to be the most important crop for the Balinese. In the north of Bali there are a lot of big rice fields which enable farming experience and working from seeding the rice until harvesting the crop. The individual steps of rice field farming are:

1. Field Preparation:

The rice fields have to be prepared before the planting can start. Firstly the level fields allow rice farmers to conserve water. Secondly they have to fertilize the fields and roll shallow furrows into the field. After these preparations the fields are ready to be planted.

2. Flooding & Seeding:

There is a 5 inches depth of the furrows which the water run into. The consistent water depth improves the rice plant ability to compete against weeds for nutrients and sunlight, reducing the need for herbicides. The heavy seeds sink into the furrows and begin to grow.

3. Maturation of rice:

In this step the seedlings of the rice mature. One to two applications of herbicides are applied to control weeds. Sometimes farmers may also treat the fields for rice water weevil and other insects. Early application of a few crop protection materials ensures pure rice at the harvest.

Usually the rice grows very quickly, reaching a height of 3 feet. Especially during this time, farmers are careful to maintain a consistent water depth of the same 5 inches.

After a while the grain begins to appear in long panicles on the top of the plants and are ready to be harvested when the grain heads are mature.

4. Harvest:

Before rice harvest can begin, the fields must be drained. Once the fields are dry, the farmers collect the ripe grains.

5. Milling & Storage:

The rice is carefully dried to an ideal moisture level. White rice is the result of gently removing the bran layers to leave just the inner, pearly grain.



Figure 14: Rice fields OMUNITYBALI

Orphanage

In the village there is an orphanage that enables the volunteers to work and play with the 35 children there. The orphans are in need of affection, care and love which the volunteers can offer them on an individual basis. There are different ages which makes working and playing with the children interesting and exciting. Volunteering in orphanages can make a large impact on both – the orphans and the volunteers themselves.



Figure 15: Impressions orphanage

School

The village offers some schools where the volunteers have the opportunity to work with the 120 children there as well. Of course, the volunteers cannot teach them like the official teachers but they can help them with their homework and it is also a great way to develop communication skills. Volunteering in a school offers a fantastic source of work experience with young people.



Figure 16: Impressions school

Village Cleaning

The objective of this activity is to achieve a green village with the motivation of “keeping the city clean”. This reflects the mission of OMUNITYBALI to provide a future for next generations, especially children, without plastic and dangerous chemicals.



Figure 17: Entrance to the village

Yoga courses

The long-term project of practicing and subsequent providing yoga courses, which starts at the first week and ends at the last week of the program, is scheduled amongst the daily activities.



Figure 18: Location for yoga practice

Interview

The main point of this evaluation is to get the core information which presents the background of the project. The face to face Interview with the founder of OMUNITYBALI gives a detailed specification why this community with their surroundings is a suitable and unique location for the program.

The concept of the whole village is the response to the question why the OMUNITYBALI and their surroundings in the north of Bali are a meaningful location for the volunteer-program. The concept is committed to support a green sustainable future of OMUNITYBALI and the village wants to preserve their own traditional roots. Furthermore, they are in order to share their way of life in the whole village to the volunteers. This location and the whole area offers a great place to visit. The aim of the concept and ultimately also of the program is to provide working stations which are away from the touristic area. This enables the benefit to offers activities which stand with harmony to the nature.

The long-term objective of the OMUNITY is to provide a sustainable future in their village. Furthermore, lots of activities are provided in the north. The guests can participate in activities like waterfall adventures, local traditional market trips and traditional Balinese ceremonies. It can be seen that there are activities for leisure already provided. But there is a gap between what is provided and what could be provided. The second question of the interview focuses on their motivations to create a volunteerism-program. It is to figure out how they came to this idea. The founder of OMUNITYBALI explained that most of the people who come to Bali want to go on holiday especially relaxing at the beach. The holiday area Kuta enables tourist's kilometers of beaches, bars and restaurants and a diverse nightlife for the party guests.

At the same time massive negative impacts upon the environment, culture and society are becoming apparent and are calling into question whether tourism is a viable development pathway. A lot of people do not realize or do not care about this negative aspect of tourism.

However, the OMUNITYBALI is confident about people who do not just want to do a tourist commercial thing in the area of Bali. They want to give tourists or people interested in and care about Bali the opportunity to see the magic island more in preserve instead of destroying itself. With the volunteer-package away from the tourists hotspots the participants can discover what the real Bali is all about.

Another aspect or rather benefit of this project concept is that the whole village is involved in the mission of the OMUNITYBALI. The question here, as regards the third part of the interview, is how they are involved and if this could be an advantage for the volunteerism. The answer of the founder was concise: The goal is to involve all the inhabitants in the program, enabling them to feel proud of their own village. They believe that there is much potential to grow together by preserving their tradition. Furthermore, they want to share and show all this to those who appreciate and respect it. There is a main benefit for the volunteers as well. Based on the attitude about sustainability of all villagers, it is easier for the volunteers to act with respect to the environment. In addition, they can feel a strong community and grow themselves. But a material advantage is also offered. The villagers provide sleeping facilities and foodstuffs for the volunteers during their program; this will be explained in another point.

In Summary, the founder and the whole village want to be and achieve a change. Their goal is to ensure a sustainable future and development. They pursue the increase of public awareness about resources, nature and environment. According to the introduction at the beginning, the founder takes up this aspect of the contrast between the tourism and local people area. Some people are not aware about the environmental and negative impacts. The program offers the opportunity to look behind the scene. There are three different perspectives which benefit the program. The first one is the OMUNITYBALI, its village with its vision. It will be supported by other people, the volunteers, which represents a big step in the direction of “providing a sustainable future”. The second view is given by communities generally. Volunteerism strengthens cohesiveness in the group and supports altruism. And the last point is the given benefits for the volunteers themselves.

The aspects here are personal experiences, learning to work in a team and a main point is the intercultural communication, because people with different languages, different ways of life and cultures come together.

9. Implementation plan

The most important step during the whole organization of the volunteer program is to create a realizable implementation plan. To achieve and develop a program structure which is adapted for the interested parties and guarantee a success is the aim of the implementation plan.

It covers the choice of the activities which will be provided, their lengths and the reason for choosing them.

The volunteers should arrive some days earlier to have plenty of time to get to know each other, to get familiar with the surroundings and to receive an introduction of the whole program. The following tables offer an overview about the weekly programs:

Week 1

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Morning (8:00 am - 12:00 pm)	School	School	School	School	School		
Afternoon (1:00 pm - 5:00 pm)	Flooding and planting	Yoga course	Flooding and planting	Flooding and planting	Yoga course		

Week 2

Morning (8:00 am - 12:00 pm)	Cleaning village "green (tourism) concept"	Cleaning village "green (tourism) concept"	Cleaning village "green (tourism) concept"	Cleaning village "green (tourism) concept"	Cleaning village "green (tourism) concept"		
Afternoon (1:00 pm - 5:00 pm)	Flooding and planting	Flooding and planting	Yoga course	Flooding and planting	Flooding and planting		

Week 3

Morning (8:00 am - 12:00 pm)	Orphanage	Orphanage	Orphanage	Orphanage	Orphanage		
Afternoon (1:00 pm - 5:00 pm)	Flooding and planting	Flooding and planting	Flooding and planting	Yoga course	Flooding and planting		

Week 4

Morning (8:00 am - 12:00 pm)	School	School	School	School	School		
Afternoon (1:00 pm - 5:00 pm)	Flooding and planting	Flooding and planting	Flooding and planting	Flooding and planting	Yoga course		

Week 5

Morning (8:00 am - 12:00 pm)	Yoga course	Cleaning village "green (tourism) concept"	Cleaning village "green (tourism) concept"	Cleaning village "green (tourism) concept"	Cleaning village "green (tourism) concept"		
Afternoon (1:00 pm - 5:00 pm)	Weeding & scary birds (during the maturation of rice)	Weeding & scary birds (during the maturation of rice)	Weeding & scary birds (during the maturation of rice)	Weeding & scary birds (during the maturation of rice)	Project Yoga		

Week 6

Morning (8:00 am - 12:00 pm)	Orphanage	Orphanage	Orphanage	Orphanage	Orphanage		
Afternoon (1:00 pm - 5:00 pm)	Weeding & scary birds (during the maturation of rice)	Project Yoga	Weeding & scary birds (during the maturation of rice)	Weeding & scary birds (during the maturation of rice)	Weeding & scary birds (during the maturation of rice)		

Week 7

Morning (8:00 am - 12:00 pm)	School	School	School	School	School		
Afternoon (1:00 pm - 5:00 pm)	Harvest	Harvest	Project Yoga	Harvest	Harvest		

Week 8

Morning (8:00 am - 12:00 pm)	Orphanage	Orphanage	Orphanage	Orphanage	Orphanage		
Afternoon (1:00 pm - 5:00 pm)	Harvest	Harvest	Harvest	Project Yoga	Harvest		

Figure 19: Overview weekly programs

To give the volunteers insights into the Balinese culture and Bali generally, the program includes small excursions to different places where the people are able to understand Balinese customs and habits.

But firstly, program facilitators must figure out who of the participants know Bali already and who needs more knowledge about the island. The objective here is to bring the different needs and requirements to a common denominator. Besides north Bali the community offers small excursions to east, south and west of Bali, as well. The excursions will take place on the weekends.

9.1 Accommodation and food

OMUNITYBALI provides their accommodations for all participants. The accommodations are divided in two different kinds. The first one is the “OM stay” which is prepared for eleven people and the rooms are beside a swimming pool, which can be used freely, and the reception area. The buildings are all single bedrooms and have their own toilets and showers next to the room. The buildings are made out of bamboo and they are decorated in a caring manner and high standard. Based on support to live with community and nature, there are no T.V’s or telephones in the rooms.

To live door to door means the second kind of the accommodations. It is called “OM village” and enable nights’ stay in the village Sudaji. There are 65 community houses with up to five rooms available. Some of the houses have their own mini-kitchen or living room areas.

OMUNITYBALI provides three meals per day. The volunteers get breakfast, lunch and dinner. The food is mostly vegetarian or vegan and daily freshly prepared.



Figure 20: Food, accommodation

9.2 Costs

With a view to achieving a unique volunteerism-program with diverse experiences, OMUNITYBALI prepares a well-organized concept. In order to guarantee that, all costs have to be covered. These costs covered accommodations and food.

To accommodate the volunteers and to appreciate their work the prices will be reduced by more than the half of the published rates. The following table shows the costs projection.

Program costs	
Accommodation	15 \$
Food	15 \$
Other costs e.g. Transport	3 \$
Costs per person / Day	33 \$
* 80 Days	
Costs per person / Program	2.640 \$
Costs per person / Program in	ca. 2.370 €

Figure 21: Costs projection

9.3 Publishing

Annex 2 shows a short program description as an advertisement which will be published on the OMUNITYBALI website. The advertisement will get an extra link within the homepage which enables a clear overview for the interested parties. They will get more detailed information by personally contacting (see point 9.1 and 9.2).

10. Conclusion

According to the project structure the research questions were the cornerstones to achieve the research objectives. The necessary data and information were determined with the aid of the questionnaires. Taking into account all of this data, the framework of the program could be adjusted to the wishes of the respondents.

It has been discovered that Bali provides places, away from tourism, where people are able to discover the real island, the peace, the Balinese people and their unique way of living. Bali enables a great destination to provide volunteerism generally.

A lot of the survey respondents could imagine participating in a volunteer-program but they had bad experience of other programs. Based on this fact the motivation was to create a different and special program where the people get not only personal experience, but also the opportunity to discover new priorities in life, respecting the environment and understanding the interconnection between environment and life.

OMUNITYBALI is a community associated with living in peace with people and environment which enables a suitable location for this program and for a unique living and working experience for the volunteers. Based on its diverse and sustainable volunteer activities the program has a lot of potential for a successful implementation and offers a different kind of volunteerism experience.

The project is defined by its own boundaries of volunteerism to ensure a clear overview and to avoid confusions. With a view to the literature research the part voluntourism offers expansions or ideas of concepts like this for the future. An example could be a long-term volunteerism program which gives the volunteers some few weeks break to make leisure activities like safari and boat trips. However, in this regard the cost factor must to be noted.

11. Disengagement plan

All main steps of the project, especially the implementation plan, were discussed with the founder of OMUNITYBALI.

This research created a new possibility for people who want to see Bali from another perspective than as a tourist, want to help other people and broaden personal and cultural horizons at the same time.

The structure of the framework is determined which means that the program will not give grounds to doubt of its success. However, volunteerism is a totally new field for this community, which means that it takes time to implement this program entirely. OMUNITYBALI and I will remain in contact to see how the program has developed.

12. References

Dekker, Paul et al. (eds.) (2003); *The values of volunteering, cross-cultural perspectives*, New York: Springer Science + Business Media

Jackson, Tim (eds.) (2009); *Prosperity without growth, economics for a finite planet*, London: Earthscan

Musick, Marc A. et al. (eds.) (2008); *Volunteers, a social profile*, United States of America: Indiana University Press

Wearing, Stephen (eds.) (2001); *Volunteer tourism, Experience that make a difference*, Wallingford (UK): Cabi publishing

Online:

Greechie, S. (2015): *SWOT Analysis of a Nonprofit Organization*
<http://smallbusiness.chron.com/swot-analysis-nonprofit-organization-4407.html> (18/06/2015)

<https://govolunteer.com.au/Legal/Definition-and-Principles-of-Volunteering?AspxAutoDetectCookieSupport=1> (16/05/2015)

www.omunitybali.com (13/05/2015)

www.voluntourism.org/resources.html (17/05/2015)

Annex

Volunteerism in Bali

Questionnaire for providing a volunteer-program in Bali

Gender

- Female
- Male

Age

- < 18
- 18 - 35
- 36 - 50
- > 50

How often have you been to Bali?

- 0
- 1
- > 1

What did / will / would you like to do in Bali?

- Holiday
- Working / Studying
- Volunteer
- Other:

What inspires you most in Bali?

- Culture / Religion
- The work of Balinese People
- Landscape
- Food

- Other:

What does volunteerism mean to you?

Could you imagine to participate in a volunteer-program in Bali? Why?

How long would you want to participate?

- 1 week
- 2 weeks – 2 months
- 3 months – 6 months
- > 6 months

How would you prefer to participate in this Program?

- Alone
- In a small group
- In a big group

What kind of volunteer experience would be most interesting to you? Working ..

- in orphanage
- with local farmers (e.g. ricefields)
- in school
- with older people
- Other:

Would you prefer one or more volunteer activities during the program?

- One constant activity
- Different activities

How important is sustainability for you?

1 2 3 4 5

Do you already have good or bad experiences with volunteerism generally?



Be a volunteer ...

Volunteerism in Bali – Volunteerism with OMUNITYBALI

Community, Peace, Happiness, Environment – these are the four ingredients in our new program division recipe for enabling all interested people to participate in a volunteer-program located in north of Bali.

... make a change

by becoming a volunteer for eight weeks in a community based location surrounded by amazing landscapes, places and people. Get experiences divided in five different volunteer-activities within a small group of volunteers. Using the resources like accommodations and food of our community and

... take a break

out on your daily routine and do something good for your soul by helping other people, meeting new friends, experience Bali and use our facilities to come in harmony with nature, environment and especially yourself.

If you have any questions please feel free to contact us:

PHONE: +62 81 238 17719

EMAIL: zanzan9@omunitybali.com