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VOLUNTOURISM: A NEW WAY OF TRAVEL

What drives people to an authentic and
transformational travel experience.

Marina Chavez Duarte Silva

Dissertation presented as partial requirement for obtaining
the Master's degree in Information Management

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VOLUNTEER TOURISM: A NEW WAY OF TRAVEL

WHAT DRIVES PEOPLE TO AN AUTHENTIC AND TRANSFORMATIONAL TRAVEL EXPERIENCE

by

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Dissertation presented as partial requirement for obtaining the Master's Degree in Information Management, with a specialization in Marketing Intelligence.

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ABSTRACT

Volunteer tourism, or voluntourism, is described as the tourism unpaid activity where someone gives their time to help a not-for-profit organisation or an individual to who they are not related (e.g., helping the Red Cross abroad). In the last few decades, this type of tourism has grown fast, boosting travellers' personal development and fostering a transformational experience. This research aims to examine the key motives to engage in voluntourism. PLS-SEM findings ($n = 318$) indicate that there are two major influencers on volunteer tourism motivation: the uniqueness of the experience and altruistic behaviour. By doing so, this research identifies the key drivers to motivate people on doing this type of tourism. Based on our conclusions, we present important implications for academics, volunteer tourism companies and tour operators.

KEYWORDS

Volunteer; Voluntourism; Motivation and Social Travel.

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1. INTRODUCTION

The travel and tourism industry are one of the largest and fastest growing sectors in the world (Sofronov, B., 2018). It is an important sector for economic growth in many countries (Horng et al., 2012; Stylos et al., 2016). Over the last few decades, there has been a proliferation of academic interest and public debate on forms of alternative tourism, such as ecotourism, responsible tourism, and sustainable tourism (Smith & Font, 2014). Among these, volunteer tourism was the fastest-growing form of alternative tourism (Germann Molz, 2016). Tourists, for various reasons, seek alternative goodwill experiences and activities. To meet this demand, there has been a surge in volunteer programs offered in a range of destinations organized by a variety of charities and tour operators which is predicted to continue to grow in the future (Benson, 2010). Volunteer tourism is a new form of tourism that seeks to give travellers the chance to both engage and contribute to the communities they are visiting (Lyons & Wearing, 2008).

Research involving voluntourism has mainly focused on specific cases in different destinations (Ali, 2019; Rahman & Ali, 2019; Schneller & Coburn, 2018). However, despite the importance of acknowledgment in various destinations, prior research does not provide significant insights on motivations and engagement about those volunteers. Since voluntourism is a relatively young division of tourism, what motivates these travellers to embark on these trips is still an area of study of interest.

Recent researches suggest that voluntourism is the escapist nature of traditional holidays that differentiates tourism activities from work issues, as it offers an opportunity to break free from daily work routines (Zahra & McIntosh, 2007); in addition, the idea of volunteer tourism runs counter to that of vacations for pure pleasure and focuses on experiences that stimulate such feelings as “to make a difference” and “to give back” (Wearing, 2001; Zahra & McIntosh, 2007).

This study aims to investigate and identify the key motives to engage in a volunteer vacation, as a new form of volunteering, where the reward is non-material. Furthermore, this study explores the question: What motivates volunteers to participate in volunteering travels?

Recent research demonstrates that experiential purchases are more enjoyable than material purchases (Van Boven, Campbell, & Gilovich, 2010). Thus, analysing the engagement and prosocial behaviour, especially in the youngsters, is notary that the positive attitudes towards social issues have an increased, increasing so the interest in impacts trips and strong desire to experience new and local cultures. The proposed study contributes to filling a gap regarding the study of motivations and on-site experiences of volunteers towards volunteer globally travels.

Seeking precise conclusions about this topic, it will be used explanatory research to identify and explain the causes of making philanthropy and social good decision. Using a questionnaires approach, it will be making a deep understanding between social travel, such as humanitarian actions or activists that have more a human endorsement factor. Finally, this research provides insights to volunteer travel agencies or general travel agencies, to apply campaigns that meet the desire to combine help and travel to a destination, improving the experience.

2. LITERATURE REVIEW

2.1. VOLUNTEER TOURISM

The rise of voluntourism dates from the 1990s, and it emerges from a Pro-Poor Tourism (PPT) agenda that itself incorporated ideas of sustainable development from the 1992 Rio Earth Summit (C McGloin, 2015). Countries in 'need' of 'aid' including Cambodia, Thailand, Costa Rica, Tanzania, Nicaragua, South Africa and island states in the Caribbean are commonly finding with volunteer programs. The potential for voluntary action to contribute to the fight against key global issues was recognized by the United Nations UN General Assembly in 1997. Volunteering was seen by the UN Commission for Social Development, to offer skills energy and local knowledge. Further, the term 'voluntourism' was first coined in 1998 by the Nevada Tourism Board and was linked to a campaign to develop rural tourism (Clemmons, n.d).

Stephen Wearing designates volunteer tourism as a practice in which people 'volunteer in an organized way to undertake holidays that may involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments, or research into aspects of society or environment' (2002, p. 240). Voluntourism continues to be one of the main ways civic responsibility and engagement can be encouraged (MacCannell, 2013). Various definitions have been provided as well. For instance, Brown's (2005) perspective of voluntourism is "a type of tourism experience where a tour operator offers travellers an opportunity to participate in an optional excursion that has a volunteer component, as well as a cultural exchange with local people" (p. 480). For Raymond and Hall (2008) voluntourism combines travel with voluntary work and seeks to provide a more reciprocally beneficial form of travel in which both the volunteer and the host communities are able to gain from the experience. McGehee and Santos (2005) also defined volunteer tourism from the volunteer's perspective, referring to the notion that it involves discretionary time, and it takes place outside of the regular sphere of daily life for the participant.

It has been argued that volunteer tourists are simply at the committed end of a spectrum of ethical tourism (Coghlan, 2006 & Cousins, 2007), or perhaps of a growing band of 'new tourists' (Poon 1993; Mowforth & Munt, 1998). This growth is part of a more general trend – the invocation of ethical consumerism as an important way to make a difference to communities in less developed countries (Harrison *et al.* 2005).

Volunteer tourism experience appears to have a strong impact upon a participant's sense of self, or their identity and how they view themselves in relation to others (Coghlan, 2015). But it can also be analytically framed as (a) a charitable activity contributing to the collective good, (b) a form of civic engagement, or (c) a form of unpaid labour (Selbee, 2004). Managing volunteer expectations is very important because high expectations can create a detrimental impact on the experience causing volunteers to disengage with the hosts and to struggle more in their on-site experience (Knollenberg et al., 2014; Hammersley, 2014).

2.2. VOLUNTEER MOTIVATIONS

Motivation can be defined as an internal state or condition that serves to activate or boost behaviour and to give it direction (Boz & Palaz, 2007). Yet another definition for motivation is given as something that causes people to act so they can satisfy their specific needs, desires, or wants (Ghazali, 2003).

Over time, tourism has stood out as an important economic activity in the world, generating services, products, employment and income. However, as important as its economic potential, is its social potential, capable of transforming locations that present imbalances and limitations, which has been proposed by volunteer tourism, also known as voluntourism (Souza et al, 2018). Volunteer activities take many forms; involvement in voluntary associations, activism focusing on social change, or donations of money, supplies, or blood donations (Wilson, 2000). As travellers, they are more committed to providing serious aid through sharing their experiences and skills within volunteer projects around the globe (Brown, 2005). Many travellers now seek a more authentic and meaningful travel experience that allows them to interact with the local community at a destination (Molz, 2017).

Voluntourists are ordinary people making an extraordinary difference. Engagement in charitable it involves sentiment, where helping others is also help yourself. People who spend money on others tend to be happier (Dunn, Akinin & Norton, 2008).

People also experience greater happiness when donating for social good. One of the main reasons tourists usually travel to underdeveloped countries, but still stunning destinations have enjoyable scenery and culture while contributing their labour work and also donating time to much-needed development projects. Is common that voluntourism trips are organized to help communities rebuild and recover entire houses, schools or neighbourhood destroyed by natural disaster. A study made by Eric Hartman and others demonstrates the impact of voluntourism: it's estimated that voluntourism is worth \$173 billion per year and involves more than 1.6 million annual volunteer tourists.

Cross-cultural exchange is often noted as a key motivation of voluntourists (Chen & Chen, 2011, Wearing & McGhee, 2013). McGloin and Georgeou agree that sometimes the student recruitment is unashamedly and explicitly soliciting youth with guarantees of adventure, making a difference and positive addition to one's CV (2016). Furthermore, it is seen from the literature that motivation directly affects the satisfaction of volunteers (Millette & Gagné, 2008; Salas, 2008). On the other hand, volunteer satisfaction depends on volunteer motivation (Finkelstein, 2008; Clary et al. 1998; Stukas et al. 2009). Therefore, they are related and are codependent.

Most practices of voluntourism reinforce the expectation that volunteers' efforts will be rewarded with gratitude. Thus, it is important to analyse the link between motivation and satisfaction on doing

volunteer tourism, as well as identifying non-material rewards in voluntourism as a powerful tool for this kind of tourism and community development. Hence, in volunteering, people can engage in volunteer work in order to achieve important psychological goals, and those different individuals will be seeking to satisfy different motivations through volunteer activity (Clary et al. 1998).

H1. Perceptions of volunteer tourism positively affects motivation

H2. Perceptions of volunteer tourism is associated with uniqueness

H3. Perceptions of volunteer tourism increases altruistic behaviour

The proposed research model is presented below in Figure 1.

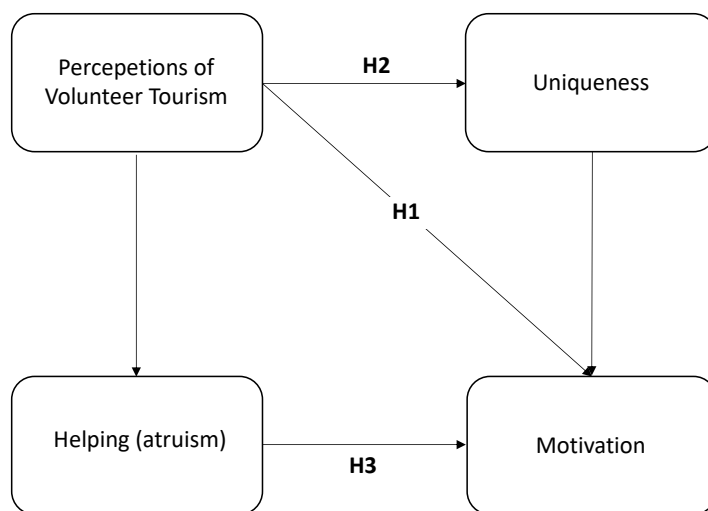


Figure 1 – Proposed Research Model

3. METHODOLOGY

Defining a methodological approach to research is a matter of defining one's beliefs in the way knowledge can, and should, be produced (Kate Simpson). An exploratory research was conducted for this study, as it is the most suitable research design. An online survey was prepared in order to gather quantitative results. SmartPLS 3.0 (Ringle, Wende & Becker, 2015) was used to analyse the data, following the suggested procedures by Henseler et al. (2015) for the measurement and structural models. Based on a final sample of 319 interviewed, the hypotheses were tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). Participants that did not fit the research profile (who did not want to have a volunteer travel experience) or had incomplete responses were excluded from the analysis (PLS-SEM procedures).

Using PLS-SEM was possible to determine and compare the impact of the perceptions of volunteer tourism on influencing volunteer motivation to volunteer tourism. Besides that, it was tested the mediation effect of volunteering attributes (uniqueness and altruism) on the relationship between the perceptions of volunteer tourism and their motivations.

In this research, respondents were approached using a questionnaire method with a 1- to 7- point quantitative scale, used to measure the respondents' level of agreement with most of the items, being 1 "strongly disagree" and 7 "strongly agree". The measurement items used for the constructs were all adapted from previous scales referenced in literature, with some being slightly modified to fit more adequately in the research context. Appendix B summarizes the measurement items.

4. RESULTS AND DISCUSSION

4.1. DATA COLLECTION AND PARTICIPANTS

In this stage of data collection, an online questionnaire aimed at the general public was developed on Qualtrics to test the hypotheses in this study.

The data of this study were collected between the 11th of January until 07th of February of 2021 and in total three hundred and eighteen respondents have successfully completed the survey. The sample was 74,21% female and 21,38% male. The age average of the participants was 28, and the most representative age range was from 25 to 34 with a percentage of 50,15%, followed by 35 to 44 with a total of 19,24% and 18 to 24 representing 17,35% of the total. Considering educational levels, 25,48% of the respondents have an associate degree, existing likewise a balanced representation of participants with either a bachelor or professional degree (24,9% both).

Classification Questions	Results (%)	
Gender	Female	74,21%
	Male	21,38%
	Missing values	4,41%
Age	Less than 18	0,31%
	18 - 24	17,29%
	25 - 34	50%
	35 - 44	19,19%
	45 – 54	7,23%
	55 and over	3,77%
Missing values	2,20%	
Education Level	High school	5,81%
	Bachelor's Degree	24,19%
	Associates Degree	25,48%
	Professional's Degree	24,19%
	Master's Degree	19,03%
	Doctorate Degree	1,29%

Nacionality	Brazilian	88,1%
	Portuguese	9,64%
	Belgian	0,32%
	Finnish	0,32%
	German	0,32%
	Italian	0,32%
	Irish	0,32%
Have you ever done a volunteer work?	Yes	85,62%
	No	14,38%
If no, would like to do?	Yes	91,11%
	No	8,89%

Table 1 - Survey respondents' profile

4.2. RESULTS

In order to test analytically the theoretical model, SmartPLS 3.0 were used to conduct the Partial Least Squares Structural Equation Modelling (PLS-SEM) (Ringle, Wende & Becker, 2015). To make this analysis, it is required a mandatory minimum sample size that must be 10 times the maximum number of arrows directing at a construct in the model. As Motivation has the highest number of structural paths directed at it (3) in the model, therefore, the minimum sample size is 30 participants (3x10). As 318 people have participated in the questionnaire, so the sample size meets the requirements.

Reliability and validity measures followed the procedures from Henseler et al. (2009). The indicators' reliability was assessed by observing the factor loadings, which must be higher than 0.7 (Hair et al., 2014). Mostly of outer loadings in the model were higher than 0.70. And to verify the constructs' reliability, were used the criteria: Cronbach's Alpha (CA) and Composite Reliability (CR) as well. As shown in table 2, all constructs have values greater than 0.7, except MV (0.644). The AVE (Average Variance Extracted) guaranteed the convergent validity; therefore, it must be above 0.5. The table below presents these results in which WH (0.616) and UV (0.718) are above 0.5.

Construct	Item	Outer Loading	Cronbach's Alpha	CR	AVE
Perceptions of Volunteer Tourism	PVT1	0,691	0.709	0.801	0.373
	PVT2	0,718			
	PVT3	0,602			
	PVT4	0,645			
	PVT5	0,676			
	PVT6	0,408			
	PVT7	0,463			
Motivation	M1	0,538	0.644	0.763	0.354
	M2	0,605			
	M3	0,713			
	M4	0,668			
	M5	0,535			
	M6	0,475			
Willingness to help	WH1	0,820	0.796	0.865	0.616
	WH2	0,760			
	WH3	0,784			
	WH4	0,775			
Uniqueness of Volunteering	UV1	0,859	0.804	0.884	0.718
	UV2	0,882			
	UV3	0,800			

Table 2- Model Loadings, Reliability, and Average Variance Extracted (AVE)

4.2.1.1. Measurement Model

The structural model was assessed by testing the constructs' multicollinearity based on the variance inflation factor (VIF). All constructs' VIF has values under the 3.3 threshold (Kock & Lynn, 2012), which indicates an absence of a multicollinearity problem (Table 3). The structural model results were assessed through the path coefficients (β), using a bootstrapping technique with 5,000 iterations, to calculate the t-statistic and the strength of the relationships among all constructs. The results indicated that all constructs were statistically significant at $p < 0.05$ (except Helping $p < 0.125$). Furthermore, the research model supports H1, which suggests that a higher perception of volunteer tourism positively increases motivation ($\beta = 0.283$, $p < 0.001$). So, we obtain evidence of our prediction that when people think highly of volunteer tourism, they are more motivated to travel, thus, we accept H1. It was revealed that the H2 was supported by having a significant effect of uniqueness ($\beta = 0.184$, $p < 0.05$) on motivation. Thus, to confirm H3, we found a significant effect of Helping ($\beta = 0.112$, $p < 0.05$) on motivation.

The coefficient of determination (R^2) shows the quantity of variance in the endogenous constructs explained by the exogenous constructs connected to it (Hair et al., 2014). In this model is explained 23,9% of Uniqueness, 20,9% of Motivation and 7,3% of Helping. According to Hair et al. (2014), R^2 values of 0.75, 0.50, and 0.25 are considered to be substantial, moderate, and weak, correspondingly. As a result, the R^2 values of 0.209, 0.239 and 0.073 are considered weak.

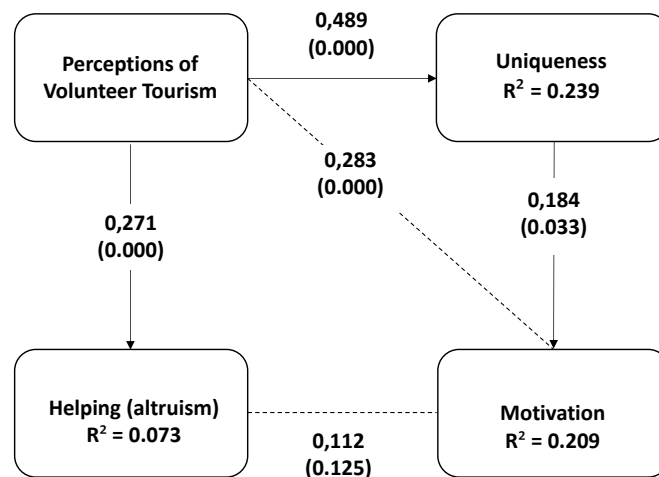


Figure 2 – Research Model Results

	Perceptions	Motivation	Uniqueness of Volunteering	Willingness to help
Perceptions of Volunteer Tourism		1.334	1.000	1.000
Motivation				
Uniqueness of Volunteering		1.411		
Willingness to help		1.158		

Table 3 – VIF Values

5. CONCLUSIONS

The findings suggest that the uniqueness of the experience is a major component in influencing peoples' motivations for doing volunteer travel. The findings of this research have significant practical implications to the volunteer tourism agencies and travellers' operators, helping them to recognize volunteer motivations, anticipating their needs to better connect them with the suitable experience and activity meeting the tourist interest such as cultural activities, tours, and interacting with locals.

Sometimes just to share their experience with others creates more awareness of the society to the conditions and problems of the communities and encourages others to take this kind of experience (McIntosh & Zahra, 2007). Most of the interviewees in this study have revealed a traveller identity that relies on enjoys different cultures, visiting new countries. The participants of the questionnaire were mostly women, between the ages of 25 to 34, reinforcing that volunteer travel companies should also pay attention to men for volunteer work because even there were not a major part of the interviewees, they also share their willingness to help others, do a volunteer work and a volunteer travel. Another significant trend found through these interviews concerns the feeling about volunteering and what drives them to do volunteer work and the results show the feeling of gratitude at the top, followed by feeling useful and personal satisfaction. However, the feeling of fell less stress during volunteer work is insignificant to contribute to a motivate the volunteer in this case.

Although not all volunteer tourism trips need to be transformative, self-actualization and self-development are highly cited as motivating factors for volunteer tourists (Weaver 2015). This research has found another important factor that reflects the volunteer motivation that is the influence, where people tend to be more motivated to do volunteer work after know other's experiences.

Another significant trend found through the report, concerns the perception of volunteer tourism, in that the participants assume that their major motivation to make a volunteer travel is the uniqueness of the experience, followed by the opportunity to meet and experience different cultures and visit a different reality.

This research provides meaningful insights that can be implemented by the organizations and retain volunteers to repeat the travel and experience another country by doing the good. The findings are shown as well as the importance of the uniqueness of the experience, providing an unforgettable experience for those volunteers, contributing to theories of volunteer tourism and transformative consumer research.

Voluntourism can also have impacts of a social nature, such as the strengthening of the community, enhancing education, or improving the quality of life of residents, to promote their culture among guests and it's a way for them to trust foreigners and to help them feel less isolated (Maskivker & Lapointe, 2018). Among the conclusions it is possible to emphasize that the volunteer tourism represents an activity organized so that a specific group of tourists realize during their vacations in the pursuit of objectives such as: to reduce the poverty, to help a group in particular, to investigate aspects of the environment or community that allows its conservation (Wearing, 2001).

To sum up, the study shown as results that most of the people who have never done volunteer work, would like to have this experience and are motivated to have volunteer travel and after done a volunteer travel, the sensation is full of positive emotions like happiness, gratitude and compassion. And the perceptions of volunteer tourism are also about social interaction, where voluntourism provides opportunities for social interaction, offering customers opportunities to interact more directly with local people. People want to impress others less and have an inner fulfillment, perceiving volunteer tourism as a unique experience, which is aligned with their values. Therefore, the findings of this study show the effectiveness of people's motivation on volunteer tourism experiences, potentializing the inner transformation, helping others while helping yourself to grow even more than can be expected.

5.1. MANAGERIAL IMPLICATIONS

Our research findings are important in the tourism context, particularly in volunteer tourism. The research seeks insights that would enhance the volunteer experience and improve their relationship with travel agencies with volunteers. Thus, the experience of volunteering becomes '...an ongoing process which extends far beyond the actual tourist visit' (Wearing 2001: 3). This study provides some managerial insights into the motivation of the volunteers in volunteer travel. The tendencies of the volunteers to assume the uniqueness of the experience plus their willingness to help others could also be linked to inner satisfaction.

Our findings provide guidelines for travel agencies or volunteer tourism operators on how to improve their experience based on their motivations. The debates about what volunteer tourism offers the tourism industry and greater society will continue to be contentious and heavily dependent on rigorous, scientific-platform-based research (Wearing,2015). This a major contribution of this research to the method in volunteer management practice research. The model developed in this research provided the linkage between the perceptions of volunteer and volunteer motivation and the mediating variables.

6. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE WORKS

Some limitations can be attributed to this study. Even though the research has valuable findings, some factors have implied on. First of all, the spread of the COVID-19 pandemic brought massive socio-economic impacts. Especially in tourism, as one of the world's major economic sectors, the COVID crisis made unprecedented impacts. In voluntourism as well. Not only because of the travel conditions, but also the social impact in the local communities, which were passing through a hard period without any assistance and improvements, locals who indirectly rely on the volunteers.

Therefore, less experienced volunteers were formed during this pandemic period and fewer volunteer tourists we had access to interview. The quantitative survey has also some limitations, as we have asked questions with different interpretations and wide responses. While the collected data indicates that most of the participants have already done any kind of volunteer work, fewer were the participants who have already made a volunteer tourism travel

Second, even though the results on the model indicate that they are valid and reliable, the variables could be considered as applicable across various segments of volunteers. Unfortunately, as the survey was delighted diminished and some other variables were not considered.

Furthermore, the present study focuses unilaterally on the motivation of the volunteers. Future studies should explore also the impact of volunteer travel on the locals, finding a greater understanding of the transformational impact of this type of tourism on the travellers, the environment and local communities. To have better results and truly impact on this type of tourism, those three parts should work harmonically together to achieve a positive transformation.

Besides that, in the present study, uniqueness and helping (altruism) were used as mediators in the relationship between the perception of volunteer tourism and volunteer motivations. The limitations of this research offer new opportunities for further research in the area of volunteer tourism.

For future researches, we suggest other mediators could also be attempted, then the investigation could find greater understandings. Besides that, future researches can focus on which forms of volunteer tourism are most deserved support, as well as expand the debate about the positive impact in local communities derived from volunteer's motivations to make good social work.

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8. APPENDIX

Appendix A. Summary of Measurement Items

Construct	Code	Items	References
Perceptions of Volunteer Tourism	PVT1	Increases my self-esteem	(Wearing, 2001)
	PVT2	It makes me feel less lonely	
	PVT3	Creates a sense of community	
	PVT4	It makes me feel important	
	PVT5	If I'm sad, it makes me forget	
	PVT6	Create new contacts / networking	
	PVT7	Creates a new perspective on reality	
Motivation	M1	I feel compassion toward people in need	(Papadakis, Griffin & Frater, 2004)
	M2	I can learn more about the cause for which I am working	
	M3	Volunteering makes me feel important	
	M4	Doing volunteer work relieves me of some of the guilt over being more fortunate than others	
	M5	People I'm close to want me to volunteer	
	M6	Volunteering experience will look good on my résumé	
Willingness to help	WH1	I am always willing to help others	(McGehee, 2002)
	WH2	I am willing to cheer up people when they are down	
	WH3	I am always willing to resolve people's complaints	
	WH4	I am willing to consider issues that are not requested by people	
Uniqueness of Volunteering	UV1	I perceive that experience as unique	(Zahra, 2011)
	UV2	That experience is different from others I have had	
	UV3	That experience is distinct	

Appendix B. Online Questionnaire

Dear participant,

This is a survey to evaluate your perceptions of volunteering tourism.

There is no wrong or right answer, and there is no risk involved in answering any of the following questions. Remember that your participation in this survey is voluntary, which means that you are free to participate or not, as well as give up at any time. However, your responses are very important, completely anonymous, and will be used only for academic purposes.

Informed Consent Form

I declare that I am 18 or over 18 and agree to participate in this research. I declare that I was informed that my participation in this study is voluntary and that I can leave this survey at any time without penalty, and all data is confidential. I understand that I will evaluate responses and that this study does not offer serious risks.

- Yes, I agree to participate in this survey.
- No, I do not agree to participate in this survey.

Introduction

Q1 - Age:

Q2 - Nationality:

Q3 - Gender:

- Male
- Female
- Other

Q4 - Education level:

- High School
- Bachelor's Degree
- Associate's Degree
- Professional's Degree
- Master's Degree
- Doctoral Degree

Q5 - Occupation:

Q6 - Have you ever done a volunteer work?

- Yes
- No

Q7 - If no, would you like to do?

- Yes
- No

Q8 – If yes, how was the feeling?

- Happiness
- Gratitude
- Satisfaction
- Less stress
- Feel useful
- All previous options
- None of the previous options

Q9 - Regarding your relationship with volunteer work, which of the following sentences BEST fits you?

- During volunteering, I feel a sense of social connection.
- Through volunteering, I can connect with other people.
- Volunteering allows me to build social bonds.
- None of the previous options.

Q10 - Regarding your impression of volunteering, which of the following BEST phrases fits you?

- People have a more positive view of me after they know about my experience.
- People consider me more after they know about my experience.
- People are motivated to do volunteer work after learning about my experience.
- None of the previous options.

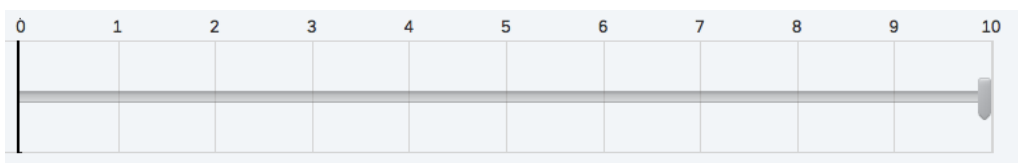
Q11 - Regarding the reflection of volunteering in you, which of the following phrases BEST fits with your personality?

- Volunteering reflects who I am as a person.
- Volunteering is close to my values.
- Volunteering is closely associated with my identity.
- None of the previous options.

Q12 - Please indicate in a scale 1 (strongly disagree) to 7 (strongly agree), volunteer to you means:

	1	2	3	4	5	6	7
	(Strongly disagree)	(Disagree)	(Somewhat Disagree)	(Neither agree nor disagree)	(Somewhat Agree)	(Agree)	(Strongly Agree)
Increases my self-esteem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me feel less lonely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates a sense of community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me feel important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I'm sad, it makes me forget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create new contacts / networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creates a new perspective on reality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 - How much does volunteering contribute to your happiness?



Q14 - If you were to visit a specify country or city, what are the most motivating factors?

- Go shopping Volunteering reflects who I am as a person
- Relax and rest
- Have some time for a break from work routine
- Visit some cultural and historical attractions
- Interact with native people
- Experience different cultures

Q15 - Would you travel to do volunteer work?

- Yes
- No

Q16 - Have you ever done a volunteer tourism?

- Yes
- No

Q17 - If yes, how was the sensation? (1- Extremely bad and 7 - Extremely good)

	1	2	3	4	5	6	7
	(Extrem ely bad)	(Very Bad)	(Bad)	(Neutral)	(Good)	(Very Good)	(Extremely good)
It requires a big effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Many positive emotions (happiness, gratitude, compassion...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I made a positive difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was waiting for recognition and reward	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 – Please indicate in a scale 1 (strongly disagree) to 7 (strongly agree), regarding social interaction in a volunteer trip (voluntourism):

	1	2	3	4	5	6	7
	(Strongly disagree)	(Disagree)	(Somewhat Disagree)	(Neither agree nor disagree)	(Somewhat Agree)	(Agree)	(Strongly Agree)
Voluntourism provides opportunities for social interaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This type of trips offers customers opportunities to interact more directly with local people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This type of tourism/ trips provides opportunities to interact more with other tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 – Please indicate in a scale 1 (strongly disagree) to 7 (strongly agree), what voluntourism means for you:

	1	2	3	4	5	6	7
	(Strongly disagree)	(Disagree)	(Somewhat Disagree)	(Neither agree nor disagree)	(Somewhat Agree)	(Agree)	(Strongly Agree)
I perceive that experience as unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It fulfils me internally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It will impress others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is a happy moment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is aligned with my personal values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This type of tourism/trips provides opportunities to visit new countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 - Where do you first search about this service?

- Social Media
- Search websites
- Friends suggestion
- Others

Q21 - If you haven't done a volunteer tourism yet, what would motivate you to do it?

- Opportunities to visit new countries
- Opportunity to meet and experience different cultures
- Volunteering experience will look good on my résumé
- Makes me feel important
- Meet the local people
- Visit a reality different from mine
- It fulfills me internally

Q22 - What would be an area of interest that you would most like to work on a volunteer tourism trip?

- Sustainability
- Women's Empowerment
- Humanitarian aid (medical / health)
- Children
- Animals
- Other

Q23 – In a scale 1 (strongly disagree) to 7 (strongly agree), do you agree with the following sentences?

	1	2	3	4	5	6	7
	(Strongly disagree)	(Disagree)	(Somewhat Disagree)	(Neither agree nor disagree)	(Somewhat Agree)	(Agree)	(Strongly Agree)
"I feel compassion toward people in need"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I can learn more about the cause for which I am working"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Volunteering makes me feel important"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Doing volunteer work relieves me of some of the guilt over being more fortunate than others"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"People I'm close to want me to volunteer"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Volunteering experience will look good on my résumé"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 – In a scale 1 (strongly disagree) to 7 (strongly agree), for you, the willingness to help is:

	1	2	3	4	5	6	7
	(Strongly disagree)	(Disagree)	(Somewhat Disagree)	(Neither agree nor disagree)	(Somewhat Agree)	(Agree)	(Strongly Agree)
I am always willing to help others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to cheer up people when they are down	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am always willing to resolve people's complaints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to consider issues that are not requested by people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 – In a scale 1 (strongly disagree) to 7 (strongly agree), for you, the uniqueness of volunteering is:

	1	2	3	4	5	6	7
	(Strongly disagree)	(Disagree)	(Somewhat Disagree)	(Neither agree nor disagree)	(Somewhat Agree)	(Agree)	(Strongly Agree)
I perceive that experience as unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That experience is different from others I have had	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That experience is distinct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

