

## Participate in volunteer tourism again? Effect of volunteering value on temporal re-participation intention

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### ABSTRACT

The primary purpose of this study was to explain the relationship between a volunteer's volunteering value, their volunteer attitude, global life satisfaction, and their temporal re-participation intentions. The moderating role of the ascribed responsibility in the relationship between global life satisfaction and the re-participation intention was also scrutinized. A quantitative survey was conducted with volunteer tourists who completed an international volunteer tourism program. A total of 337 usable questionnaires were collected, and they were used for the data analysis. The results from the structural equation modeling analysis verified the second-order structure of the volunteering value and its effect on the volunteer attitude, which subsequently affected the global life satisfaction and the temporal revisit intentions. This study demonstrated that volunteer tourism organizations could encourage the re-participation intentions from short-term, mid-term, and long-term viewpoints. The significant moderating role of the ascribed responsibility existed in the relationship between the global life satisfaction and the long-term intention to re-participate in volunteer tourism.

### 1. Introduction

Volunteer tourism is a segment of tourism where volunteers engage in voluntary work in search of a unique experience that contributes manpower and intellectual supports to a community and altruism projects, and it provides transformative learning for the volunteers (Wearing & McGehee, 2013). In recent years, the search for altruistic and personal values through volunteer tourism has been prominent (Coghlan, 2015; Coghlan & Weiler, 2018; Grimm & Needham, 2012; Han, Meng, Chua, Ryu, & Kim, 2019; Sin, 2009). Volunteers are the key personnel in volunteer tourism, because they represent staff, tourists, and supporters who contribute voluntarily for the success of a volunteer tourism program. Therefore, it is fundamental to explore the volunteers' responses after they participated in the program. Investigating the volunteers' perceived value about volunteering tourism would help determine their intention to re-participate in the activity (Lo & Lee, 2011). Even though re-participating in volunteer tourism is uncommon compared to revisit intention in general leisure tourism, which includes

tourist attractions, it nevertheless represents a typical positive behavior in the domain of travel and tourism (Alexander, Kim, & Kim, 2015). If volunteers exhibit a consistent interest in volunteer tourism, this can motivate the stakeholders of volunteer tourism (which include non-profit organizations, government sectors, and suppliers) to work for better services, facilities, and supports (Thompson & Taheri, 2020). The theoretical relationships between value, attitude, satisfaction, and revisit intention are explicitly reflected in the past studies in the travel and tourism literature (Muller, 1996; Yang, Liu, Jing, & Li, 2014). In consideration of the fact that perceived value dictates the subsequent outcomes, there is a theoretical justification to postulate that the causal associations between value, attitude, satisfaction, and re-participation intention in the context of volunteer tourism.

Over the past years, a growing body of literature on volunteer tourism has attempted to understand why people engage in volunteer tourism. These studies identified various determinants of participation intention, which could be generally categorized into altruistic and personal reasons (Chen & Chen, 2011; Gallarza, Arteaga, & Gil-Saura, 2013;

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Han, Koo, Chua, Sul, & Kim, 2020; Qi, 2020). However, the past studies offer little theoretical explanation of what lies behind the re-participation intention. Their description on the intentions to participate in volunteer tourism remains limited, and it relies on the assumption that the magnitude of the participation intention is likely to be constant when it is formed. Little evidence has been reported on how the volunteers' cognitive and affective evaluations of volunteer tourism experience affect their temporal re-participation intention. Recently, Han et al. (2019) expanded the understanding of volunteer tourism tourists' behavioral intention by systematically investigating the underlying reasons for the intention, but there have not been any attempts to examine the relative influence of time. Because the success of a volunteer tourism program relies on traveler participation, it would be beneficial for volunteer tourism organizations to obtain insight into how the value of volunteering drives the temporal intention to re-participate in volunteer tourism. Recognizing the appropriate time intervals when an activity may occur has pivotal implications for traveler retention strategies (Darnell & Johnson, 2001; Oppermann, 1999). However, the past studies have seldom addressed the travelers' intention to participate in volunteer tourism temporally. The present study is grounded on the notion that the travelers' intention to re-participate in volunteer tourism can be explained from a temporal standpoint.

Moreover, the tourism literature consistently exhibits a close relationship between satisfaction and the revisit intention (e.g., Brown, Smith, & Assaker, 2016; Chua, Lee, Kim, & Han, 2017; Cong, 2016; Lee, Han, Aleks, & Tariq, 2020; Loi, So, Lo, & Fong, 2017; Yoon & Uysal, 2005). When a traveler is satisfied with their trip experience, he/she is more likely to return. However, a number of past studies have demonstrated that satisfaction is not directly linked to revisit intention (Assaker & Hallak, 2013; Dolnicar, Coltman, & Sharma, 2015; Mittal, 2016), so a satisfied traveler may not return. The relationship between traveler satisfaction and the revisit intention seems to be complex, which suggests a more theoretical-driven investigation of the relationship. The ascribed responsibility in volunteer tourism can be a theoretical lens that better elucidates the relationship between satisfaction and re-participation intention. Ascribed responsibility leads to pro-social behavior as a result of a feeling of responsibility for the negative impact of not behaving pro-socially (De Groot & Steg, 2009). In this present study, we argued that ascribed responsibility can trigger one's accountability for socially responsible behavior. From a volunteer's standpoint, being conscious of needy communities is likely to influence his/her decision-making process regarding intention to get re-involved in volunteer tourism. Therefore, one's ascribed responsibility should be thought of as a vital component of volunteer tourism.

To understand the temporal re-participation intention in volunteer tourism, this study focused on the overall and the systematic process of the post-participation behavior by delineating the relationship between the volunteering value, the volunteering attitude, global life satisfaction, and subsequently the re-participation intention, which was gauged with three temporal intentions that include the short-term, the mid-term, and the long-term. The moderating role of ascribed responsibility in the relationship between global life satisfaction and the re-participation intention was also investigated.

This study puts forward a value-oriented approach involving participating in volunteer tourism from the volunteers' perspective. It moves further than the prior studies that explored the motivations for participating in volunteer tourism (Han et al., 2019). It extends the existing knowledge on the relationship between the volunteering value and the temporal re-participation intention. From a theoretical lens, we attempted to fill in the research gaps by delineating the emergence of the temporal re-participation intention in volunteer tourism. Moreover, this study moves further than the existing studies that simply measured the direct relationship between satisfaction and the revisit intention. By articulating the ascribed responsibility as a variable to explain the volunteer behavioral intention, the theoretical relationship between satisfaction and the temporal intention would be better illuminated. As

such, the study provides an advance in volunteer tourism studies.

## 2. Literature review

### 2.1. Volunteering value

From the marketing perspective, value has been commonly defined as an individual's overall evaluation of the subjective worth after taking into consideration all pertinent factors that constitute his/her consumption experience (Zeithaml, 1988). Determining the volunteers' perceived value in volunteer tourism is fundamental, because it provides insight into their evaluation of the volunteer experience and determines their re-participation intention (Lo & Lee, 2011). The volunteering value is theoretically known as a multi-dimensional variable. The marketing and consumer behavior literature (Babin & Kim, 2001; Gallarza & Gil, 2006; Sweeney & Soutar, 2001) has generally come to a consensus about the axis of value dimensions with alternative names, which include functional/emotional, extrinsic/intrinsic, or utilitarian/hedonic. In this present study, the dimensions of the volunteering value involving social, play, efficiency, effort, time spent, and the utilitarian are empirically scrutinized. The dimensions are grounded in Holbrook's (1999) and Gallarza et al.'s (2013) framework of value. The former introduces a comprehensive approach to value typology, and the latter focuses on the volunteering value.

**Social.** The ongoing rise of volunteer tourism trend is reflective of the growing number of individuals who are driven by love and social needs. Volunteer tourists seem to attach value to building relationships with the host community, other volunteer participants, and any related people. Volunteer tourism has been regarded as a contextual platform for not only achieving self-directed goals which include self-development and self-actualization, but also other-directed goals, such as social interactions and belongingness (Pearce, 1982; Wearing, 2001). Echoing Brown (2005) suggested that seeking camaraderie is a sentiment and a benefit sought by volunteer tourists.

**Play.** Playfulness in consumption is an intrinsic enjoyment derived from participating in captivating activities, which are to a certain extent related to escaping from the routines of everyday life (Unger & Kernan, 1983). Escapism has been characterized as the part of playfulness that has a restorative capability (Mathwick, Malhotra, & Rigdon, 2001). It allows people to temporarily get away from it all (Holbrook & Hirschman, 1982). Volunteer tourism is an example of escapism in the travel and tourism industry. It is believed to converge with a stressful and demanding lifestyle (Brown, 2005). Volunteer tourists are not only going on a vacation for volunteer work abroad, they are also joining leisure activities as part of the vacation package (Tomazos & Butler, 2012). This travel experience could explain the rise of volunteer tourism in recent years.

**Efficiency.** Efficiency is theoretically known as an exchange encounter, which involves what is obtained being compared with what is given (Holbrook, 1999). It is a complex concept that involves more than simply being theorized as a non-monetary measurement of value (Sánchez-Fernández & Iniesta-Bonillo, 2009). Volunteer tourism provides an efficient way for people to engage in volunteering and leisure activities. To ensure favorable outcomes of volunteer tourism, it is critical for volunteer organizations to make sure that the programs are collaboratively well-planned, and they are executed with all the relevant stakeholders (Thompson & Taheri, 2020). From the volunteers' standpoint, the ability of a volunteer organization to manage a program efficiently can be perceived as having value (Gallarza et al., 2013). In line with this perspective, we included the volunteer organization's efficiency with organizing a volunteer tourism program.

**Effort and time spent.** This dimension appears to be relevant to the context of the volunteering value. Effort and time are the inputs in the assessment of the volunteering value. In volunteer tourism, holiday makers volunteer to work on pro-social projects across the globe (Wearing & McGehee, 2013). The duration of certain volunteer tourism

programs can take up to a year (APEC Tourism Working Group, 2018), which suggests that volunteer tourists spend their time and effort tremendously for the program. Thus, it makes intuitive sense to posit that benefiting from the volunteer tourism for the time and effort volunteers spend for a program is a value in volunteering. Therefore, effort and time should be perceived as important aspects of the volunteering value.

**The utilitarian.** In general, the utilitarian value is a cognitive evaluation of the functional benefits. It is primarily characterized as rational and task-oriented (Batra & Ahtola, 1991). In the context of volunteer tourism, it can thus be posited as the functional benefits of volunteering. In other words, the decision to participate in volunteer tourism is made deliberately. Volunteer tourism is a transformative travel experience, because it promotes the inter-personal development, the intra-personal development, self-discovery, and the understanding of other cultures (Knollenberg, McGehee, Boley, & Clemmons, 2014; Lee & Yen, 2015; Lepp, 2009). Volunteer tourists may find the value if the goal of the program is accomplished. Even though volunteer tourism has often been associated with altruism, which involves helping others (Wearing, 2001), a review of the existing volunteer tourism literature reveals various self-interest benefits associated with the volunteering experience. For example, Broad (2003) discovered that volunteer travel experiences helped participants to gain more knowledge, skills, confidence, and make changes in their lives. Hudson and Inkson (2006) pointed out that participant involvement in volunteer tourism had a noticeable impact on their stress management skills. Pan (2017) identified that young volunteer tourists became more mature, confident, and clearer of their future undertakings after participating in volunteer tourism programs. Considering these findings in conjunction, the utilitarian value in this present study is operationally positioned as the contribution to others and the development of oneself.

## 2.2. Temporal re-participation intention

The pattern of repeat business has been of interest to tourism scholars. It is generally understood that tourists make future trip decisions based on their most recent trip experience (Gyte & Phelps, 1989). To better explain the underlying mechanism for this relationship, it is meaningful to shed light on the behaviors of different tourist segments and the relation to the time factor. The past and the future of human and natural occurrences are unconditionally connected, and time undeniably plays a causal role in the occurrences (Bergadaa, 1990). In line with this, Feng and Jang (2004) proposed a typology of time-based tourist segments that include (a) the continuous repeater, which involves tourists with high repeat visitations consistently, (b) the deferred repeater, which involves tourists with low repeat visitations in the short-term but high repeat visitations in the long-term, and (c) the continuous switcher, which involves tourists with consistently low repeat visitations. Volunteer tourism is an experiential travel. In experiential consumptions, people would prefer variation as a means of maintaining the level of optimum stimulation (Sood & Drèze, 2006). The preference for variation depends upon the time horizon (Sánchez-García, Pieters, Zeelenberg, & Bigné, 2012). After experiencing and evaluating a volunteer tourism trip, tourists form intentions whether to re-participate or whether not to re-participate in volunteer tourism in the future (Ong, King, Lockstone-Binney, & Junek, 2018). However, these intentions may vary from the short-term to the long-term. People may develop intentions to revisit at a later time after having had a favorable experience (Sánchez-García et al., 2012). It is important for volunteer tourism organizations to determine the appropriate time intervals in which a behavioral intention may arise. Thus, investigating volunteer tourist re-participation intentions by taking into consideration the time factor would be of great importance. This present study stems from the notion that volunteer tourists' re-participation intentions could be temporally classified into the short-term, the mid-term, and the long-term. It provides a stepping-stone to volunteer

tourism researchers in order to determine the formation of non-regular, regular, and very regular volunteer tourists.

## 2.3. The influence of the volunteering value on volunteer attitude

Volunteer tourism is undeniably a unique travel experience that markedly delivers value for every volunteer tourist. Volunteer tourists have the opportunity to be involved in hedonic activities and be obliged to volunteering services at the same time (Tomazos & Butler, 2012). Generating volunteer tourists' positive attitude towards volunteer tourism program is integral to the success of a future volunteer tourism program. An individual's attitude towards a particular behavior is a function of his/her beliefs that the behavior will result in a positive or negative outcome and the evaluation of this outcome (Bagozzi, 1981). In this study, we defined the volunteer's attitude as a volunteer tourist's belief and evaluation of a volunteer organization. The volunteer's attitude towards volunteering and the volunteer's attitude towards the volunteer organization has been empirically proven to be related (Boezeman & Ellemers, 2009; Lee, Reisinger, Kim, & Yoon, 2014). In other words, when a volunteer tourist has a favorable attitude towards his/her volunteering work, he/she is likely to form a positive attitude towards the volunteer organization. Thus, gauging a volunteer tourists' attitude towards the volunteer organization can be an indirect measure to understand their attitude towards volunteering. Volunteer organizations play an active role to ensure that the volunteer tourism can benefit the stakeholders, which include host communities, volunteers, commercial and non-commercial organizations, and governments. When a volunteer tourism program is well-coordinated and managed, it can be a value-added travel experience for the volunteer tourists. Based on the theoretical foundation, we postulated that when volunteer tourists receive value from the volunteer program, they are likely to develop a positive attitude towards the volunteer organization.

**H1.** Volunteering value significantly influences the volunteer's attitude.

## 2.4. The influence of the volunteer's attitude on global life satisfaction

A vacation as an experiential purchase can contribute to individual happiness (Bimonte & Faralla, 2016; Van Boven & Gilovich, 2003). It provides a recovery opportunity through actively participating in leisure activities, which contributes to individual well-being (De Bloom et al., 2010). Volunteer tourism is primarily understood as travel for the purpose of altruism and leisure. A search for altruism and pleasure through volunteer tourism may significantly contribute to global life satisfaction. Global life satisfaction, which is a part of the well-being dimensions, denotes the cognitive evaluation of one's life as a whole (Chen, Lehto, & Cai, 2013). People make global life satisfaction evaluations based on temporarily accessible information that is important in the evaluation situation (Schimmack, Diener, & Oishi, 2002). Volunteer tourists may experience life satisfaction, because they are completely removed from everyday life and actively engage in meaningful activities. According to Pan (2017), volunteers can possibly transform their view of life after returning to their home country, which involves a feeling of being grateful for everything around them and showing greater support for the disadvantaged groups. In general, there is a positive correlation between attitude and satisfaction. However, the causal relationship between attitude and satisfaction remains inconclusive. Those that suggest the *attitude* → *satisfaction* path argue that satisfaction is strongly related to future behavioral intentions, and attitude can act as an informational input for satisfaction (Ko & Chiu, 2008; Ragheb & Tate, 1993). On the other hand, those that suggest the *satisfaction* → *attitude* path argue that attitude is a higher-order variable, and it involves more stable evaluations than satisfaction (Ekinci, Dawes, & Graham, 2008; Hill, Woodland, & Gough, 2007; Lee et al., 2014; Suh & Yi, 2006). Volunteer tourism is a high involvement travel experience. Volunteer tourists tend to be driven

by their cognitive response to the applicable clues, which include the people, the environment, and the itinerary, during the trip, and the evaluation of their life satisfaction may arise only after the trip experience. The influence of volunteer attitude on global life satisfaction seems to exist in the context of volunteer tourism. Life satisfaction is viewed as a result of effectively managing the volunteer tourism program and contributing to a positive attitude towards the volunteer organization. Consequently, the volunteer attitude is likely to lead to life satisfaction.

**H2.** Volunteer attitude significantly influences global life satisfaction.

### 2.5. The influence of global life satisfaction on temporal re-participation intentions

Given the context of this study, global life satisfaction can potentially explain the behavioral intention of volunteer tourists. Given the experiential nature of volunteer tourism, which involves incorporating both volunteering and leisure activities, there is a need to examine the influence of the broader customer satisfaction, such as global life satisfaction on volunteer tourists' intentions to re-participate in volunteer tourism. The general idea of the positive relationship between tourist satisfaction and the revisit intention is posited to hold true in this study. Even though the relationship between satisfaction and the revisit intentions have been largely validated in the travel and tourism literature, the influence of volunteer tourist satisfaction on the temporal re-participation intentions remain under-explored. Jang and Feng (2007) articulated that the long-term behavioral intention is a function of the accumulated satisfaction. A satisfied and high variety seeking consumer may have intentions to return at a later time but not in the short-term. On the contrary, a satisfied and low variety seeking consumer is likely to have the short-term intentions to return (Sánchez-García et al., 2012). Furthermore, as seen in the theory of planned behavior (Ajzen, 1991), people are likely to perform a particular behavior that they believe is under their control. In the case of tourist revisit intentions, tourists' perceived behavioral control, which involves having the resources to control revisit behaviors, may decline gradually as a result of the uncertainty of the future (Jang & Feng, 2007). This proposition is unlikely in the case of volunteer tourism. Volunteer tourism occurs for an extended period of time that ranges from one week to 12 months (Tomazos & Butler, 2012). The sporadic and the time-consuming nature of volunteer tourism (Wearing & McGehee, 2013) may drive behavioral intentions at a later time but not in the near future. Following the theoretical underpinnings of satisfaction and the temporal behavioral intention, we posited that global life satisfaction would have differential effects on the re-participation intentions depending on the time intervals, which include the short-term, the mid-term, and the long-term.

**H3.** Global life satisfaction significantly influences the short-term intention to re-participate in volunteer tourism.

**H4.** Global life satisfaction significantly influences the mid-term intention to re-participate in volunteer tourism.

**H5.** Global life satisfaction significantly influences the long-term intention to re-participate in volunteer tourism.

### 2.6. The moderating role of ascribed responsibility in the relationship between global life satisfaction and the temporal re-participation intention

Volunteer tourism is a case of pro-social behavior where volunteers undertake holidays to alleviate poverty in society or restore the ecosystems (Wearing & McGehee, 2013). It is travel with a purpose where tourists enjoy a leisure travel experience while contributing to the needs of others (Coughlan, 2006). Some examples of volunteering opportunities are working as teachers, taking care of orphans, building community facilities, participating in post-disaster programs, improving animal welfare, and restoring degraded natural habitats (APEC Tourism Working Group, 2018). The ascribed responsibility can promote

pro-social behaviors when people have “feelings of responsibility for the negative consequences of not acting pro-socially” (De Groot & Steg, 2009, p. 426). It is a principle that is grounded on the concept of rationality, and it explains the practical reasoning behind a specific behavior (Agyeiwaah, 2020; Kim & Hwang, 2020; Temkin, 1996; Verma, Chandra, & Kumar, 2019). A number of studies have attested to the moderating role of ascribed responsibility in pro-social behaviors (De Groot & Steg, 2009; Han, Kim, & Kiatkawsin, 2017; Steg & De Groot, 2010). From a volunteer's perspective, being attentive to the needs of vulnerable communities may affect the decision-making process regarding the intention to re-participate in a volunteer tourism program (Meng, Chua, Ryu, & Han, 2020). Volunteers who regard that they are responsible for helping others are likely to experience life satisfaction after volunteering and consequently show heightened intentions to re-engage in volunteer tourism. Based on the concept of ascribed responsibility, we argue that the degree of the link between global life satisfaction and re-participation intention heightens when travelers feel responsible for the negative impact of not helping others. On the contrary, the degree of the link is likely to weaken when travelers have a low ascribed responsibility level.

**H6a.** Ascribed responsibility significantly moderates the relationship between global life satisfaction and the short-term intention to re-participate in volunteer tourism.

**H6b.** Ascribed responsibility significantly moderates the relationship between global life satisfaction and the mid-term intention to re-participate in volunteer tourism.

**H6c.** Ascribed responsibility significantly moderates the relationship between global life satisfaction and the long-term intention to re-participate in volunteer tourism.

## 3. Methodology

### 3.1. Research design

A self-administered questionnaire was utilized in this study. It encompassed sections that measure the study constructs and the demographic profile. The constructs of this study were adapted from past studies that pertained to volunteer tourism and tourist behavior, which specifically involved the bulleted points below.

- Volunteering value was measured using five dimensions, which included (1) five items from social value, (2) five items from play, (3) five items from efficiency, (4) three items from effort and time spent, and (5) three items from the utilitarian (three items). The 21 measurement items were modified from Gallarza et al. (2013) and Strzelecka, Nisbett, and Woosnam (2017). The multiple-items were gauged using a seven-point Likert's scale that ranged from *strongly disagree* (1) to *strongly agree* (7).
- The volunteering attitude contained four items adapted from Lee et al. (2014). The multiple-items were assessed using a seven-point Likert's scale that ranged from *strongly disagree* (1) to *strongly agree* (7).
- Global life satisfaction was measured using five items adapted from Chen et al. (2013). The multiple-items were evaluated using a seven-point Likert's scale that ranged from *strongly disagree* (1) to *strongly agree* (7).
- The intention to re-participate in volunteer tourism was operationalized by the three temporal dimensions of the re-participation intention, which was consistent with Jang and Feng (2007). The short-term intention involved two items that were defined as the interest or the likelihood within the next 12 months, the mid-term intention involved two items that were defined as within the next three years, and the long-term intention involved two items that were defined as within the next five years. The multiple-items were



measured using a seven-point Likert’s scale that ranged from *very low* (1) to *very high* (7).

- Ascribed responsibility had four items adapted from [Kiatkawsin and Han \(2017\)](#). The multiple-items were measured using a seven-point Likert’s scale that ranged from *strongly disagree* (1) to *strongly agree* (7).
- Demographic information, which included gender, age, annual household income, and education level, was asked. In addition, the background of the volunteer tourism program that the volunteers most recently participated in was also asked.

The questionnaire of this study was designed in the English language. It was then translated into the Korean language. The questionnaire was validated by academic experts in the tourism management field. Modification to the wording was made following their comments. Consequently, a pilot study was executed with young travelers.

### 3.2. Data collection and sample characteristics

Good News Corps is a volunteering initiative established in 2002 by the International Youth Fellowship ([International Youth Fellowship, 2019](#)). Good News Corps volunteers travel overseas and engages in various kinds of volunteering activities, such as environmental preservation, language studies, language translation, continuing education, and cultural exchanges. An onsite survey was conducted in February 2019 at the Good News Corps homecoming event that was held at the Busan Exhibition and Convention Center (BEXCO), Busan, South Korea. The participants of the event completed an international volunteer tourism program, and their accomplishment was celebrated at the event. In selecting the participants of this study, the volunteers were approached by our trained enumerators through a convenience sampling strategy. The self-administered questionnaires were distributed to the volunteers who voluntarily agreed to take part in the survey. They were asked to recall their most recent volunteer tourism experience and fill in the questionnaire. A token of appreciation was given to every respondent. A total of 337 usable responses were used for the data analysis and the interpretation.

The details of the respondents’ demographic information and volunteer tourism background are presented in [Table 1](#). Of the 337 respondents, 44.2% were male and 55.8% were female. The age range was from 20 to 37 years, and the average age of the respondents was 23.8 years. This demographic profile is consistent with the report from the [APEC Tourism Working Group \(2018\)](#), which stated that youths and females made up the largest group of the volunteer tourist market. University degree holders accounted for 78.3% of the respondents, which was followed by two-year degree/community college degree holders at 14.2%, 3.9% were graduate degree holders, and high school graduates accounted for 3.6%. The largest proportion, which was 33.3%, earned an annual household income in the range of US\$25,000–US\$39,999, 28.3%, which was the second largest group reported an income of less than US\$25,000, and 22.3%, which was the third largest group, reported an income in the range of US\$40,000–US\$54,999. The volunteer tourism experience of the respondents was gauged. An overwhelming majority of the respondents, which was 88.3%, disclosed that they got to know about the volunteer tourism program through traditional word-of-mouth communication, such as family, friends, and co-workers. Almost two-thirds of the respondents, which was 62.3%, spent 5–6 months, and approximately one-third of the respondents, which was 33.8%, spent one year on the volunteer tourism program. Overall, 83.1% of the respondents stated that the volunteer tourism program that they participated in most recently was their first involvement in volunteer tourism. This finding is partly in line with [Otto and Amuquandoh’s \(2014\)](#) study on international volunteer tourist behavior. The authors found that those without any volunteer travel experience had a greater altruistic motive to engage in volunteer tourism than those with more than two past experiences.

**Table 1**  
Demographic profile of respondents (n = 337).

Demographics	Frequency	Valid Percent
Gender		
Male	149	44.2
Female	188	55.8
Age	Min. = 20, Max. = 37	
	Mean = 23.75, Std. Deviation = 2.58	
Education attainment		
Lower than high school	0	0
High school	12	3.6
2-year degree/community college degree	48	14.2
University degree	264	78.3
Graduate degree	13	3.9
Annual household income		
Under \$25,000	95	28.3
\$25,000–\$39,999	112	33.3
\$40,000–\$54,999	75	22.3
\$55,000–\$69,999	27	8.0
\$70,000–\$84,999	15	4.5
\$85,000–\$99,999	6	1.8
\$100,000 or higher	6	1.8
Missing value	1	–
Source of information about the volunteer tourism program		
Traditional word-of-mouth communication (e.g., family, friends, coworkers, others)	249	88.3
Internet (e.g., online newspapers, news blogs)	7	2.5
Print media (e.g., newspapers, news magazines)	6	2.1
Electronic word-of-mouth communication (e.g., blogs, online reviews, social media posts, messages posted to online groups)	15	5.3
Broadcast news (e.g., TV, radio)	1	.4
Others	4	1.4
Missing value	55	–
Duration of the volunteer tourism program		
1–2 months	6	1.8
3–4 months	7	2.1
5–6 months	210	62.3
1 year or longer	114	33.8
Frequency of participating in volunteer tourism program/s		
Once	280	83.1
Twice	26	7.7
Thrice	11	3.3
Four times or more	20	5.9

## 4. Results

### 4.1. Measurement model evaluation

A confirmatory factor analysis was conducted for the generation of the measurement model. The findings from the measurement model are exhibited in [Table 2a](#) and [Table 2b](#). The normality of the measures met the cut-off values of  $-2.0$  to  $+2.0$  and  $-7.0$  to  $+7.0$  for skewness and kurtosis respectively, suggesting that the data was normally distributed ([Byrne, 2010](#)). The model contained an adequate level of goodness-of-fit statistics ( $\chi^2 = 1506.386$ ,  $df = 721$ ,  $p < .001$ ,  $\chi^2/df = 2.089$ ,  $RMSEA = 0.057$ ,  $CFI = 0.924$ ,  $IFI = 0.925$ , and  $TLI = 0.913$ ). All the loading values were significant at  $p < .01$ . The internal consistency of the multiple-item constructs was examined. The Cronbach’s alpha values ranged between 0.806 and 0.948. The calculation of the composite reliability values was also performed. The results showed that all the variables included in the composite reliability values fell between 0.812 and 0.948. The reliability values exceeded the minimum threshold of 0.700 ([Hair, Anderson, Tatham, & Black, 1998](#)), which indicates the internal consistency of the within-construct items. For the evaluation of the construct validity, the average variance extracted values were calculated. The values ranged

**Table 2a**  
Descriptive statistics, reliability, and validity results (n = 337).

Scale items	Factor loading	Mean ± Std. Deviation	Skewness	Kurtosis	Cronbach's alpha	Composite reliability	Average variance extracted
<b>Social</b>							
I have been enriched as a person by the experience of being a volunteer and meeting people who lead by example.	.685	6.24 ± .94	-1.165	1.086	.853	.846	.580
The experience of being a volunteer has given me recognition among the people who are important to me, such as my parents, children, and friends.	.746	6.08 ± 1.03	-.877	-.158			
My being a volunteer made people around me happier and made them proud of my work.	.823	6.27 ± .91	-1.167	.733			
There has been a good relationship with the host community.	.786	6.22 ± .98	-1.134	.543			
It has been important for me to work among people who have the same interests as me.	.651	6.13 ± 1.07	-1.177	.960			
<b>Play</b>							
Being a volunteer has allowed me to experience VT on a more intense level than just being a tourist.	.656	6.58 ± .76	-1.435	3.369	.880	.883	.604
Being a volunteer has been entertaining and fun.	.814	6.35 ± .88	-1.325	1.166			
Being a volunteer has been an exciting and moving experience.	.883	6.48 ± .80	-1.711	3.478			
There was a good atmosphere among the volunteers.	.686	6.16 ± .94	-1.041	.873			
I was excited about working on a VT project of such a universal character.	.823	6.39 ± .88	-1.307	.835			
<b>Efficiency</b>							
My task as a volunteer has allowed me to learn and gain work experience.	.642	6.51 ± .79	-1.628	2.158	.864	.871	.575
My group of volunteers has worked correctly.	.736	6.39 ± .81	-1.299	1.259			
The Good News Corps has worked satisfactorily.	.830	6.53 ± .72	-1.462	1.533			
The information given by the Good News Corps has been appropriate.	.804	6.47 ± .79	-1.419	1.275			
The Good News Corps has fulfilled all that was promised.	.767	6.42 ± .87	-1.606	2.263			
<b>Effort and time spent</b>							
The time I have been employed as a volunteer has been long.	.673	5.23 ± 1.63	-.771	-.247	.806	.812	.593
The effort required in my work as a volunteer has been important.	.869	5.23 ± 1.56	-.785	.008			
Leaving aside other tasks (family, friends, etc.) has been an important effort.	.755	5.39 ± 1.65	-1.013	.289			
<b>The utilitarian</b>							
I know I helped the host community by getting involved VT.	.801	6.24 ± .90	-1.017	.180	.860	.851	.594
VT has a positive impact on the host community.	.877	6.38 ± .82	-1.321	1.506			
VT is a positive accomplishment for me.	.789	6.45 ± .79	-1.344	1.272			
<b>Volunteer attitude</b>							
I like my volunteering through Good News Corps very much.	.905	6.47 ± .81	-1.704	3.583	.936	.939	.792
My evaluation of Good News Corps' voluntary activities is positive.	.907	6.54 ± .74	-1.483	1.269			
I feel that volunteering through Good News Corps is excellent.	.886	6.60 ± .67	-1.712	2.557			
I like the voluntary activities of Good News Corps.	.862	6.51 ± .80	-1.834	3.472			
<b>Global life satisfaction</b>							
In most ways, my life is close to my ideal.	.714	6.03 ± 1.06	-1.129	1.426	.878	.870	.574
The conditions of my life are excellent.	.773	6.07 ± 1.03	-1.005	.586			
I am satisfied with my life.	.798	6.14 ± 1.00	-1.129	1.098			
I have gotten the important things I want in life so far.	.842	6.15 ± .97	-1.142	1.228			
If I could live my life over, I would change almost nothing.	.664	6.41 ± .95	-1.887	4.460			
<b>Ascribed responsibility</b>							
Helping others through VT is my responsibility.	.706	5.80 ± 1.25	-1.094	1.021	.867	.878	.644
I can help others more through a VT program.	.849	6.22 ± .93	-1.127	.792			
I can contribute to helping other people/local communities.	.829	6.21 ± .87	-.952	.463			
I should be responsible for helping others through a VT program.	.819	6.07 ± 1.04	-.989	.427			
<b>Short-term intention</b>							
VT interest within the next 12 months.	.891	5.02 ± 1.78	-.613	-.669	.917	.919	.851
VT likelihood within the next 12 months.	.953	4.67 ± 1.89	-.367	-1.024			
<b>Mid-term intention</b>							
VT interest within the next three years.	.941	5.06 ± 1.77	-.704	-.445	.948	.948	.902
VT likelihood within the next three years.	.958	4.92 ± 1.81	-.576	-.740			
<b>Long-term intention</b>							
VT interest within the next five years.	.877	6.39 ± .93	-1.638	2.425	.881	.882	.789
VT likelihood within the next five years.	.899	6.41 ± .90	-1.544	1.965			

from 0.574 to 0.902. These values exceeded the suggested cutoff of 0.500 (Fornell & Larcker, 1981). In addition, the average variance extracted values are greater than the correlation (squared) between the variables. This result provided evidence for the convergent and discriminant validity.

4.2. Structural model evaluation and the research hypotheses testing

For the evaluation of the proposed theoretical framework, the structural model was generated (see Fig. 1). Our results showed that the model contained an acceptable level of the goodness-of-fit statistics ( $\chi^2 = 1654.491$ ,  $df = 404$ ,  $p < .001$ ,  $\chi^2/df = 2.686$ , RMSEA = 0.071, CFI = 0.887, IFI = 0.888, and TLI = 0.878). The findings from the structural equation modeling are exhibited in Table 3 and Fig. 2. The analytical

**Table 2b**  
Correlation matrices (n = 337).

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
(1) Social	1.000										
(2) Play	.642 <sup>a</sup> (.412) <sup>b</sup>	1.000									
(3) Efficiency	.634 (.402)	.730 (.533)	1.000								
(4) Effort and time spent	.133 (.018)	.085 (.007)	.077 (.006)	1.000							
(5) The utilitarian	.637 (.406)	.587 (.345)	.629 (.396)	.279 (.078)	1.000						
(6) Volunteer attitude	.602 (.362)	.746 (.557)	.746 (.557)	.048 (.002)	.579 (.335)	1.000					
(7) Global life satisfaction	.615 (.378)	.623 (.388)	.607 (.368)	.125 (.016)	.624 (.389)	.680 (.462)	1.000				
(8) Ascribed responsibility	.506 (.256)	.477 (.228)	.444 (.197)	.305 (.093)	.526 (.277)	.473 (.224)	.576 (.332)	1.000			
(9) Short-term intention to re-participate in VT	.295 (.087)	.199 (.040)	.182 (.033)	.019 (.001)	.219 (.048)	.189 (.036)	.379 (.144)	.377 (.142)	1.000		
(10) Mid-term intention to re-participate in VT	.329 (.108)	.218 (.048)	.211 (.045)	.050 (.003)	.306 (.094)	.216 (.047)	.389 (.151)	.402 (.162)	.786 (.618)	1.000	
(11) Long-term intention to re-participate in VT	.527 (.278)	.620 (.384)	.531 (.282)	.051 (.003)	.500 (.025)	.626 (.392)	.556 (.309)	.395 (.156)	.187 (.035)	.243 (.059)	1.000
Mean (SD)	6.189 (.782)	6.392 (.703)	6.464 (.642)	5.281 (1.368)	6.332 (.712)	6.530 (.694)	6.159 (.822)	6.074 (.873)	4.846 (1.763)	4.988 (1.746)	6.399 (.863)

Note. Goodness-of-fit statistics:  $\chi^2 = 1506.386$ ,  $df = 721$ ,  $p < .001$ ,  $\chi^2/df = 2.089$ , RMSEA = 0.057, CFI = 0.924, IFI = 0.925, TLI = 0.913.

<sup>a</sup> Correlations between variables are below the diagonal.

<sup>b</sup> Squared correlations between the variables are within parentheses.

**Table 3**  
Structural equation modeling results and hypotheses testing (n = 337).

	Independent variables	Dependent variables	Coefficients	t-values
H1	Volunteering value	→ Volunteer attitude	.893	11.347**
H2	Volunteer attitude	→ Global life satisfaction	.803	12.827**
H3	Global life satisfaction	→ Short-term intention to re-participate in VT	.422	7.235**
H4	Global life satisfaction	→ Mid-term intention to re-participate in VT	.437	7.433**
H5	Global life satisfaction	→ Long-term intention to re-participate in VT	.690	9.908**
Variance explained: R <sup>2</sup> (short-term intention) = .178 R <sup>2</sup> (mid-term intention) = .191 R <sup>2</sup> (long-term intention) = .477 R <sup>2</sup> (global life satisfaction) = .644 R <sup>2</sup> (volunteer attitude) = .797 R <sup>2</sup> (social) = .641 R <sup>2</sup> (play) = .814 R <sup>2</sup> (efficiency) = .827 R <sup>2</sup> (effort and time spent) = .180 R <sup>2</sup> (the utilitarian) = .603	Total impact on short-term intention:		Indirect impact on short-term intention:	
	$\beta$ global satisfaction = .422**		$\beta$ volunteer attitude = .339**	
	$\beta$ volunteer attitude = .339**		$\beta$ volunteering value = .302**	
Total impact on mid-term intention:		Indirect impact on mid-term intention:		
$\beta$ global satisfaction = .437**		$\beta$ volunteer attitude = .351**		
$\beta$ volunteer attitude = .351**		$\beta$ volunteering value = .313**		
Total impact on long-term intention:		Indirect impact on long-term intention:		
$\beta$ global satisfaction = .690**		$\beta$ volunteer attitude = .554**		
$\beta$ volunteer attitude = .554**		$\beta$ volunteering value = .495**		

Note1. Goodness-of-fit statistics:  $\chi^2 = 1654.491$ ,  $df = 404$ ,  $p < .001$ ,  $\chi^2/df = 2.686$ , RMSEA = 0.071, CFI = 0.887, IFI = 0.888, and TLI = 0.878.

\* $p < .05$ , \*\* $p < .01$ .

result of the higher-order factor structure of the volunteering value indicated that the first-order variables of (a) social, (b) play, (c) efficiency, (d) effort and time spent, and (e) the utilitarian and the higher-order global latent factor were significantly associated. The coefficients

of the relationships were .801 ([a] social), 0.902 ([b] play), 0.910 ([c] efficiency), 0.136 ([d] effort and time spent), and 0.776 ([e] the utilitarian). The links were all significant ( $p < .01$ ). It was hence clear that the five first-order factors of volunteering value significantly belong to one general higher-order variable of the volunteering value.

The proposed effect of volunteering value on the volunteering attitude was tested. Our finding revealed that the volunteering value exerted a significant influence on the volunteer attitude ( $\beta = 0.893$ ,  $p < .01$ ). Thus, Hypothesis 1 was supported. The volunteering value explained about 79.7% of the variance in attitude. The relationship between attitude and global life satisfaction was tested. As expected, the volunteer attitude had a significant effect on global life satisfaction ( $\beta = .803$ ,  $p < .01$ ). Therefore, Hypothesis 2 was supported. About 64.4% of the variance in global life satisfaction was accounted for by its antecedents. The impact of global life satisfaction on the intentions for re-participate in volunteer tourism was assessed. Our result showed that global life satisfaction significantly affected the short-term intention to re-participate in volunteer tourism ( $\beta = 0.422$ ,  $p < .01$ ), the mid-term intention to re-participate in volunteer tourism ( $\beta = 0.437$ ,  $p < .01$ ), and the long-term intention to re-participate in volunteer tourism ( $\beta = 0.690$ ,  $p < .01$ ). Accordingly, Hypotheses 3, 4, and 5 were supported. Global life satisfaction and its predictors accounted for about 17.8%, 19.1%, and 47.7% of the total variance in the short-term intention, the mid-term intention, and the long-term intention, respectively.

### 4.3. The indirect effect and the total effect

The indirect influence of the study variables on the intentions was examined. As reported in Table 3, the volunteer attitude significantly affected the short-term intention ( $\beta = 0.339$ ,  $p < .01$ ), the mid-term intention ( $\beta = 0.351$ ,  $p < .01$ ), and the long-term intention ( $\beta = 0.554$ ,  $p < .01$ ), indirectly through global life satisfaction. In addition, the volunteering value included a significant indirect effect on the short-term intention ( $\beta = 0.302$ ,  $p < .01$ ), the mid-term intention ( $\beta = 0.313$ ,  $p < .01$ ), and the long-term intention ( $\beta = 0.495$ ,  $p < .01$ ), respectively. This result demonstrated that both the volunteer attitude and global life satisfaction played a significant mediating role within the proposed theoretical framework.

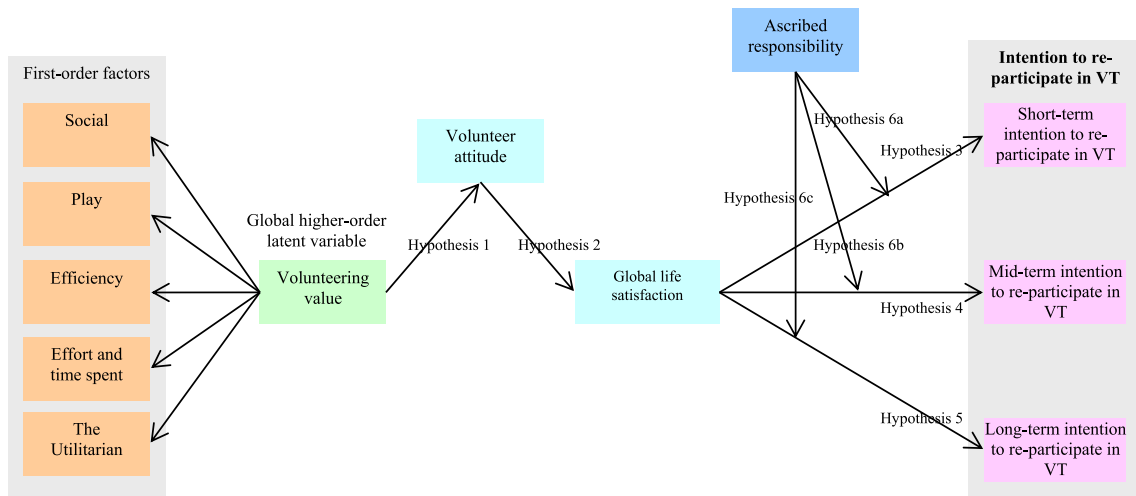


Fig. 1. Proposed conceptual framework.

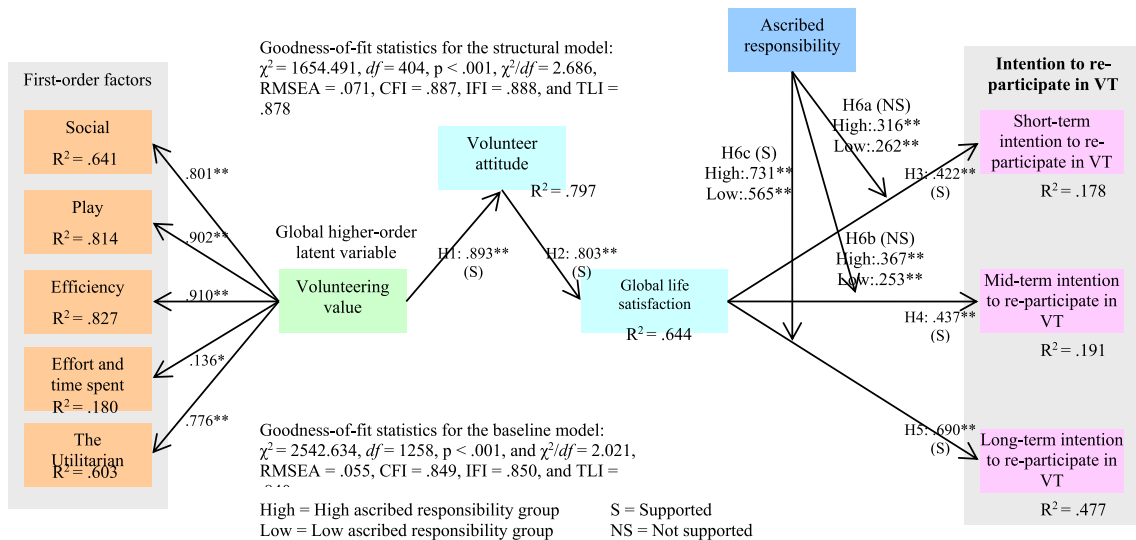


Fig. 2. Results of the structural model estimation.

Subsequently, the total influence of research constructs on the intentions was assessed. As shown in Table 3, global life satisfaction has the greatest total effect on the short-term intention ( $\beta = 0.422$ ,  $p < .01$ ), the mid-term intention ( $\beta = 0.437$ ,  $p < .01$ ), and the long-term intention ( $\beta = 0.690$ ,  $p < .01$ ). The volunteering attitude had the second greatest impact on the short-term intention ( $\beta = 0.339$ ,  $p < .01$ ), the mid-term intention ( $\beta = 0.351$ ,  $p < .01$ ), and the long-term intention ( $\beta = 0.554$ ,  $p < .01$ ). Lastly, the volunteering value also contained the significant total effect on the short-term intention ( $\beta = 0.302$ ,  $p < .01$ ), the mid-term intention ( $\beta = 0.313$ ,  $p < .01$ ), and the long-term intention ( $\beta = 0.495$ ,  $p < .01$ ).

4.4. Test for metric invariance

For the assessment of the hypothesized moderating effect of ascribed responsibility, an invariance test was conducted. First, all the responses were divided into high and low ascribed responsibility groups. We used a K-means cluster analysis for this grouping process. The high group contained 224 cases, and the low group included 113 cases. A baseline model was created. Our result revealed that the model included an adequate level of the goodness-of-fit statistics ( $\chi^2 = 2542.634$ ,  $df = 1258$ ,  $p < .001$ ,  $\chi^2/df = 2.021$ , RMSEA = 0.055, CFI = 0.849, IFI =

0.850, and TLI = 0.840) (see Table 4 and Fig. 2). This baseline model where all loadings are constrained to be equivalent across the high and the low groups, which were freely estimated, were then compared to nested models where a particular link of interest was restricted to be equal (constrained model). A chi-square test was used for this empirical comparison process.

Table 4 and Fig. 2 contained the results of the invariance test. Hypothesis 6a was tested. Our result showed that the linkage between global life satisfaction and the short-term intention to re-participate in volunteer tourism was not significantly different across the high and the low ascribed responsibility groups ( $\Delta\chi^2 [1] = 0.001$ ,  $p > .05$ ). Thus, Hypothesis 6a was not supported. The difference on the global life satisfaction and the mid-term intention association between the two groups was evaluated. Our result revealed no significant difference ( $\Delta\chi^2 [1] = 0.341$ ,  $p > .05$ ). Hence, Hypothesis 6b was also not supported. Lastly, the difference on the relationship between global life satisfaction and the long-term intention to re-participate in volunteer tourism was evaluated. Our result showed that the relationship was significantly different across the groups ( $\Delta\chi^2 [1] = 4.113$ ,  $p < .05$ ). Therefore, Hypotheses 6c was supported. The satisfaction and the long-term intention association was significantly stronger in the high ascribed responsibility group ( $\beta = 0.731$ ,  $p < .01$ ) than in the low ascribed responsibility group



**Table 4**  
Metric-invariance test results.

Paths	High ascribed responsibility group (n = 224)		Low ascribed responsibility group (n = 113)		Baseline model (Freely Estimated)	Nested model (Constrained to be Equal)
	$\beta$	t-values	$\beta$	t-values		
Global life satisfaction → Short-term intention	.316	3.504**	.262	3.875**	$\chi^2$ (1258) = 2542.634	$\chi^2$ (1259) = 2542.635 <sup>a</sup>
Global life satisfaction → Mid-term intention	.367	3.878**	.253	3.582**	$\chi^2$ (1258) = 2542.634	$\chi^2$ (1259) = 2542.975 <sup>b</sup>
Global life satisfaction → Long-term intention	.731	6.706**	.565	6.679**	$\chi^2$ (1258) = 2542.634	$\chi^2$ (1259) = 2546.747 <sup>c</sup>
Chi-square difference test:					Goodness-of-fit statistics for the baseline model:	
<sup>a</sup> $\Delta\chi^2$ (1) = .001, p > .05 (H6a: Not supported)					$\chi^2 = 2542.634$ , df = 1258, p < .001, $\chi^2/df = 2.021$ , RMSEA = .055, CFI = .849, IFI = .850, TLI = .840	
<sup>b</sup> $\Delta\chi^2$ (1) = .341, p > .05 (H6b: Not supported)						
<sup>c</sup> $\Delta\chi^2$ (1) = 4.113, p < .05 (H6c: Supported)					*p < .05, **p < .01	

( $\beta = 0.565, p < .01$ ). This result implies that at a similar level of global life satisfaction, the travelers who feel stronger feeling of ascribed responsibility build higher long-term intention to re-participate in volunteer tourism.

**5. Discussion and implications**

This study attempted to explain the relationship between the volunteering value, the volunteer attitude, global life satisfaction, and the temporal re-participation intentions, which included the short-term, the mid-term, and the long-term. The moderating role of ascribed responsibility in the relationship between global life satisfaction and the re-participation intention was also investigated. The results from the structural equation modeling analysis confirmed the second-order structure of the volunteering value and its effect on the volunteer attitude, which subsequently affected global life satisfaction and the temporal revisit intentions. The volunteer attitude and global life satisfaction played a significant mediating role in the structural model. The significant moderating role of ascribed responsibility existed in the relationship between global life satisfaction and the long-term intention to re-participate in volunteer tourism. More specifically, the satisfaction and the long-term intention path was significantly stronger in the high ascribed responsibility group than in the low ascribed responsibility group.

Volunteering is a multifaceted travel experience. Our results suggest that volunteer tourism is a functional and emotional travel experience. The second-order structure of volunteering value adds theoretical contributions to the travel and tourism literature. Volunteering value adequately extracted the commonality of the five first-order factors, which include social, play, efficiency, effort and time spent, and utilitarian, suggest a broad assessment of volunteering value as perceived by the volunteer tourists. This hierarchical approach explicitly explains the value for getting involved in volunteer tourism. Efficiency was the strongest dimension of the volunteering value. This result is line with Farrell, Johnston, and Twynam (1998) that functional aspect, which involves the management and the administration, was an important determinant for volunteering. In a wider sense, volunteer organizations should be adaptive to volunteer demands (Pearce, 1980). The volunteer organization’s efficiency in planning and managing a volunteer tourism program is key to fostering the customer perceived value of volunteer tourism. The program must be collaboratively well-planned and executed with all the relevant stakeholders. Structuring volunteer tourism programs to support the local development plans can add value not only to volunteers but also to the host community (Aquino, Lück, & Schänzel, 2018). Volunteer tourists should know well how the volunteer tourism program is organized and how demanding the experience can be.

Play was the second strongest dimension of the volunteering value. This dimension clearly elucidates the hedonic aspect of the volunteering value. Volunteer tourism nowadays is viewed as a post-modern travel sector, because it focuses on the elements of volunteering and tourism

(Stainton, 2016). It is seen as an opportunity for a hedonic experience (Strzelecka et al., 2017). Hedonism illustrates positive emotions associated with volunteer tourism. Playfulness is marked out as a vital value in volunteer tourism. It is interesting to note that the young age of this study’s respondents might explain the significant role of play. The average age of the respondents was 23.8 years. This fortifies Strzelecka et al.’s (2017) finding that volunteer tourism might attract young adults, because it offers pleasure and a meaningful travel experience. The critical aspect of play in volunteering value implies that volunteer tourism programs must satisfy volunteer tourists’ hedonic needs. To encourage participation in volunteer tourism, volunteer organizations should utilize the concept of hedonic well-being. The vacation should be enjoyable and pleasurable while being a useful means of contributing to the host community.

Social was the third strongest dimension of volunteering value. Volunteer organizations should foster relationships among the volunteer tourists. Making an inference based on Maslow’s (1943) hierarchy of needs, the social value reflects that the volunteer tourists may wish for a sense of belongingness, which involves socializing and working with other volunteers in the program. Meeting and making friends through volunteer tourism is an important value that volunteer tourists would appreciate (Otto & Amuquandoh, 2014; Prouteau & Wolff, 2008). Developing a network-based strategy could be a valuable means of strengthening the relationships (McGehee, 2002). Connecting volunteer tourists in networks during and after a program can possibly make them feel a sense of social value.

The utilitarian was the fourth strongest dimension of the volunteering value. The previous studies on motivations for volunteer tourism have emphasized that along with others, volunteer tourism also involves self (Otto & Amuquandoh, 2014). Therefore, volunteer tourism organizers must understand the combination of altruism and self-interest factors that may influence the volunteer tourists to successfully complete their volunteering duties. Volunteer organizations can attempt to engage shallow volunteer tourists who generally pursue self-interests and travel mainly for personal reasons (Callanan & Thomas, 2005). They also tend to have less experiences and less skills (Callanan & Thomas, 2005). The youth is the major market for volunteer tourism (Bailey & Russell, 2012; Chapman, 2016). In fact, many volunteer tourism organizations are targeting youth tourists (Pan, 2017), which is partly because they are more inclined to develop personal growth than the older tourists (Meng, Ryu, Chua, & Han, 2020). Hence, in order to attract youth tourists, volunteer tourism organizers should emphasize the meanings of volunteer tourism and the value of volunteer tourism programs, which include the needs of disadvantaged groups and the positive outcomes that will be received by the volunteer participants.

Effort and time spent was the fifth strongest dimension of the volunteering value. The duration of some volunteer tourism programs can take up to a year depending on the projects purpose. More than half of the sample of this study indicated that they spent about five to six months on volunteer tourism. Thus, the quality and the quantity of time appears to be an issue when managing volunteer tourists. Volunteer

dependability is one of the issues for volunteer tourism (Cuskelly, Auld, Harrington, & Coleman, 2004). Volunteer tourists should not be perceived as a source of free manpower (Gallarza et al., 2013). Volunteer organizers should first have a comprehensive understanding of the volunteer motivations and expectations, and they should then create value that is worth the effort and time they spend.

The results of the path analysis showed that volunteering value was an effective method to trigger the volunteer attitude towards the volunteer organizations. In addition, the positive relationship between the volunteer attitude and global life satisfaction was consistent with the literature that highlighted the *attitude* → *satisfaction* path. This mechanism suggests that volunteer tourism organizers can stimulate the volunteer tourists' life satisfaction by enhancing their attitude, which is activated by the volunteering value. After engaging in volunteering, volunteer tourists might have a different perspective on life. From a managerial perspective, volunteer tourists can be invited to share their volunteer tourism experience to the public and talk about how the experience has benefited the host community and the volunteers in many ways. This type of effort may indirectly make them feel appreciated and important, which may eventually increase their perceived value of volunteering. It is worth noting that 88.3% of the respondents in this study got to know about the volunteer tourism program through traditional word-of-mouth communications, which include family, friends, and coworkers. Thus, conducting experience sharing session will be an effective method to attract new or potential volunteer tourists.

Our study further demonstrated that volunteer tourism organizations could actually encourage re-participation intentions from the short-term, the mid-term, and the long-term viewpoints. This provides a baseline measure to examine the relative influence of time. More specifically, volunteer tourists could be motivated to re-participate within a shorter time period. A post-volunteer tourism trip could be planned in advance to take advantage of the benefits of the trip. It may perhaps be wise to communicate to the volunteers the unique and the meaningful moments they had experienced, and the meaningful ones they could have experienced if they re-participate in volunteer tourism. Most importantly, the messages should be attentive to tourists' global life satisfaction. This is in line with Lepp (2009) who stated that volunteers find their life to be more meaningful after being involved in volunteering. More project types can be created and promoted in a volunteer tourism package inventory to encourage re-participation. On the other side, the strong effect of global life satisfaction is greatly significant in creating long-term re-participation intentions. The tourists' previous travel experience can affect their travel decision-making (Wearing, 2001). The demographics of the sample might explain the strong correlation between life satisfaction and the long-term intention. The sample of this study was relatively young and well-educated, which suggests that they have essential commitments in their lives in the near future that might restrain them from participating in volunteer tourism soon. Furthermore, it is statistically evident that ascribed responsibility significantly affected the degree of global life satisfaction linked to the long-term re-participation intention. Individuals with high ascribed responsibility had a greater long-term intention to re-participate in volunteer tourism than individuals with low ascribed responsibility. Generally speaking, there are different responsibility alternatives, which include green consumption in hotels, green product purchases, organic food consumption, and eco-friendly grocery shopping, and people have the freedom to perform in a particular situation (Schrader, 2007). Volunteer tourism could be one of the options for them to carry out their responsibility. The existing volunteer tourism tourists with high ascribed responsibility should have a better understanding of the positive outcomes of volunteer tourism. To attract the high ascribed responsibility group, appropriate educational campaigns should be promoted to help them plan their next volunteer tourism trip ahead of time.

## 6. Limitations and future research directions

This study has several limitations that offer avenues for future research. First, while the five-factor structure of volunteering value was statistically proved to be satisfactory, there are other volunteering values that may further provide an insight into volunteer tourist behavior. In addition, the relative low coefficient of determination for time and effort spent ( $R^2 = 0.180$ ) warrants further investigation on the dimension of volunteering value. Future research could address this issue in more detail by conducting personal interviews to explore the dimensions of the volunteering value that the present study might have overlooked. Second, the sample was recruited from Good News Corps volunteers only, which might lead to an external validity issue. While the sample denoted a variety of backgrounds with different educational levels and household incomes, the respondents in this study were relatively young. Future research is suggested to increase the pool of eligible volunteers to allow for a cross-comparison of different groups. Third, the findings of this study showed that the variance explained in the long-term intention (47.7%) was greater than the short-term intention (17.8%) and the mid-term intention (19.1%). Furthermore, individuals with high ascribed responsibility had a greater long-term intention to re-participate in volunteer tourism than individuals with low ascribed responsibility. This leads to new research questions. What affects volunteer tourists to make a long-term intention decision especially for the high ascribed responsibility group? As a result of readjusting to daily life after a volunteering experience, to what extent does the fadeout effect play a role and how does it affect the long-term intention? The answers to these questions may assist volunteer tourism organizations to create more relevant marketing strategies to attract the existing volunteer tourists with different temporal re-participation intentions.

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