

## **APPENDICES**

## **APPENDIX A**

### **Questionnaire**

Dear Sir/Madam:

My name is Kuan-Ying Chen. I am a PhD student in School of Tourism Development at Maejo University. My dissertation focuses on Volunteer Tourists' Revisit Intention and some related concepts. I sincerely hope you will participate in this research to help shed some light on the growing field. This questionnaire will take you less than 15 minutes to complete.

The results will provide information for volunteer tourism organizations and only be academic use. My questions will not pose a risk to you. Nevertheless, your name, addresses, and email addresses will not be asked in this survey.

**The definition of Voluntourism of my study:**

I. Volunteer tourism (VT) is a tourism style combining sightseeing and volunteer activities.

II. •Every participant (Volunteer Tourist) has to pay some of the traveling expenses by themselves.

III. The mission is related to environmental conservation, culture preservation, or community development (e.g. building houses or setting up water systems).

IV. The destinations of VT are usually located in remote villages or protected natural areas where fewer general tourists visit.

**Part 1** This part is some questions about the “Activity Involvement”; please according to your experience when you join the Voluntourism program and check the level of agreement for each question.

No	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Participating in the Voluntourism program is very important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Participating in the Voluntourism program offers me relaxation when pressures build up.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Participating in Voluntourism program is one of the most satisfying things I do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I really enjoy the Voluntourism program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I find a lot of my life is organized around the Voluntourism program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Participating in the Voluntourism program has a central role in my life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I enjoy discussing the Voluntourism program with my friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Participating in Voluntourism program says a lot about who I am.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	You can tell a lot about a person by seeing them participating in Voluntourism program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	When I participate in Voluntourism program I can really be myself.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	When I participate in Voluntourism program others see me the way they want to see me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 2** This part is some questions about the “Place Attachment”; please according to your experience when you join the Voluntourism program and check the level of agreement for each question.

No	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	For the recreation activities that I enjoy most, the settings and facilities provided by the place where I participate in Voluntourism program are the best.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I prefer the place where I participate in Voluntourism program over others settings and facilities for the recreational activities that I enjoy most.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	For what I like to do, I could not imagine anything better than the setting and facilities provided by the place where I participate in Voluntourism program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I enjoy visiting the place where I participate in Voluntourism program more than any other sites.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The place where I participate in Voluntourism program means a lot to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I am very attached to the place where I participate in Voluntourism program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I feel a strong sense of belonging to the place where I participate in Voluntourism program and its settings and facilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I have little, if any, emotional attachment to the place where I participate in Voluntourism program and its settings and facilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I identify strongly with participate in Voluntourism activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I feel participate in Voluntourism activity is a part of me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Participating in Voluntourism activity says a lot about who I am.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 3** This part is some questions about the “Experiential Value”; please according to your experience when you join the Voluntourism program and check the level of agreement for each question.

No	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	It is worthwhile for me to pay the travel expense for the Voluntourism program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The activities in the Voluntourism program are met my expectation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The facilities and products in the Voluntourism program are professional.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	When I participated in the Voluntourism program, the destination provided good services for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Participating in the Voluntourism program can help me to forget annoyance and strain in life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Participating in the Voluntourism program can let me away from the real life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Participating in the Voluntourism program can make my life to be easier.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Participating in the Voluntourism program can bring me the feeling of ease.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Participating in the Voluntourism program can let me feel joyfully and satisfactorily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	The field of the destination where hold the Voluntourism program is provided with aesthetic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	It is very attractive for me to participate in the Voluntourism program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	I like the ambiance which is created by the destination where hold the Voluntourism program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 4** This part is some questions about the “Experiential Marketing”; please according to your experience when you join the Voluntourism program and check the level of agreement for each question.

No	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The natural environments in the destination where holds the Voluntourism program make me feel appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The building and place in the destination where holds the Voluntourism program make me feel appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The public facilities in the destination where holds the Voluntourism program make me feel acceptable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	The smells in the destination where holds the Voluntourism program make me feel comfortable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I consider that the place where holds the Voluntourism program makes me feel comfortable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I consider that when I participated in the Voluntourism program, the instructor’s guidance and interpretations were very clear.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	The ambiance in the place where holds the Voluntourism program makes me feel relaxed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	When I participated in the Voluntourism program, the experiences make me feel happy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	The staffs in the place where holds the Voluntourism program, they are very friendly and have good attitude.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	The experiences of participating in the Voluntourism program will help me to enhance my awareness of social responsibility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	The experiences of participating in the Voluntourism program will help me to think about the interactions with others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
12	I think the Voluntourism program is totally different from the other tourism activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	I think that participate in the Voluntourism program can lead me away from the madding crowd.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	The facilities in the destination where holds the Voluntourism program are easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	The activities in the Voluntourism program are various and interesting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	The Voluntourism program provides me the different way to experience my life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	I am willing to participate in the Voluntourism program because of the attractive activities which holds by the destination.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	I am willing to buy local souvenirs for my family/friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	After participating in the Voluntourism program, it helps me to increase the interaction with others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	After participating in the Voluntourism program, I am willing to recommend the Voluntourism program to the others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	I will associate with participating in the Voluntourism program when I want to enjoy my vocation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	After participating in the Voluntourism program, it increases my social activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Part 5** This part is some questions about the “Revisit Intention”; please according to your experience when you join the Voluntourism program and check the level of agreement for each question.

No	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am willing to visit the place where I have ever participated in Voluntourism program again.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I am willing to recommend the place where I have ever participated in Voluntourism program to the others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I am willing to place the destination where I have ever participated in Voluntourism program in priority.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 6 The basic information of respondents, please according to your personal status answers these following questions.**

- 1 Gender ☐ Male ☐ Female
- 2 Age ☐ Below 18 ☐ 18~25 ☐ 26~35 ☐ 36~45  
☐ 46~55 ☐ 56~65 ☐ 66~75 ☐ Over 75
- 3 Marital Status ☐ Single ☐ Married ☐ Others (Please specify)
- 4 Education Level ☐ High school or less ☐ Technical or professional school ☐ College or university ☐ Post graduate school or above
- 5 Work Status ☐ Full time ☐ Part time ☐ Retired ☐ Unemployed ☐ Student  
☐ Educator/Researcher ☐ Manager/Executive ☐ Clerical/Saless
- 6 Occupation Type ☐ Owner/Self-employed ☐ Laborer/Farming/Fishing ☐ Professional/Technical  
☐ Military/Gov-officer ☐ Homemaker ☐ Others (Please specify)
- 7 Annual Household Pretax Income (in NTD\$) ☐ Less than \$300,000 ☐ \$300,000~\$590,000 ☐ \$600,000~\$1,190,000 ☐ \$1,200,000~\$1,790,000  
☐ \$1,800,000~\$2,390,000 ☐ 2,400,000~2,990,000 ☐ \$3,000,000~\$3,590,000  
☐ \$3,600,000~\$4,190,000 ☐ \$4,200,000~\$4,790,000 ☐ Over \$4,800,000
- 8 On how many days during your Voluntourism program did you do volunteer activities?
- 9 What was the total cost of your trip (in NTD\$)?
- 10 What was the main content of the Voluntourism Program you took? ☐ Community Development ☐ Education and Teaching  
☐ Working with Children ☐ Building and Construction  
☐ (Caring or Nursing) ☐ Culture preservation and Restoration  
☐ Conservation and Wildlife ☐ Research or Academic Purpose  
☐ Health and Nutrition

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How did you learn/know about the  
Voluntourism Program?

- ☐ Others (Please specify)
- ☐ Friends/word of mouth
- ☐ Websites/internet
- ☐ Non-Profit Organization
- ☐ Other (Please specify)

- ☐ Travel agency
- ☐ TV
- ☐ Magazines/newspaper/books

## **APPENDIX B**

### **CURRICULUM VITAE**

CURRICULUM VITAE

<b>Name:</b>	Mr. Kuan-Ying Chen	
<b>Date of Birth:</b>	8 March 1982	
<b>Education:</b>	September 2000-June 2004	BS in Information Management, Chang Jung Christian University, Tainan, Taiwan.
	September 2004-June 2006	MS in Business Administration (Major in Leisure Management), Ming Dao University, Changhua, Taiwan.
	September 2009-February 2015	PhD in Tourism Development, Maejo University, Chiang Mai, Thailand.
<b>Work Experience:</b>	October 2006-September 2007	Reserved Corporal, Armored Battalion, Ministry of Defense, Taiwan.
	October 2007-June 2009	Contract Staff, Computer Center, Ministry of Education, Taiwan.
	August 2011-to date	Lecture, Department of Hotel Management, Tainan University of Technology, Taiwan.