

CHAPTER V

SUMMARY, IMPLICATION, RECOMMENDATIONS AND RECOMMENDATIONS FOR FURTHERS STUDY

Summary

The Effects of Activity Involvement, Experiential Marketing, Experiential Value, and Place Attachment on the Volunteer Tourists' Revisit Intention

In this research, refers to the research problem that addressed 8 hypotheses as follows in order to verify the situation of voluntourism:

- H1: Activity Involvement has the positive effect on Experiential Value.
- H2: Activity Involvement has the positive effect on Experiential Marketing.
- H3: Activity Involvement has the positive effect on Place Attachment.
- H4: Experiential Marketing has the positive effect on Experiential Value.
- H5: Experiential Marketing has the positive effect on Place Attachment.
- H6: Experiential Value has the positive effect on Revisit Intention.
- H7: Experiential Marketing has the positive effect on Revisit Intention.
- H8: Place Attachment has the positive effect on Revisit Intention.

All of these hypotheses are almost be accepted by the model testing except H6. There are the conclusions from the results of data analysis; it shows that activity involvement has the positive effect on the experiential value, experiential marketing and place attachment. Moreover, the experiential marketing has the positive effect on the experiential value and place attachment. Furthermore, the experiential value, experiential marketing and place attachment are all have the positive effect on revisit intention.

The discussion of the reason why H6 “Experiential Value has the positive effect on Revisit Intention.” is not supported in this research, that because the construct Experiential Value is including 4 dimensions: Customer Return on Investment, Service Excellence, Playfulness and Aesthetic. Customer Return on Investment will concern about the worthwhile for the travel expense and the Voluntourism program is met participants' expectation or not, but

actually, the one who took the Voluntourism program, they won't think about their expense and the purpose will be devoting. Furthermore, Service Excellence will concern about the profession of the facilities, and good service providing from the destination, and Playfulness and Aesthetic will more focus on the joyful and satisfactory from the services in the Voluntourism program, but all of these are not the important elements for the participant who is willing to join the Voluntourism program.

Implication

Volunteer Tourists' Present Situation through Taiwanese Participants' Experience

The volunteer tourist program in Taiwan now is one of the most popular tourist activities for the Taiwanese tourists. The gender of the volunteer tourists, male and female is almost the same. Male is slightly higher than female, there are 52.2% of them are male and 47.8% are female, and the most of them are single. That is different from the finding of the former research which concluded that the majority of volunteer tourists are female. Compare the result of this research and former research, we can know that there are more and more males do the volunteer work during their vacation, and the main mission of volunteer tourist is education and teaching work, there are 41% of the volunteer tourists did this kind of work in their Voluntourism journey. Furthermore, the second majority mission is community development, there are 26.8 of the volunteer tourists joined this activity, and most of them are males. Therefore, we could understand that the trend of males increasing in Voluntourism , some of the reasons are because of the contents of the mission in their Voluntourism program, some of the works are getting more and more physical force needing, the role of males are getting important.

The major age of the volunteer tourists in Taiwan is between 18 to 25 years old, there are 71.4% of them in this age. That means the Voluntourism is a real popular industry in Taiwan for young generation. Moreover, 11% are beyond 46 years old. That means, the volunteer tourists' activities are not only the attractive program for the young generation, but also more and more popular for the retired and early retired group who are in the age more than 45 years old. Furthermore, the most of them are graduated from college or university, and the major occupation

of them is students, and 50.7% of their work status is unemployed. From this, we can predict that the Voluntourism industry will be active during the winter and summer vacation. Most of the NPO or NGO who support the volunteer tourist program, they will focus on the student groups especially for the undergraduate student. But some of the volunteer work cannot just be enforced during the long vacation, so the government brings up some projects for the citizens or students who involve into Voluntourism deeply, in order to encourage them use their weekend to be the volunteer tourists, they make some link with the local elementary schools and the destinations where provide the place for volunteer tourists, and the participants can get some assistances from the schools such as overnight in the school, ask medical treatment support or information consult.

Other information about the volunteer tourist in Taiwan knows the volunteer tourist program from friends / word of mouth (58.3%) and websites/internet (39.5%). From this, we can get some information form that, first of all, most of the volunteer tourists the way they got the information is the recommendation from their friends who got the experience in the past. Therefore, the good experience establishing will become the most important way for getting more participants to join the Voluntourism programs, and that respond to one of the propose of this research that enhancing the revisit intention of the volunteer tourists, and one of the items in the revisit intention is "I am willing to recommend the place where I have ever participated in Voluntourism program to the others." Moreover, the average days in their Voluntourism program are around 3 days and spent around \$2000 NTD in those days. If the majority is the student group, in the future, can try to promote the Voluntourism program in the winter or summer vacation, in order to extend the days they join the program.

Recommendations

In this research, we established the model for enhancing the volunteer tourists' revisit intention, and probed into the present status. According to the results of the data analysis, we try to address some suggestions for the volunteer tourism program as follow:

In this research, for the destinations, through the view point of experiential marketing, we suggest focusing on each concept (Sense, Feel, Think, Act, and Relate), all of them are the important indexes to have the positive effect on the revisit intention. Then, the destinations

that provide the places for volunteer tourists to do Voluntourism activities, they can refer to the results, and then strengthen the 5 parts of the experiential marketing in their destinations, to increase the volunteer tourists' experiential value and revisiting willingness. But the experiential value will not have the positive effect on revisit intention, because the participants will not judge the Voluntourism program by concerning about their expense, professional facilities and getting the joyful and satisfactory from the services in the destination.

For the organizations who have or plan the Voluntourism program, they have to plan some orientations or training courses for the people who want to be volunteer tourist, to help to consolidate the tourists' activity involvement, then improve their place attachment and experiential value, and go a step further to heighten their revisit intention.

The most population of the Voluntourism program nowadays is not only the young generation, but also the retired or the early retired group. The activities should focus on the professional specialty providing; most of the participants willing to contribute their special skills to the host place such as involving the education and teaching work, community development and conservation and wildlife activities and so on.

Recommendations for Further Study

From this research for answering the question: "How to enhance the revisit intention in the Voluntourism industry?" we can know that not only related to the Activity Involvement, Experiential Marketing, Experiential Value, and Place Attachment which established by the host destination, but also concerned to the works what the participants do, education background, the habits in their daily life and their personality. Thus, if the model would like to discuss about the revisit intention in the Voluntourism industry more distinct, that should go deep in to the personal characteristics, that can help to modify the model be more clear and fit to the sober truth.

Furthermore, the nation policy for the Voluntourism is another important factor for encouraging the tourists to join the Voluntourism program. In this research, it discussed the situation of Voluntourism through the perspective of the volunteer tourists, which is more pectoral point of view from the tourists. Thus, if can discuss the Voluntourism environment with

some frames of reference from the government policy, that can help to understand how and why the Voluntourism situation going on, and even predict the trend for the future. Moreover, through the contents of the policy, we also can get the right way for promoting the program of voluntourism with the nation targets. That helps to get some supports from the government, and make the benefits for hosts and participants.