

REFERENCE

- Acott, T. G. and H. L. L. Trobe. 1998. "An evaluation of deep ecotourism and shallow tourism". **Journal of Sustainable Tourism** 6 (3): 238-253.
- Adrian C. D. and P. S. Johnson. 2001. "Repeat visits to attractions: a preliminary economic analysis". **Tourism Management** 22 (2): 119-126.
- Altman, I. and S. M. Low. 1992. **Place Attachment**. New York: Plenum Press.
- Ambassadors for Children. 2008. "Council of Churches". [Online].
Available <http://www.ccozarks.org/?i=16085&mid=1000&id=413809> (2 February 2010).
- American Hiking Society. 2008. "Volunteer Vacations". [Online].
Available <http://www.americanhiking.org/volunteer-vacations/> (4 March 2012).
- Anderson, E. W. and M. W. Sullivan. 1993. "The Antecedents and Consequences of Customer Satisfaction for Firms". **Marketing Science** 12: 125-143.
- Ankomah, P. K., J. L. Crompton and D. Baker. 1996. "Influence of Cognitive Distance in Vacation Choice". **Annals of Tourism Research** 23: 138-150.
- Asparouhov, T. and B. Muthén. 2009. "Exploratory structural equation modeling". **Structural Equation Modeling** 16: 397-438.
- Assael, Henry. 1981. **Consumer Behavior and Executive Action**. Boston: Kent.
- Atkinson, P. 2008. "Millennials: Researching the application of demographics to build customer relationships and HR strategy". **Management Services** 52 (1): 6-11.
- Babin, B. J. and W. R. Darden. 1995. "Consumer self-regulation in a retail environment". **Journal of Retailing** 71 (1): 47-70.
- Babin, B. J., W. R. Darden and M. Griffin. 1994. "Work and/or fun: measuring hedonic and utilitarian shopping value". **Journal of Consumer Research** 20 (March): 644-656.
- Batra, R. and O. T. Ahtola. 1991. "Measuring the hedonic and utilitarian sources of consumer attitudes". **Marketing Letters** 2 (April): 159-170.
- Bellenger, D. N., E. Steinberg and W. Stanton. 1976. "The congruence of store image and self image". **Journal of Retailing** 52 (Spring): 17-32.
- Bollen, K. A. and S. J. Long. 1993. **Testing Structural Equation Models**. Thousand Oaks, CA.: SAGE Publication.

- Bricker, K. S. and D. L. Kerstetter. 2000. "Level of specialization and place attachment : an exploratory study of whitewater receptionists". **Leisure Sciences** 22 (4): 233-257.
- Broad, S. 2003. "Living the Thai life e a case study of volunteer tourism at the Gibbon Rehabilitation Project". **Tourism Recreation Research** 28 (3): 63-72.
- Brown, S. and X. Lehto. 2005. "Travelling with a purpose: understanding the motives and benefits of volunteer vacationers". **Current Issues in Tourism** 8 (6): 479-496.
- Brown, S. and A. M. Morrison. 2003. "Expanding volunteer vacation participation: an exploratory study on the mini-mission concept". **Tourism Recreation Research** 28 (3): 73-82.
- Burch, W.R. 1969. "The social circles of leisure: competing explanations". **Journal of Leisure Research** 1: 125-147.
- Buttimer, A. and D. Seamon. 1980. **The Human Experience of Space and Place**. London: Croom Helm.
- Callanan, M. and S. Thomas. 2005. Volunteer tourism: deconstructing volunteeractivities within a dynamic environment. pp. 183-200. Cited in M. Novelli (Ed.). **Niche Tourism: Contemporary Issues, Trends, and Cases**. Wallington, UK: Butterworth-Heinemann.
- Campbell, L. M. and C. Smith. 2006. "What makes them pay? Values of volunteer tourists working for sea turtle conservation". **Environmental Management** 38 (1): 84-98.
- Carter, L. 2005. "Vacation and volunteer - an emerging travel niche". [Online]. Available <http://www.TRAVEL Hot News.com> (1 March 2010).
- Celsi, R. L. and J. C. Olson. 1988. "The Role of Involvement in Attention and Comprehension Processes". **Journal of Consumer Research** 15 (2): 210-224.
- Chain Store Age. 1996. Seven Pillars to Future Success (August): 9A-15A.
- Chang, Su-Ching. 2006. "The relationships among of service quality, service experiences, relationship quality and revisit intentions". **Abstracts of the 2006 Management Innovation and New Vision Conference**. Taiwan: Aletheia University.
- Chawla, L. 1992. Childhood Place Attachments. Cited in Altman, I. and S. Low (eds). **Place Attachment**. New York: Plenum Press.

- Chebat, J. C. and R. Michon. 2003. "Impact of ambient odors on mall shoppers emotions, cognition, and spending: A test of competitive causal theories". **Journal of Business Research** 529-539.
- Cherry, Lin. 2009. **The Study of Customer Experiential Value of Traveling Abroad**. Taiwan: Unpublished Master Thesis, National Taiwan Normal University.
- Clemons, D. S. and R. B. Woodruff. 1992. Broadening the View of Consumer (Dis) Satisfaction: A Proposed Means-End Disconfirmation Model of CS/D. pp. 413-421. Cited in Chris T. Allen et al. (eds.). **Marketing Theory and Applications**. Chicago: American Marketing Association.
- Chen, Hung-Pin, Chun-Chieh, Hu and Chi-Min, Fan. 2007. "Activity involvement, place attachment and willingness to re-visit of leisure farm visitors". **Bio and Leisure Industry Research** 5 (2): 119-133.
- Chen, Li-Ju and J. S. Chen. 2010. "The motivations and expectations of international volunteer tourists: A case study of Chinese Village Traditions". **Tourism Management** 32 (2011): 435-442.
- Coglan, A. 2006. "Volunteer tourism as an emerging trend or an expansion of ecotourism? A look at potential clients' perceptions of volunteer tourism organizations". **International Journal of Nonprofit and Voluntary Sector Marketing** 11 (3): 225.
- _____. 2007. "Towards an integrated image-based typology of volunteertourism organization". **Journal of Sustainable Tourism** 15 (3): 267-287.
- Converse, J. M. and S. Presser. 1986. **Survey Questions: Handcrafting the Standardized Questionnaire**. Thousand Oaks, CA: Sage Publications.
- Court, B. and R. A. Lupton. 1997. "Customer Portfolio Development: Modeling Destination Adopters, Inactives and Rejecters". **Journal of Travel Research** 36 (1): 35-43.
- Craig, H. 2002. "Kotler's strategic perspective on the new marketing". **Strategy & Leadership** 30 (4): 33-34.
- Crompton, J. L. 1979. "Motivations for pleasure vacation". **Annals of Tourism Research** 6 (1): 408-424.
- Darnell, A. C. and P. S. Johnson. 2001. "Repeat visits to attractions: A preliminary economic analysis". **Tourism Management** 22: 119-126.

- Dawson, S., Bloch, P. H. and N. M. Ridgway. 1990. "Shopping Motives, Emotional States, and Retail Outcomes". **Journal of Retailing** 58 (1): 34-57.
- Day, H. I. 1981. **Play, a Ludic Behavior, Advances in Intrinsic Motivation and Aesthetics**. New York and London: Plenum Press.
- Deighton, J. and K. Grayson. 1995. "Marketing and seduction: building exchange relationships by managing social consensus". **Journal of Consumer Research** 21 (March): 660-676.
- Dimanche, F., Havitz, M. K. and D. R. Howard. 1991. "Testing the involvement profile scale in the context of selected recreational and touristic activities". **Journal of Leisure Research** 23: 51- 66.
- Driefus, C. 1997. "Talking shop: A conversation with the men who brought you neiman marcus, ikea and virgin". **The New York Times Magazine** 6 (April): 82-86.
- Driver, B. L. and R. C. Toucher. 1970. "Toward a behavioral interpretation of recreation of planning". **Element of Outdoor Recreation Planning** 9-31.
- Ellis, C. 2003a. "Participatory environmental research in tourism: a global view". **Tourism Recreation Research** 28 (3): 45-55.
- _____. 2003b. "When volunteers pay to take a trip with scientists e participatory environmental research tourism (PERT)". **Human Dimensions of Wildlife** 8: 75-80.
- Fang, Yi-Yau. 2006. **The Relationships Between Recreation Involvement and Recreation Experience-A Case Study of Pei-Tou Hot Spring Sites**. Taiwan: Unpublished Master Thesis, National Taiwan Normal University.
- Fodness, D. 1994. "Measuring tourist motivation". **Annals of Tourism Research** 21 (3): 555-581.
- Geertz, C. 1973. **The Interpretation of Cultures: Selected Essays**. USA: Basic Books.
- Gitelson, R. J. and J. L. Crompton. 1984. "Insights into the Repeat Vacation Phenomenon". **Annals of Tourism Research** 11: 199-217.
- Giuliani, M. V. and R. Feldman. 1993. "Place Attachment in a Developmental and Cultural Context". **Journal of Environmental Psychology** 13: 267-274.
- Global Volunteers Organization. 2010. "Be The Change in the World ". [Online]. Available <http://www.globalvolunteers.org/> (16 March 2013).

- GoAbroad.com. 2008. "Welcome to the resource for meaningful travel!". [Online]. Available <http://www.goabroad.com/volunteer-abroad> (4 April 2010).
- Goodall, B. 1988. How Tourists Choose their Holidays: An analytical framework. Cited in Goodall, B. and G. Ashworth (eds.). **Marketing in the Tourism Industry: The Promotion of Destination**. Regions, London: Routledge.
- Gray, N. J. and L. M. Campbell. 2007. "A decommodified experience? Exploring aesthetic, economic and ethical values for volunteer ecotourism in Costa Rica". **Journal of Sustainable Tourism** 15 (5): 463-482.
- Greider, T. and L. Garkovich. 1994. "Landscapes: the social construction of nature and the environment". **Rural Sociology** 59 (1): 1-24.
- Grewal, D., K. B. Monroe and R. Krishnan. 1996. **The Effects of Price-Comparison Advertising on Buyers' Perceptions of Acquisition Value and Transaction Value**, Marketing Science Institute. MA.: Cambridge.
- Gronhold, L., Martensen, A. and K. Kristensen. 2000. "The relationship between Customer Satisfaction and Loyalty: Cross-Industry differences". **Total Quality Management** 11 (July): 509-516.
- Gummesson, E. 1998. "Implementation requires a relationship marketing paradigm". **Journal of Academy of Marketing Science** 26 (3): 242-249.
- Hallowell, R. 1996. "The relationship of customer satisfaction, customer loyalty, profitability: an empirical study". **International Journal of Service Industry Management** 7 (4): 27-42.
- Halpenny, E. A. and L. T. Caissie. 2003. "Volunteering on nature conservation projects: Volunteer experience, attitudes and values". **Tourism Recreation Research** 28 (3): 25-33.
- Havitz, M. E. and F. Dimanche. 1990. "Propositions for testing the involvement construct in recreational and tourism contexts". **Leisure Sciences** 12: 179-195.
- Havitz, M. E. and F. Dimanche. 1997. "Leisure involvement revisited: Conceptual conundrums and measurement advance". **Journal of Leisure Research** 29: 245-278.
- _____. 1999. "Leisure involvement revisited: Drive properties and paradoxes". **Journal of Leisure Research** 31: 122-149.

- Hidalgo, M. C. and B. Hernandez. 2001. "Place attachment: conceptual and empirical questions". **Journal of Environmental Psychology** 21 (3): 273-281.
- Hill, R. 2001. "Are you being served?". **Health Forum Journal** 44 (5): 10.
- Holbrook, Morris B. 1994. The nature of customer value: An axiology of services in the consumption experience. pp. 21-71. Cited in Roland, T. Rust and R. L. Oliver (Eds.). **Service Quality: New Directions in Theory and Practice**. Newbury Park, CA: Sage.
- Holbrook, Morris B. and K. P. Corfman. 1985. Quality and value in the consumption experience: phaedrus rides again. pp. 31-57. Cited in Jacoby, J. and J. C. Olson (Eds.). **Perceived Quality: How Consumers View Stores and Merchandise**. Lexington, MA: Lexington Books.
- Holden, A. 2000. **Environment and Tourism**. London: Routledge.
- Huizinga, Johan. 1955. **Homo Ludens: A Study of the Play Element in Culture**. Boston, MA: The Beacon Press.
- Hummon, D. M. 1992. **Community Attachment: Local Sentiment and Sense of Place**. New York: Random House.
- Hung Chun-Hsiang. 2007. **Relationships Among Place Attachment, Leisure Involvement, Satisfaction and After-Travel Behavior of Surfers**. Taiwan: Unpublished master thesis, National Kaohsiung University of Applied Sciences.
- Hung, Sheng-Hung. 2003. **The Influence of Experiential Marketing and Relationship Marketing on Customer Value and Customer Satisfaction - The Case of Taiwan's Leisure Farms**. Taiwan: Unpublished Master Thesis, National Kaohsiung University of Applied Sciences.
- Ittelson, W. H. 1978. "Environmental perception and urban experience". **Environment and Behavior** 10 (2): 193-213.
- Jacob, G. R. and R. Schreyer. 1980. "Conflict in outdoor recreation: A theoretical explanation". **Journal of Leisure Research** 12: 368-380.
- Jorgensen, B. S. and R. C. Stedman. 2001. "Sense of place as an attitude: Lakeshore owners attitudes toward their properties". **Journal of Environmental Psychology** 21 (3): 233-248.

- Juaneda, C. 1996. "Estimating the probability of return visits using a survey of tourist expenditure in the balearic islands". **Tourism Economics** 2 (4): 339-352.
- Kassarjian, H. H. 1981. Low Involvement; A Second Look, pp 31-34. Cited in Monroe, Kent. (Ed.). **Advances in Consumer Research**. Arlington, Va: Association for Consumer Research.
- Krugman, H. E. 1965. "The Impact of Television Advertising: Learning Without Involvement". **Public Opinion Quarterly** 29 (Autumn): 349-356.
- Kyle, G., A. Graefe, R. Manning and J. Bacon. 2003. "An examination of the relationship between leisure activity involvement and place attachment among hikers along the Appalachian Trail". **Journal of Leisure Research** 35: 249-273.
- _____. 2004. "Effect of activity involvement and place attachment on recreationists' perception of setting density". **Journal of Leisure Research** 36 (2): 209-231.
- Kyle, G. and G. Chick. 2002. "The social nature of leisure involvement". **Journal of Leisure Research** 34 (4): 426-448.
- Kyle, G. and A. J. Mowen. 2005. "An examination of the leisure involvement-agency commitment relationship". **Journal of Leisure Research** 37: 342-363.
- Kyle, G., A. J. Mowen and M. Tarrant. 2004. "Linking place preferences with place meaning: an examination of the relationship between place motivation and place attachment". **Journal of Environmental Psychology** 24, 439-454.
- LaBarbera, P. A. and D. Mazursky. 1983. "A longitudinal assessment of consumer satisfaction/dissatisfaction: The dynamic aspect of the cognitive process". **Journal of Marketing Research** 20: 393-404.
- Lastovicka, J. L. 1979. Questioning the concept of involvement defined product classes. Cited in W. L. Wilkie (Ed.). **Advances in Consumer Research** 6: 174-179.
- Lee, Yoon Jung and K. M. Woosnam. 2010. "Voluntourist transformation and the theory of integrative cross-cultural adaptation". **Annals of Tourism Research** 37 (4): 1186-1189.
- Lepp, A. 2009a. "Leisure and obligation: an investigation of volunteer tourists' experience at Kenya's Taita Discovery Center". **Journal of Leisure Research** 41 (2): 253-260.

- _____. 2009b. Discovering self and discovering others through the Taita Discovery Center volunteer tourism programme, Kenya. pp. 253-260. Cited in Lyons, K. D. and S. Wearing (Eds.). **Journeys of Discovery in Volunteer Tourism International Case Study Perspectives**. Wallingford: CABI.
- Lo, A. and C. Lee. 2010. "Motivations and perceived value of volunteer tourists from Hong Kong". **Tourism Management** (2) 32: 334-326.
- Lu, C. J. 2003. "The Strategies of experiential marketing applied in the national science and technology museum-take the "plastics and rubber" gallery as an example". **Technology Museum Review** 7 (3): 31-51.
- Lyons, K. D. 2003. "Ambiguities in volunteer tourism: a case study of Australians participating in a J-1 visitor exchange program". **Tourism Recreation Research** 28 (3): 5-3.
- Making Health Communication Programs Work: A Planners Guide, DIANE Publishing, (1992)
- Mann, P. S. 1995. **Introductory Statistics**. 2nd ed. New York: Wiley.
- Mano, Haim and R. L. Oliver. 1993. "Assessing the dimensionality and structure of the consumption experience: evaluation, feeling and satisfaction". **Journal of Consumer Research** 20: 451-466.
- Marta, E., C. Guglielmetti and P. Maura. 2006. "Volunteerism during young adulthood: an Italian investigation into motivational patterns". **Voluntas** 17 (3): 221.
- Mathwick, C., N. K. Malhotra and E. Rigdon. 2001. "Experiential value: conceptualization, measurement and application in the catalog and internet shopping environment". **Journal of Retailing** 77 (1): 39-56.
- Mayo, E. J. and L. P. Jarvis. 1981. **The Psychology of Leisure Travel: Effective Marketing and Selling of Travel Services**. Boston: CBI.
- McCallin, J. 2001. **Charity management: the issues explained**. Society Guardian.
- McFarlane, B. L., P. C. Boxall and D. O. Watson. 1998. "Past experience and behavioral choice among wilderness users". **Journal of Leisure Research** 30: 195-213.
- McGehee, N. G. 2002. "Volunteer Tourism and Social Movement Participation". **Annals of Tourism Research** 29: 124-143.
- McGehee, N. G., and C. A. Santos. 2005. "Social change, discourse and volunteer tourism". **Annals of Tourism Research** 32 (3): 760-779.

- McGehee, N. G. and K. Andereck. 2009. "Volunteer tourism and the voluntoured : the case of Tijuana, Mexico". **Journal of Sustainable Tourism** 17 (1): 39-51.
- McIntosh, A. J. and A. Zahra. 2007. "A cultural encounter through volunteer tourism: towards the ideals of sustainable tourism?". **Journal of Sustainable Tourism** 15 (5): 541.
- McIntyre, N. 1989. "The personal meaning of participation: Enduring involvement". **Journal of Leisure Research** 21 (2): 167-179.
- McIntyre, N. and J. Pigram. 1992. "Recreational specialization reexamined: The case of vehicle-based campers". **Leisure Science** 14: 3-15.
- McNickel, D. 2004. "Hands on brands". [Online]. Available [http:// www.marketingmag.com.nz](http://www.marketingmag.com.nz) (19 September 2011).
- Mesch, G. S. and O. Manor. 1998. "Social ties, environmental perception, and local attachment". **Environment and Behavior** 30: 504-519.
- Metin, K. 2001. "Repeaters' behavior at two distinct destinations". **Annals of Tourism Research** 28 (3): 784-807.
- Moore, R. L. and A. R. Graefe. 1994. "Attachments to recreation settings: The case of rail trail users". **Leisure Sciences** 16: 17-31.
- Moore, R. L. and D. Scott. 2003. "Place attachment and context: Comparing a park and a trail within". **Forest Science** 49 (6): 877-884.
- Narins, P. 1999. "Guidelines for creating better questionnaires". [Online]. Available <http://www.spss.com/newsletters/kw/Kw58/Survey.html> (6 January 2000).
- Newman, J. W. and R. A. Werbel. 1973. "Multivariate Analysis of Brand Loyalty for Major Household Appliances". **Journal of Marketing Research** 10: 404-409.
- O'Daly, E. 2007. "New group to investigate booming tourism niche".
- Oliver, R. L. 1980. "A cognitive model for the antecedents and consequences of satisfaction decisions". **Journal of Marketing Research** 27: 460-469.
- Oliver, R. L., and J. E. Swan. 1989. "Consumer perceptions of interpersonal equity and satisfaction in transactions: A field survey approach". **Journal of Marketing** 53 (2): 21-35.

- Oliver, Richard. 1999. Value as excellence. Cited in Holbrook, Morris (Ed.).
The Consumption Experience, Customer Value, A Framework for Analysis and Research. London and New York: Routledge.
- Olson, J. C. 1981. What is an esthetic response?. pp. 74-71. Cited in En Hirschman, E. C. and M. B. Holbrook (Ed.). **Symbolic Consumer Behavior.** Ann Arbor, NY: Association for Consumer Research.
- Ott, R. Lyman. 1993. **An Introduction to Statistical Methods and Data Analysis.** 4th ed. California: Duxbury.
- Pearce, P. L. and A. Coghlan. 2009. The dynamics behind volunteer tourism. Cited in Lyons, K. D. and S. Wearing (Eds.). **Journeys of discovery in volunteer tourism international case study perspectives.** Wallingford: CABI.
- Pearl, Judea. 2000. **Causality: Models, Reasoning, and Inference.** USA.: Cambridge University Press.
- Peng, Yi-Jr. 2005. **A Study on Relationships Between Recreation Involvement and Place Attachment of Recreation Bikers.** Taiwan: Unpublished master thesis, Ming Chuan University.
- Proshansky, H. M. 1978. "The city and self- identity". **Environment and Behavior** 10: 147-169.
- Proshansky, H. M., A. K. Fabian and R. Kaminoff. 1983. "Place-identity: Physical world socialization of the self". **Journal of Environmental Psychology** 3 (1): 57-83.
- Raines, C. 2002. "Managing Millennials". [Online]. Available <http://www.hreonline.com/pdfs/ManagingMillennials.pdf> (2 May 2012).
- Relph, E. 1976. **Place and Placelessness.** London: Pion.
- Roger, D. B, P. W. Miniard and J. F. Engle. 2001. **Consumer Behavior.** 9th ed. New Jersey: Harcourt College Publishers.
- Rogers, M. 2007. "Volunteerism is on the rise: purpose-driven travelers seek meaningful journeys". **Travel Agent** 331 (3): 20-24.
- Ross, G. F. 1993. "Destination evaluation and vacation preferences". **Annals of Tourism Research** 20: 477-489.

- Rothschild, M. L. 1984. "Perspectives on involvement: Current problems and future direction". **Advances in Consumer Research** 11: 216-217.
- Rothschild, M. L. 1979. Advertising strategies for high and low involvement situations. pp. 4-93. Cited in Maloney, J. C. and B. Silverman (Ed.). **Attitude Research Plays for High Stakes**. Chicago: American Marketing Association Proceedings Series.
- Rust, R. T. and A. J. Zahorik. 1993. "Customer loyalty, customer retention and market share". **Journal of Retailing** 69 (2): 193-215.
- Schmid, J. 1998. "The eight commandments of design". **Catalog Age** 15 (January): 57-60.
- Schmitt, B. H. 1999. **Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands**. New York: Free Press.
- Schreyer, R. and D. Lime. 1984. "A novice isn't a novice: the influence of experience use history on subjective perceptions of recreation participation". **Leisure Sciences** 6: 131-149.
- Schreyer, R. and J. W. Roggenbuck. 1981. Visitor images of national parks: The influence of social definitions of places on perceptions and behavior. pp. 39-44. Cited in Line, D. and D. Field (Eds.). **Some recent products of river recreation research**. St. Paul, MN: North Central Forest Experiment Station.
- Schreyer, R., G. Jacob and R. White. 1981. "Environmental meaning as a determinant of spatial behavior in recreation". **Proceedings Applied Geography Conference** 4: 294-300.
- Scott, D. and G. Godbey. 1992. "An analysis of adult play groups: Social versus serious participation in contract bridge". **Leisure Sciences** 14: 47-67.
- Sherif, C. W. 1980. Social values, attitudes, and involvement of the self. pp. 1-64. Cited in Howe, H. and M. Page (Eds.). **The Nebraska Symposium**. Lincoln: University of Nebraska Press.
- Sherif, C. W., M. Sherif. And R. K. Nebergall. 1965. **Attitude and Attitude Change: The Social Judgment Involvement Approach**. Philadelphia: W. G. Saunders.
- Sherif, M. and G. W. Sherif. 1967. **Attitude, Ego-Involvement and Change**. New York: John Wiley & Sons.
- Sherif, M. and G. I. Hovland. 1961. **Social Judgment: Assimilation and Contrast Effects in Reaction to Communication and Attitude Change**. New Haven, CT: Greenwood.

- Sherif, M. and H. Cantrii. 1947. **The Psychology of Ego-Involvement: Social Attitudes and Identifications**. New York: Wiley.
- Simon, H. 1953. Causal ordering and identifiability. Cited in Hood, W.C. and T. C. Koopmans. **Studies in Econometric Method**. New York: Wiley.
- Simpson, K. 2004. "Doing development: the gap year, volunteer-tourists and a popular practice of development". **Journal of International Development** 16 (5): 681-692.
- Söderman, N. and S. L. Snead. 2009. Opening the gap: the motivation of gap year travellers to volunteer in Latin America. Cited in Lyons, K. D. and S. Wearing (Eds.). **Journeys of Discovery in Volunteer Tourism International Case Study Perspectives**. Wallingford: CABI.
- Statistics Solutions. 2009. "Confirmatory Factor Analysis". [Online]. Available <http://www.statisticssolutions.com/confirmatory-factor-analysis/> (19 May 2013).
- Stokols, D. and S. A. Shumaker. 1981. People in places: A transactional view of settings. pp. 441-488. Cited in Harvey, J. (Ed.). **Cognition, Social Behavior, and the Environment**. Hillsdale, NJ: Erlbaum.
- Strass, W. and L. Howe. 2003. **Millennials Go to College**. Great Falls, Va.: American Association of Collegiate Registrars.
- Swarbrooke, J., C. Beard, S. Leckei and G. Pomfret. 2003. **Adventure Tourism: The New Frontier**. Oxford, Boston: Butterworth-Heinemann.
- Sylvan, R. 1985. "A critique of deep ecology". **Radical Philosophy** 40: 2-12.
- Tsai, Chin-Fa Tang-Chung Kan and Jing-Yi Jiang. 2008. "Visitors' Awareness of Recreation Information and Their Satisfaction, Place Attachment and Revisit Intentions". **Journal of Sport and Recreation Research** 3 (1): 125-152.
- Thaler, R. 1985. "Mental accounting and consumer choice". **Marketing Science** 4 (Summer): 199-214.
- Tomazos, K. and R. Butler. 2010. "The volunteer tourist as 'hero'". **Current Issues in Tourism** 13 (4): 363-380.
- Travel with a Challenge. 2008. "The greatest volunteer force in the western world is people in their retirement years". [Online]. Available <http://www.travelwithachallenge.com/Volunteer-Vacations-Worldwide.htm> (2 April 2013).

- Tseng, Bing-Shi. 2003. **An Exploratory Study of Residents' Place Attachment Toward Meichuan Park in Taichung**. Taiwan: Unpublished master thesis, Chaoyang University of Technology.
- Tuan, Y. F. 1974. **Topophilia: A Study of Environmental Perception, Attitudes, and Values**. Englewood Cliffs: Prentice Hall.
- _____. 1980. "Rootedness versus sense of place". **Landscape** 24 (1): 3-8.
- Um, S. and J. L. Crompton. 1990. "Attitude determinants in tourism destination choice". **Annals of Tourism Research** 17: 432-448.
- Unger, L. S. and J. B. Kernan. 1983. "On the meaning of leisure: An investigation of some determinants of the subjective experience". **Journal of Consumer Research** 9 (March): 381-392.
- Uriely, N., A. Reichel and A. Ron. 2003. "Volunteering in tourism: additional thinking". **Tourism Recreation Research** 28 (3): 57-62.
- Vaske, J. J. and K. C. Kobrin. 2001. "Place attachment and environmentally responsible behavior". **The Journal of Environmental Education** 32 (4): 16-21.
- Veryzer, R. W. Jr. 1993. "Aesthetic response and the influence of design principles on product preferences". pp. 224-229. Cited in McAlister, L and Michael L. Rothschild (eds.). **Advances in Consumer Research**. Provo, UT: Association for Consumer Research.
- Voluntourism Organization. 2008. "Travel and volunteer opportunities". [Online]. Available <http://www.Voluntourism.org/index.html> (2 May 2013).
- Vorkinn, M. and H. Reise. 2001. "Environmental concern in a local context". **Environment and Behavior** 33 (2): 249-263.
- Watkins, M. 1987. **The Influence of Involvement and Information Search on Consumer's Choice of Recreation Activities**. Eugene: Unpublished Doctoral Dissertation, University of Oregon.
- Wearing, S. 2001. **Volunteer Tourism: Experiences that Make a Difference**. Wallingford: CAB International.
- Wearing, S. and J. Neil. 2000. "Refiguring self and identify through volunteer tourism". **Society and Leisure** 23 (2): 389-419.

- Weiler, B. and H. Richens. 1995. "Extreme, extravagant and elite: a profile of ecotourists on Earthwatch expeditions". **Tourism Recreation Research** 20 (1): 29-36.
- Weller, S. C. and A. K. Romney. 1988. **Systematic Data Collection**. Newbury Park, CA.: Sage
- Wiley, C. G. E., S. M. Shaw and M. F. Havilz. 2000. "Men s and women's involvement in sports: An examination of the gendered aspects of leisure involvement". **Leisure Sciences** 20: 19-31.
- Williams, A. 2006. "Tourism and hospitality marketing: Fantasy, feeling and fun". **International Journal of Contemporary Hospitality Management** 18 (6/7): 482-495.
- Williams, D. R. and M. E. Patterson. 1999. Environmental psychology: Mapping landscape meanings for ecosystem management. Cited in Cordell, H. K. and J. C. Bergstrom (Eds.). **Integrating Social Sciences with Ecosystem Management: Human Dimensions in Assessment, Policy, and Management**. Champaign: Sagamore.
- Williams, D. R. and J. W. Roggenbuck. 1989. Measuring place attachment: Some preliminary results. p. 32. Cited in McAvoy, L. H. and D. Howard (Ed s.). **Abstracts of the 1989 Leisure Research Symposium**. Arlington, VA: National Recreation and Park Association.
- Williams, D. R., M. E. Patterson, J. W. Roggenbuck and A. E. Watson. 1992. "Beyond the commodity metaphor: Examining emotional and symbolic attachment to place". **Leisure Sciences** 14: 29-46.
- Woodruff, R. B. 1997. "Customer value: The next source for competitive advantage". **Journal of the Academy of Marketing Sciences** 25 (2): 139-153.
- Woodside, A. G. and S. Lysonski. 1989. "A general model of traveler destination choice". **Journal of Travel Research** 27 (4): 8-14.
- Wright, P. L. 1974. "Analyzing media effects on advertising responses". **Public Opinion Quarterly** 38: 192-205.
- Wright, S. S. 1921. "Correlation and causation". **Journal of Agricultural Research** 20: 557-85.

- Yadav, M. S. and K. B. Monroe. 1993. "How buyers perceive savings in a bundle price: An examination of a bundle's transaction value". **Journal of Marketing Research** 30 (August): 350-358.
- Yang, Su Lan. 2004. **A Study of the Relationships Among Environment Experience, Experiential Value, Customer Satisfaction and Behavioral Intention**. Taiwan: Unpublished Master Thesis, National Taipei University of Technology.
- Yesawich, P. C. 2008. "It's not your father's lodging brand anymore". **Hotel and Motel Management** 18.
- Yuan, Yi-Hua. 2003. **A Study of the Relationship Among Experiential Marketing, Experiential Value and Customer Satisfaction**. Taiwan: Unpublished Master Thesis, National Taipei University of Technology.
- Yuan, Yi-Hua E. and C. K. Wu. 2008. "Relationships among experiential marketing, experiential value, and customer satisfaction". **Journal of Hospitality & Tourism Research** 32: 387.
- Zahra, A. and A. McIntosh. 2007. "A cultural encounter through volunteer tourism: Towards the ideals of sustainable tourism?". **Journal of Sustainable Tourism** 15 (5): 541-556.
- Zaichkowsky, J. L. 1985. "Measuring the involvement construct". **Journal of Consumer Research** 2 (4): 341-352.
- Zeithaml, V. A. 1988. "Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence". **Journal of Marketing** 52 (July): 2-22.
- Zeithaml, V. A, L. L. Berry and A. Parasuraman. 1996. "The behavioral consequences of service quality". **Journal of Marketing** 60 (2): 31-46.