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## Antecedents and outcomes of memorable volunteer tourism experiences

### Abstract

**Purpose:** This study proposed and tested a new conceptual model of memorable volunteer tourism experiences (MVTEs) by examining the effects of novelty, meaningfulness, experience co-creation (ECC) and experience intensification (EI) on MVTEs. It also examined the relationships among MVTEs, psychological resilience (PR) and behavioural intention (BI), including that between novelty and BI.

**Design/methodology/approach:** The study modelled the proposed relationships by analysing data from an online survey using Amazon Mechanical Turk. In total, 241 responses were used in the data analysis.

**Findings:** This study extended the MVTE construct and included four key antecedents that influence tourists' MVTEs. The study also documented the predictive capability of MVTEs for PR and BI.

**Practical implications:** Volunteer tourism organisations should offer new and diverse activities for volunteer tourists, such as nature conservation, wildlife protection and construction.

**Originality:** This is the first study to examine the antecedents and outcomes of MVTEs using the stimuli–organism–response theory.

**Keywords:** volunteer tourism, volunteer tourist, memorable volunteer tourism experience, psychological resilience, behavioural intention

**Paper type:** Research paper

### Introduction

In contrast to more hedonistic types of tourism, alternative forms of tourism have emerged that allow tourists to derive pleasure from actions that directly benefit the local communities of the travel destination (Zhao and Agyeiwaah, 2023). Volunteer tourism (VT) allows tourists to work with stakeholders to address issues that need attention in the local community (Everingham *et al.*, 2022). In this paper, VT is defined as engagement in volunteer work as a tourist.

Tourists are key actors in VT who voluntarily contribute manpower and intellectual support to community and VT programmes (Chua *et al.*, 2021). VT studies have largely focused on understanding volunteer tourists' environmentally responsible behaviour (Park *et al.*, 2022), the host's perspective on VT organisations (Mensah *et al.*, 2021), capital deployment and exchange associated with VT (Thompson and Taheri, 2020), post-disaster recovery (Wearing *et al.*, 2020) and conservation projects (Ocanas and Thomsen, 2023). However, some recent studies have suggested the necessity of exploring tourists' experiences of VT including the implications of this type of tourism for tourists' future behaviours (Chua *et al.*, 2021).

On the supply side, understanding the dimensions associated with memorable tourism experiences (MTEs) is critical and represents a new benchmark for tourism service providers (Sthapit *et al.*, 2022a). On the demand side, today, many tourists seek MTEs when

visiting a destination (Rasoolimanesh *et al.*, 2021). In contrast, studies on MTEs have replicated Kim *et al.*'s (2012) dimensions in new locales, with limited studies integrating other dimensions that may affect MTEs (Hosany *et al.*, 2022). Additionally, there is a lack of consensus among researchers about the frameworks that can be used or the specific dimensions that comprise an MTE (Sthapit *et al.*, 2022a). The components originally used to define MTEs are not replicable in other contexts (Stone *et al.*, 2022; Sthapit *et al.*, 2022b), in this case, VT. This is because volunteer tourists, who contribute labour and intellectual support to a community at a travel destination (Tomazos and Butler, 2012), differ from tourists who are more passive and primarily seek hedonic experiences, such as spending their holidays relaxing on the beach (Otoo and Amuquandoh, 2014).

In the VT literature, studies on MTEs have received insufficient focus, mainly in terms of the antecedents and outcomes of MTEs (Han *et al.*, 2020). Existing literature have suggested that tourism service providers offering MTEs gain from doing so (Sthapit *et al.*, 2019). For example, travellers with MTEs may return to a destination (Sthapit and Björk, 2019), feel an enhanced sense of place (Peng *et al.*, 2023), are aware of environmental issues (Chen *et al.*, 2023) and exhibit destination loyalty (Chen and Rahman, 2018). In addition, authors such as Han *et al.* (2020) have demonstrated that tourists' MTEs generate psychological resilience (PR) and behavioural intention (BI) (Sthapit and Björk, 2019). However, the existing theoretical VT frameworks hardly include memorable experiences, PR or BI; these are all aspects that merit further examination.

The present study addresses the above research gap by testing a new theoretical framework with dimensions comprising MVTEs. First, *novelty* is defined as new experiences that are perceived by visitors as unaccustomed and distinct from routine experiences (Mitas and Bastiaansen, 2018), which is a significant part of MTEs (Jiang *et al.*, 2022). Second, according to Cutler and Carmichael (2010), *experience co-creation* (ECC) encompasses the participation of customers and service providers in an experiential locale. Some studies have suggested a relationship between ECC and MTEs (Mathis *et al.*, 2016; Sthapit *et al.*, 2018). Third, *experience intensification* (EI)—emerging, for example, through photographs—lengthens MTEs (Sthapit *et al.*, 2019). Fourth, *meaningfulness* can be defined as 'engagement in personally significant activities' (Chandralal and Valenzuela, 2013, p. 293) and serves as an input for MTEs (Coudounaris and Sthapit, 2017).

The aim of this study is to test the effects of novelty, meaningfulness, ECC and EI on MVTEs. It also examines the relationships among MVTEs, PR and BI, including that between novelty and BI. Novelty, meaningfulness, ECC and EI are proposed as antecedents and PR and BI as outcomes of MVTEs. The justification for the use of novelty, meaningfulness, ECC and EI as antecedents of MVTEs is to incorporate other constructs that may affect MTEs, rather than simply following the existing dimensions of the MTE scale (Sthapit *et al.*, 2019). We also examine the relationships among MVTEs, PR and BI to enhance their complexity and depth.

## Theoretical foundation

### *Stimuli–organism–response theory*

The stimulus–organism–response (SOR) theory was used to link the antecedents and outcomes of MVTEs. This theory states that external factors [i.e. the social and physical setting (stimulus)] can impact persons' inner emotive conditions (organism), resulting in a series of behavioural responses (Mehrabian and Russell, 1974). Stimuli denotes outside influences that effect an individual's internal states (Eroglu *et al.*, 2001). In this context, novelty, meaningfulness, ECC and EI are considered to be the stimuli. *Organism* is the internal process

between *stimuli* and *response* (Mehrabian and Russell, 1974). In this study, the *organism* is represented by MVTEs, and *response* is related to consumers' final outcomes (Mehrabian and Russell, 1974); PR and BI are used as response constructs. Therefore, we use the SOR model to explain the relationships between the antecedents (stimulus) and outcomes (response) of MVTEs (organism).

## **Literature review and formulation of hypotheses**

### *Novelty*

According to Chen and Chen (2011), volunteer tourists pursue novelty over familiarity. Lee and Yen (2015) found that volunteer tourists enjoyed seeking new experiences (novelty), and Kontogeorgopoulos (2017), focusing on volunteer tourists in Thailand, identified novelty as a major motivation for participating in VT. From the perspective of tourism, the pursuit for newness is a distinctive quality for many vacationers (Lee and Crompton 1992) and 'atypical tourism experiences tend to be more notable than mundane experiences' (Chandralal *et al.*, 2015, p. 687). Studies have illustrated that novelty is fundamental to understanding MTEs (Jiang *et al.*, 2022; Sthapit *et al.*, 2022b). Since volunteer tourists are mostly looking for novel experiences, novelty would likely create a VT experience that is more memorable. Accordingly, we propose the following hypothesis:

H1: Novelty has a significant impact on MVTEs.

### *ECC*

During a VT experience, volunteer tourists' participation in ECC may include active interactions with the host and employees, as well as with other volunteer tourists (Malone *et al.*, 2017). Volunteer tourists' evaluation of their experience is greatly impacted by interactions with hosts and other volunteer tourists (McCartney and Chen, 2020). A fundamental premise of the service-dominant logic is that the customer is a value co-creator (Vargo and Lusch, 2014) and tourists play an active role in planning their customer journey (Mathis *et al.*, 2016). According to Lo and Lee (2011), many people are driven to volunteer abroad because of the prospect to partake in direct and thoughtful social interactions. These interactions lead to individual transformation and growth, invaluable friendships, enhanced life experiences and remarkable recollections. Sthapit *et al.* (2022c) suggested that ECC is an antecedent of MTEs. Thus, the following hypothesis is proposed:

H2: ECC has a significant impact on MVTEs.

### *EI*

According to Haslebacher *et al.* (2019), taking and sharing travel photographs plays an important role in VT. These snapshots document and shape the tourism experience (Lo *et al.*, 2011). In addition, social media platform (SMP) sites facilitate *in situ* EI and enhance tourist experience memorability through online photography (Conti and Lexhagen, 2020). With the development of electronic technology, tourism experiences have intensified (Jiménez-Barreto *et al.*, 2020; 2022). Today, SMPs enable tourists to share their experiences worldwide, including EI (Kang and Schuett, 2013). Visitors frequently intensify their experiences by taking pictures using social media apps (Dong and Siu, 2013). Photographs remain significant as pictorial depictions of volunteer tourists' experiences, provoking memories of emotional responses (Sin and He, 2019). According to Sthapit *et al.* (2019), EI can lengthen an MTE. Thus, we propose the third hypothesis:

H3: EI has a significant impact on MVTEs.

#### *Meaningfulness*

VT contributes to the meaningfulness of life by providing a sense of purpose; volunteers have an opportunity to give back to society and experience personal growth (Bradley, 2000). In addition, by establishing a structure for daily life, VT offers an avenue for continued productivity among these tourists. Some studies have also indicated that VT is driven by volunteer tourists' motivation to gain meaningful experiences (Sin, 2009). Similarly, VT as a leisure activity satisfies an individual's search for a more meaningful experience and provides an opportunity for self-discovery and self-understanding, which is not available in their daily life (Wearing *et al.*, 2008). Meaningfulness is a necessary part of a healthy and well-adapted life that manifests as a feeling of fulfilment for individuals (Kang *et al.*, 2008). Meaningfulness refers to a sense of higher importance in expanding a person's thought process about life and humankind (Hu *et al.*, 2018). Some tourism studies have suggested that meaningfulness leads to MTEs (Coudounaris and Sthapit, 2017). Thus, we propose the fourth hypothesis:

H4: Meaningfulness has a significant impact on MVTEs.

#### *MVTEs, PR and BI*

In this study, an MVTE is a positive VT experience that is reminisced after the actual experience. In the context of overseas VT activities, Han *et al.* (2020) found that MTEs have a direct, positive impact on PR. PR is vital for one's ability to effectively cope with hardship, uncertainty and change (Killgore *et al.*, 2020). PR refers to travellers' ability to handle mental strain in terms of protecting their psychological health, improving mental happiness and increasing their quality of life (Chua *et al.*, 2017). PR includes persons' mental health and psychological wellbeing (Chua *et al.*, 2017; Smith *et al.*, 2008). Therefore, we propose the following hypothesis:

H5: MVTEs have a significant impact on volunteer tourists' PR.

BI is the degree to which an individual has developed mindful plans to accomplish or not to execute certain future behaviours (Westerbeek and Shilbury, 2003). In the context of tourism, the most common indicators of BI include intention to revisit and recommend (Gallarza *et al.*, 2013). Some studies have suggested that tourists who participate in an unforgettable activity are likely to revisit and that an MTE is an antecedent of future BI (Di-Clemente *et al.*, 2020; Rasoolimanesh *et al.*, 2021) as well as novelty positively influences tourists' BI (Chang *et al.*, 2014; Dedeoglu *et al.*, 2018; Ondrej and Marcel, 2018; Vittersø *et al.*, 2017). For example, Chang *et al.* (2014) indicated that a higher level of novelty positively influences BI. Thus, we state the following hypotheses:

H6: MVTEs have a significant impact on volunteer tourists' BI.

H7: Novelty has a significant impact on volunteer tourists' BI.

The proposed theoretical framework is presented in Figure 1.

#### **Figure 1**

## Methods

### *Survey instrument*

A web-based questionnaire was used to gather tourists' demographic data and trip details and to measure the seven constructs. Novelty was measured using four items adapted from Sthapit *et al.*'s (2019) study. ECC was measured using five items adapted from Mathis *et al.*'s (2016) study. EI was operationalised using three items adapted from Dong and Siu's (2013) study, and meaningfulness using four items from Supanti and Butcher (2019). MVTEs was measured using three items from Oh *et al.*'s (2007) study. PR was operationalised using six items adapted from Smith *et al.*'s (2008) study. Finally, BI was operationalised using four items from Zeithaml *et al.*'s (1996) study (Table I). Each item was measured on a five-point Likert scale (1 = strongly disagree; 5 = strongly agree).

**Table I**

### *Sampling and data collection*

The sampling frame included tourists who were at least 18 years old and who had VT experience in the 24 months prior to data collection (April 2020 to March 2022). The online questionnaire was posted on Amazon Mechanical Turk (MTurk) and remained active for the first two weeks of April 2022. Each respondent was rewarded US\$1.00 upon completion of the survey. Out of the 250, 241 valid responses were used for the data analysis. Using Armstrong and Overton's (1977) method and a t-test, we examined the differences between the initial 120 respondents and the subsequent 121 respondents. The findings revealed no differences between the groups, confirming that response bias was not an issue in the data obtained.

Another issue that we checked for was common method variance (CMV). To address the probability of CMV's presence in the instrument, two statistical tests were performed. The first test was Harman's single-factor test, which uses an exploratory factor analysis (EFA) with the principal components method. The procedure for this test involves an unrotated factor solution for the EFA with the results constrained to a single factor. If this factor accounts for less than 50 percent of the variance, CMV is deemed to be absent. When this test was conducted, only 43.94 percent of the variance was explained. This value supports the argument that there was no CMV in the instrument. A second analysis was conducted to examine the collinearity diagnostics in terms of the full-collinearity variance inflation factors (VIFs). Here, a score of 3.3 or lower suggests the absence of CMV (Kock and Lynn, 2012). The VIFs found in the linear regression analysis had scores between 1.0 and 3.3; thus, it indicates that CMV did not influence this investigation. In addition, we performed descriptive statistics of skewness and kurtosis and found no issues with any of the model variables (Table I).

## Analysis and results

### *Survey respondents*

Most respondents were men (144), aged 19–51 years. Most respondents were married (178) and reported their nationality as American (199). In terms of education level, the largest group had completed a bachelor's degree (148). Most of the trips took place in 2021 (142) and were domestic (235). Various destinations visited were reported (e.g. New York, USA, and Delhi, India). Most of the respondents spent more than one month at their destination (128). The organisations where respondents commenced VT while at the destination included Red Cross, New York Cares, Global Volunteers, Love Volunteers and School on Wheels (Table II).

**Table II***Confirmatory factor analysis*

This study used a confirmatory factor analysis (CFA) to assess the model fit. A CFA can be compared to partial least squares-structural equation modelling (PLS-SEM), which is better suited for analysing datasets with fewer than 100 cases and is employed in studies where the researchers have some understanding of the underlying latent variable structure (Hair et al., 2019). In addition, CFA statistics are satisfactory for the model fit to the data compared to the weaker statistics provided by PLS-SEM. The final improved version of the model shows satisfactory results in terms of the model fit. In particular, the model fit is achieved when the degree of freedom (df) is 356, chi-square value (CMIN) is 561.925, root mean square error of approximation (RMSEA) is 0.049 and the p-value for close fit (PCLOSE) is 0.003. According to Xia and Yang (2019), other significant statistics/indicators that are found in the analysis are as follows: the comparative fit index (CFI), which is 0.940; the incremental fit index (IFI), which is 0.941 and the Tucker–Lewis index (TLI), which is 0.932.

The data analysis showed three missing values for two of the items. We addressed this problem by replacing the missing values with the mean values of the two items. Note that the unidimensional solution was established in the fifth round of the CFA analysis, and both the maximum likelihood and bootstrapping of 2000 times were used. Finally, other improvements in the model were achieved by a few modification indices, namely e15 to e16 = 12.407, e5 to e6 = 11.749, e22 to e23 = 8.355, e20 to e21 = 7.934 and e1 to e2 = 4.232.

Since the RMSEA value was 0.049, which is less than 0.05, it showed a ‘close fit’ (Browne and Cudeck, 1993). In addition, the Mahalanobis (1936) d-squared value for the 40<sup>th</sup> case of the total 241 cases was very high (i.e. 83.796). Consequently, the decision was made to remove this case. However, the chi-square value did not reduce, while the values of other statistics (i.e. CFI, IFI and TLI) worsened. Based on this finding, we decided to avoid excluding the 40<sup>th</sup> case from the analysis. Table III shows various statistics that were computed by testing the model fit.

**Table III***Validity and reliability of the measurement model*

According to the results, all seven constructs had composite reliability above 0.80: novelty = 0.832, ECC = 0.881, EI = 0.842, meaningfulness = 0.837, MVTE = 0.816, PR = 0.870 and BI = 0.873. The average composite reliability was 0.850. The results of Cronbach’s alpha also showed satisfactory reliability for the seven constructs: novelty = 0.756, ECC = 0.823, EI = 0.753, meaningfulness = 0.772, MVTE = 0.725, PR = 0.815 and BI = 0.802. The mean construct reliability estimate based on the mean values of Cronbach’s alpha was substantially above 0.7, indicating that these estimates had an adequate level of reliability (i.e. 0.778) (Table IV).

The convergent validity was measured using both the average variance extracted (AVE) and the standardized regression weights. The results showed that 18 items had standardized regression weight values above 0.60, and a good proportion of the other 11 items had values above 0.70. In addition, only two constructs had AVE values above 0.50, indicating that the measurement model had insufficient convergent validity. In particular, constructs F3 (EI) and F7 (BI) had AVE values above 0.50 (Table IV), indicating that only these constructs had convergent validity. The remaining five constructs, in contrast, had AVE values lower than 0.50, indicating that they lacked convergent validity.

The mean average variance extracted (MAVE) for the seven constructs was only 0.46, which is below 0.5, making it obvious that the model did not show convergent validity. The AVE for each of the seven constructs was as follows: novelty = 0.429, ECC = 0.470, EI = 0.509, meaningfulness = 0.436, MVTE = 0.469, PR = 0.407 and BI = 0.502. According to Fornell and Larcker's (1981) discriminant validity (DV) criterion, which shows that the AVE must be above 0.5, was not met in our analysis because the MAVE of the seven constructs was low (i.e. 0.460). Table IV shows that only two constructs had sufficient convergent validity: EI (0.509) and BI (0.502).

Finally, based on the exploratory factor loadings using varimax rotated components, Table IV shows that only four out of the seven constructs, including ECC, MVTE and BI, could be satisfactorily determined by their items. The other three constructs, namely novelty, EI and meaningfulness, were each determined by a single item.

**Table IV**

We calculated the heterotrait–monotrait (HTMT) ratio to test the DV because there was a problem with the convergent validity of the measurement model. Anderson and Gerbing's (1988) criterion was applied to offer proof of DV. For this purpose, we used the chi-square difference test to compare a single-factor model with a two-factor model. In addition, the HTMT ratios were used to evaluate DV (Henseler *et al.*, 2015). The acceptable criterion for the HTMT ratios between the constructs was  $<0.85$ . This strategy thus demonstrates the existence of DV.

Table V shows the correlation matrix of the study and that the correlations were below the 0.7 cut-off point; thus, the multicollinearity problem was not present. The table also shows the requirements for DV. In particular, when the square root of the AVE was greater than the correlation between the constructs, DV was attained. The findings in Table V also reveal that all constructs of the study performed well, meaning that the constructs could be involved in the conceptual model in accordance with Hu and Bentler's (1999) study (Figure 1).

**Table V**

#### *Analysis for mediators*

The researchers performed the mediation analysis through Amos 28, which determined whether MVTE was a mediator between the following relationships: antecedent factors and PR and antecedent factors and BI. MVTE was a significant partial mediator in six of the eight relationships (Table VI). In addition, MVTE was a significant partial mediator in four relationships: F1 (N) and F6 (PR), F2 (ECC) and F6, F3 (EI) and F6 (PR) and F4 (M) and F6 (PR). Moreover, MVTE was a significant partial mediator in two relationships: between F3 (EI) and F7 (BI) and F4 (M) and F7 (BI). According to Mackinnon *et al.* (2007), these findings support the four steps of Baron and Kenny's (1986) method when performing the analysis of mediation.

MVTE (complete mediator) was a non-significant mediator in both relationships, namely between novelty and BI and between experience intensification and BI. We proposed that the antecedents had direct effects on MVTE outcomes because MVTE mainly played a partial mediation role rather than full mediation. Furthermore, MVTE was partially mediated in six of the relationships (F6 and F1, F6 and F2, F6 and F3, F6 and F4, F7 and F3 and F7 and F4) and completely mediated in another two of the relationships examined (F7 and F2 and F7 and F1).



The results supported that there was no complete mediation but partial mediation in most of the relationships investigated. Finally, most of the mediating effect came from the mediating relationships (i.e. F6 to F5 to F1 and F7 to F5 to F3). However, the results did not show any mediation at all because they supported partial mediation in most of the relationships investigated.

**Table VI**

#### *Testing the hypotheses*

Hypotheses testing were performed using the covariances estimated for each relationship by CFA through Amos 28. We found that the dependent construct (DC) F5 was related to the independent constructs (IC) F1-F4, and that each of the DC F6 and F7 was related to the IC F5. We also examined hypothesis H7, which states that both constructs F1 and F7 are positively related. At the 99 percent confidence level, every relationship in the conceptual model was positive and significant, supporting all seven hypotheses. Moreover, novelty positively and significantly affected BI (Table VII).

**Table VII**

## **Discussion and conclusions**

### *Conclusions*

The specific findings of this study are discussed below. First, the relationship between novelty and MVTE was significant and concurs with studies suggesting that novelty is an antecedent of MTEs (Jiang *et al.*, 2022). Second, a positive relationship was identified between ECC and MVTEs (H2), which demonstrates that those volunteer tourists' who co-create their VT experiences by communicating with the local communities and others during the stay are likely to have more MVTEs. This result corroborates previous studies (Sthapit *et al.*, 2018). Third, the relationship between EI and MVTEs was significant (H3). This finding supports studies demonstrating that MTEs are evoked by visual images (Sthapit, 2017) and that photographs remain important visual representations in VT (Haslebacher *et al.*, 2019). Social media not only contributes to marketing but also to enhanced memorability.

Fourth, there was a positive correlation between meaningfulness and MVTEs (H4), which concurs with the existing literature indicating that meaningfulness positively affects MTEs (Coudounaris and Sthapit, 2017). Fifth, our results confirmed the proposed positive relationship between MVTs and PR, supporting H5. When volunteer tourists have an MVTE, they are more likely to effectively cope with hardship, uncertainty and change. Sixth, MVTE had a significant positive effect on BI and aligns with those of studies reporting that an MTE is central to tourists' BIs (Hung *et al.*, 2014). Finally, the positive relationship between novelty and BI was supported (H7), which concurs with existing studies suggesting that novelty positively influences tourists' BIs (Dedeoglu *et al.*, 2018; Ondrej and Marcel, 2018).

### *Theoretical implications*

This study extends our knowledge of MVTEs and responds to the call for research by understanding MTEs in the VT context. Unlike studies that have directly replicated the MTE scale in other settings, our study found new dimensions that impact less studied MVTEs (novelty, meaningfulness, ECC and EI). The findings serve as an underpinning for investigating other antecedents and outcomes linked to MVTE, both theoretically and empirically. Furthermore, the findings suggest that higher novelty, meaningfulness, ECC

and EI result in stronger memorability of an experience, supporting H1–H4. Using the SOR theory as the theoretical foundation, the findings demonstrate that MVTEs are a multidimensional concept.

### *Practical implications*

From a practical viewpoint, our findings suggest that VT organisation managers should offer novel activities for volunteer tourists, such as nature conservation, wildlife protection, construction, renovation, sport coaching and teaching a foreign language. In addition, hosts and employees of VT organisations should intently communicate with volunteer tourists. Such interactions can help capture volunteer tourists' interest and attention during their stay at the destination. Moreover, hosts and employees at VT organisations should encourage volunteer tourists to create digital memories of their VT experiences to enhance EI, for instance, by encouraging them to take pictures during their stay. Finally, VT organisation managers and organisations that offer VT trips should offer prospects for purposeful activities to volunteer tourists and showcase the transformation in local societies resultant from their effort, as well as the societal impacts of their activities.

### *Limitations and future research*

The generalisability of the results is minimal because of the use of a convenience sampling method. The study sample mainly included American nationals. Moreover, data were gathered after the trip (post-visit). Thus, this study may suffer from time-lag bias and possible false memory creation. Future studies should extend the present study by including other dimensions that might affect MVTEs [e.g. personal development, learning (Sie et al., 2021), involvement (Sthapit et al., 2022d), authenticity (Rasoolimanesh et al., 2021), destination image (Zhang et al., 2018) and cultural engagement (Chena and Rahman, 2018)] as well as outcomes variables [e.g. green consumption (Chen et al., 2023), happiness and life satisfaction (subjective wellbeing; Sthapit and Coudounaris, 2018)]. Finally, future studies should examine both solo and group volunteer tourists' MVTEs to augment this study's finding.

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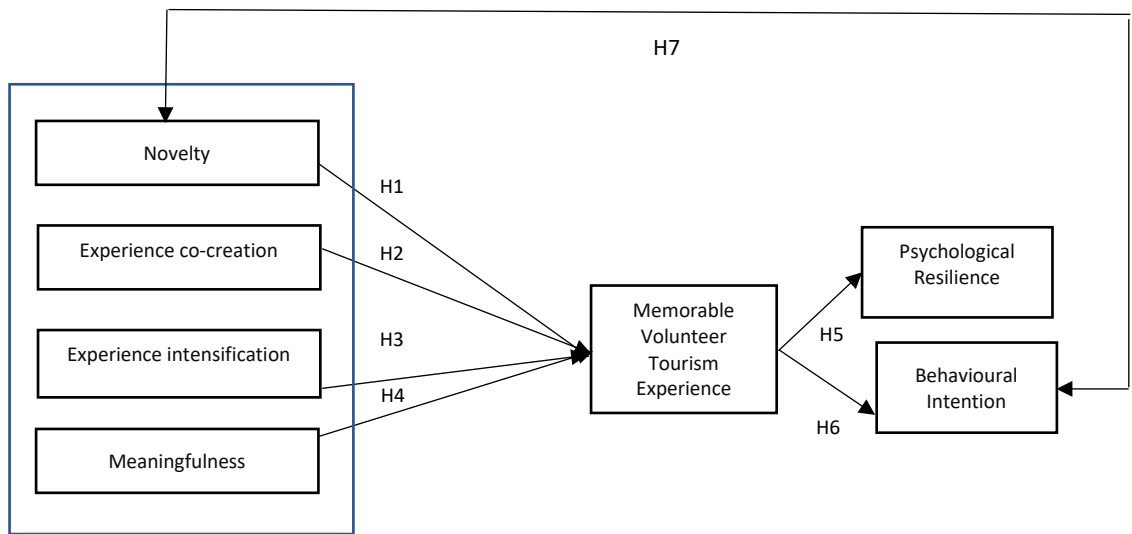
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**Figure 1.** Conceptual framework



**Table I.** Constructs, measurement items and the statistics of mean, standard deviation skewness and kurtosis (N = 241)

Constructs and measurement items	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
			Statistic	Standard Error	Statistic	Standard Error
<b>Novelty (Sthapit <i>et al.</i>, 2019)</b>						
NE1 I had a once-in-a-lifetime volunteer tourism experience.	3.85	.982	-.993	.157	.967	.312
NE2 I had a unique volunteer tourism experience.	4.07	.929	-.825	.157	.297	.312
NE3 My recent volunteer tourism experience was different from my previous stays.	3.92	.842	-.600	.157	.563	.312
NE4 I experienced something new during my volunteer tourism experience.	3.96	.928	-.872	.157	.629	.312
<b>Experience co-creation (Mathis <i>et al.</i>, 2016)</b>						
ECC1 Working alongside the staff, other volunteers and supporters allowed me to have a great social interaction during my recent volunteer tourism experience, which I enjoyed.	3.97	.957	-.854	.157	.524	.312
ECC2 I felt comfortable working with the staff, other volunteers and supporters during my volunteer tourism experience.	3.97	.901	-.805	.157	.527	.312
ECC3 The setting allowed me to effectively collaborate with the staff, other volunteers and supporters during my recent volunteer tourism experience.	3.94	.949	-.672	.157	-.012	.312
ECC4 My recent volunteer tourism experience was enhanced because of my participation in the experience.	4.01	.864	-.729	.157	.592	.312
ECC5 I felt confident in my ability to collaborate with the staff, other volunteers and supporters during my recent volunteer tourism experience.	3.85	.970	-.754	.157	.256	.312
<b>Experience intensification (Dong and Siu, 2013)</b>						
EI1 I got souvenirs during my recent volunteer tourism experience.	3.85	.999	-.725	.157	.148	.312
EI2 I took memorable pictures during my recent volunteer tourism experience.	3.93	1.014	-.977	.157	.776	.312
EI3 Pictures helped me remember my recent volunteer tourism experience.	3.94	.953	-.777	.157	.285	.312
<b>Meaningfulness (Supanti and Butcher, 2019)</b>						
M1 The work I did as a volunteer was very important to me.	3.98	.885	-.695	.157	.223	.312
M2 The work I did as a volunteer was very worthwhile.	4.03	.877	-.840	.157	.736	.312
M3 The work I did at this job as a volunteer was meaningful to me.	4.05	.890	-.820	.157	.560	.312
M4 I feel that the work I did at my job as a volunteer was valuable.	3.93	.908	-.871	.157	.920	.312
<b>Memorable volunteer tourism experience (Oh <i>et al.</i>, 2007)</b>						
MVTE1 I have wonderful memories of my recent volunteer tourism experience.	4.02	.875	-.897	.157	.899	.312
MVTE2 I will not forget my recent volunteer tourism experience.	3.96	.970	-.857	.157	.564	.312
MVTE3 I will remember my recent volunteer tourism experience.	3.99	.892	-.757	.157	.312	.312

<b>Psychological resilience (Smith <i>et al.</i>, 2008) By recalling my recent volunteer tourism experience</b>						
PR1 I tend to bounce back quickly after hard times.	3.88	.879	-.616	.157	.343	.312
PR2 I do not have a hard time making it through stressful events.	3.73	.990	-.565	.157	-.039	.312
PR3 It does not take me long to recover from a stressful event.	3.78	.997	-.800	.157	.517	.312
PR4 It is not hard for me to snap back when something bad happens.	3.72	.950	-.684	.157	.317	.312
PR5 I usually get through difficult times with little trouble.	3.79	1.069	-.828	.157	.245	.312
PR6 I do not tend to take a long time to get over setbacks in my life.	3.78	.969	-.599	.157	-.087	.312
<b>Behavioural intention (Zeithaml <i>et al.</i>, 1996)</b>						
BI1 I will recommend the place where I did my volunteering to other people.	4.02	.974	-.886	.157	.340	.314
BI2 I will say positive things to other people about the place where I did my volunteering.	4.03	.914	-.895	.157	.748	.313
BI3 I will encourage friends and relatives to visit the place where I did my volunteering.	3.98	.940	-.801	.157	.402	.312
BI4 I will revisit the place where I did my volunteering in the next three years.	3.98	1.004	-.988	.157	.686	.312

**Table II.** Demographic and travel characteristics of the respondents (N = 241)

<b>Characteristics</b>	<b>Number of respondents</b>	<b>Characteristics</b>	<b>Number of respondents</b>
<b>Gender</b>		<b>Highest degree or level of education completed</b>	
Male	144	No diploma	3
Female	97	High school diploma or equivalent	26
<b>Age</b>		Vocational training	5
18–19	2	College degree	8
20–29	59	Bachelor's degree	148
30–39	94	Master's degree	49
40–49	59	Doctoral degree	3
>50	27	<b>Trip undertaken (when)</b>	
<b>Relationship Status</b>		April–December 2020	26
Single	46	January–December 2021	142
Married	178	January–March 2022	73
Partnered	11	<b>Type of trip</b>	
Engaged	3	Domestic	235
Divorced	3	International	6
<b>Nationality</b>		<b>Duration of the trip</b>	
American	199	One week	2
Indian	32	Two weeks	3
Italian	7	One month	108
French	3	Two months	50
		More than two months	78

**Table III.** Summary of the statistics related to the fit of the model\*

Model Fit Parameters	Estimates of Parameters of Default Model					
CMIN	NPAR		CMIN	DF	P	CMIN/DF
	108		561.925	356	0.000	1.578
Baseline Comparisons	NFI, Delta1		RFI, rho1	IFI, Delta2	TLI, rho2	CFI
	0.854		0.834	0.941	0.932	0.940
Parsimony-Adjusted Measures	PRATIO		PNFI	PCFI		
	0.877		0.749	0.825		
NCP	NCP		LO 90	HI 90		
	205.925		145.398	274.381		
FMIN	FMIN	FO	LO90	HI 90		
	2.341	0.858	0.606	1.143		
RMSEA	RMSEA		LO 90	HI 90	PCLOSE	
	0.049		0.041	0.057	0.003	
AIC	AIC		BCC			
	777.925		808.782			
ECVI	ECVI		LO 90	HI 90	MECVI	
	3.241		2.989	3.527	3.370	
	HOELTER, 0.05		HOELTER, 0.01			
HOELTER	172		180			

CMIN = Chi-square value; NPAR = number of parameters in the model; DF = degree of freedom; P = significance level; NFI = normed fit index; RFI = relative fit index; IFI = incremental fit index; TLI = Tucker–Lewis index; CFI = comparative fit index; PRATIO = parsimony ratio; PNFI = parsimony normed fixed index; PCFI = parsimony comparative fix index; NCP = non-centrality parameter; FMIN = index of model fit with boundaries expressed by LO and HI; RMSEA = root mean square error of approximation; PCLOSE = P-value of the null hypothesis; AIC = Akaike information criterion; BCC = Browne–Cudeck criterion; ECVI = expected cross validation index; MECVI = modified expected cross validation index; HOELTER = Hoelter’s critical N

\*Note: The estimates of the parameters are based on N = 241 and the study correlates the errors of the variables with high covariance.

**Table IV.** Summary of exploratory factor analysis results and measurement model metrics (N = 241)\*

Construct and measurement items	Mean	Exploratory factor analysis loadings**	Standardised regression weights (Outer loadings)	AVE	Composite reliability (CR)	Cronbach's alpha
F1: Novelty		Factor 1		0.429	<b>0.832</b>	<b>0.756</b>
NE1	3.85	0.201	0.642			
NE2	4.07	0.077	0.692			
NE3	3.92	0.349	0.643			
NE4	3.96	<b>0.661</b>	0.642			
F2: Experience co-creation		Factor 2		0.470	<b>0.881</b>	<b>0.823</b>
ECC1	3.97	0.299	<b>0.721</b>			
ECC2	3.97	0.174	0.654			
ECC3	3.94	0.288	<b>0.711</b>			
ECC4	4.01	<b>0.772</b>	0.632			
ECC5	3.85	<b>0.579</b>	<b>0.706</b>			
F3: Experience intensification		Factor 3		<b>0.509</b>	<b>0.842</b>	<b>0.753</b>
EI1	3.85	<b>0.564</b>	0.675			
EI2	3.93	0.193	<b>0.713</b>			
EI3	3.94	0.209	<b>0.751</b>			
F4: Meaningfulness		Factor 4		0.436	<b>0.837</b>	<b>0.772</b>
M1	3.98	<b>0.582</b>	0.656			
M2	4.03	0.308	0.661			
M3	4.05	0.108	0.662			
M4	3.93	0.048	0.663			
F5: Memorable volunteer tourism experience		Factor 5		0.469	<b>0.816</b>	<b>0.725</b>
MVTE1	4.02	0.202	0.625			
MVTE2	3.96	<b>0.508</b>	<b>0.703</b>			
MVTE3	3.99	<b>0.572</b>	<b>0.722</b>			
F6: Psychological resilience		Factor 6		0.407	<b>0.870</b>	<b>0.815</b>

PR1	3,88	0.202	0.601			
PR2	3.73	<b>0.513</b>	0.657			
PR3	3.78	<b>0.601</b>	0.681			
PR4	3.72	<b>0.701</b>	0.634			
PR5	3.79	<b>0.714</b>	0.559			
PR6	3.78	<b>0.752</b>	0.687			
F7: Behavioural intention		Factor 7		<b>0.502</b>	<b>0.873</b>	<b>0.802</b>
BI1	4.02	<b>0.533</b>	<b>0.702</b>			
BI2	4.03	<b>0.607</b>	<b>0.701</b>			
BI3	3.98	0.420	<b>0.729</b>			
BI4	3.98	0.228	<b>0.702</b>			
				MAVE = 0.464	ACR = <b>0.850</b>	MC $\alpha$ = <b>0.778</b>

\*Note: The following formulae are used for calculating the AVE and CR of the constructs:

AVE is computed as the total of all squared standardized factor loadings (squared multiple correlations) divided by the number of items (Hair *et al.*, 2019, p. 676) or

$AVE = \frac{\sum (\text{standardised regression weights})^2}{n}$  or  $\frac{\sum (Li)^2}{n}$

$CR = \frac{\sum \text{of standardised regression weights}^2}{[\sum \text{of standardised regression weights}^2 + (\sum \delta)]}$

AVE = average variance extracted; MAVE = mean average variance extracted; ACR = average construct reliability; MC $\alpha$  = mean Cronbach's  $\alpha$

Constructs: F1 = novelty; F2 = experience co-creation; F3 = experience intensification; F4 = meaningfulness; F5 = memorable volunteer tourism experience; F6 = psychological resilience; F7 = behavioural intention.

\*\*We used the principal components method and varimax (rotated components).

**Table V.** Correlation matrix (N = 241)\*

Constructs	F1	F2	F3	F4	F5	F6	F7
F1	<i>0.655</i>						
F2	0.444	<i>0.686</i>					
F3	0.424	0.473	<i>0.714</i>				
F4	0.393	0.426	0.409	<i>0.661</i>			
F5	0.393	0.451	0.456	0.411	<i>0.685</i>		
F6	0.314	0.353	0.364	0.331	0.333	<i>0.638</i>	
F7	0.398	0.443	0.450	0.394	0.450	0.371	<i>0.709</i>

Note\*: Constructs: F1 = novelty; F2 = experience co-creation; F3 = experience intensification; F4 = meaningfulness; F5 = memorable volunteer tourism experience; F6 = psychological resilience; F7 = behavioural intention. Diagonal values show the square roots of AVE.

**Table VI.** Mediator memorable volunteer tourism experience before and after entering the models\*

Impact of variables*	Beta Estimate	S.E.	C.R.	p-Value	Result***	Status of mediation
Before mediator F5 enters the model F6 to F1						Partial
F6 to F1	0.978	0.127	7.687	0.000	<i>Significant</i>	
After mediator F5 enters the model F6 to F5 to F1						
F6 to F1	0.894	0.067	13.283	0.000	<i>Significant</i>	
F5 to F1	0.963	0.059	16.259	0.000	<i>Significant</i>	
F6 to F5	0.459	0.066	6.995	0.000	<i>Significant</i>	
Before mediator F5 enters the model F6 to F2						Partial
F6 to F2	0.985	0.061	16.155	0.000	<i>Significant</i>	
After mediator F5 enters the model F6 to F5 to F2						
F6 to F2	0.497	0.066	7.484	0.000	<i>Significant</i>	
F5 to F2	0.849	0.045	18.140	0.000	<i>Significant</i>	
F6 to F5	0.780	0.051	15.291	0.000	<i>Significant</i>	
Before mediator F5 enters the model F6 to F3						Partial
F6 to F3	0.859	0.115	7.501	0.000	<i>Significant</i>	
After mediator F5 enters the model F6 to F5 to F3						
F6 to F3	0.727	0.046	15.752	0.000	<i>Significant</i>	
F5 to F3	0.727	0.046	15.752	0.000	<i>Significant</i>	
F6 to F5	0.584	0.073	7.998	0.000	<i>Significant</i>	
Before mediator F5 enters the model F6 to F4						Partial
F6 to F4	1.071	0.076	14.106	0.000	<i>Significant</i>	
After mediator F5 enters the model F6 to F5 to F4						
F6 to F4	0.548	0.039	14.086	0.000	<i>Significant</i>	
F5 to F4	0.982	0.053	18.548	0.000	<i>Significant</i>	
F6 to F5	0.548	0.039	14.086	0.000	<i>Significant</i>	
Before mediator F5 enters the model F7 to F1						Complete
F7 to F1	0.982	0.111	5.836	0.000	<i>Significant</i>	
After mediator F5 enters the model F7 to F5 to F1						
F7 to F1	0.041	0.121	0.337	0.736	<i>Non-significant</i>	
F5 to F1	1.007	0.066	15.287	0.000	<i>Significant</i>	
F7 to F5	1.008	0.105	9.576	0.000	<i>Significant</i>	
Before mediator F5 enters the model F7 to F2						Complete
F7 to F2	1.055	0.054	19.613	0.000	<i>Significant</i>	
After mediator F5 enters the model F7 to F5 to F2						
F7 to F2	-0.017	0.098	-0.175	0.861	<i>Non-significant</i>	
F5 to F2	0.960	0.042	23.099	0.000	<i>Significant</i>	
F7 to F5	1.099	0.081	13.539	0.000	<i>Significant</i>	

Before mediator F5 enters the model F7 to F3						Partial
F7 to F3	0.987	0.039	25.220	0.000	<i>Significant</i>	
After mediator F5 enters the model F7 to F5 to F3						
F7 to F3	0.941	0.043	21.652	0.000	<i>Significant</i>	
F5 to F3	0.941	0.043	21.652	0.000	Significant	
F7 to F5	0.052	0.062	0.839	0.402	Non-significant	
Before mediator F5 enters the model F7 to F4						Partial
F7 to F4	1.105	0.056	19.650	0.000	<i>Significant</i>	
After mediator F5 enters the model F7 to F5 to F4						
F7 to F4	0.533	0.024	22.281	0.000	<i>Significant</i>	
F5 to F4	0.533	0.024	22.281	0.000	Significant	
F7 to F5	1.009	0.043	23.273	0.000	Significant	

Notes: \* Estimates are found by Amos 28. \*\* F1 = novelty; F2 = experience co-creation; F3 = experience intensification; F4 = meaningfulness; F5 = memorable volunteer tourism experience; F6 = psychological resilience; F7 = behavioural intention. \*\*\* Results in italics help in deciding the status of mediation, whether it is a complete mediation or a partial mediation or there is no mediation.

**Table VII.** Testing of the hypotheses using confirmatory factor analysis (covariances) through Amos 28\*

Hypotheses	Relationship*	Estimate		Critical Ratio (t)	Significance (p-value)	Status of hypothesis
		Beta	Standard. Error			
H1	F1 to F5	0.393	0.046	8.596	0.000	Supported
H2	F2 to F5	0.451	0.055	8.156	0.000	Supported
H3	F3 to F5	0.456	0.053	8.649	0.000	Supported
H4	F4 to F5	0.411	0.052	7.913	0.000	Supported
H5	F5 to F6	0.333	0.046	7.217	0.000	Supported
H6	F5 to F7	0.450	0.057	7.946	0.000	Supported
H7	F1 to F7	0.391	0.054	7.171	0.000	Supported

\*Note: F1 = novelty; F2 = experience co-creation; F3 = experience intensification; F4 = meaningfulness; F5 = memorable volunteer tourism experience; F6 = psychological resilience; F7 = behavioural intention.