Article

Impact of Corporate Volunteers' Participation in Volunteer Tourism

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Abstract: Sustainable development has become the focus and goal of governments around the world. In the past, economic development was the primary goal, which has caused serious environmental and social problems and has threatened the safety of mankind and its descendants. The "United Nations Sustainable Development Goals" is a project that companies have been paying much attention to with the environment with social, and governance (ESG) and corporate social responsibility (CSR) new trends. The development of corporate volunteers has become a key factor in the success of corporate social responsibility. Therefore, business operators must understand accurately how to strengthen the positive connection between corporate volunteers and brand attachment. The purpose of this study was to explore the relationship model between corporate volunteers in Taiwan participating in volunteer tourism, experience value, and brand attachment. We used a purposeful non-probability sampling procedure at a 95% confidence interval and a sampling error of 0.5% (n = 388). Data collection tools included structured questionnaires distributed both online and on paper, targeting individuals who had participated as corporate volunteers and completed domestic volunteer travel. The results indicated that both older and younger corporate volunteers in Taiwan were involved and had profound travel experience in volunteer tourism. Older corporate volunteers exhibited a stronger brand attachment. The current workplace in Taiwan is dominated by middle-aged employees, providing volunteer tourism activities with their expertise. Volunteers tend to engage in a meaningful experience deeply while ensuring that young volunteers value motivation and benefits. Additionally, corporate volunteers found happiness, relaxation, and satisfaction in volunteer tourism activities. The most memorable experiences that influence corporate participation in volunteer tourism are related to local culture and novelty factors.

Keywords: Corporate volunteer, Volunteer tourism, Involvement, Experience value, Brand attachment

1. Introduction

The Sustainable Development Goals (SDGs) developed by the United Nations (UN) correspond to Environmental, Social, and Governance (ESG) goals. Companies are responding to the growing concerns about environmental issues and social integration. Among the various stakeholders, employees hold a particularly special position as they enable the smooth operation of the entire organization. Employees also engage in Corporate Social Responsibility (CSR) objectives by promoting a volunteer culture. "Corporate Volunteer (CV)" refers to a situation where a company organizes employee volunteer groups or encourages employees to engage in voluntary service to fulfill its social responsibilities (Seel, 1995). Corporate volunteers do not diminish a company's productivity but enhance work efficiency. Volunteer programs also serve as employee training programs, leading to a triple-win outcome for the company, employees, and the community. CV has been paid increasing attention in response to this trend. Corporate Social Responsibility (CSR) refers to a company's effort to return potential benefits to the environment and society (Samuel, White, Taylor & Norris, 2018). According to the World Business Council for Sustainable Development (WBCSD), CSR is a commitment by companies to adhere to ethical standards continuously to contribute to economic development and improve the quality of life for employees and their families, local communities, and society as a whole. Under these circumstances, when employees understand the company's philanthropic and social responsibilities, they become internalized as part of the corporate culture. Then, the company can shape a positive image through philanthropic activities and donations, leading to multiple benefits. With the rapid development of democratic consciousness and social diversity in Taiwan, more people wish to help others, thereby contributing to the betterment of society. Additionally, due to the impact of the pandemic, individuals who could not travel abroad could have more time and energy to devote to local causes.

Corporate volunteers enhance public relations not only for the sake of organizational performance goals. It may embody corporate citizenship and the practice of corporate social responsibility, demonstrating a company's commitment to society. Such initiatives have a charitable and compassionate nature, generating the energy for values-based leadership, organizational cohesion, strategic management, problem-solving, and innovative paradigms. They can inspire society by creating a sense of community within the organization, fostering a sense of belonging among colleagues, shaping organizational culture, and driving social integration, community cohesion, and community change. Based on those findings, we researched how to understand the current situation, relationship, and impact of corporate volunteers' involvement, experience value, and brand attachment in domestic charity tourism. We also explored the between corporate volunteers' involvement in charity tourism, experience value, and brand attachment.

2. Literature Review

2.1. Volunteer Tourism

The United Nations adopted the 2030 Agenda for Sustainable Development in 2015, proposing 17 goals for the world's sustainable development. This guides governments, local governments, enterprises, citizen groups, and other actors in decision-making, investment, and development in the next 15 years. Such actions contribute to a world where "every country achieves lasting, inclusive and sustainable economic growth and everyone has decent work", where production, consumption, and use are carried out sustainably, from air to land, from rivers, lakes, and groundwater to oceans of various natural resources in the world.

After 1980, ecotourism incorporated the concept of greenness. Henderson (1981) introduced the notion of volunteer tourism which is distinctive from general tourism. It involves leaving one's living environment, restoring personal energy through leisure activities, and making a positive contribution to the environment. Since the 1990s, charitable organizations have organized regular trips. For most volunteers, vacations have become opportunities for return to society. Companies also contribute through donations or sponsorship of non-profit organizations (Brown, 2005). The types of tourism are diverse, as mentioned in the "2020 Travel Report" released by the global travel company Sky Scanner. The report highlights six major travel trends in the Asia-Pacific region for 2020, including slow travel, Joy of Missing Out (JOMO) to non-metropolitan areas, micro escapes, gourmet journeys, sustainable tourism, and transformative journeys (such as marathons and charity housing projects). These trends differ significantly from traditional tourism classifications in the travel industry. However, in the post-pandemic era, sustainable tourism and transformative journeys, symbolized by volunteer tourism, have been important for travelers. People are more concerned about their commitment and responsibility to the environment, viewing travel as a means to explore local culture and an opportunity for self-reflection.

Volunteer tourism is influenced by the personal factors of travelers, project activity design, and local community environments and systems. Cihlar (2004) thought that corporate volunteer activities were planned and managed activities mainly driven by companies' formal resources and leadership, promoting and encouraging employees to participate in effective volunteer service movements. Corporate volunteer service benefits or impacts the company and the volunteers involved. Chow et al. (2021) stated that for volunteers, engagement in corporate volunteer activities not only satisfies a wide range of needs or motivations but also facilitates personal development and promotes the development of various skills, particularly in terms of soft skills (Palacios et al., 2021). For companies, Licandro (2023) discovered that corporate volunteer service yielded multiple benefits across three management dimensions: organizational culture construction, human resource policies, and community relations. Particularly in fostering organizational culture construction, corporate volunteer service functions as a tool for managing and strengthening culture, as well as cultivating values that align with it (Bauman and Skitka, 2012).

In this study, corporate volunteer tourism is defined as an activity managed and planned by companies with domestic destinations. Through volunteer tourism, the study result contributes to tourism positively in line with the 17 Sustainable Development Goals (SDGs), such as ending poverty, eliminating hunger, ensuring health and well-being, providing quality education, promoting gender equality, ensuring clean water and sanitation, achieving affordable and clean energy, fostering decent work and economic growth, promoting industry, innovation, and infrastructure, reducing inequalities, ensuring sustainable cities and communities, promoting responsible consumption and production, taking climate action, conserving marine ecosystems, conserving terrestrial ecosystems, promoting peace, justice, and strong institutions, and fostering partnerships for the goals.

2.2. Involvement

Involvement has been researched widely for a long time and applied in various fields. It was used to measure individual behavioral attitudes originally (Sherif and Cantril, 1947). Zaichkowsky and Judith (1985) considered involvement as a psychological state influenced by personal needs, interests, and values. McIntyre (1989) explored its applicability in the leisure and recreation domain, pointing out that involvement arises through participation in activities, leading to a sense of pleasure, and self-expression,

viewing the activity as significant and the center of leisure life in the involvement of participants. We focused on the involvement of corporate volunteers in volunteer tourism to understand the degree of behavioral involvement considering the frequency of participation in volunteer tourism, the time spent, the effort exerted, and the level of expertise. We also took social-psychological involvement into account with variables such as pleasure, self-expression, centrality, and symbolism. Pleasure impacts individuals' continued interest and participation in leisure activities positively if they derive satisfaction and enjoyment from those activities (Gunter & Gunter, 1980). Self-expression is the sense of self-identity and self-realization generated through participation in service activities (Kyle & Chick, 2002). In the context of leisure activities, centrality relates to the impact on lifestyle and the relevance to individual community context (Havitz, Dimanche, & Bogle, 1994). Symbolism represents the meaning of choices and participation in leisure activities, symbolizing personal characteristics and group affiliations (Beatty & Smith, 1987).

2.3. Travel Experience

Schmitt (1999) defined experience as rational, emotional, and enjoyable experiences of people. He proposed a model of experience in five major types: Sensory Experience (SENSE), Emotional Experience (FEEL), Creative Cognitive Experience (THINK), Physical Experience, Behavior, and Lifestyle (ACT), and Social Identity Experience related to reference groups or culture (RELATE). These categories are used widely as a measure in experiential marketing research. Cole and Scott (2004) divided experience into four stages: the quality level of a product or service, the quality of the experience, overall satisfaction, and willingness to revisit. Compared to the external qualities of an experience, the internal feelings and perceptions of the experience, and its lasting impact, are more important. Experience memory is an important variable for predicting future traveler behavior (Chandralal, Rindfleish, & Valenzuela, 2015; Kim et al., 2012).

Kim et al. (2012) defined Memory of Tourism Experiences (MTEs) as remembering travel experiences and recalling them after the event. Scholars have explored ways to measure memorable travel experiences (Chandralal & Valenzuela, 2015; Kim & Ritchie, 2014; Morgan & Xu, 2009). Memories after a trip are constructed selectively from experiences, and not all experiences can be remembered and recalled [20]. Recall is an important factor in the memory of travel experiences, and not all travel experiences are converted into memorable travel experiences. Memorable travel experiences are easier for sensory systems to remember and can build emotions, which become positive evaluations and memories for future participation in related activities (Goossens, 2000; Tung & Ritchie, 2011). In tourism and travel, vivid memories are especially important. Kim (2010) extracted seven factors in his MTE scale: Pleasure, Novelty, Local Culture, Meaning, Knowledge, Participation, and Novelty. These factors influence future intentions significantly such as revisiting, participating in the same activities, and word-of-mouth recommendations. The scale's dimensions and items have been used in subsequent research and have been shown a correlation to revisit and recommend to others based on memorable travel experiences (Chandralal & Valenzuela, 2013; Coelho, Gosling, & Almeida, 2018). Therefore, it is necessary to understand how the experience is inherited in volunteer tourism through memorable travel experiences.

2.4. Brand Attachment

Schultz (1989) brought attachment theory from psychology to marketing. Buttle & Adlaigan (1998) explored attachment through the values of customers and organizations. Thach & Olsen (2004) defined brand attachment as the emotional connection formed between consumers and a brand. This emotional connection is derived from the brand image, which is constructed based on consumers' emotional perception of the brand rather than descriptions of product attributes. Attachment is a link between brands and consumers because it influences consumer behavior and is essential for a brand's ability to gain and create lifelong customer value. In research, attachment has been developed into three dimensions: Affection, Connection, and Passion (Thomson, MacInnis, & Park, 2005). Researchers have defined unique and important elements: the connection between individuals and brands, and the connection between cognition and emotions (Park, MacInnis & Priester, 2006). The connection between a brand and the self is both cognitive and emotional, and the automaticity of this cognitive and emotional response has been well established (Bargh et al., 1996; Bargh and Chartrand, 1999). The cognitive and emotional intensity of connecting a brand with the self has two effects. First, thoughts and feelings related to the brand become readily accessible and are automatically retrieved from memory when the self is primed (Collins and Read, 1994; Holmes, 2000; Mikulincer et al., 2001). Second, due to self-connection, the brand becomes self-relevant and influences one's readiness to allocate resources to the brand (Holmes, 2000; Berman and Sperling, 1994; Reis and Patrick, 1996).

In this study, we defined brand attachment to correctly uncover and convey value to corporate volunteers, shaping a positive experience. It aims to bring value to volunteers, communities, and businesses. Volunteers participating in volunteer tourism will explore corporate brand attachment from the perspectives of brand self-connection and brand salience.

3. Design and Approach

3.1. Research Methods

We surveyed Taiwanese corporate volunteers to explore the relationships between their involvement in volunteer tourism, experience value, and brand attachment. The following hypotheses were proposed to test based on the survey results.

1. There is a significant positive relationship between corporate volunteer involvement in volunteer tourism and experience value (H1).
2. There is a positive relationship between corporate volunteer experience value and brand attachment (H2).
3. There is a positive relationship between corporate volunteer involvement in volunteer tourism and brand attachment (H3).
4. Travel experience has a mediating effect on the relationship between travel involvement and brand attachment (H4).

Based on the research methods and hypotheses mentioned above, we established the research framework as shown in Fig. 1.
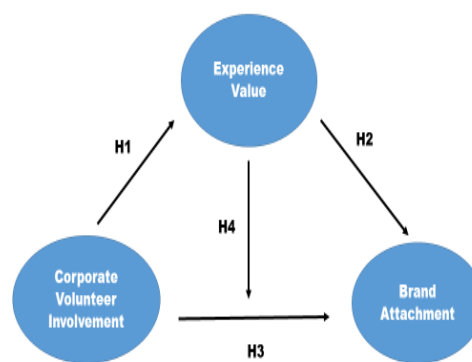

Fig. 1. Research framework.

3.2. Research Object

Corporate volunteers who had participated in domestic volunteer tourism were recruited in the survey to explore the relationship model between involvement, experience value, and brand attachment. The relationships were investigated to provide recommendations for companies to generate positive energy for ESG and CSR practices.

3.3. Questionnaire Design

The design of the questionnaire in this study was created by revising previous ones used in various studies. The questionnaire consisted of four main parts: the first part focuses on volunteer tourism involvement, the second part on experience value (memorable travel experiences), the third part on brand attachment, and the fourth part on basic information about corporate volunteers. A Likert five-point scales were used to compile questionnaire items, with measurements ranging from strongly disagree (1 point) to strongly agree (5 points). Higher scores indicated a higher level of agreement with the respective items. 388 responses were required for a 95% confidence level and a maximum error of less than 0.05 based on statistical sampling formulas. The questionnaire was distributed online through social media and on paper. Participants were required to be 20 years or older and have participated in and completed domestic volunteer travel (with a duration of over 4 hours) as corporate volunteers. Due to the relatively closed nature of corporate organizations, a convenient sampling method supplemented with snowball sampling was employed, resulting in a non-randomized sample that might not equally represent the broader population of corporate volunteers.

4. Results

4.1. Travel Involvement

Travel involvement comprised four factors: "Pleasure," "Self-expression," "Centrality," and "Symbolism" (Table 1). The highest average score was observed in "Pleasure" with an average score of 4.47 and a standard deviation of 0.58. "1. Participating in volunteer tourism is a joyful thing" was ranked first in "Pleasure". The second was "4. Participating in volunteer travel is

something that makes me feel satisfied", which showed that corporate volunteers' participation in charity travel was pleasurable. Corporate volunteers paid attention to pleasure when involved in volunteer tourism and were willing to share the benefits of volunteer tourism. Related things reflected personality through volunteer tourism. However, volunteer tourism was not important in life.

Table 1. Travel involvement scale and analysis result.

Factors	Number of samples	Min	Max	Average	Standard deviation	Ranking
Pleasure	388	1.75	5.00	4.47	0.58	1
Self-expression	388	2.00	5.00	4.16	0.68	2
Centrality	388	1.75	5.00	3.74	0.82	4
Symbolism	388	1.67	5.00	3.84	0.72	3
Overall Travel Involvement	388	2.54	5.00	4.05	0.60	

4.2. Travel Experience

Travel experience was divided into seven factors: "Pleasure and Enjoyment," "Novelty," "Local Culture," " Refreshing," "Meaningfulness," "Participation," and "Knowledge" (Table 2). The highest average score was observed in "Local Culture" with an average of 4.31 and a standard deviation of 0.58. The factors were ranked as "Local Culture", "Novelty", "Knowledge", " Meaningfulness ", "Refreshing", " Pleasure and Enjoyment " and "Participation". "11. The local residents at the destination of this journey are friendly" ranked first in "Local Culture". Through the volunteer tourism experience, corporate volunteers had close contact with friendly residents and their culture and experienced new things different from the past. They believed that volunteer tourism was a once-in-a-lifetime experience.

Table 2. Travel experience scale and analysis result.

Factors	Number of samples	Min	Max	Average	Standard deviation	Ranking
Pleasure and Enjoyment	388	2.75	5.00	4.17	0.64	6
Novelty	388	2.00	5.00	4.24	0.66	2
Local Culture	388	2.33	5.00	4.31	0.58	1
Refreshing	388	2.00	5.00	4.20	0.65	5
Meaningfulness	388	1.67	5.00	4.21	0.65	4
Participation	388	2.00	5.00	4.09	0.74	7
Knowledge	388	2.33	5.00	4.23	0.62	3
Overall Travel Experience	388	2.30	5.00	4.21	0.58	

4.3. Brand Attachment

Brand attachment was divided into two factors: "Brand Self-Connection" and "Brand Prominence" (Table 3). The average score of "Brand Self-Connection" was 4.01 with a standard deviation of 0.65, which was higher than those of "Brand Prominence". "2. You feel an emotional connection with the brand of the company to which you belong" ranked higher in "Brand Self-Connection". Corporate volunteers strengthened the connection between themselves and the company through volunteer tourism, and they identified with being a part of the company and have the willingness to continue to participate.

Table 3. Brand attachment scale and analysis result.

Factors	Number of samples	Min	Max	Average	Standard deviation	Ranking
Brand Self-Connection	388	2.00	5.00	4.01	0.65	1
Brand Prominence	388	1.00	5.00	3.98	0.75	2

Overall Brand Attachment	388	1.88	5.00	3.99	0.68

4.4. Overall Analysis Result

Pearson correlation analysis was used to explore the relationships between travel involvement, travel experience, and brand attachment. The explanatory power of travel involvement in tourism experience was 64.6% (F=706.107, p<0.05), indicating that the model had predictive power. The standardized regression coefficient of " travel involvement" was 0.81 (t=26.572, p<0.05). The research results (Table 4) indicated a highly positive correlation between travel involvement and experience value (r = 0.804, p < 0.05), supporting Hypothesis 1. The explanatory power of travel involvement and travel experience in brand attachment was 57.3% (F=260.297, p<0.05), indicating that the model had predictive power. The standardized regression coefficient of " travel involvement" was 0.37 (t=6.661, p< 0.05), and "travel experience" standardized regression coefficient was 0.43 (t=7.666, p<0.05). That is, "travel involvement" and "travel experience" impacted brand attachment positively. Tourism experience showed the greatest impact, and the variance inflation factor (VIF) of both variables was less than 10, indicating that the model did not have a collinearity problem. A high positive correlation was observed between travel involvement and brand attachment (r = 0.714, p < 0.05), and between experience value and brand attachment (r = 0.766, p < 0.05), supporting Hypotheses 2 and 3.

Regression analysis was used to explore the impact of travel involvement on travel experience and the combined impact of travel involvement and travel experience on brand attachment. If the effect of the independent variable on the dependent variable is weakened but still significant after adding the mediating variable, its partial mediation effect is validated. If it is not significant, it shows a complete mediation effect. Hypotheses 1, 2, and 3 were supported with the results. The impact of travel involvement on brand attachment significantly decreased (from 0.714 to 0.370), indicating partial mediation. Standardized coefficients revealed that travel experience affected brand attachment most significantly, supporting Hypothesis 4.

Table 4. Summary of overall analysis result.

	Regression Mode							
	Travel Experience		Brand Attachment					
	H1		H2		H3		H4	
	β	t value	β	t value	β	t value	β	t value
Travel Involvement	0.804	26.571*	0.714	20.045*			0.370	6.611*
Travel Experience					0.726	20.721*	0.429	7.666*
F	706.707		401.694		429.371		260.297	
R2	0.647		0.510		0.527		0.575	
ΔR2	0.647		0.510		0.527		0.575	
Test Results	Support		Support		Support		Partial Mediation	

*p<0.05

5. Discussion

The study results showed that corporate volunteers' involvement in volunteer tourism was the highest in "Pleasure," and relatively low in "Centrality,". Hence, enterprises are advised to consider the habitual behavior of residents in the traveling areas in organizing volunteer tourism. This entails procuring or preparing suitable souvenirs aligned with the locales visited. Additionally, results on "Novelty," and "Local Culture" implied that enterprises need to encourage hands-on engagement in volunteer tourism deviating from daily routines, and curate locally sourced or innovatively crafted items to augment memorable travel experiences. More importantly, enterprises must harness the emotional rapport between corporate volunteers and the corporate brand by fostering local connections. For instance, distributing emblematic wearable merchandise can deepen the emotional ties with the local community. This can amplify the memorability of the experience and foster solidarity among corporate volunteers on-site, projecting a favorable corporate image and underscoring the significance of corporate volunteer engagement in volunteer tourism endeavors. Moreover, it facilitates the easy identification of the enterprise's volunteer tourism, thereby encouraging sustained participation among corporate volunteers.

6. Conclusions

For an enterprise to advance its CSR, a well-defined philanthropic strategy is required. To foster employee engagement and bolster awareness and comprehension of pertinent issues, the enterprise must seek initiatives that align with its professional expertise, core values, and areas of concern, while concurrently developing short-, medium-, and long-term execution methods within this framework. For enterprises, the ability to execute philanthropic strategies, maintain a sustainable supply chain, and witness the enduring impact of their actions leads to transformative changes and engender a sense of fulfillment. Moreover, the emotional affinity between employees and the enterprise's brand is distinctive when they engage in philanthropic endeavors sponsored by their organization, serving as a positive enabler for the brand. through the introduction of an ESG corporate culture and the thoughtful utilization of resources from the TSMC Charity Foundation, TSMC runs a more systematic volunteer program emphasizing "volunteering with intelligence." This allows volunteers to leverage their expertise such as TSMC engineers providing guided tours at semiconductor exhibitions. This demonstrates that a clear philanthropic strategy is crucial for companies. If companies can formulate explicit philanthropic strategies and strengthen corporate identity and connection through experiences aligning with the Global Sustainable Tourism Council's criteria for sustainable tourism destinations and constructing social, economic, cultural, and environmental sustainability with the participation of stakeholders, it must be the best approach for current volunteer tourism.

Sustainability is achieved by internalizing and acting upon reflections, fostering the common good of the environment, industry, tourists, and local communities, and safeguarding the beauty of Taiwan's land jointly. The results of this study indicated that corporate volunteers in Taiwan, starting from the contemplative stage of engaging in volunteer tourism, feel happy, relaxed, and satisfied throughout the process. For companies, the continuous implementation of philanthropic strategies and the possession of a sustainable supply chain are required to achieve the enduring impact of their philanthropic activities. The emotional connection of corporate employees with the company's brand is different when engaging in corporate volunteer tourism, providing a positive boost to the brand. The most memorable experience for corporate volunteer tourism was the experience of local culture and novelty factors. For stakeholders in the tourism industry, it is necessary to build multi-brand and product services from a local perspective, create value without intruding on localities, present local values accurately, and embrace a belief in mutual benefit with local communities to generate synergistic effects. Such a business model and pricing strategy, based on a connection and relationship with the local area within one's expertise, create an emotional connection for sustainable development.

In this study, participants were recruited mainly from the northern region of Taiwan. As a result, the research findings might be limited. Therefore, it is recommended to include companies and participants in the southern or eastern regions. More comparative analyses are required to unveil possible regional disparities. Corporate volunteer tourism content tailored to address regional demands must be reviewed in future research.

Appendix

Questionnaire

Dear Corporate Volunteer Interviewee:

Thank you for taking the time to fill out this questionnaire. This questionnaire is designed to understand "the impact of domestic corporate volunteers' participation in volunteer tourism." Your valuable opinions and information are very important to this research and are for academic research purposes only. This research is anonymous and does not involve personal privacy, so please feel free to answer. Thank you very much for your assistance!

Sincerely yours,

Questions					
Part 1：Involvement in Volunteer Tourism	Strongly agree →Strongly disagree				
	5	4	3	2	1

1. Participating in volunteer tourism is a joyful thing.

2. Participating in volunteer tourism can relax my mind.

3. I enjoy participating in volunteer tourism.

4. Participating in volunteer travel is something that makes me feel satisfied

5. Participating in volunteer travel can reflect my personality.

6. Participating in volunteer tourism can express your true self.

7. I am happy to share things related to volunteer tourism.

8. Volunteer tourism is closely related to my life.

9. Volunteer tourism plays a central role in my life.

10. I like to discuss volunteer tourism with my friends.

11. Many of my friends will participate in volunteer tours.

12. Showcase my personal style by participating in volunteer travel as a corporate volunteer

13. Demonstrate the symbol of the company by participating in volunteer travel as a corporate volunteer.

14. I care about what others think of me participating in volunteer travel as a corporate volunteer.

Part 2: Memorable Travel Experience	Strongly agree →Strongly disagree				
	5	4	3	2	1

1. I am extremely happy with the new experiences I gained on this trip.

2. I am immersed in the activities of this trip.

3. I enjoyed this travel experience very much.

4. This journey is exciting.

5. This trip is a once in a lifetime experience.

6. This journey is unique.

7. This journey is different from previous experiences.

8. Experience new things on this trip.

9. I had a good impression of the local people on this trip.

10. During this trip, I experienced the local culture up close.

11. The local residents at the destination of this journey are friendly.

12. This trip makes me feel relaxed.

13. This journey gives me a sense of freedom.

14. This journey refreshed my mind and refreshed my impressions.

15. This trip rejuvenated me and revived my memory.

16. I did something very meaningful on this trip.

17. I did something important on this trip.

18. This journey helped me understand myself.

19. This trip took me to a place I really wanted to go.

20. I loved that on this trip I did the activities I really wanted to do.

21. I'm interested in the main activities on this trip.

22. I loved the exploratory experience of this trip.

23. I gained knowledge from this journey.

24. I experienced a new culture from this trip.

Part 3: Brand Attachment	Strongly agree →Strongly disagree				
	5	4	3	2	1

1. You think your corporate brand can show what kind of person you are.

2. You feel an emotional connection with the brand of the company to which you belong.

3. You think the volunteer tourism activities of your corporate brand are part of your life.

4. Compared with other volunteer tourism, you think participating in volunteer
tourism as a volunteer for your own company has different meanings to you.

5. Your thoughts and feelings about your corporate brand are often natural emerge,
like they run into your mind on their own

6. The corporate brand to which it belongs automatically evokes many good ideas
from the past, present and future.

7. You can easily identify the volunteer tourism activities of your company, which will
encourage you to continue to participate

8. Your friends will think of you when they see corporate volunteer tours.

Personal information

1. Gender

□Male □Female □Others

2. Age

□Under 20 years old □21-30 years old □31-40 years old □41-50 years old □51-60 years old □Over 60 years old

3. Educational level

□Primary school (less than) □Junior high school □High school vocational □University (college) □Graduate (inclusive) and above

4. Marriage

□ Single □ Married without children □ Married with children

5. Residence

□North (Keelung, Taipei, New Taipei, Taoyuan, Hsinchu) □Central (Miaoli, Taichung, Changhua, Nantou, Yunlin □South (Chiayi, Tainan, Kaohsiung, Pingtung) □East (Yilan, Hualien, Taitung) □Outlying islands (Kinmen, Matsu, Penghu) □Others

6. Personal monthly income

□ Less than NT$25,000 □ NT$25,001~35,000 □ NT$35,001~45,000 □ NT$45,001~55,000 □ NT$55,001~65,000 □ More than NT$65,000

7. Activity participation (number of times)

□1 time □2-5 times □6-9 times □10 times (inclusive) or more

8. Activity participation (number of days)

□ Half day □ 1 day (round trip on the same day) □ 2 days 1 night □3 days and 2 nights (inclusive) and above

9. Frequently participated in activity categories

□Social care services □Blood donation/medical care □Building repairs □Education and learning □Environmental protection □Agricultural assistance □Other_____

10. Are the types of activities you frequently participate in consistent with your major?

□Yes □No

11. Obtain domestic volunteer travel opportunities through service companies or their related non-profit organizations

□Yes □No

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