

GLOBAL CITIZENSHIP AND AWARENESS OF NEED ON BEHAVIORAL INTENTION OF VOLUNTEER TOURISTS

ADDITIONAL SHORT TITLE: BEHAVIORAL INTENTION OF VOLUNTEER TOURISTS

Abstract

Over the past decade, volunteer tourism has emerged as a popular alternative to traditional tourism, as evidenced by the growing number of organizations and participants worldwide. However, less attention has been paid to understanding the behavior of volunteer tourists. The purpose of this study was to analyze the factors that influence the intention to participate in volunteer tourism. Using a quantitative approach, a model including self-efficacy, awareness of need and global citizenship within the framework of the Theory of Planned Behavior was developed to analyze the behavioral intention of volunteer tourists. The structural equation modeling technique was applied to the results of a questionnaire completed by 235 volunteer tourists. The results confirmed that awareness of need moderated the relationship between self-efficacy and subjective norms on behavioral intention to engage in volunteer tourism and, that attitudes partially mediated the relationship between global citizenship and intention to engage in volunteer tourism. The originality of the present study was to assess the indirect effect of global citizenship on the intention of individuals to engage in volunteer tourism, through their attitudes. The results represent the first attempt to quantitatively assess the impact of global citizenship on volunteer tourism.

Keywords: Volunteer tourism, Theory of Planned Behavior, Global Citizenship, Awareness of Need.

Introduction

Over the past decade, volunteer tourism has emerged as a popular alternative to traditional tourism, as evidenced by the growing number of organizations and participants worldwide (An et al., 2022). There are more than 800 international organizations in 151 countries promoting volunteer tourism projects (Asia-Pacific Economic Cooperation, 2018). In addition, it is estimated that approximately 10 million people (mostly young people aged 18-25) participate as volunteer tourists each year. Volunteer tourists are individuals who organize vacation trips to specific destinations for a variety of purposes, such as to carry out activities aimed at reducing poverty among certain segments of the population, restoring the environment, or conducting research on specific social or environmental issues (Wearing, 2001). Volunteer tourism aims to promote reciprocity between participants and the host community, which is beneficial for both parties (Bailey & Russell, 2012). Among the benefits for volunteer tourists, some studies have found an increase in pro-social values (Magrizos et al., 2020) and understanding of 'the other' (Everingham, 2015; McGehee & Santos, 2005). On the other hand, communities benefit from the resolution of social problems such as poverty, orphanhood, and gender inequality (Barbieri et al., 2012). Furthermore, several authors agree on the positive impact of volunteer tourism on the sustainability of local communities as a whole (Eckardt et al., 2021; Hernandez-Maskivker et al., 2018).

The increasing popularity of volunteer tourism has prompted scholars to conduct further research on the topic (McGehee, 2012). However, most research on volunteer tourism is based on qualitative approaches that aim to understand the experiences of tourists, host communities, and the organizations that facilitate these projects. Previous literature on volunteer tourism has not been extensively covered by quantitative approaches. Thus, understanding the factors that influence volunteers' decision to participate in this type of

experience is one of the primary areas of interest regarding volunteer tourism (Almela & Calvet, 2021).

Recent applications of quantitative techniques have provided some insights into volunteer behavior. In particular, the constructs of the Theory of Planned Behavior (TPB) were found to be important drivers of tourists' intention to continue volunteering (Meng et al., 2020). Based on this theory, behavioral intentions are defined by three factors: attitudes, subjective norms, and perceived behavioral control. Thus, the stronger the presence of these factors, the more likely the behavioral intention. However, there is no consensus that the TPB is sufficient to predict individual behavioral intention of volunteer tourists (Demirović et al., 2023, pp. 502). In particular, Lee and Kim (2018) reported that self-efficacy is a more appropriate factor of behavioral intention among volunteer tourists than perceived behavioral control. While perceived behavioral control encompasses individual's internal and external resources, self-efficacy focuses solely on the individual's belief in their ability to engage in a particular behavior (Ferreira et al., 2018).

On the other hand, Meng et al. (2020) analyzed the moderating effect of awareness of need on TPB predictors and the intention to develop volunteer tourism activities. In this context, awareness of need represents the level of attention individuals pay to the existence of other individuals (Harland et al., 2010). The authors found that the moderating effect was significant in the relationship between attitudes and individuals' intention to participate in volunteer tourism, along with the effect of subjective norms on the same dependent variable. However, the authors found that the moderating effect was not significant in the relationship between perceived behavioral control and individuals' intention.

Research on volunteer tourism generally accepts that volunteers seek altruistic experiences that are different from those of mass tourists (Wearing & McGehee, 2013).

Volunteers are not born altruists, but are capable of taking any position on the continuum spectrum between pure altruism and pure selfishness (Cousins et al., 2009). In order to translate volunteer tourism engagement into beneficial outcomes for local communities, positive motivations (e.g., giving back to the host community, self-development, cultural understanding) must emerge. In this context, global citizenship is defined as awareness, caring, and acceptance of cultural diversity while advocating for social justice and sustainability, combined with a sense of responsibility to act (Reysen & Katzarska-Miller, 2013). Thus, volunteer tourism is an opportunity for global citizens to satisfy their altruistic motivations. However, academic research on the interplay between global citizenship and volunteer tourism is limited. In particular, the most cited academic literature on global citizenship and volunteer tourism analyzes the relationship between these variables from a qualitative approach (Lyons et al., 2012; Molz, 2017).

Global citizenship and awareness of need promote pro-social expressions (Bekkers & Wiepking, 2011; Morais & Ogden, 2011). In particular, new information on the characteristics of pro-social behavior among volunteer tourists could potentially support the development of strategies aimed at assessing the growing criticism of commodification in the volunteer tourism industry (Frilund, 2015). Some authors suggest that the commodification of volunteer tourism is a major challenge in achieving greater mutual benefits. This shift to a business model has resulted in the volunteer tourism industry focusing on satisfying the desires of volunteer tourists, rather than the needs of local communities (Godfrey, 2018, pp. 137). Therefore, there is a need to strengthen the pro-social component of the intention to engage in this activity, focusing on the drivers that have the potential to promote meaningful participation based on mutual understanding and respect.

In this context, the purpose of the present study was to increase the knowledge of the behavioral intention of volunteer tourists by analyzing the factors that influence the intention to engage in this activity. From a quantitative approach and based on a review of the current academic discussion on the subject, this research designed a model that incorporates self-efficacy, awareness of need, global citizenship, and the TPB to analyze the behavioral intention of volunteer tourists. As a validated model to explain the intention to engage in volunteer tourism, the TPB provides an appropriate theoretical framework to explore the impact of global citizenship and awareness of need on behavioral intention. In this regard, this paper aimed to answer the following questions:

RQ1. Do attitudes positively influence the behavioral intention of volunteer tourists?

RQ2. Do subjective norms positively influence the behavioral intention of volunteer tourists?

RQ3. Does self-efficacy positively influence the behavioral intention of volunteer tourists?

RQ4. Does awareness of need moderate the effect of self-efficacy on the behavioral intention of volunteer tourists?

RQ5. Does awareness of need moderate the effect of subjective norms on the behavioral intention of volunteer tourists?

RQ6. Does awareness of need moderate the effect of attitudes on the behavioral intention of volunteer tourists?

RQ7. Do attitudes mediate the effect of global citizenship on the behavioral intention of volunteer tourists?

These research questions were answered based on a structural equation analysis of the results of 235 questionnaires administered to volunteer tourists during 2022. The originality of the present study consisted in the moderation analysis of awareness of need on the

relationship between TPB predictors and the behavioral intention of volunteer tourists, and the mediation analysis of attitudes on the relationship between global citizenship and behavioral intention. To the best of the authors' knowledge, no previous study has analyzed global citizenship and its impact on volunteer tourism from a quantitative approach. Therefore, the results of this research represent the first attempt to quantitatively analyze the role of global citizenship in the behavioral intentions of volunteer tourists.

Theoretical Framework and Hypotheses

The research model is based on previous literature on volunteer tourism (Figure 1). It is based on the application of TPB, considering attitudes and subjective norms. As recommended by Lee and Kim (2018), the research model includes the variable of self-efficacy instead of the perceived behavioral control. Likewise, the moderation analysis of awareness of need and the mediation analysis of global citizenship are implemented. The next section analyzes previous research on volunteer tourism to support the hypotheses.

[Insert Figure 1]

Theory of Planned Behavior (TPB)

TPB has been widely applied in tourism research (Japutra et al., 2021; Jiang & Lyu, 2021). Although it is a popular theoretical framework for volunteer tourism, TPB occasionally fails to achieve adequate accuracy in predicting behavioral intention (Manosuthi et al., 2020). This may be explained by the fact that the TPB does not include relevant aspects of the decision-making process. Perugini and Bagozzi (2004) stated that TPB does not include individual desires (state of mind in which an individual has a personal motivation to perform an action or achieve a goal) and underestimates the effect of personal motivations (e.g., altruism, social responsibility, cultural exchange) on behavioral intention. In this regard, Lee and Kim (2018)

suggested considering other variables that may influence the behavioral intention of volunteer tourism.

According to the TPB, behavioral intentions are driven by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Attitudes toward a given behavior are a function of an individual's beliefs about the likely outcomes of engaging in a particular behavior, also called "behavioral beliefs." These beliefs represent the subjective likelihood of achieving a particular outcome by engaging in the behavior of interest. In this way, positive behavioral beliefs are associated with positive attitudes toward the behavior, which in turn are associated with stronger intentions to adopt the behavior. In the present research, attitudes refer to an individual's positive or negative evaluation of participating in volunteer tourism. Thus, positive attitudes are related to individuals' positive evaluation of engaging in volunteer tourism.

On the other hand, subjective norms are determined by two types of normative beliefs: injunctive and descriptive (Fishbein & Ajzen, 2010). First, an injunctive normative belief is defined as the expectation that referents will approve or disapprove of individuals who engage in volunteer tourism from closely related people. Second, a descriptive normative belief is the individual's perception of the way other people engage in this activity. Both types of beliefs have in common the presence of social referents and their influence on the intention to adopt a certain behavior. In the TPB context, several authors have found that family and close friends are the most influential social groups for an individual (Hong, 2018; Lingappa et al., 2020). Thus, positive normative beliefs lead to a higher degree of subjective norms, which in turn positively influence behavioral intentions.

Finally, perceived behavioral control involves an individual's perception of the difficulty level of a particular behavior of interest. As a result, individuals have different perceptions

of behavioral control depending on the situation. Behavioral beliefs are related to the factors that facilitate or hinder the adoption of a behavior, such as the availability of time, money, required skills, and abilities. Therefore, perceived behavioral control refers to the presence of factors that facilitate or inhibit the adoption of a given behavior. Although perceived behavioral control is an important predictor of behavioral intention (Ajzen, 2020), previous literature on volunteer tourism found that perceived behavioral control was not a significant driver of the intention of an individual to engage in volunteer tourism; instead, Lee and Kim (2018) suggested the use of self-efficacy. Based on all these considerations, the following research hypotheses were proposed.

H1. Attitudes positively influence the behavioral intention of volunteer tourists.

H2. Subjective norms positively influence the behavioral intention of volunteer tourists.

Self-efficacy

Volunteer tourism is often seen as an intense activity that requires both physical and mental health. The often rudimentary accommodations, immersion in an unfamiliar environment, and language barriers promote self-efficacy, or the ability to perform effectively and achieve goals. Although some authors suggest that self-efficacy and perceived behavioral control are terms that can be used interchangeably (Conner & Armitage, 1998), other studies point out that self-efficacy includes the confidence to perform a behavior and excludes other elements such as money and time (Ajzen, 2002). In other words, the difference between self-efficacy and perceived behavioral control is that the former takes into account only internal factors, such as confidence in performing a certain action, while the latter includes external factors, such as time and money (Norman & Hoyle, 2004).

McGehee (2012) stated that the social psychological characteristics of self-efficacy are essential for volunteer tourism. Despite the availability of resources, volunteer tourism

activities require volunteers to be physically and emotionally strong (Campbell & Smith, 2006; Guiney, 2017). This is because most activities related to volunteer tourism involve engagement in adverse conditions. According to McGehee (2012), individuals with high levels of self-efficacy feel highly competent, accept challenges, and are confident in their own abilities to cope with change. Therefore, it is essential for individuals to be aware of their abilities to overcome obstacles before joining an organization that advocates for social movements (McGehee, 2012). Based on these considerations, the following research hypothesis was proposed.

H3. Self-efficacy positively influences the behavioral intention of volunteer tourists.

Awareness of need

The awareness of need is a critical factor in the adoption of a particular behavior (Han & Yoon, 2015; Truskauskaite-Kuneviciene et al., 2021). In the context of volunteer tourism, Meng et al. (2020) defined awareness of need as the extent to which individuals believe that the host community, or society in general, will be harmed if they do not engage in volunteer tourism-related activities. The authors found that the presence of awareness of need strengthened the positive effect of attitude on behavioral intention. In addition, they found that the awareness of need strengthened the effect of subjective norms on behavioral intention. Therefore, there is empirical evidence that the presence of awareness of need strengthens the positive effect of individuals' attitudes and subjective norms on their behavioral intention to engage in volunteer tourism. However, there is no evidence that the moderating effect of awareness of need is significant in the relationship between perceived behavioral control and behavioral intention.

PBC includes internal and external factors, whereas self-efficacy focuses only on internal factors. However, volunteer tourism is an activity that is characterized by being physically

and emotionally challenging (Campbell & Smith, 2006; Guiney, 2017). Thus, volunteer tourism tasks require participants to have a high level of self-confidence, while external factors are less important. Therefore, the relationship between self-efficacy and behavioral intention is expected to be stronger than that between PBC and behavioral intention. Likewise, the strong need to perform activities for the benefit of the society might influence the effect of self-efficacy on behavioral intention. That is, high levels of self-awareness could potentially lead individuals to higher behavioral intention despite internal factors. On the contrary, low levels of self-awareness could inhibit the effect of self-efficacy on behavioral intention. After analyzing the moderating effect of awareness of need in the context of the TPB, the following research hypotheses were presented:

H4. Awareness of need moderates the effect of self-efficacy on the behavioral intention of volunteer tourists?

H5. Awareness of need moderates the effect of subjective norms on the behavioral intention of volunteer tourists.

H6. Awareness of need moderates the effect of attitudes on the behavioral intention.

Global citizenship

According to Lee et al. (2015), global citizenship is an individual's awareness of the importance of cultural diversity, promotion of environmental sustainability, social justice, and a sense of responsibility to improve the world. Global citizens are individuals who seek to understand how the world is connected and how to relate to other cultures, which implies an internal reevaluation of the concept of citizenship to promote a cosmopolitan purpose (Palmer, 2018). Global citizens seek to participate in issues of global importance and constantly seek to engage in issues that transcend national boundaries (Jakubiak & Iordache-Bryant, 2017). However, they do so not through traditional political channels but rather by

changing their lifestyles to follow a more mindful path. For example, high levels of global citizenship predict participation in environmental volunteering (Wynveen et al., 2012). Furthermore, global citizenship is often associated with pro-social and pro-environmental attitudes (Cheng & Yang, 2019), beliefs and behaviors (Marle et al., 2019). Thus, adopting the characteristics of a global citizen may simultaneously have a positive effect on the attitudes and intentions to engage in volunteer tourism. In the context of the TPB, individuals with the characteristics of a global citizen may have strong interpersonal skills and feel more inclined to seek contact with people from other cultures or socioeconomic levels (Schutte et al., 2018). Based on this information, the following research hypothesis was posed:

H7. Attitudes mediate the effect of global citizenship on the behavioral intentions of volunteer tourists.

Research Methodology

Data collection process

The study population consisted of volunteer tourists from different countries (the sample included volunteer tourists from 13 countries of origin and 18 countries of destination). Table 1 shows the results of the socio-demographic questions included in the questionnaire, and Appendix A shows the details of the countries of origin and destination of the volunteer tourists included in the sample.

Participants were recruited through online communities dedicated to volunteering and tourism. A total of 237 participants agreed to take part in the study. A questionnaire was sent to participants at the beginning of July 2022. Data were collected for approximately 3 months, from July to September 2022. From the initial number of participants, a total of 237 questionnaires were received, with 2 being discarded due to incomplete responses to demographic questions. The original questionnaire was written in English, but it was also

translated into Spanish. The Spanish version was obtained through the double translation method, which involved translating the questionnaire from English to Spanish, and vice versa. This method allows researchers to check the consistency of the translated version of a questionnaire with the original version, as suggested by Barros and Alcadipani (2022). Any inconsistencies in the translation were corrected. Then, a group of three experts reviewed each construct to ensure content validity. This group consisted of 2 research experts and 1 statistical expert. No other changes were made to the questionnaire. The final version of the questionnaire included 7 demographic questions and 18 items, which are detailed in Appendix B. The pilot test included 35 volunteer tourists and all the suggestions regarding the presentation of the questionnaire were followed.

The demographic information included in the questionnaire consisted of general questions (gender, age, education level, and marital status), and specific questions related to volunteer tourism. These specific questions were further divided into three categories: country information (country of origin and destination), volunteer tourism operator (e.g., NGO, travel agency, educational institution or other), and project purpose from a triple bottom-line perspective according to the three dimensions: social, economic and environmental (Elkington, 1997). According to Isil and Hernke (2017), the triple bottom-line perspective encourages organizations to measure their environmental, social and financial bottom line. Based on this perspective, project objectives are divided into three groups: social projects (such as helping people in need or providing language classes), economic projects (such as restoring spaces or raising funds), and environmental projects (such as recycling, gardening or conducting research).

Measures

In order to analyze the relationships presented in the research model, it was necessary to identify the instrument behind each construct used to collect data from volunteer tourists. Appendix A shows the research items. The attitude construct consisted of six items developed by Lee and Kim (2018). The scale used in this study included different options based on a particular attribute (e.g., very boring 1, boring 2, a little boring 3, a little active 4, active 5, and very active 6). In other words, this type of rating scale consisted of a range of semantic values, and each value represented a different level of an attribute. A 5-point Likert scale was implemented to answer questions from the remaining constructs (strongly disagree 1, disagree 2, neutral 3, agree 4, and strongly agree 5).

The construct of subjective norms was measured by four items. According to Lee and Kim (2018), the role of four referents (i.e., nearby people, acquaintances, family members, and friends) should be included in the research instrument because they may have subjective norms that affect individuals' involvement in volunteer tourism activities. The construct of self-efficacy was measured with eight items, focusing mainly on self-confidence and task orientation. The behavioral intention of volunteer tourists was measured with four items focusing on individuals' intentions to engage in volunteer tourism in the next three years, and whether they would recommend it to family and friends (Lee & Kim, 2018).

The scale of awareness of need consisted of four items, and was developed by Han et al. (2020) as part of a study on volunteer attitudes, loyalty, and psychological well-being of volunteer tourists. These items were developed in the context of a specific program and the original items were modified to make it more general. This scale focused on measuring the awareness of need of individuals of community needs, and how their own decisions can affect people's lives and communities.

Finally, the scale describing global citizenship included three indicators. The first two were developed by Reysen and Katzarska-Miller (2013). The third indicator was included in the questionnaire because researchers are always recommended to use at least three indicators per construct to obtain accurate estimation and adequate sample sizes (Sim et al., 2022, pp. 20). These three items focused on volunteer tourists' level of identification with global citizenship.

Data analysis process

After collecting the responses to the questionnaire, the partial least squares structural equation modeling (PLS-SEM) was used to estimate the relationships proposed in the research model. Covariance-based structural equation modeling (CB-SEM) is another estimation method that is widely used in tourism research (Nunkoo et al., 2013). However, the PLS-SEM is suitable for smaller sample size requirements and complex tests of moderating relationships (Shackman, 2013). Both advantages supported the decision to use PLS-SEM. For the estimation process, the reliability of the scales and the convergent and discriminant validity were analyzed. For the moderation analysis, the two-step approach was used because several authors found it to be superior in terms of statistical power and parameter recovery (Henseler & Chin, 2010). Finally, after evaluating the structural model, the originally proposed research hypotheses were tested.

Results

Analysis of the psychometric properties of the scales

For the reliability and convergent validity of the instrument, Cronbach's alpha, composite reliability (CR) and average variance extracted (AVE) were calculated. According to George and Mallery (2003), values greater than 0.9 represent an excellent reliability, values from $0.8 \leq \alpha < 0.9$ represent satisfactory reliability, values from $0.7 \leq \alpha < 0.8$ represent acceptable

reliability, values from $0.6 \leq \alpha < 0.7$ represent questionable reliability, and values less than 0.5 represent poor reliability. The results in Table 2 show that construct consistency ranged from excellent to questionable reliability. Only the Global Citizenship construct achieved a questionable consistency of 0.698, slightly below the cutoff point of 0.7. In this case, the construct was not excluded from the analysis. On the other hand, the results of CR and AVE were between the appropriate limits to confirm the validity of the measurement scales, according to the academic literature. In particular, Hair et al. (2010) required an AVE greater than 0.5, and a CR not less than 0.6. Thus, the internal consistency reliability and convergent validity of the estimated model could be verified.

To assess the discriminant validity of the research model, the criterion proposed by Fornell and Larcker (1981) and the HTMT criterion were applied. The study of Fornell and Larcker (1981) stated that if the square root of the average variance extracted is greater than the correlations between the construct and the rest, then the discriminant validity of the construct is verified. The results in Table 3 show that each construct has adequate discriminant validity. Henseler et al. (2015) proposed the HTMT criterion, as a more appropriate method for calculating discriminant validity. The authors used Monte Carlo techniques to demonstrate that the HTMT criterion is superior to the most popular alternatives. According to this criterion, discriminant validity exists when the HTMT value is less than 0.90. In this case, all values were below the proposed threshold of 0.90 (Henseler et al., 2015). Based on both criteria, it is possible to state that the measurement scales have discriminant validity. Furthermore, according to Hair et al. (2019), before proceeding with the evaluation of the structural model, collinearity was assessed to ensure that it did not bias the results (Table 2). In this case, each collinearity value obtained was less than 5. Therefore, it can be concluded that collinearity is not a relevant factor in the presented model.

Hypothesis-testing: Analysis of the structural model

After verifying the reliability and validity of the measurement scales, the structural model was estimated to address the previously stated research hypotheses. To achieve this objective, the parameters were estimated using partial least squares path modeling (PLS-PM) with the statistical software Smart PLS 4.0.8.4. The significance of each parameter was assessed using the bootstrapping procedure. The bootstrapping procedure is a non-parametric technique that allowed to analyze the robustness of the loadings of the indicators and whether the relationships between the variables are significant. In addition, the estimation of the model parameters through the bootstrapping procedure minimizes the standard errors (Sarstedt et al., 2014).

Regarding the model fit measures, the results indicated that the SRMR indicator of the research model is 0.089. The SRMR indicator is an approximate measure of model fit. According to Kock (2020), SRMR values less than 0.1 indicate an acceptable fit. In this sense, it can be concluded that the estimated model has an adequate fit. On the other hand, Hair et al. (2019) mentioned that the R-squared estimates the variance of each endogenous construct and assesses the explanatory power of a model (Shmueli & Koppius, 2011). In this regard, Hair et al. (2011) stated that R-squared values of 0.75 and 0.50 indicate substantial and moderate explanatory power, respectively. In this case, the variable intention to participate in volunteer tourism reached an R-squared value of 0.552. Considering the results, more than 50% of the variance corresponding to the intention to participate in volunteer tourism is explained by the proposed model. Therefore, the research model has a moderate explanatory power.

Table 4 presents the results of the structural model estimation. The results showed positive evidence for four research hypotheses. Attitudes had a significant and positive effect on the

intention to become a volunteer tourist ($\beta=0.218$, $t=3.979$, $p<0.001$). In addition, subjective norms had a significant and positive effect on the intention of individuals to engage in volunteer tourism ($\beta=0.284$, $t=5.172$, $p<0.001$). On the other hand, the positive effect of self-efficacy on individuals' intention to engage in volunteer tourism was demonstrated ($\beta=0.173$, $t=3.187$, $p<0.01$). Therefore, research hypotheses 1, 2 and 3 related to the TPB were supported. In other words, it was found that awareness of need positively moderates the relationship between self-efficacy and intention to participate in volunteer tourism ($\beta=0.252$, $t=4.732$, $p<0.001$), as well as the relationship between subjective norms and behavioral intention ($\beta=0.134$, $t=2.542$, $p=0.011$). However, it was found that awareness of need did not moderate the relationship between attitudes and the intention to participate ($\beta=0.005$, $t=0.043$, $p=0.996$) (hypothesis 6). Finally, the mediating effect of attitudes on the relationship between global citizenship and individuals' intention to engage in volunteer tourism was found to be positive and significant ($\beta=0.057$, $t=2.410$, $p=0.016$). In this context, the direct relationship between global citizenship and intention to participate in volunteer tourism was found to be insignificant ($\beta=0.091$, $t=1.635$, $p=0.102$). Therefore, research hypothesis 7 was accepted and it could be further concluded that attitudes have a partial mediating effect on the relationship between global citizenship and the intention to participate. Figure 2 provides a graphical representation corresponding to the estimation results of the research model.

Discussion and Implications

This research analyzed the drivers or factors that influence the intention to engage in volunteer tourism. An extensive review of the academic discussion on volunteer tourism allowed the design of a model that includes self-efficacy, awareness of need, global citizenship and TPB on individuals' intention to engage in this activity. In particular, the main contribution of this research was to evaluate the indirect effect of global citizenship on

the intention of individuals to engage in volunteer tourism, through their attitudes. To the best of the authors' knowledge, the results represent the first attempt to quantitatively assess the relationship between volunteer tourism and global citizenship. Furthermore, they provide important insights for practitioners and avenues for further research on the behavioral intentions of volunteer tourists.

Conceptual contributions

Among the results, it was reported that attitudes have a positive and significant effect on the intention to participate in volunteer tourism. Positive attitudes towards volunteer tourism led to the intention to participate in this activity. This finding is consistent with previous studies that assessed the relationship between volunteers' attitudes and behavioral intentions in volunteering (Greenslade & White, 2005; Ling & Chui, 2016; Okun & Sloane, 2002). Although quantitative research on volunteer tourism is limited, the literature on preferences for volunteering is rich and allowed to partially validate the attitude scale originally proposed by Lee and Kim (2018). Among all the questions included as indicators in the attitude construct, considering volunteer tourism as "dirty/clean" obtained the lowest correlation in terms of the attitude construct. In other words, this research found that considering volunteer tourism as "dirty/clean" does not seem to be a significant indicator as it has the lowest relationship regarding individuals' attitudes. In addition, a better reliability was observed, as well as a stronger impact of attitudes on behavioral intention after excluding this indicator from the construct.

Based on the results, subjective norms have a positive and significant effect on the intention to engage in volunteer tourism. In other words, it was possible to verify that the support of the closest circle, which includes parents and friends, positively influences the intention to engage in volunteer tourism. This relationship has already been reported in

studies on volunteerism and behavioral intention (Hauser et al., 2012; Kao et al., 2019; Veludo-de-Oliveira et al., 2013). Furthermore, an adequate correlation was observed between each indicator in terms of subjective norms. This allowed the validation of the scale originally proposed by Lee and Kim (2018). However, the question corresponding to the support of friends for participation in volunteer tourism received the lowest value, which suggests that the support of friends is less related to the subjective norms of the individual compared to the rest of the indicators.

Research on volunteer tourism has identified self-efficacy as a more appropriate construct than perceived behavioral control to explain the intention to engage in volunteer tourism (Lee & Kim, 2018). Therefore, a high level of individual perceptions may lead to an increase in the intention to engage in volunteer tourism. In line with this, self-efficacy was included in the proposed model. Based on the results, there was a positive and significant effect between self-efficacy and the intention to volunteer. Several studies on volunteering and behavioral intention have reported the same effect between both variables (Grano et al., 2008; Kao et al., 2020; Wang et al., 2010). In addition, the self-efficacy scale originally proposed by Chen et al. (2001) was validated. It was found that the ability to overcome many challenges successfully has the highest correlation with individuals' self-efficacy, which in turn influences the intention to engage in volunteer tourism. In the field of volunteer tourism, the results of this research made it possible to confirm the significant effect of attitudes and subjective norms on the intention to engage in volunteer tourism (Manosuthi et al., 2020; Meng et al., 2020), as well as the importance of self-efficacy on the intention to engage in this activity (Lee & Kim, 2018).

Based on the results, it can be concluded that the TPB, which replaces the perceived behavioral control with the individual self-efficacy, is appropriate for analyzing the intention

to participate in volunteer tourism. Influential research on the main factors influencing the intention to participate focuses on the overall experience of volunteer tourists coming from the Global North to the Global South. Therefore, the results of the present research diverge from the current academic discussion by providing novel empirical evidence on the drivers of behavioral intention at the intraregional level. That is, the research findings are based on the experiences of volunteers who participated in the same region of origin, which is predominantly located in the Global South. These findings represent a shift in the paradigm of volunteer tourism research, but also an opportunity for scholars to further evaluate the intraregional experience of volunteer tourists.

On the other hand, the relationship between self-efficacy and individuals' intention to engage in volunteer tourism had a positive and significant effect in the framework of a moderation analysis. In this context, awareness of need was included as a moderating variable in the relationship between both variables. In other words, the relationship between self-efficacy and behavioral intention is not the same for all individuals. It differed depending on the level of awareness of need. In fact, the results suggest that those individuals who are more aware of the need for local communities, and in turn, present high levels of self-efficacy will have a greater intention to engage in volunteer tourism than those individuals with lower levels of awareness of need. Likewise, it was found that the relationship between subjective norms and behavioral intention is not the same for all individuals. In this case, awareness of need was found to moderate the relationship between subjective norms and behavioral intention. That is, high levels of self-efficacy and subjective norms were associated with greater intention to engage in volunteer tourism compared to those individuals who reported less support from their environment. Finally, it was not possible to test the moderating effect on the relationship between attitudes and behavioral intention.

The results corresponding to the moderating effect of awareness of need are partially consistent with those previously reported by Meng et al. (2020). In the present study, the authors conducted a moderation analysis of awareness of need on the relationship between TPB predictors and the behavioral intention. Out of the three relationships, the authors found that awareness of need only moderated the relationship between subjective norms and attitudes in terms of behavioral intention. Interestingly, the authors found that awareness of need did not moderate the relationship between perceived behavioral control and behavioral intention. In contrast, the present study showed that awareness of need moderates the relationship between self-efficacy and behavioral intention. Thus, it can be pointed out that the addition of external resources such as money and time to an individual's self-confidence, along with awareness of need of local communities, does not translate into an intention to engage in volunteer tourism. It is only the confidence to respond satisfactorily to factors such as often rudimentary accommodation, language barriers and cultural shock, together with an awareness of the need for local communities that ultimately dictates a greater intention to participate in such an activity.

The indirect effect of attitudes in the relationship between global citizenship and the intention to participate in volunteer tourism was significantly positive. In this case, the mediating variable was the individual's attitudes toward volunteer tourism. In other words, the individuals who identified with global citizenship had a greater intention to engage in volunteer tourism due to the effect of global citizenship on the individual's attitudes, and in turn, the effect of these attitudes on the behavioral intention. In addition, it was observed that the direct relationship between global citizenship and the intention to participate in volunteer tourism was not significant. Therefore, it can be concluded that attitudes have a partial

mediating effect on the relationship between global citizenship and the intention to participate in volunteer tourism.

Practical implications

For managers, the main practical implication is that volunteer organizations should focus all their efforts on improving volunteers' attitudes, subjective norms and self-efficacy. Those strategies that could effectively activate these factors of volunteer tourism should be the future direction of management. For example, collecting audiovisual material about the experiences of volunteer tourists and showing it to the public is a strategy that can increase the number of people interested in participating in this activity. In this context, Jiang et al. (2022) investigated the influencing factors of official short videos on tourists' destination decisions in China. The authors found that promoting short videos on new social media platforms has a positive effect on the destination decisions of tourists. Similarly, showing audiovisual material could potentially help people to identify interesting, cheerful, active, and friendly aspects of volunteer tourism. Furthermore, people interested in volunteering could use this material to identify the challenges of volunteering and analyze the possibility of successfully overcoming them.

Volunteer organizations should also record testimonies from local communities that demonstrate the positive impact that volunteer tourism has had on the community. Although the positive impact of volunteer tourism on local communities has been previously reported (Dillette et al., 2018; Lupoli & Morse, 2015), empirical evidence on its implementation as a marketing strategy is limited. Based on the findings, this information could help people interested in volunteer tourism to become aware of the needs of local communities, and the positive impact of this activity on the lives of other people. In this context, Giaccone and Bonacini (2019) highlighted the role of digital storytelling platforms in tourism promotion

and content creation. The authors demonstrated that digital participatory platforms could increase people's involvement in cultural heritage promotion, as well as their participation in cultural content creation. Therefore, these platforms could potentially serve as mediators of territorial promotion strategies through the active involvement of local communities and tourists.

Finally, practitioners should also focus their efforts on attracting individuals who embrace the concept of global citizenship. This is because the present study demonstrated that global citizenship has an indirect effect on volunteer tourism intentions through attitudes. Organizations can use this tool as a strategy to identify and engage potential participants. In the last decade, there has been increasing attention to global citizen education (Estellés & Fischman, 2020). This topic has also been included in the educational content of educational systems and teacher education worldwide (Bamber et al., 2016). Thus, educational institutions that include global citizenship in their curricula are potential targets for strategies aimed at identifying and engaging potential participants.

Limitations and Future Research

This research has some limitations that should be addressed in future studies. First, the study primarily included participants from Peru, focusing on volunteer tourism experiences within the same region. Thus, the present study covered the experiences of volunteer tourists at the intraregional level. Covering the experience of volunteer tourists at the intraregional level and from developing countries may affect the relationship between the variables. For example, Latin American participants who volunteered intraregionally would be exposed to situations similar to those in their home countries. This would allow individuals to have a prior idea of the situations they would face. This idea, formed from previous experiences,

may influence the self-confidence to perform tasks satisfactorily, and in turn, the intention to volunteer in tourism.

Second, the proposed global citizenship variable was measured with three items in the questionnaire. Currently, the most popular scale in the academic literature to measure an individual's level of global citizenship was developed by Morais and Ogden (2011), which consisted of 3 dimensions and 30 items. However, the present study included three items to measure the variable, as recommended in the literature (Pieters et al., 2022). The analysis of the moderating effect should include a few items that are representative of the construct. This is because the product indicator approach multiplies the indicators of the independent and moderator variables within the moderation effect framework. This, in turn, significantly increases the number of model parameters, making the estimation unsustainable for the number of observations used in this study.

Third, volunteer tourism is predominantly performed by women (Almela & Calvet, 2021; Kipp et al., 2021; Wearing et al., 2018). However, the present study included both men and women in the sample without controlling for gender inequality. According to Ruizalba et al. (2015), subjective norms usually show a greater influence of reference groups for women. It is likely that women have more affiliation needs and are more likely to follow norms compared to men (Morris et al., 2005). Thus, it could be pointed out that it is likely that the effect between subjective norms and the intention to engage in volunteer tourism is greater than the result reported in the present study. Finally, there is a lack of statistics on the number of Latin American volunteer tourists, and their destinations. This, in turn, is a limitation for data collection, sample size determination and model estimation. Currently, most of the volunteer tourism operators are located in developed countries. Thus, most of the destinations are located in developing and least developed countries, which could explain why most of

the academic literature on volunteer tourism focuses mainly on the experiences of participants in developed countries.

In terms of future research, previous literature on volunteer tourism has not been extensively covered from a quantitative approach. This research analyzed the intention of individuals to engage in volunteer tourism; however, more empirical research is needed to understand other factors that influence individuals' intention to engage in this activity. On the other hand, it is necessary to continue addressing global citizenship from a quantitative approach. The present study is novel in that it integrates global citizenship and volunteer tourism within the framework of a structural equation model. However, replicating the results in other countries would allow us to build a consensus in the literature, identify useful strategies for practitioners, and identify new lines of research.

Future research could also focus on the use of Implicit Association Tests (IATs). IATs are a reaction-time-based method for assessing attitudes toward a specific outcome. The strength of association is measured by response latencies in classifying different adjectives. IATs have been used in tourism research (Choi et al., 2015; Xiong et al., 2022). However, their application in voluntary tourism remains unexplored. In this way, IATs could potentially be used to analyze implicit biases and attitudes of stakeholders towards volunteer tourism. For example, researchers could design an IAT by pairing words or images associated with volunteer tourism with positive or negative words. Participants would then be asked to quickly and accurately categorize these stimuli. Finally, the present study is cross-sectional in nature. Future research could examine the intention to participate in volunteer tourism from a longitudinal approach. More specifically, researchers are encouraged to analyze how the intention to volunteer as a tourist develops after several experiences.

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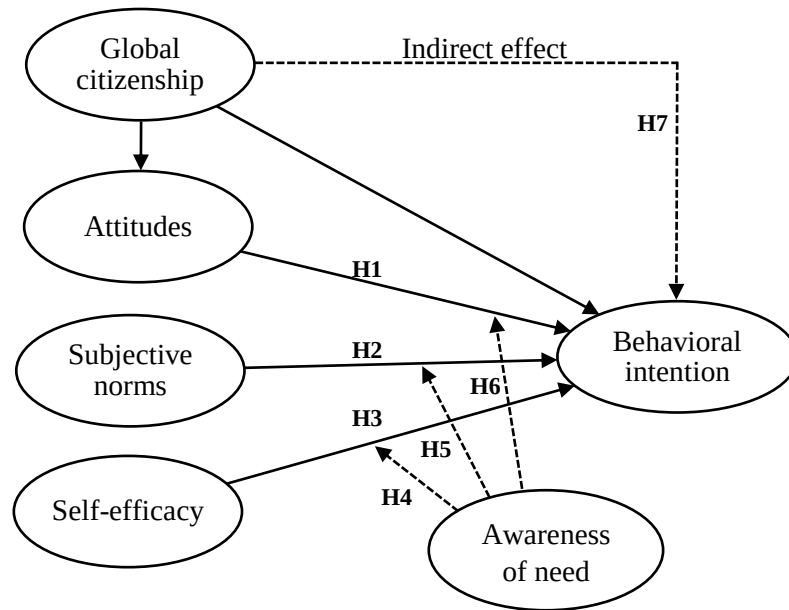
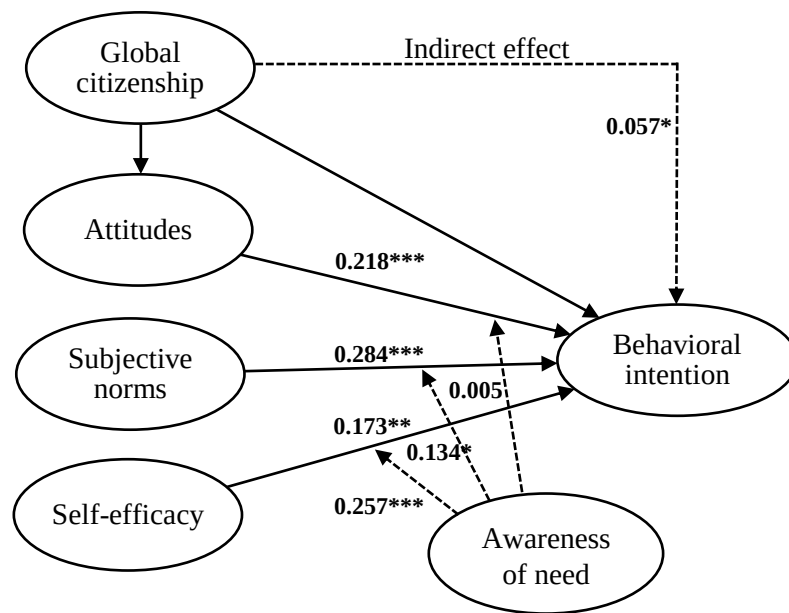


Figure 1. Research model proposed for behavioral intention of volunteer tourists



Notes. *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$.

Figure 2. Results of the structural model

Table 1. Descriptive characteristics of the sample

Characteristic	Frequency (N=235)	Percentage (%)
<i>Gender</i>		
Female	121	51.5%
Male	114	48.5%
<i>Age (years)</i>		
17-29	164	69.8%
30-39	60	25.5%
40-49	11	4.7%
<i>Education</i>		
High school graduate	109	46.4%
College graduate	108	46.0%
Master	18	7.7%
<i>Marital status</i>		
Married	16	6.8%
Domestic partnership/civil union	2	0.9%
Separate	12	5.1%
Single	165	70.2%
Single, but cohabiting with a partner	40	17.0%
<i>Origin of the volunteer tourist</i>		
Africa	1	0.4%
Europe	2	0.9%
North America	15	6.4%
South America	217	92.3%
<i>Destination of the volunteer tourist</i>		
Africa	10	4.3%
North America	6	2.5%
South America	219	93.2%
<i>Survey language</i>		
English	15	6.4%
Spanish	220	93.6%
<i>Project purpose</i>		
Reconstruction	25	10.6%
Conservation	66	28.1%
Customer service	41	17.4%
Humanitarian aid	26	11.1%
Research	12	5.1%
Teaching	38	16.2%
Other	27	11.5%

Table 2. Reliability and convergent validity

Construct	Coefficient	Cronbach's alpha	Composite reliability	Average variance extracted	Collinearity
Global citizenship	0.798	0.698	0.831	0.622	1.480
	0.781				1.251
	0.786				1.441
Attitudes	0.705	0.752	0.834	0.501	1.383
	0.721				1.471
	0.701				1.355
	0.700				1.354
	0.711				1.480
Subjective norms	0.863	0.835	0.890	0.669	2.285
	0.839				1.907
	0.795				1.622
	0.773				1.690
Self-efficacy	0.794	0.920	0.934	0.641	2.134
	0.791				2.208
	0.777				2.111
	0.780				2.184
	0.816				2.349
	0.824				2.432
	0.770				2.010
	0.850				2.783
Awareness of need	0.827	0.831	0.887	0.663	1.739
	0.807				1.728
	0.795				1.795
	0.827				1.895
Behavioral intention	0.761	0.768	0.851	0.589	1.415
	0.768				1.544
	0.806				1.616
	0.733				1.430

Table 3. Discriminant validity

Construct	C1	C2	C3	C4	C5	C6	SR(AVE)
C1	0.622 ¹						0.789
C2	0.251 ²	0.501 ¹					0.708
C3	0.218 ²	0.339 ²	0.669 ¹				0.818
C4	-0.200 ²	0.022 ²	0.022 ²	0.641 ¹			0.801
C5	0.242 ²	0.443 ²	0.548 ²	-0.026 ²	0.663 ¹		0.814
C6	0.328 ²	0.459 ²	0.530 ²	-0.243 ²	0.461 ²	0.589 ¹	0.768

Notes. C1 global citizenship, C2 attitudes, C3 subjective norms, C4 self-efficacy, C5 awareness of need, C6 behavioral intention; ¹average variance extracted (AVE); ²HTMT value lower than 0.9; SR square root.

Table 4. Results of the model

Relationship	Coefficient	Standard deviation	T-statistic	p-value	Research hypothesis
<i>Direct relationships</i>					
AT -> BI	0.218	0.053	3.979	***	Support H1
SN -> BI	0.284	0.055	5.172	***	Support H2
SE -> BI	0.173	0.053	3.187	**	Support H3
<i>Moderation effect of AN</i>					
SE -> BI	0.257	0.056	4.571	***	Support H4
SN -> BI	0.134	0.054	2.542	0.011	Support H5
AT -> BI	0.005	0.049	0.043	0.996	Not support H6
<i>Indirect relationship</i>					
GC -> AT -> BI	0.057	0.022	2.410	0.016	Support H7

Notes. AT attitudes, BI behavioral intention, SN subjective norms, SE self-efficacy, AN awareness of need, GC global citizenship; *** $p < 0.001$, ** $p < 0.01$.

Appendix

Appendix A. Origin and destination of sample volunteer tourists

Country of destination of volunteer tourists		
Algeria	1	0.4%
Argentina	8	3.4%
Bolivia	44	18.6%
Brazil	30	12.7%
Canada	1	0.4%
Chile	7	3.0%
Colombia	7	3.0%
Costa Rica	11	4.7%
Ecuador	29	12.3%
United States of America	2	0.9%
Guatemala	1	0.4%
Kenya	2	0.9%
Mexico	3	1.3%
Nicaragua	1	0.4%
Nigeria	2	0.9%
Panama	3	1.3%
Paraguay	1	0.4%
Peru	73	31.1%
Dominican Republic	1	0.4%
Rwanda	1	0.4%
South Africa	2	0.9%
Tanzania	2	0.9%
Venezuela	3	1.3%
Total	235	100%

Appendix B. Research items (questionnaire)

Classification	Items
General information	Gender, age, level of education, socioeconomic status
Country information	a) Country of origin b) Country of destination
Volunteer tourism operator	a) ONG b) Travel agency c) Educational institution
Project purpose according to TBL	a) Social project (helping people in need, providing language classes) b) Economic project (restoring spaces, raising funds) c) Environmental project (recycling, gardening, conducting research)
Attitudes Lee and Kim (2017)	I find volunteer tourism: a) Not interesting/interesting b) Uncheerful/cheerful

	c) Boring/active d) Unfriendly/friendly e) Busy/relaxing f) Dirty/clean
Subjective norms Lee and Kim (2017)	a) People around me support my participation in volunteer tourism b) People close to me support my participation in volunteer tourism c) My family support my participation in volunteer tourism d) My friends support my participation in volunteer tourism
Self-efficacy Lee and Kim (2017)	a) I will be able to successfully overcome many challenges b) I believe I can succeed at most any endeavor to which I set my mind c) I am confident that I can perform effectively on many different tasks d) In general, I think that I can obtain outcomes that are important to me e) Even when things are tough, I can perform quite well f) When facing difficult tasks, I am certain that I will accomplish them g) Compared to other people, I can do most tasks very well h) I will be able to achieve most of the goals that I have set for myself
Behavioral intention Lee and Kim (2017)	a) I would like to participate in volunteer tourism within 3 years b) I plan to participate in volunteer tourism within 3 years c) I like to recommend family/friends to participate in volunteer tourism d) I like to participate in volunteer tourism
Awareness of need Han et al. (2020)	a) Through this volunteer tourism program, I have become aware that people need help b) I have increased my awareness of helping others by participating in this volunteer tourism program c) My behavior in the volunteer tourism program can help people and communities. d) My actions in this volunteer tourism program can affect the lives of other people
Global citizenship Rysen and Katzarska-Miller (2013)	a) I would describe myself as a global citizen b) I strongly identify with global citizens c) I would like to be considered a citizen of the world