¿Qué piensas?

(what do you think?)

Investigating the residents' attitude towards short-term volunteer tourism in Quito, Ecuador

BY LUC VAN DEN BOOGAART

- Page left blank intentionally -

¿Qué piensas?

(what do you think?)

Investigating the residents' attitude towards short-term volunteer tourism in Quito, Ecuador

Name: Luc van den Boogaart (s4623088)

Department: Human Geography: Cultural Geography and Tourism

University: Radboud University, Nijmegen

Supervisor: dr. ir. L. Smith

In cooperation with: Colourful Ecuador Travels

Date: October, 2017

Image on title page: Author's

Preface

Welcome in the thesis '*¿Qué piensas? Investigating the residents' attitude towards short-term volunteer tourism in Quito, Ecuador'*. This thesis has been the final hurdle towards graduating the master Cultural Geography and Tourism and gave me the opportunity to extensively investigate a topic which has caught my interest ever since I participated in a volunteering program in 2014. The research project, which lasted from January 2017 to October 2017, submitted me to a myriad of experiences, emotions and learning processes. Especially the three-month fieldwork and internship period in Ecuador significantly added to my professional and personal development. Besides collecting data, were improving my Spanish proficiency and gaining experience in an international tourism company two personal goals on their own and I am very grateful for succeeding in those.

In this preface I would like to take the opportunity to express my appreciation towards my thesis supervisor Lothar Smith for his experience, input and readjustments when needed. Additionally I would like to thank my fellow colleagues at Colourful Ecuador Travels for the soft landing, accompaniment and laughs I had during my internship period. Although I doubt one will ever read this, should the incredible kind- open- and helpfulness of the local respondents not be unmentioned. In my eyes, a lot of people can still learn from Ecuadorians' approach to friends, family and visitors.

My parents deserve a special word. They're the ones who gave me the opportunity to accomplish not only this thesis, but this entire study. Although not being around them so often anymore, I honestly appreciate their provided motivation, support and freedom. Ultimately I would like to sell a smile to my girlfriend Kelly, who has been supportive all the time, although finishing this study meant living in a different city for two years and leaving the Netherlands for three months. Thank you.

For now, please enjoy reading *y disfruta!*

Luc van den Boogaart

Nijmegen, 9 oktober 2017

Abstract

Volunteer tourism is a specific form of community-based tourism which has entered and developed in the tourism market the past two decades. Although contributing in a host community is one of the main aims of volunteer tourism, the tourism market and research mainly focuses on the demands and needs of the tourist, instead of the host community's. Additionally is the host community in literature often seen as a homogenous group, without differentiating in culture, socio-economic status and involvement in volunteer tourism. It can be said that the host community often is overlooked in theory and practice, while they should be central in this form of tourism. Therefore it is considered necessary to investigate the attitude and perspectives of the host community towards volunteer tourism and is the following research objective defined:

The purpose of this study is to understand the different perspectives of host community members on the specific form of social short-term volunteer tourism at Quito, Ecuador.

To get a deep and structured understanding of the host community perspectives, a three month fieldwork in Ecuador has been conducted. A mixed method approach is taken, based on Social Exchange Theory, investigating to what extent host community members perceive personal benefits, positive impacts, negative impacts and support for volunteer tourism. Interviews (N=19) with host community members were held to get a more deep and detailed understanding of the matter, while survey (N=221) provided a more structured and measurable insight into the residents' attitude. Additionally is investigated whether the attitude towards short-term volunteer tourism can be predicted and is dependent on the level of involvement host community members have in this form of tourism.

The case study shows a number of results which can be summarized in three main findings. First, after analyzing the interviews, for each of the themes (personal benefits, positive impact, negative impact and support) a number of categories are found which are of importance for the host community members. Some of these categories are in line with existing literature, while others add or tend to nuance on earlier research about volunteer tourism. It appears that in general the residents are relatively positive about volunteer tourism, although several respondents show awareness for possible negative impacts. Second, is found that the level of involvement in volunteer tourism indeed influences the residents' attitude towards volunteer tourism. This study differentiates the host community in groups based on level of involvement in short-term volunteer tourism, namely direct involved, indirect involved and observers. The resident attitude model, based on Social Exchange Theory, is used to investigate and predict the residents' attitude towards short-term volunteer tourism in their community. The findings showed something compelling, namely that the model showed strong

applicability for those who are directly involved in volunteer tourism. However, when applied on less involved groups, the model's applicability decreases. This shows us that the model cannot be applied haphazardly on a host community to model their attitude towards (volunteer) tourism. Ultimately contribute interviews to the definition of a number of concrete actions in order to improve practices around volunteer tourism. These actions are aimed at volunteers, volunteer tourism organizations, projects the government. For my internship organization is an in-detail advisory rapport developed in order to improve practices around their volunteer tourism activities specifically, which can be found in appendix one.

The findings suggest that, by adding the host community perspective, the understanding of the problems, needs and improvements in volunteer tourism really matters. By putting the host community perspective central in this project, insight is given into what elements around this phenomenon are important for this group. Additionally, this helps to shift-away from this tourist centered discourse in theory and practice. By delivering supplementary empirical work this study contributes to break through this hegemony. This corresponds with the call for additional empirical data on host community perspectives, at different geographical locations (Dillette, 2016; McGehee & Andereck, 2009). Besides adding on a different geographical location specifies this research also on the temporal dimension by focusing on short-term VT. Ultimately opens this research avenues for developments in impact-assessment research and different disciplines such as psychology. Nevertheless I hope that this research, along with some other writings, will effect a social change in the future by giving voice to those who are often overlooked, but oh so central in this high-potential form of tourism.

Table of Contents

List of figures and tables

Figures:

Tables:

CHAPTER 1:

Setting the Stage

1. Setting the stage

1.1. Introduction

In 2015 I participated in a volunteer tourism project and worked on a primary school in the 'barrios' of Granada, Nicaragua. A significant amount of money was paid to teach several subjects such as English, Spanish, math's, sports, music etc. to Nicaraguan children at a local school. In this period I obviously learned a great deal, the experience has boosted my personal development and even gave direction to my further professional development. Nevertheless remained my gut feeling about this period with several unanswered questions. Indeed, I learned a lot, but did the children also really learn something? Was my impact only positive, or did I also have some unconscious negative impacts? And if I did, to what extent are local people aware of these impacts? How did these children and their parents see me, as a Westerner coming to teach for just 8 weeks and leave again? In the end I realized the experience was more about me as a volunteer than about the local people and left something of a bitter taste in my mouth about volunteer tourism and how it works. This master's thesis is an opportunity to theorize volunteer tourism and the involved local community perspectives in order to find ways to improve practices around this undisputed high-potential tourism sector.

1.1.1. Volunteer tourism

Volunteer tourism (or voluntourism) has, over the past 15 year, gained increasing interest in the tourism market and more and more volunteers engage in such an experience (Wearing & McGehee, 2013). In almost every continent and country on the world can volunteer tourism projects be found. Especially developing countries are subject to a great deal of volunteer tourism activity. South-East Asia, Sub-Sahara Africa and Latin-America are very popular volunteer tourism destinations (Keese, 2011). In Latin-America are volunteer tourism programs often combined with Spanish courses, attracting eager volunteers to spend a significant amount of time and money in projects and contribute to the development of the host community.

Since the beginning of research around this niche form of tourism (Wearing, 2001) has, in the past fifteen years, the phenomenon moved towards a highly researched topic in recent years (Wearing & McGehee, 2013; Mostafanezhad, 2014; Loiseau et al., 2016; Dillette, 2016). It even caught the attention of mainstream media, as critical documentaries raised questions around the ethics of certain forms of volunteer tourism (Schouten, 2013; VARA, 2017). Volunteer tourism is commonly defined as: 'those tourists who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments, or research into aspects of society or environment" (Wearing, 2001). However

is, due to the increased popularity and enormous growth of the industry recent years, this definition problematic. A further explanation regarding this issue will be given later.

Volunteer tourism entered the academic world via the field of tourism studies and later on, set foot on different disciplines such as sociology, psychology, human geography and environment studies. Initially research focused on the market, to understand why tourists engage in a volunteering experience, by researching volunteer tourist motivations and to what extend these motivations differ from general tourism motivations (Andereck et al., 2012; Benson & Siebert, 2009; Brown, 2005; Brumbaugh, 2010; Callanan & Thomas, 2005; Chen & Chen, 2011; Tomazos & Butler, 2010). Varying intrinsic motivations are identified as predictors for engaging in a volunteer tourist experience (Benson & Seibert, 2009) and different typologies of volunteer tourists have been distinguished depending on their nature of altruism (Brown, 2005; Callanan & Thomas, 2005).

Subsequent research focused on the benefits of volunteer tourism for both volunteers (Brown, 2005; Callanan & Thomas, 2005; Wearing, 2001) and for host communities. For instance Broad (2003) and Simpson (2004) correlate that volunteer tourism would be valuable for a cultural exchange and person-to-person relationship between host and guest. Further described McGehee and Andereck (2009) after a quantitative study in Tijuana, Mexico the positive relationship between residents' personal benefit and the support for volunteer tourism.

However, more recent research has taken a more cautionary stance towards volunteer tourism in relation with host communities (Guttentag, 2009; McGehee & Andereck, 2009; Palacios, 2010; Raymond & Hall, 2008; Simpson, 2004; Sin, 2009). Critics include negative impacts of volunteer tourism on host communities regarding disruptions of established resident relationships (Guttentag, 2009), the possible development of host community over-reliance on volunteer tourism (Simpson, 2004), and that volunteer tourism exists in a commodified environment, serving those who are already privileged (Raymond & Hall, 2008) which is supported by Palacios' (2010) argument in describing volunteer tourism as a form of neo-colonialism. This refers to Western people going to less developed areas in the world, such as Latin-Amerika in order to bring ideas and ways of working. A further elaboration of the development of research around volunteer tourism will be given in the literature review in the following chapter.

One developing country receiving a constant stream of volunteers is Ecuador. Despite its relative small size Ecuador is one of the most popular Latin-American volunteer tourism destinations (Keese, 2011) and its diversity in nature and culture gives ample opportunity for different types of volunteer tourism organizations to set up projects and receive international volunteers.

1.1.2. (Volunteer) Tourism in Ecuador

Ecuador is a country which is gaining more and more momentum on the international tourism market. For many this isn't coming as a surprise, taking into account the natural and cultural diversity it has to offer. Geographically is Ecuador situated between Colombia in the north, Peru in the south and the Pacific Ocean in the west. Broadly, the country can be divided in four main regions with each their own climate (see figure 1). First, the coast area (yellow in figure 1) can be regarded as a tropical region, with constant high temperatures and an abundance of rainfall. Secondly the Andes region (brown-orange in figure 1), which crosses from north to south, contains volcanos and peaks over the 5000 meters. The capital, Quito, is with the average height of 2850m the highest constitutional capital of the world and is this area home of several indigenous Andes-Indian communities. Third covers the amazon region (green in figure 1) the largest surface of the countries land. This region has a tropical climate and provides amongst the highest biodiversities per square kilometer in the world (Smithsonian Institution, 2002). Besides this area is hard to access, is it home of numerous indigenous Amazon-Indian communities. Also is it regarded as an resource-rich area, where tropical rainforests made place for oil extraction fields in recent decades. Ultimately can unique flora and fauna be found at the Galapagos Islands (blue in figure 1). Despite its relatively high prices is this one of the top tourist attractions of Ecuador, creating huge challenges for the Ecuadorian institutes to keep the balance between nature and tourism in this area.

Figure 1: Ecuador region map

Oil is by far the main export product of the country, followed by shrimps, coffee, bananas and flowers. Realizing that the oil-reserves aren't endless and in order to fulfill the touristic potential of the country has the Ecuadorian government in recent years increased their investments in order to increase the direct contribution of travel and tourism in their employment, GDP and welfare (WTTC, 2017). The gross of tourism in Ecuador can be categorized as eco-tourism and the country is one of the world leaders in community based tourism and markets itself as Ecuador 'Green Destination' (Ecuador, 2015).

It may not surprising that volunteer tourism flourishes in a country like Ecuador. Unfortunately is there no recent data available on the precise size of the volunteer tourism industry and its sectors. However can, based on the supply on VTO websites, be concluded that Ecuador offers a large diversity of volunteer tourism projects. Projects range from environmental projects such as nature reservation at the coast, animal sanctuaries in the amazon region, community projects in the Andes region and social projects throughout whole the country with a concentration in the capital of Quito. Social projects vary from children's hospitals, teaching projects, centers for street children to sport projects. The Galapagos Islands are home to numerous ecological and marine conservation projects. Typically are these projects not temporal and is the period of time volunteers work at a project often depending on the demands of the volunteer tourist.

1.1.3. Short-term volunteer tourism

It is important to notice that the volunteer tourism industry has expanded enormously in recent years and that with it the types of volunteer tourism experiences and the types of organizations offering them have increased highly (Taplin et al., 2014). Volunteer tourism products vary in type, such as social projects, wildlife projects or building and renovation projects. Due to the background of the author and the high amount of interaction between host and guest will this research project focus on social projects in particular. This theme will be further elaborated later on. Besides types of project, vary projects also in depth. Callanan and Thomas (2005) propose that volunteer projects and organizations can be placed along a continuum ranging from 'shallow' volunteer tourism to 'deep' volunteer tourism. Herein shallow volunteer tourism projects are defined as projects which are driven by the demands and interests of volunteers. Deep volunteer tourism projects are primarily driven by the positive impact they tend to have on the host community or environment. Callanan and Thomas (2005) connect the deepness of a project with the duration of which a volunteer is active in a project.

A more specific and growing form of volunteer tourism is so called short-term volunteer tourism. This form of volunteer tourism is the same as general volunteer tourism (however that may be defined), but is specified by the duration of the stay and activity in the project of the volunteer tourist. In literature there is no consensus on what exactly defines 'short-term'. Loiseau et al. (2016) for instance

rates short range as activity ranging from 1 to 12 weeks. Lough et al. (2011) however, argues that international volunteers who serve between 1 and 8 weeks in a project are considered as short term. In order to reach consensus between these differences, will this research project consider volunteer tourism as 'short-term' when a volunteer serves a maximum of 10 weeks in a volunteering project. Although there is lack of global wide statistics, estimates Lough et al. (2010) based on a national survey that of the million individuals from de United States which volunteer abroad, around the 75% of these volunteers serve 8 weeks or less and can be considered as short term. Since these figures stem from 2010 and the sector is ever growing, it can be said that the largest slice of international volunteer tourism can be considered as short-term volunteer tourism.

As short-term volunteer tourism is a specific form of volunteer tourism, it brings also specific opportunities and pitfalls with it. Volunteers in this form of tourism have the potential to contribute in volunteer tourism practices in several manners. Lough et al. (2011) describes that volunteers may help with service delivery, planning and marketing in volunteer tourism. Also bring volunteers tangible and intangible resources such as financial contributions, networks of support and possibilities for collaboration. Additionally bring volunteers new and different perspectives on solving problems and can they greatly contribute in the development of skills, information and knowledge (Eisinger, 2002).

Although the good intentions of short-term volunteer tourists shouldn't be questioned, are in recent years concerns raised around this form of tourism (Guttentag, 2009; Sin, 2009; Wearing & McGehee, 2013). These concerns go beyond the intention of short-term volunteers and focus on the actual outcomes for host communities and organizations of this form of volunteer tourism. Practitioners and academics raise questions around the work effectiveness in short-term volunteer activities. For instance mismatched volunteer skills on local project needs, or language barriers potentially limit the volunteer effectiveness greatly (Lough et al., 2011) and create a gap between the staff members' expectation and the actual volunteers' contribution in the project (Bargeman et al., 2016). Additionally can the so-called new and different Western perspectives may not be as appropriate and beneficial for solving local problems as it is considered to be.

Another important characteristic of short-term volunteer tourism is that in placing volunteers, a supply based model is configured. This signifies that placements of volunteers on volunteer projects are often driven by the supply of the volunteers, instead of being based on the local demands and needs in a project. In other words, as Leigh (2005) describes that in this model the needs and abilities of volunteers are prioritized above the needs and demands of the project and host community. In this model, it even may be that volunteers benefit more than host communities (Lough et al., 2011). This tourist-centered discourse will be further elaborated in chapter four 'literature review & conceptual

framework'. In recent literature and practices it is considered central to move away from this tourist-centered hegemony and move towards a community-centered approach of volunteer tourism (Wearing & McGehee, 2013). This means for short-term volunteer tourism, or 'shallow' volunteer tourism as Callanan and Thomas (2005) call it, that host community perspectives need to be given credence in order to configure a demand-based model which prioritizes the host community needs and demands.

1.1.4. Host community perspective

It is generally agreed that the host community perspectives are highly under-researched (Wearing & McGehee, 2013). To move away from the current volunteer tourist centered hegemony and refocus on those where it actually is all about: the receiving community, is it crucial to include host-community perspectives. It is widely acknowledged that by including the voice of this stakeholder and give them a platform to let know their interests and needs, the potential of volunteer tourism can be maximized (Taplin et al., 2014) .

Additionally, it is unclear whether current researched impacts and outcomes of volunteer tourism in general, also apply for short-term volunteer tourism specific. For instance, it may very well be possible that positive impacts of volunteer tourism in general on the host community aren't perceived as such by members of the host community engaged in social short-term VT. It may even be so that due to the high amount of interaction between the host and the guest in social programs certain impacts are in the end perceived as negative rather than positive. In order to get a more comprehensive and accurate image of social short-term VT, this thesis will contribute to the re-evaluation of current research on the following topics: perceived work effectiveness in projects, perceived positive and negative impacts and general support of host communities for volunteer tourism. These topics are drawn from social theory theorized in earlier work on volunteer tourism and the host community perspectives (McGehee & Andereck, 2009; Dillette, 2016). A thorough explanation on the exact choice of these topics can be found in chapter two which provides the conceptual framework. By re-evaluating these research topics through the lens of host community perspectives, it is expected to contribute to the verification, re-adjustment and deepening of established research via an empirical case study and evidence on the ground.

It emerges that the host community perspective is central in this research project. However the term 'host community' is somewhat problematic and deserves some extra attention. Although in current volunteer tourism literature the host community is often considered as a homogenous group with common perspectives and attitudes, the writer of this research project argues different. It should be understand that in the host community wherein volunteer tourism projects are embedded, differences within the community exist. The most relevant difference regarding this topic is the level of

involvement in volunteer projects. For instance, a guest family or a local which is employed in a volunteer tourism project gaining significant financial income will probably have a positive perception on volunteer tourism due to the provision of financial means via volunteer tourists. On the other hand, will someone who hasn't any involvement in volunteer tourism practices a different experience with volunteer tourists, because they may see it as for instance a burden on their resources. Although this difference in between is evident, host communities are still often considered as a homogeneous group with common perspectives. This study hypotheses this latter and expects that the attitude towards volunteer tourism projects is dependent on the level of involvement in volunteer tourism.

1.1.5. Problem statement

In the current literature and practice is often a lack of inclusion of host community perspectives in the field regarding short-term volunteer tourism. Additionally is in literature the host community often seen as a homogenous group and is it unclear what in the host community regards as positive and negative impact of volunteer tourism, influencing the support of the host community on short-term volunteer tourism (Guttentag, 2009; Sin, 2010; Wearing & McGehee, 2013).

It is suggested that host community perspectives are included or even are central in volunteer tourism research and activities. This study goes beyond considering the host community as a homogenous group and rather sees as a group with differences of perspectives within, dependent on for instance level of involvement in volunteer tourism. Herein two are issues addressed. First is addressed how the host community perceives personal benefits from VT on an individual level and the positive and negative impacts of this form of tourism on their community. Additionally is investigated whether the general support for short-term VT amongst the host community is influenced and predicted by these perceived impacts. Second, is engaged on how the host community perceives the work effectiveness and influential factors of a successful project. As discussed earlier are many factors influential in the success of social projects. By theorizing and investigating work effectiveness through the eyes of the host community, is aimed to extract practical ways to improve social volunteer projects and the volunteers participation in those projects.

1.2. Research objective

As a result of the review of the defined problem and literature, the following research objective and question(s) are developed. In order to provide a clear understanding will, at this stage in the research, social volunteer tourism projects be defined as volunteer projects wherein international volunteers contribute to activities aiming to develop and improve the host community's quality of life. Also are in the (sub)research question(s) new concepts introduced such as benefit, positive impact, negative impact and support, which are in need of further explanation. This is further elaborated in chapter two

'conceptual framework and literature review', utilizing current existing literature to provide context to the concepts. Drawing on the defined research problem(s) the following research objective is defined:

The purpose of this study is to understand the different perspectives of host community members on the specific form of social short-term volunteer tourism at Quito, Ecuador.

1.3. Research question(s):

In order to reach research objective above a main research question with accompanying sub-questions is developed. Due to the relative open-ended nature of the main research question, the different sub-questions provide more specific focus in order to guide the research project. The main research question is defined as:

How do different host community residents perceive social short-term volunteer tourism projects and the impact of those projects on their community?

This research project investigates a number of relevant themes for host community perspectives, which are specified in the following sub-questions and will contribute to the answering of the main research question. A mixed method approach is taken with qualitative interviews and quantitative surveys in order to provide a comprehensive and measurable understanding of host community perspectives. The sub-questions are defined as followed:

1. *What are host community perspectives on work effectiveness in social short-term volunteer tourism projects?*
2. *To what extent does the host community perceive potential personal benefits of short term volunteer tourism?*
3. *To what extent does the host community perceive potential positive influences of short-term volunteering on the host community?*
4. *To what extent does the host community perceive potential negative influences of short-term volunteering on the host community?*
5. *What is the host community's attitude towards receiving volunteer tourism in terms of general support?*
6. *To what extent influences the host community members' level of involvement in volunteer tourism activities the perception of members on this form of tourism?*
    i. *Is the host community's attitude towards short-term VT dependent on the residents' level of involvement in volunteer tourism?*
    ii. *How does the extent to which a person benefits personally from short-term VT predict perceived negative and positive impacts of VT and general support for short-term VT?*

The first sub-question is very broad and explorative, to allow host community members to elaborate and dictate the direction of this part of the study. The open-ended nature of this sub-question leaves room for exploring different directions and perspectives, in order to reveal unexpected outcomes and insights of practical use . The second, third and fourth sub-questions are more guided from the research project itself. By using both interviews and quantitative methods facilitate these more specific and scientific research questions the use of Social Exchange Theory. A further explanation of this approach is elaborated in chapter two, along with the operationalization of the used concepts.

In order to answer the ultimate research question and its sub-questions are four hypotheses drafted which can be found in the chapter two 'Framing the Perspectives. These hypotheses are drawn from Social Exchange Theory and resident attitude assessment literature and based on the conceptual model which also is further elaborated an thoroughly explained in the following chapter.

1.4. Scientific relevance

Perhaps the most important contribution of this research project lies in the inclusion of host community perspectives a group of respondents, which are often overlooked in volunteer tourism research. Although past research on volunteer tourism has focused on travel behavior and benefits and impacts of volunteer tourism, has volunteer tourism literature focused less on the receiving community (Wearing & McGehee, 2013). To date, as Dillete (2016) describes, only a limited amount of literature can be found taking in to account host community perspectives (Brown & Morrison, 2003; Brumbaugh, 2010; Campbell & Smith, 2006; McGehee, 2002; 2009; Mostafanezhad, 2014; Ooi & Laing, 2010; Sin, 2009; Tomazos & Butler, 2010). But still, why is it important to consider these perspectives in volunteer tourism research? Besides the reduction of harm-risk on host communities, which is explained by McGehee & Andereck (2009) and further elaborated in the societal relevance, argue Wearing and McGehee (2013) that in order to move away from the tourist centered discourse of volunteer tourism, volunteer tourism research screams for additional and scientific empirical work. The main argument of this discourse can be found in that if we accept volunteer tourism as a traditional model of tourism, which represents the individual needs and demand to travel as a driver of the industry and leaving the destination community out of the equation, this agenda will continue to hold dominance in both theory and practice. As only recently research has targeted the receiving side of volunteer tourism (Dillette, 2016; Wearing & McGehee, 2013) aims this research to contribute to 'a shift away' from the tourist centered discourse in theory and practice by putting the host community perspective central in this thesis.

Additionally, as already described in the introduction, is in current literature the host community often regarded as a homogeneous group. An example of this can be found in Sin's (2009) study, where she questions in the conclusion: '' 'so, is volunteer tourism good for host-communities?' I can only reply,

'it really depends.' '' (p.990), followed by an explanation that this depends on the type of volunteer tourism that is offered. More recently gives Dillette (2016) an overview of research on resident perceptions regarding volunteer tourism. She dedicated several studies on host community perspectives with the use of different approaches. Nevertheless is the host community seen as a homogeneous group in these studies and leaves the differentiation of the community only as a suggestion for future research, inclusively taking in account different geographical regions (Dillette, 2016). A research where this differentiation actually can be found is the one of Burrai (2015). In this study, destination stakeholders' perceptions of volunteer tourism are researched through the lens of Equity Theory. Equity Theory helps to explain the dynamics in the encounters between stakeholders and tourists and Burrai (2015) focuses on three groups of stakeholders according to their socio-economic role in volunteer tourism. However, focuses this research highly on the perceived host-guest interaction, and not on the perceived positive, negative influences and support for volunteer tourism. Wearing & McGehee (2013) argue that there is need for a scientific approach in volunteer tourism research, as currently a lot of work has been highly descriptive. A scientific approach means a structured, interdisciplinary and mixed method approach to examine volunteer tourism in a more systematic and logical way. This research will contributes to filling these gaps in the literature and examines different host community perspectives via the use of Social Exchange Theory (SET), see chapter two, in order to get a more comprehensive picture of the phenomenon of volunteer tourism.

1.5. Societal relevance

Regarding the societal relevance addresses this research project a number of issues for several stakeholders. First can, by taking in account host community perspectives, results from this research project be used by volunteer sending organizations to improve volunteer programs (Dillette, 2016). As this research has been conducted under the flag of an internship organization, the improvement of volunteer programs is seen as one of the key practical uses of this research's findings (see appendix 1). The understanding of needs and perspectives help determining how the needs of the community can be met through volunteer tourism activities and accordingly can social programs be alternated and improved (Wearing & McGehee, 2013). Evidently the host community also profits from this improvement (Dillette 2016; McGehee 2009; Taplin, 2014). Accordingly, a better understanding of perceptions and attitudes of residents will help to improve the potential to create a better cross-cultural understanding between host and volunteer, as volunteer sending organizations can educate and communicate potential volunteers regarding this issue (McGehee & Andereck, 2009). The understanding of host community needs, has the potential to provide prospective volunteers with a very accurate perception of the volunteering experience and therefore increase the experienced satisfaction of volunteers (Coghlan, 2005).

For local volunteer sending organizations and tourism agencies is it useful to find out the perceived community support and differences between groups for volunteer tourism. In this way the perceptions of marginalized groups are included. By researching which elements of volunteer tourism are perceived as positive and negative, this research contributes to find out ways how to be more inclusive for different groups and how to increase the support for volunteer tourism activities on the location.

Also provide the perceptions of staff-members on work effectivity insight into how practices in volunteer projects can be improved. This can be of great value for volunteer sending organizations, as well as for project beneficiaries and volunteers itself. Understanding the residents perceptions is regarded as extremely important because of the potential harm on the community that can be brought down by volunteer tourism activity due to the high interaction between hosts and guests (McGehee & Andereck, 2009). It is evident that in projects with a natural high level of interaction such as educational projects or projects with children, this risk of harm is essential to be taken in account. With better informed volunteers in social projects and different host community perspectives taken into account, the potential arises to maximize the positive and minimize the negative impacts of volunteer tourism on the ground (Nelson, 2010).

1.6. Thesis layout

After this introduction is the following chapter two devoted to the elaboration of existing ideas and theory in literature about the key concepts in this study. This chapter is used to position the study in the research field and key theory and concepts are ultimately visualized in the conceptual framework. The research questions and the framework are subsequently empirically investigated during a fieldwork in Quito, Ecuador. In this fieldwork, I used different techniques for data collection to ensure the study of providing a comprehensive understanding of the host community perspectives on short-term VT. The choices and argumentation of the data collection and analysis techniques can be found in the methodological chapter following. The findings of measuring the residents' attitude towards this specific form of tourism can be found in the chapter four. This is a crucial chapter, since the description of both qualitative and quantitative results give insight into the perspectives of the host community. By reflecting the results from both research methods on existing literature are in chapter 5 conclusions drawn, along with the discussion, research limitations and suggestions for further research.

CHAPTER 2:

Framing the Perspectives

2. Framing the perspectives

2.1. Introduction and positioning

This theoretical framework is used to highlight current discussions on volunteer tourism and gives an overview of existing literature on the topic in order to position this study in the research field. First, the evolution and debates in volunteer tourism research will be elaborated. This helps to better understand the position of this research in the research field. Second the concept of resident attitudes will be contextualized. Drawing from endeavors from tourism literature will this section provide understanding of the rationale behind resident attitude research and briefly describe two studies wherein this research project is in line. In the following section will the reader be introduced to Social Exchange Theory (SET), which will be used as main theoretical framework in this research. In the final section will relevant themes for investigating host community perspectives be operationalized. As discussed earlier will this go beyond only positive and negative impact of volunteer tourism. Also from a more practical point of view and in line with the personal and internship's interest, will work effectiveness be added to these themes. Although this will be elaborated later on in this chapter, is work effectiveness considered as a crucial theme in the host-guest interaction in volunteer projects. Evidence of this is found at for instance Sin (2009) that work effectiveness and real value of volunteer tourism projects need to be discussed in order to have a fruitful host-guest interaction. Concluding, can a schematic visualization of concepts and relations be found in the conceptual model (figure 2) on page 23.

2.2. Development and issues in volunteer tourism research

As briefly touched in the introduction has volunteer tourism research entered the academic world via the field of tourism research. The start of volunteer tourism research can be found in Stephen Wearing's (2001) book: 'Volunteer Tourism: Experiences that make a difference'. Herein he describes volunteer tourism as an alternative niche form of tourism and as a form of sustainable development. Now, more than fifteen years later has this sector expanded and still is one of the fastest growing tourism markets in the world (Sin et al., 2015). This expansion and it's often blurry and ambiguous nature brought problems in maintaining a singular idea of what we conceptualize as volunteer tourism (Lyons et al., 2012). After years of research, an overarching definition of volunteer tourism has failed to emerge and still to date new definitions are formed. To bring more structure in the interdisciplinary field of volunteer tourism research, has Sin et al. (2015) developed a critical literature review. Herein she found that research has primarily focused on four key areas in practice:

- Pre-trip motivations of volunteer tourists and how these are considered to differ from mainstream tourists

- Important works in this area also often consider whether volunteer tourism is motivated by self-interest or altruism

- Impacts and outcomes of volunteer tourism at host destinations with a significant strand of works identifying issues of power and unequal socio-economic statuses between hosts and volunteer tourists

- Impacts and outcomes of volunteer tourism on volunteer tourists. For example, works have examined how or whether the experience of volunteering overseas has the potential and ability to change tourists' levels of participation in social movements and civic attitudes (Sin et al., 2015)

If we look closer at these key areas, we see that three out of four areas are focused on the volunteer tourist and that only one key area focuses on the host destination. It is only since recent that this area is also taken in account and it exemplifies the urgent need for this research avenue. In this same issue argues Sin et al. (2015) that there has been too much emphasis on the empirical aspects of volunteer tourism and that academics need to begin unpack how volunteer tourism as a social trend contributes to our understanding of broader social theories.

Regarding the evolution of volunteer tourism research have Wearing & McGehee (2013), indeed the same Wearing which was accountable for the start of volunteer tourism research, written a critical literature review which is very useful for the understanding of current developed debates and research approaches. Roughly, describe Wearing & McGehee (2013) the development of the field with the use of Jafari's (2001) platforms of research. This contextualizes research undergoing four phases ([1] advocacy, [2] cautionary, [3] adaptancy and [4] scientific) of research platforms and can also be found in general tourism research. Important to note is that this development isn't linear, but research can be placed along this line of development.

In the beginnings of volunteer tourism research, around the early first decade of this millennium, volunteer tourism research took an advocacy stance. It is also from this period that the definition of Wearing (2001) emerged, defining volunteer tourists as ''those tourists who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments, or research into aspects of society or environment'' (p. 240). Volunteer tourism was seen as a form of sustainable development tourism and differentiated itself from mass-tourism due to the altruistic intentions and the participation of tourists in community development. Motivations engage herein were described by several authors and the effects were considered mainly positive for both volunteer as host community. For instance describe Callanan and Thomas (2005) that tourists engaging in a volunteer

tourist experience seek for [1] cultural immersion, [2] making a difference, [3] seeking comrade and [4] family bonding. Also regarding the host community this form of tourism was seen as beneficial. Singh (2002) for instance focuses on the value of the cultural exchange between host and guest. Additionally McGehee and Andereck (2009) describe how a positive relationship can be found between personal host benefits and support for volunteer tourist activities. However, as research developed, a more critical research stance emerged.

Although some critics were found in earlier work (Broad, 2003), the article '' The possible negative impacts of volunteer tourism'' by Daniel Guttentag (2009) may be considered as the beginning of a more critical stance towards volunteer tourism. In this article, based on a review and analysis of tourism literature, Guttentag (2009) warned about negative impacts of volunteer tourism, such as the neglect of locals' desires, the hindering of work progress, a decrease of employment opportunities for the host community and reinforcement of conceptualizations of 'the other'. Additionally has Sin (2009) warned that volunteer tourism can reinforce the position of the privileged, as it is another form of 'aid' reproducing the current power and social hierarchies between the privileged (volunteer) and the poor (host community). Palacios (2010) agrees and calls it a form of tourism close to neo-colonialism. Agreement is found in dangers of over-reliance of the host community on volunteer tourism. Besides this, critics developed on the neoliberal commodified nature of this form of tourism. Smith & Font (2014) critically examine the responsible role of volunteer sending organizations (VSOs), specifically the marketing element. They find that volunteer sending organizations often give preference to communicate what is easy and what sells, rather than what is responsible. Additionally they argue that in fact those organizations contribute to large extent to the commodified market of volunteer tourism (Smith & Font, 2014). An examination of the Dutch VSO sector confirms these findings, adding that for some organizations suspicions of greenwashing are created (Brink, 2015). Taking in account these critics, has research searched for ways to improve the sector of volunteer tourism.

Since it criticisms, has research explored ways for organizations and the sector to better manage volunteer tourism and its activities, in order to maximize the potential of volunteer tourism and decline the negative outcomes of it (Wearing & McGehee, 2013). Although this is a more applied form of research, have some significant contributions helped to improve the sector. It is in this platform of research that is argued for a community-centered approach (Wearing & McGehee, 2013). The article of Taplin et al. (2014) is seen as a very important contribution for monitoring and evaluation practices in volunteer tourism. As organizations and researchers (even also the writer of this thesis in the very early stages of this project) struggled with the framing of monitoring and evaluation practices, offer Taplin et al. (2014) a very useful and convenient analytical framework for the monitoring and evaluation of volunteer programs. Additionally have Lupoli et al. (2014) developed several methods

for the development of evaluation indicators. Using a bottom-up approach and putting community needs central in the assessment of these indicators, volunteer sending organizations (VSOs) can anticipate on these needs and improve good practices. Zahra and McGehee (2013) have focused on the impact of volunteer tourists on the host community, drawing from Flora's (2004) community capital framework. They argue that volunteer tourists develop and maintain bridging and bonding social capital which in turn impacts every form of host-community capital. This is already a step towards the scientific platform of research.

Wearing & McGehee (2013) and also Sin et al. (2015) agree that there is evidence and also need for entering the scientific platform of volunteer tourism research. This platform calls for structured and interdisciplinary approaches to research the concept in a systematic way.[1] By using a theoretical and conceptual foundation, a more comprehensive understanding of elements in volunteer tourism can be established. (note) For instance have McGehee and Andereck (2009) and more recently Dillette (2016) used SET in order to reveal factors contributing to residents' motivation to participate in volunteer tourism activities. This research builds on their endeavors, which is further explained in section 2.5.

This research project empirical tests and consequently contribute to a detailed understanding of host community perspectives. Additionally, takes this research also a more critical stance. Positioned in a considered discourse around volunteer tourism, tends this research project to counter discourse this dominant hegemony. This research contributes to the de-commodification discourse of volunteer tourism. The commodification-de-commodification debate, as highlighted in Wearing and McGehee (2013) is considered central in current research agendas on volunteer tourism. Basically, this debate is focused on the current neoliberal model of tourism (commodified) wherein the tourist and its demands and needs are central, which prevents alternative models of tourism (de-commodified) wherein community needs for instance are central. This is what Callanan and Thomas (2005) call the difference between the 'shallow' vs. 'deep' nature of volunteer tourism. They developed a conceptual framework for volunteer tourism products, placing them on a spectrum based on duration, altruism, level of contribution, importance, skills and experience. 'Shallow' volunteer tourism is considered as superficial, short-term volunteer tourism which is motivated by the development of the 'self' of the tourist and reinforcing cultural stereotypes of 'the other'. On the contrary is 'deep' volunteer tourism motivated by truly altruism, resulting in a comprehensive understanding between cultures and with the community needs central in this nature of tourism. This research shifts away from the commodified neoliberal approach to volunteer tourism by giving credence to destination communities needs and

---

[1] Different scientific approaches include: Appreciative inquiry (Raymond & Hall, 2009). Social Movement Theory (Zahra & McGehee, 2013); Equity Theory (Burrai, 2015). Feminist theory (Cousins et al., 2009); Industrial relations theory (Vrasti, 2013); Development theory (Guttentag, 2009) and Critical theory (McGehee, 2012).

perspectives (Wearing & McGehee, 2013), and search for ways to de-commodify volunteer tourism industry's nature.

It should be clear right now that research on volunteer tourism is highly interdisciplinary. That after more than fifteen years of research, still no definitive definition of volunteer tourism has emerged, exemplifies the blurry and ambiguous nature of this topic. By applying SET on resident perceptions and attitudes, a more scientific approach is taken and contributes to a systematic and logical understanding of resident attitudes towards this unique form of tourism.

2.3. Resident attitudes

In general tourism, resident attitudes have been extensively researched and is considered one of the most thoroughly and consistently studied areas of the field (McGehee & Andereck, 2009). A range of different theoretical viewpoints have been used here fore, such Equity Theory (Burrai, 2015; Pearce et al. 1993), stakeholder theory (Perdue, 2003) and Social Exchange Theory (Ap, 1992; Dillette, 2016; McGehee & Andereck 2004; 2009). In searching for why resident attitudes are considered so important helps Ap (1992) us, by describing that the main reason here fore is that ''for tourism in a destination area to thrive, its adverse impacts should be minimized and it must be viewed favourably by the host population'' (Ap, 1992 p. 665). In this field of tourism research, an impact assessment approach has been utilized. This approach contains that a model is tested which attempts to examine interactive effects of different community characteristics, the influence of these characteristics on the impact perceptions and their support for a certain form of tourism (McGehee & Andereck, 2009). This study is in line with this approach.

Although the rationale behind this form of research seems to be clear, it was until 2009 that this approach wasn't applied on a group of residents who were exposed by volunteer tourism (McGehee & Andereck, 2009). A reason here fore can be that this niche form of tourism has deeply rooted assumptions that the impact is only positive for the host community (Sin, 2009). Using a case study survey in Tijuana, Mexico, examined McGehee & Andereck (2009) the relation between host community attitudes and support for general volunteer tourism based on Social Exchange Theory (SET), which will further be elaborated in the next section. They found a relation between perceived personal benefits of volunteer tourism and support for additional volunteer tourism activities of residents. However, targeted their study mainly working-class women which are directly involved with volunteer tourism, leaving little room for differentiation in level of involvement in relation to their support for volunteer tourism.

A more recent study using this approach to examine resident attitudes is performed by Dillette (2016). This study examines resident perceptions on cross-cultural understanding as an outcome of volunteer

tourism programs in the case of the Bahama Islands, also based on SET. She expands on McGehee & Andereck's (2009) approach by using mixed methods instead of only using survey. The study reveals factors contributing to residents' motivation to participate in volunteer tourism activities and finds new predictions for the support for cross-cultural understanding. However, exists the group of respondents mainly out participants directly involved with volunteer tourism. Also lies the focus in this research mainly on support for cross-cultural understanding instead of support for volunteer tourism.

2.4. Social Exchange Theory

As described earlier in this literature overview, evidence is found that volunteer tourism is more and more approached from a scientific platform with a theoretic perspective as starting point such as Social Movement Theory (McGehee, 2002), development theory (2009 Guttentag, 2009; Simpson, 2004; Sin,) and grounded theory (Halpenny & Caissie, 2003). However, focus most of these theoretical approaches on volunteers or the impact of volunteer tourism, rather than the host community. To find an appropriate framework for researching host community perspectives and attitudes, general tourism literature offers a solution. As described in the previous section, resident attitudes are thoroughly researched in general tourism research via different perspectives such as Equity Theory (Burrai, 2015; Pearce et al. 1993), stakeholder theory (Perdue, 2003) and Social Exchange Theory (Ap, 1992; Dillette, 2016; McGehee & Andereck 2004; 2009). Although Equity Theory offers a comprehensive framework on the host-resident interaction, it lacks on the capability to predict resident attitudes and support for volunteer tourism because it mainly focuses on the concept of reciprocity in the interaction itself (Burrai, 2015). This research project also includes perspectives of so called observers, who don't have direct or indirect contact with volunteer tourists. Regarding this issue falls Equity Theory short. It is not without reason that the bulk of existing research on resident attitudes makes use of SET. This framework offers a good fit. In order to examine the attitude of an individual as dependent on the rewarding action from another actor or group of actors, which is the case in volunteer tourism interaction (McGehee & Andereck, 2009).

SET has a background in sociology and is first operationalized for tourism studies by Ap (1992). It is defined as "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation" (p. 668). This means that the attitude individuals take upon a form of interaction, is dependent on the perceived benefits or costs the individual experiences. Already in 1967 recognizes Sutton that in tourism an encounter between host and guest is asymmetric and this asymmetry explains, according to Ap (1992), hosts' negative perceptions of tourists. Residents are considered as important in the sustainability of local tourism activity. The host community has an important role in the success of local tourist activity as their

attitude can improve or degrade tourist experiences and the other way around influence tourists the experience and attitude of the host communities towards forms of tourism (Coghlan A. , 2005).

Applying SET to volunteer tourism, poses the theory that perceived personal benefit will be a strong forecaster of support for volunteer tourism activities in a community and that conversely, the absence of perceived personal benefit will predict lack of support for volunteer tourism activity. Despite its convenience, can to date only two research be found which applied SET to resident attitudes in the context of volunteer tourism (Dillette, 2016; McGehee & Andereck, 2009). However, lack both studies on focusing on the individual's level of involvement with volunteer tourism. With the inclusion of different groups according to their level of involvement contributes this study to the further application of this theoretical framework. Additionally focuses this study on the resident attitude towards the specific form of short-term volunteer tourism, which is with the addition of a temporal dimension significantly different than volunteer tourism in general. Expanding on McGehee & Andereck (2009) and in line with Dillette (2016) this research makes use of mixed methods with the use of qualitative interviews and quantitative survey.

2.5. Relevant host community perspective themes

Drawing from the literature on volunteer tourism and related to the personal interests and the interests of the internship organizations, the following four themes will be further examined and are considered crucial in the understanding of host community perspectives on short-term volunteer tourism: Work effectiveness; personal benefit; impact on host community; and support for volunteer tourism. To date, only little research been found on how to improve the work situation in the project itself. Raymond & Hall (2008) explored ways for VSOs how to develop and manage volunteer selection, preparation etc. in order to improve the work effectiveness. In order to provide a starting point for answering the first sub-question may it be interesting to find out how those people, which are directly involved with volunteers in a program, view the work effectiveness. For the answering of sub-questions two, three and four and five are the themes of personal benefit and impact on host community relevant.

2.5.1. Work effectiveness

The concept of work effectiveness is in this research not meant as the amount of development, sustainability or measurable outcomes of social VT programs. Rather, the concept concerns in this thesis the factors which influence the effectiveness of projects, which can result in a high or low impact on host communities. A number of factors can be found in literature as influential on the work effectiveness.

Brown and Hall (2008) found that if volunteers do not have enough knowledge, this negatively influences the impact of programs. Additionally is a lack of reflection capacity an important influencer on the effectiveness, because when volunteers are reliant on the idea of 'feeling lucky' instead of critically reflect on differences such as inequality and oppression, this can greatly influence their behavior and attitudes in projects (Simpson, 2004). Also is commonly agreed that volunteer skill sets and qualifications should meet project activities and that if a wrong match is made, this will lead to frustrations for volunteers, project staff and the receiving community (McGehee & Andereck, 2009; Raymond & Hall, 2008). Additionally is language barrier often a very big problem, especially in non-English-speaking countries. In Latin-American countries such as Ecuador are volunteers active which only had one or two weeks Spanish courses, influencing the work effectivity greatly.

Further argues McLeod (2008) that volunteering and international experience can contribute to the success of volunteer activity. In addition to this should volunteers have the time to get involved with the locals (Roberts & Hall, 2004) in order to get a better understanding of the differences in culture, behaviors, norms, values etc. If a greater understanding of those issues can be established, activities in the projects can better be framed and understood. The final point, and strongly connected with travel motives, are the altruistic intentions of volunteers (Salazar, 2004). Needless to say will those volunteers with truly altruistic intentions contribute in a different manner in projects than those who are there because of more hedonistic purposes. Operationalization of this concept contributes to the following sub-question: *"1) What are the host community perspectives on work effectiveness in social short-term volunteer tourism projects?"*

2.5.2. Personal benefits for host community members

The perceived personal benefits can be operationalized in different ways and through different variables. Drawing on existing literature, different personal benefits are found as a result of volunteer tourism activity. As you may understand, are most of these benefits defined in the period where volunteer tourism research was in the advocacy platform and research was focused on the positive aspects of volunteer tourism. For instance found Broad (2003) that volunteer tourism activity would allow receiving individuals to develop new skills. Coghlan (2008) agrees and Wearing (2001; 2004) points out the empowerment of individuals that could create job opportunities in the future. Additionally finds Dillette (2016) the increase of educational opportunities for individuals as a benefit and also cultural development and learning of different cultures is considered as potential benefit of volunteer tourism (Broad, 2003). However argue Raymond & Hall (2008) and Dillette (2016) that cultural understanding isn't an automatic outcome of volunteer tourism, but that it also can lead to reinforcement of cultural stereotypes. Conclusively should financial benefit not be overlooked and Zahra & McGehee (2013) argue that the presence of volunteer tourists can lead into financial streams

and benefits of host community members. The understanding of these concepts contributes to the further answering of sub-question: *''2) To what extent do host communities perceive potential personal benefits of short term volunteer tourism?''*

2.5.3. Impact on host community

As explained earlier it was mainly in the beginning of volunteer tourism research that this form of tourism has been seen as a form of sustainable development. Later, critics arose and questions were asked whether the negative impacts may be out weighting the positive impacts on the host community. It is no discussion that volunteer tourism does have impact on the receiving community. The nature of it however, is being discussed.

Tefler (2003) for instance argues that volunteer tourism can be seen and used as a form of community development. He finds that it can lead to community empowerment, increased participation and capacity and new beneficial partnerships. Wearing (2004) agrees that community empowerment and capacity building can be seen as success factors of volunteer tourism. Additionally finds Singh (2014) in his review that like other forms of tourism, volunteer tourism creates tangible benefits for the host community, such as employment generation, foreign exchange earnings, improvement in infrastructure, exposure of outer-world among locals and improvement in literacy rate. Also Devereux (2008) agrees and sees the potential of volunteer tourism in community capacity development if being applied according to the ten guiding principles established by the UNDP: ''don't rush; respect the value system and foster self-esteem; scan locally and globally; reinvent locally; challenge mindsets and power differentials; think and act in terms of sustainable capacity outcomes; establish positive incentives; integrate external inputs into national priorities, processes and systems; build on existing capacities rather than creating new ones; stay engaged under difficult circumstances; and remain accountable to ultimate beneficiaries'' (Devereux, 2008). Also McGehee and Andereck (2009) found some beneficial issues which influence the attitude of host community towards volunteer tourism such as more facilities, improvement of local economy, increased quality of life and increased appearance of the area.

On the contrary, since 2009 several critics pointed to some serious potential negative impacts of volunteer tourism on host communities. The first, and maybe most important contribution regarding this issue is Guttentag's (2009) work. Herein he highlights the potential for neglect of locals desires, hindering of work progress, completion of un-satisfactory work. Also from a more economic stance he warns for decrease in employment opportunities and promotions of dependency from host communities on volunteer tourism sending organizations.

More cultural dangers are conceptualizations of the other, rationalizations of poverty and instigation of cultural changes due to the so called demonstration effect (Guttentag, 2009). Also Palacio (2010) warns for frustrations and conflicts between guest and host due to cultural differences and the possibility for a reinforcement of the 'them vs. us'. McGehee and Andereck (2009) find factors of negative impact which influence the residents' attitude towards volunteer tourism and can be considered as potential negative impacts: Exploited locals, increased crime and vandalism, change in way of life and traditional culture, volunteer as burden to community resources and friction between locals and volunteers.

It may be clear that above standing potential impacts aren't exhaustive and those are context dependent. Also is it important to remember that those are based on volunteer tourism in general. It may be very well possible that the perspective of the host community will introduce us to impacts which can be attributed to short-term volunteer tourism specific. Additionally is it important to investigate whether above standing potential impacts indeed are applicable on short-term volunteer tourism, or that a more reinforced or nuanced approach needs to be taken. By testing it empirically, results add to the deepening of current literature about above standing themes. Operationalization of this concept contributes to the following research questions: ''*3) To what extent do host communities perceive potential positive influences of short-term volunteering on the host community?*'' and ''*4) To what extent do host communities perceive potential negative influences of short-term volunteering on the host community?*''

2.5.4. Support for short-term volunteer tourism

Based on McGehee and Andereck's (2009) survey questionnaire, can the support for short-term VT be operationalized in a number of factors. Local residents can be supportive regarding the demand for more volunteer tourism programs and volunteers and the perceived vital role of programs in a community. Support can also be measured regarding the economic role that volunteer activities play in a community. Conclusively can also be questioned whether they support short-term VT in general. It could be very well possible that via interviews the respondents will elaborate on why, or why not, they support this form of tourism. This leads subsequently to input for measuring the support for short-term VT and add on this research theme. Operationalization of this concept contributes to the following research question: ''*5) What is the host community's attitude towards receiving volunteer tourism in terms of general support?*''

2.6. Conceptual model

Figure 2 below visualizes the research model. Evident is that the host community is central. In order to meet research question 1, will the work effectiveness in short term social volunteer tourism projects be researched via questioning host community members which are directly involved with social volunteering programs. In order to find out the host community perspectives and answer research question two, three and four is the resident attitude model drawing from SET adopted, which is visualized on the right side of the model.
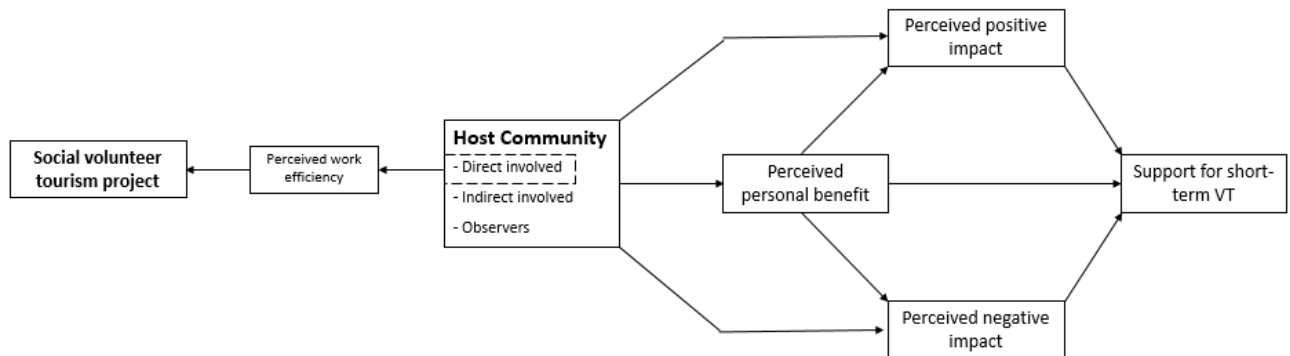
Figure 2: Conceptual model resident attitude on volunteer tourism, adjusted from: McGehee & Andereck (2009)

In order to answer research question six: ''*To what extent influences the host community members' level of involvement in volunteer tourism activities the perception of members on this form of tourism?'',* a quartet of hypotheses are developed. These hypotheses are based on the conceptual model and the predicted relations between these concepts, drawing from theory and discussions in this chapter. The following hypotheses have been investigated in the research project:

- Hypothesis 1: The resident attitude towards short-term VT, including the perceived benefits, impacts and support, is dependent on the level of involvement of the residents.
- Hypothesis 2[*abc]: The perceived personal benefit will significantly predict the perceived positive impacts of VT
- Hypothesis 3[*abc]: The level perceived personal benefit will significantly predict the perceived negative impacts of VT
- Hypothesis 4[*abc]: Perceived benefits, positive and negative impacts significantly predict the support for volunteer tourism in general

  *a: direct involved group – b: indirect involved group – c: observer group

The first hypothesis is aimed at the differences in perception of the host community members based on their level of involvement. Subsequently are hypothesis two, three and four tested for each group (direct-indirect-observer) separately in order to cope with the statistic ordinal nature of the level of involvement variable. A further elaboration of the methodological and statistical choices made can be found in the following chapter.

CHAPTER 3:

Putting it to practice

3. Putting it to practice

To find out how different host community residents perceive social short-term VT projects and the impact of those projects on their community, it was crucial to collect empirical data on the ground. Therefore I moved from my working desk to Quito, Ecuador to conduct the fieldwork and collect data. As each academic can confirm is the planning of a fieldwork one, but conducting the fieldwork is something else. Despite all preparations and thoroughly thought through activities is it hardly impossible to prepare for the unexpected at site. This fieldwork was no different. Nevertheless helped a well-considered research plan, flexibility and incredible helpful respondents to collect the required data within the prefixed time range of three months.

In the following chapter is a brief explanation given on how this is done and how the data has been handled. The first section will be dedicated to the research approach, including a visual representation of the adopted research model. The second section will focus on the demographics of the sampling group and the third section will elaborate which data collection and sampling techniques have been used. How the collected data is analyzed is further explained in the fourth section. A short description of the geographical site where the research is executed will be given in the fifth section and the final section touches on some important ethics taken into account in conducting the field research.

3.1. Research approach and design

To achieve the research objective *''… to understand the different perspectives of host community members on the specific form of social short-term volunteer tourism at Quito, Ecuador.''* had to be determined which research approach is appropriate. Verschuren and Doorewaard (2007) argue that in order to define the best suiting research strategy, the researcher needs to ask himself three questions. First, one has to determine whether he chooses for widening or deepening off his research subject. Second, has the researcher to determine whether qualitative or quantitative research is the most appropriate for reaching his research goal. Third, has the researcher to determine whether he opts for empirical or desk-research.

This research takes a mixed method approach. By employing both qualitative interviews as well as quantitative survey data, a detailed and holistic view of the host community perspectives could be given. Creswell (2007) argues that in order to gain deep understanding of a specific subject, qualitative research is a very useful research strategy. This improves the potential of gaining a more detailed and fundamental understanding of a complex situation. Additionally argue Verschuren & Doorewaard (2007) that quantitative methods like survey offer the opportunity to collect more structured data on perspectives. It is the combination of those methods which contributes to a holistic understanding of different perspectives of residents on social short-term VT in Quito.

Regarding the research strategy, is chosen for multiple case-study in an embedded design (Yin, 2003). This is regarded the best way to research this topic. By including multiple units of analysis in the same context, can be searched for consistent patterns of evidence across units, but within the case of short term VT. The units of analysis will be host community residents. They differ from each other based on their level of involvement with short-term VT. Three different units of analysis are distinguished namely [1] directly involved, such as staff-members, project coordinators and guest family's, [2] indirectly involved, such as parents of children in projects, researchers on VT and direct family of staff-members or guest families, and [3] observers, such as neighborhood residents close to a project or utilizers of the same public places as volunteer tourists. Sampling has been done via purposeful sampling in combination with snowball sampling, depending on the research question. The exact application of these sampling techniques is further explained in the following section. Figure 3 visualizes the research questions, methods and participants and in order to shake off some blurriness from this chapter and provide clarity on the complexity in the methods for this project.
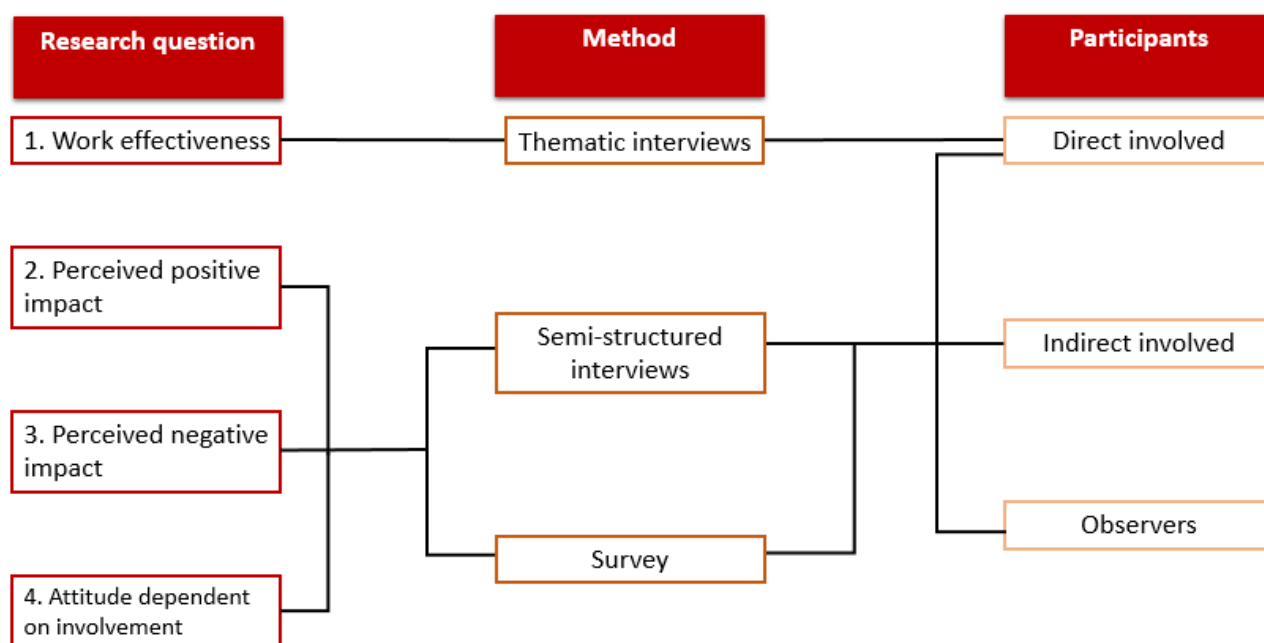
Figure 3: Research model case study short term VT, Quito

3.2. Demographics
3.2.1. Interviews

For the resident-attitude interviews I needed to find respondents for each group. I searched for people with direct and indirect involvement with short-term VT and people which had no involvement at all with this form of tourism. In finding respondents, purposeful sampling technique has been used in combination with snowball sampling. My internship organization functioned as a gateway as I could make use of their contact with local organizations and people working herein. From here I used their

contacts and personal contacts to find respondents. After a certain amount of time in the field I also used different gateways, such as personal connections to find interviewees, which resulted in a total of 14 respondents for the resident-attitude interview.

Different inclusive and exclusive criteria have been taken in account in order to get reliable results. These criteria contain for instance nationality (the person has to be Ecuadorian or have an Ecuadorian passport), level of involvement with short-term VT (direct, indirect or observer) and age (at least 18 years or older). On the other hand, I have tried to keep my group of respondents as diverse as possible. This implies that I aimed for respondents from different social-economic backgrounds, functions in projects, age and level of education in order to include as many different perspectives as possible. This had two main reasons. First, should be realized that the perspectives of individual respondents not automatically represent the perspective of the complete community. To use different gateways and types of respondents, I've tried to counter this constraint. Second, different groups have different perspectives and give thus a more holistic view of the resident attitude towards short-term VT. In table 2 a demographic overview of the respondents can be found, along with information how they are involved in short-term VT. In order to protect confidentiality and privacy, names are fictitious. Additionally will in the description of results pseudonyms be used, based on the first letter of their involvement in short-term VT.

Table 1: Demograpics resident-attitude interview

Demographic overview respondents resident-attitude interview (N=14)			
Type of respondent	**Interviewee**	**How involved?**	**Pseudonym**
Attitude – direct involved	Pedro	Spanish teacher	*Diego*
	Mercado	Spanish teacher	
	Santiago and Camila	Host family	
	Sofia	Manager social VT project	
	Sebastián	Employee social VT project	
Attitude – indirect involved	Mariana	Legal advisor social VT project	*Isabella*
	Alejandro	Works in travel agency but in a different department than VTO section	
	Lucia	Director of school which receives volunteers	
	Daniel	Academic which has done research on VT in indigenous communities in northern Ecuador	
	Joaquín and Maria José	Parents of a child which goes to a project with volunteers	
Attitude - observer	Belén	None (cleaning lady)	*Orlando*
	Felipe	None (student)	
	Manuela	None (journalist)	
	Mariangel	None (engineer)	

3.2.2. Survey

The survey targeted residents of Quito, Ecuador with a direct, indirect or none involvement at all with volunteer tourism. Ecuador provides a very large amount of volunteer projects, ranging from social projects such as kindergartens to environmental projects such as animal sanctuaries or turtle programs. Because the fieldwork focused on short-term social projects, Quito provided a solid research site due to the high amount of social projects in the city such as centers for street children, English teaching schools, community hospitals or kindergartens. In order to get reliable results, I aimed for a minimum of 200 filled in questionnaires, which is according to McGehee and Andereck (2009) sufficient to draw reliable conclusions.

In order to gather at least this amount of responses I had to make use of different contacts and organizations, which also has been in the favor of the diversity of respondents filling in the survey. Equally to the interviews has the survey also some inclusive and exclusive criteria which were taken into account. The respondents needed to have the minimal age of 18, are literate and must be Ecuadorian or live in Ecuador for more than five years. These criteria were maintained because someone younger than 18 may not be able to express his perspective in a reliable way and because this research aims the perspective of the host community, foreigners which only live for a short time in Ecuador had to be excluded.

Initially I intended to distribute the questionnaires via the world wide web, but a low response rate (N=30) forced me to change tactic. Therefore I had to switch to distribute the surveys on paper which resulted in a very labor-intensive data collection technique. In order to reach my target I distributed the survey to colleagues at my internship organization and asked them to fill in the survey and garner 4 additional questionnaires at friends and family. This resulted in a significant amount of responses (N=71), but in order to add and diversify the respondent group I searched for different places to collect the surveys. Additional respondents were found in a community project (N=25), a local tour guide (N=3), a local tour agency (N=14), a local sports and English teaching project (N=25), a real estate operator (N=5), a dancing school (N=5), at the street (N=13), a guest family and their relatives (N=8) and a local school working with volunteers (N=23), resulting in a total of N=191 filled in questionnaires on paper. Adding on these N=191, the N=30 online filled in surveys brings the total of filled in questionnaires on N=221.

From these respondents 38,5% is male and is a small majority with 60,6% female. Of the 221 respondents lives 94,6% for 5 year and longer in Ecuador. As the questionnaires of those who aren't living in Ecuador for a longer than 5 years won't be included in the analysis, results this in a total of N=209 filled in surveys useful for analysis. With 65,6% is the majority of the respondents younger than

40 years old. 26,7% is direct involved, 25,8% is indirect involved and 45,2% is not direct or indirect involved and thus observer. A more specific distribution can be found in table 2.

Table 2: Age- and involvement distribution respondents

Age				Involvement		
Age	*Frequency*	*Percent*		*Inv.*	*Frequency*	*Percent*
19-29	87	39,4		*Direct*	59	26,7
30-39	58	26,2		*Indirect*	57	25,8
40-49	31	14,0		*Observer*	100	45,2
50-59	31	14,0		*Total*	216	97,7
60-69	9	4,1				
70<	1	0,5				
Total	217	98,2				
Missing	4	1,8		*Missing*	5	2,3
Total	221	100,0		*Total*	221	100

3.3. Data collection

Dependent on the research question a number of data collection methods are utilized. As explained in chapter one is the first research question explorative in nature. A qualitative approach will be taken to gain in-depth detailed information on the perspectives. The starting point for answering this question is to interview staff-members of social projects. Via snowball sampling and further examination of the topics touched in the interviews is aimed at an extensive understanding of the perspective. This has led to recommendations for practical improvements of the work effectiveness in those projects which can be found in appendix 1. Research question two, three and four and five will be approached from a more theoretical viewpoint and will facilitate the use of SET. Both qualitative and quantitative methods are used to conceive a comprehensive understanding of the different host community perspectives on short-term volunteer tourism in Quito.

3.3.1. Interviews

In-depth one-on-one semi-structured interviews were held in order to collect data on the different resident attitudes. These interviews are called 'resident-attitude interviews' during the research project and the questions are based on the literature. This means that beforehand interview guides have been constructed in order to canal the conversation and receive useful data to answer the research questions. After some ice-breaker question aimed on some personal information, tourism in general and cultural differences between 'the tourist' and 'the Ecuadorian' are in line with the proposed SET four main questions asked:

1. What do you think are positive impacts of short-term volunteer tourism on the Ecuadorian community?

2. What do you think are more negative impacts of short-term volunteer tourism on the Ecuadorian community?
3. Can you describe to what extent you support VT?
4. Could you please describe if (and how) volunteer tourism benefits you personally?

By using this interview technique, respondents are given the opportunity to expand extensively about their perceptions and explanations without jeopardizing the overall goal of the research. A probe-question guide was designed but hasn't been put to practice due to sufficient input of the respondents. Ultimately had the respondents the chance to add topics to the interview and the opportunity to ask questions to me. In practice this often resulted in respondents briefly summarizing their opinion and exchanging some informal information.

The interviews typically took between 25 and 50 minutes, with the exception of three interviews lasting a little more than 20 minutes and two interviews taking around an hour. Before arranging the interviews I made sure I already had personal contact with the respondents. In practice this meant I visited projects several times in advance, presenting myself and handed over an highly accessible interview invitation in Spanish describing some personal background information, purpose of the study, why I wanted to interview them, point on the voluntary basis, what will happen during the interview, how long it will take, ensure privacy and confidentiality, what will happen with the results and ultimately mine and my supervisors' contact information (see appendix 2). In general the interviews were held in Spanish, except with those respondents who insisted to do them in English. However was Spanish preferred because the English proficiency of the Ecuadorian local community may not be sufficient to conduct the interview in English. Also interviewees feel more safe using their native language (Creswell, 2007). Additionally respondents were better be able to express themselves in Spanish. A disadvantage of this situation was that Spanish isn't my the primary or secondary language. However seemed my level of Spanish sufficient to guide the interviews, with inclusion of probing and summarizing on answers.

In the beginning of each interview I repeated my personal background, the purpose of the study, measures for protecting confidentiality and anonymity and intended use for data. Additionally gave I a definition of short-term volunteer tourism and some other concepts used in the interview in order to avoid misunderstanding and increase the reliability of the respondents answers. Permission was asked to voice-record the interviews and with the exception of two interviews have all the interviews been recorded, so they could be later used for transcription and analysis in the according software. During the two non-recorded interviews notations were made which summarized the respondents' answers in order not to lose any important information.

3.3.2. Survey

In the theoretical framework is explained that the field of volunteer tourism screams for scientific approaches for researching topics in this field. In order to bring more structure in a complex phenomenon such as host community perspectives on volunteer tourism, have also quantitative methods been used. In line with the proposed SET is survey used as a research instrument to investigate the resident attitudes towards short-term VT. By targeting the different types of residents of Quito, based on their level of involvement with volunteer tourism, contributes this method to the demand of a systematic research approach. The practical application of this method builds on the endeavors of McGehee & Andereck (2009), which adapted SET for volunteer tourism research in order to be further refined in future research, and Dillette (2016) which used the same approach to research resident attitudes on the Bahama's.

In the survey have different variables under the themes of positive impact, negative impact, personal benefit and support for short-term VT been questioned with the use of a five point likert-scale, ranging from strongly disagree (1) to strongly agree (5). Krosnick & Fabrigar (1997) state that a likert-scale scale preferably has an uneven amount of points. Taking this into account, three points would be too narrow and would give respondents not enough options. Seven points would be too tedious for participants wherefore a five point scale is considered as appropriate.

Regarding the themes existed the survey in total of 21 different items, distributed under 4 main themes. The theme 'personal benefit' existed of 5 items (mean = 3,50), was 'positive impact' measured in 6 items (mean = 3,82) with one open space for additional answers. Negative impact has been measured in 7 items (mean = 2,45) and the theme 'support' contained 4 items (mean = 4,27). The survey is developed based on the relevant key themes which are elaborated in the theoretical framework, see chapter two.

In order to increase the reliability of the survey, has the survey been checked by a colleague at the internship organization with a great deal of experience on quantitative methods before I handed the concept version to my supervisor. The survey was developed in English and before enrollment translated to Spanish. Ecuadorian native-speaking staff-members of my internship organization checked the survey for spelling errors and jargon, so that the questionnaire is readable for Ecuadorians and not contaminated with concepts which are difficult to understand or to interpret.

3.3.3. Internship / observations

With the use of different respondents and methods, steps are taken towards method- and resource-triangulation. Another form of data collection went through the internship and informal observations. Although it isn't considered as an official data collection method, has the author via this way gained a

myriad of insight into the doings of the local branch. The internship was used as a platform where the I could ask questions, observe activities and have informal conversations with stakeholders which contributed to a more comprehensive understanding of the local situation. It didn't deliver concrete data for analysis, but facilitated a better understanding of the research topic and its context.

3.4. Data analysis

3.4.1. Interviews

Taplin et al. (2014) describe that there is no specific 'recipe' to follow when it comes to qualitative data analysis and that it's in the researcher's judgement what the appropriate guidelines are for the analysis. Because this study is exploratory and aims to finds insights into the perceptions on the phenomenon, is the analysis of the interview data search to create themes and meaning in the data. Therefore is thematic analysis considered as appropriate for this research. Thematic analysis involves identifying and analyzing patterns in the data set, to extract and find import themes in the data. Subsequently will these themes be used to tell the story of the data, in this case the story of the host community perspectives. Braun and Clarke (2006, p. 87) developed a guideline for thematic analysis, existing of six phases which has been put to practice in the analysis of this research project:

1. *Familiarizing yourself with your data:* Transcribing data (if necessary), reading and re-reading the data, noting down initial ideas;

2. *Generating initial codes:* Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code;

3. *Searching for themes:* Collating codes into potential themes, gathering all relevant data to each potential theme;

4. *Reviewing themes:* Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic 'map' of the analysis;

5. *Defining and naming themes:* Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells, generating clear definitions and names for each theme;

6. *Producing the report:* the final opportunity for analysis. Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a scholarly report of the analysis.

Memos have been used to put thoughts on paper, record the analysis process and explain choices for coding. Because this research projects tends to reveal the perspectives of the host community, was it important to search for meaning of content, instead of quantification in these categories. After the data has been recorded, transcribed, coded, structured and labeled via Atlas.Ti and described in the chapter 'results', the findings can be linked with the literature. This leads into similarities,

contradictions and new information and insights. These findings are ultimately elaborated in chapter five 'conclusion and discussion'.

3.4.2. Survey

After the survey was enrolled and collected again, the data had be prepared for analysis. In practice, this came down to N=191 offline surveys which had to be imported manually into statistic software. This importation was done by the researcher and a research assistant together, one calling the scores and the other one importing them in order to reduce time and the chance on errors. After the importation was completed the data set was checked on mistakes by taking 10 samples from the dataset. No mistakes were found.

Additionally have also N=30 online surveys been collected, with the use of Google Docs. In order to ensure reliability regarding online questionnaires, not knowing who filled in the survey, it's important to check data on differences with the offline data. I did this by comparing the mean scores of all variables of both datasets. Mean score is regarded as reliable measurement method, due to the low N=30 amount of the online respondents. The comparison didn't reveal any large differences between both datasets, with all mean averages within a range of 1,0 from each other and the gross even within a range of 0,5 from each other (see appendix 4). Therefore it has been regarded reliable to add the online data set to the offline data set, resulting in a total amount of N=221. Twenty respondents with missing values in their responses were eliminated list-wise, resulting in a total of 201 usable responses for analysis.

The statistic software which is used for analysis is SPSS Statistics Version 21 and SPSS Amos 22. This has two reasons. First, because I already had experience with these programs via statistic courses on the university. Second, because the used handbook (Field, 2013) offers guidance in statistical analyses via the use of the SPSS software. Additionally was it a personal objective to increase my knowledge and experience with statistical analysis, via SPSS.

The survey is the research instrument to collect data for the prediction of resident attitudes via SET. In order to analyze the relations between the different themes works the quantitative part of the study as a two-staged rocket. First is Principal Component Analysis technique used to compress the items under the themes in the survey to workable variables. Then, Structure Equation Modelling (SEM) is used as analysis technique in order to find significant relations between the different themes and validate or invalidate the model and the developed hypotheses. The different regression models provide insight into the relations and provide a systematic understanding of the predictability of perceptions of host community residents. Also provides the survey insight into whether SET is useful as a theoretical foundation for researching resident attitudes on short-term VT specific. Ultimately are

the findings from the survey reflected upon the findings from the qualitative interviews in the chapter 'conclusion and discussion', providing a detailed and comprehensive understanding of the host community perspectives.

Principal Component Analysis (PCA)

The first step in the analysis of the resident attitudes model is the compression of 21 likert-scale-items into measurable variables. A common technique which can be used for this is Principal Component Analysis, which aims to simplify data by determining which sets of items strongly relate in the questionnaire (Burns & Burns, 2008). Although this has already been conceptualized in the development of the survey and the conceptual model, this has still to be checked and confirmed and because we need the factors for the SEM in the second step. Additionally should be explained that Principal Component Analysis differs from Factor Analysis in the sin that factor analysis mostly is used when the researcher suspects there is a causal influence between the factor and the questionnaire items (O'Rourke & Hatcher, 2013). For this study, this isn't the case.

For a reliable PCA the following criteria have to be taken into account. O'Rourke and Hatcher (2013) describe that at first there should be a minimum of 3 items per factor, preferably 5. Second should the sampling size, when working with a five-point-likert scale, have at least 5 times the amount of items. Third should the eigenvalue of each factor >1. Fourth should the Kaiser-Meyer-Olkin (KMO) value not be lower than 0,60. Ultimately have the interpretability criteria be taken into account. These have mostly to do with the interpretation of the output and give meaning to it. Four main rules are regarded to take into account (O'Rourke & Hatcher, 2013):

1. Are there at least three variables (items) with significant loadings on each retained component?
2. Do the variables that load on a given component share the same conceptual meaning?
3. Do the variables that load on different components seem to be measuring different constructs?
4. Does the rotated factor pattern demonstrate "simple structure?" Simple structure means that the pattern possesses two characteristics: (a) Most of the variables have relatively high factor loadings on only one component, and near zero loadings on the other components, and (b) most components have relatively high factor loadings for some variables, and near-zero loadings for the remaining variables.

Structure Equation Modeling

For the second step, which is the main step, in testing the proposed theoretical model in practice this research makes use of SEM. A specific form of SEM is path analysis. Path analysis is a statistical method

for investigating structural relationships between variables in a model in order to distinguish that part of the relationship what a researcher believes to be a causal effect (Keane, 1994). More specifically makes this research use of a confirmative path analysis. This means that the tested model is based on an existing theoretical model in advance. For this research, this is the SET (see figure 2 on page 23) and aims to test and confirm the hypothetical model given. As the SET model contains multiple variables and relations, this is considered the best analysis technique. In comparison with multiple regression analysis, which also has been considered as analysis method for this study, gives path analysis the opportunity to investigate not only direct but also indirect causal effects (Breen, 1983).

In order to estimate a reliable path analysis, assumptions and criteria have to be taken into account in order to estimate the model fit and the strength of the model and parameters. One crucial assumption is that the variables, both endogenous and exogenous, have to be interval- or ratio level (Inan & Lowther, 2010). This is not the case in my proposed SET model, as the 'level of involvement' variable in this study is ordinal and consists of three groups. To overcome this issue, are three SEM's developed. One for the direct involved group, one for the indirect involved group and one for the observer group. In this way the groups can still be compared and even gives the opportunity to test the model on each group separately. This involved however also the development of factors for each group with the use of PCA. To ensure scale reliability, Cronbach's alpha is computed on these factors and found to have a value of .754, exceeding the minimal value of .70 (Santos, 1999) and thus are considered as reliable factors.

Typically statistic criteria in order to evaluate the strength of the SEM are the (adjusted) goodness-of-fit index (AGFI/GFI), which ranges between 0 and 1, and where > 0,90 is considered a good fit (Wang et al. 1996). The root mean square of approximation (RMSEA) should be < 0,05 to be satisfactory and the Chi-square test value should be < 3 (Dardas & Ahmad, 2014). Ultimately is a relationship between variables regarded as significant if the P-value is < 0,05. However describes Keane (1994) that good explanatory power is not always the prime concern in this area of research, emphasizing the purpose of describing and quantify how variables influence one another directly and indirectly. Due to the separation of the total group of respondents in three groups, is for each individual group the sample size relatively low according to Kenny (2015). Therefore it is, after consultation with a statistical expert on my university, a P value of < 0,10 considered to be satisfactory. An overview of statistical criteria can be found in table 3 on the next page.

Table 3: Statistical criteria SEM

Statistical criteria for structure equation model (path analysis)	
Criteria	Desired value
X2/Degrees of freedom	< 3
P-value	< .10
RMSEA	> .05
GFI	> .90
AGFI	> .90

3.5. Site location

For the empirical part of the research, Ecuador was chosen as research location. This has a number of reasons, but the first and far most important reason is that the master thesis internship connected to this research project will be executed in Quito, Ecuador. An internship was found at a travel-company called 'Colourful Ecuador Travels'. The primary activity of this company is offering packaged tours throughout entire Ecuador and the Galapagos. Also, has this company a Spanish school and is it one of the largest facilitators of volunteer work in Quito. Colourful Ecuador Travels provides volunteers the opportunity to participate in projects throughout whole Ecuador and the Galapagos. Especially in Quito, several social volunteer projects can be found. Additionally volunteers the largest amount of its clients for a shorter period than 10 weeks. Second, is Ecuador a good site for fieldwork on this topic because it is a very popular destination for international volunteers to work. In 2009, which is the most recent data on the amount of volunteer projects, Ecuador even had the largest amount of postings in Latin America (360) on voluteerabroad.com. Unfortunately no exact figures can be found about VT, exemplifying the need for additional research and actions regarding the issue of mapping VT in Ecuador. The third reason was strongly attached to a personal desire to improve my Spanish proficiency. Advanced knowledge of Spanish was required in order to conduct the interviews, due to language skills of local communities. This internship was an opportunity to improve my level of Spanish to a professional level. Fourth, internal practical issues regarding desires of internship organization and safety issues have been influential on the choice of research site.

3.6. Ethics and limitations

As described above, this research took place in a different cultural environment than I'm coming from. When conducting research, especially when a researcher works with individuals, should some ethical issues taken into account (Creswell, 2007). First, should the anonymity of the informants be protected. Especially in the case of volunteer tourism where power plays are apparent, this anonymity is important. If not done correctly, I took the risk respondents played up to what I or my internship organization wanted to hear. This has been configured by protecting confidentiality and ensuring

anonymity of the respondents. Persons and projects are not mentioned by their names and the results are used to draw generalizable conclusions instead of project- or person specific expressions. In summary, I ensured them to develop a composite picture of the case, instead of an individual picture. Additionally I always gave the opportunity to talk 'off the record' whenever desired in order to protect the respondent. All this has been structurally applied and explained in a thorough introduction in advance of each interview in order to create a safe interview environment. Additionally contained this introduction a personal introduction of myself and the research, explained the purpose of the research and gave an indication of the time which would be used (see appendix 2). Also every participant had the opportunity to withdraw from the study, regardless whether during or after the interview. Luckily no-one made use of this opportunity, which has led to a complete data set and results extremely worth analyzing and described in the following chapter.

CHAPTER 4:

Telling the(ir) Story

4. Telling the(ir) story

As described in the previous chapter, mixed methods have been used as research instruments to collect data. Thematic interviews have been held and the themes from these interviews function as a guideline for describing the results in the first section. In addition to these themes, two new subjects of importance emerged from the interviews. The results give in-depth insights into which themes are important to the host community members, enriched with examples and quotes. The second section is more technical and gives insights into the quantitative part of this research project. By using survey as research instrument to measure and predict the host community's attitude towards short-term VT and what factors are influencing this attitude, is in a more structured way insight gained into the host community perspective. Additionally asses the results the applicability of the resident attitude model on short-term VT and emphasizes the differences between the different groups of respondents. Although approached in a different manner, help both manners in a unique way to translate the host community perspectives to meaningful insights for practice and theory. Ultimately is the chapter rounded off with a short concluding section.

4.1. Resident attitudes in themes
4.1.1. Perceived benefits

''It is something that fills my life to know that I can help, indirectly, the volunteers and the communities so much. It gives meaning to want to do more, the gratification.''
(Isabella)

The first theme discussed with the respondents is about the personal benefits respondents experience from short-term VT. The interviews have been translated and thematic coding has been used in order to categorize the respondents answers. Additionally has been differentiated between respondent group direct, indirect, and observer in order to reveal possible differences between the groups. Although the differences between the groups are not central in the qualitative analysis, may it reveal some interesting insights. The results of this theme will contribute to answer sub-question two:

2. *To what extent perceive host communities potential personal benefits of short term volunteer tourism?*

Based on the interviews is the theme of personal benefits categorized in four major categories, namely: Cultural Development; Empowerment; Economic benefit; and Life fulfillment (see figure 4 on the next page). If we reflect these themes with existing literature, we find that three out of four categories also can be found in current literature. The category of cultural development is in line with the findings of Dillette (2016) and Broad (2003), the category of economic benefit is also touched by McGehee & Andereck (2009) and empowerment can be found back in the findings of Wearing (2001; 2004), Broad

(2003) and Coghlan (2008). Additionally emerged 'life fulfillment' as a personal benefit, which hasn't been discussed in academic literature to date.
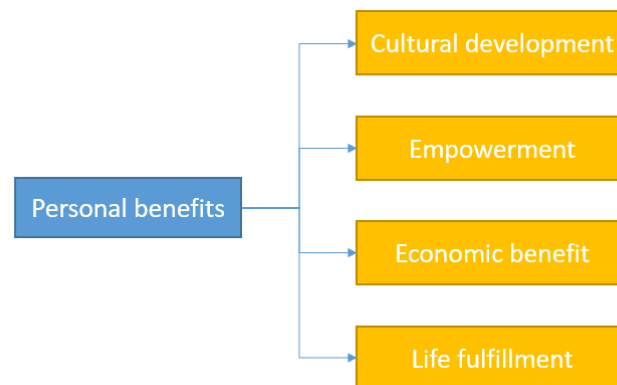
Figure 4: Categories under theme 'personal benefits'

Cultural development

Cultural development has been signified as the most important personal benefit, based on the amount of quotations referring to this category. For Ecuadorians is learning about different cultures in the world seen as beneficial. Respondents reveal they conceive new insights and perspectives on *'everything'* (Orlando) via volunteer tourism. Learning new languages and learning about the Western culture are regarded as beneficial. Additionally several respondents refer cultural development also to gaining more knowledge about their own country and cultures. Orlando for instance tells: *''I also get more knowledge about social problems within Ecuador. There is for instance a volunteer tourism project in the north of Ecuador which helps Colombian refugees. Before I talked with a volunteer who worked in this project, I didn't have any idea Ecuador has Columbian refugees! I got more sensibility and consciousness about social problems here [in Ecuador].''* This is backed by Isabella who tells, when asked about how short-term VT benefits her personally: *''The fact that I know more about the communities which have projects here in Ecuador''.*

Empowerment

According to Broad (2003) would volunteer tourism allow receiving individuals to develop new skills, which can be defined as empowerment of the individual. This would create job opportunities (Coghlan, 2008; Wearing 2001; 2004) and can create new beneficial partnerships (Tefler, 2003). Also amongst the respondents empowerment emerged as an important benefit of volunteer tourism. Besides 'learning new languages' such as English, which overlaps with the category 'cultural development', especially the direct and indirect involved respondents indicate that they obtain a stronger professional position via volunteer tourism. For instance describes Isabella: *''Volunteer tourism contributed to my knowledge. […] so this is part of learning different ways to work. Another thing which*

*is important for me, is that volunteer tourism generates working networks for me. International networks.'', e*mphasizing the reinforcement of her professional skills, knowledge and networks.

Economic benefit

Zahra & McGehee (2013) described earlier that also the financial benefit shouldn't be overlooked. Indeed, the respondents outline the economic benefits as an important personal benefit. However has to be noted that the directness of economic benefit defers per level of involvement. Evidently, direct involved respondents specify that volunteer tourism *''sustains [me] financially''* and *''gives [me] work''* (Diego), there where indirect involved and observers benefit indirectly: *''The volunteer tourists help the economy of the country, so for me is there also a benefit, because it are means for the country.''* (Isabella) or from the delivered services: *''They learn the village how to construct an energy-network or a water-network. So for me it's super beneficial because in the village, they learn, and I can benefit from what they learn.''* (Orlando).

Life fulfillment

Ultimately also a newly discovered category emerged which wasn't found in literature before. This category has everything to do with so called 'heart matters' and can be defined as 'life fulfillment' as personal benefit. This category contains emotional benefits such as a good feeling, memories and friendships gained from volunteer tourism. Especially direct and indirect involved respondents express the positive emotional impact volunteer tourism has on their lives: *''It is something that fills my life to know that I can help, indirectly, the volunteers and the communities so much. It gives meaning to want to do more, the gratification.''* (Isabella) and the 'friendships' they abide via volunteer tourism (Diego, Isabella, Orlando).

4.1.2. Perceived positive impact

''Helping and learning, changes a lot in the life of people here. Maybe a tourist doesn't recognize it in the short time, but the person who receives the help will remember a lot he has learned in this short time.'' (Diego)

The second theme which has been discussed in the interviews was to what extent Ecuadorians see short-term volunteer tourism having a positive impact on the community. It's undisputed that this form of tourism has an impact, but the perceived nature of it and what it contains according to the host community has been tried to reveal with answering sub-research question number 3:

3. *To what extent do host communities perceive potential positive influences of short-term volunteering on the host community?*

Based on the interview the theme of positive impact can be categorized in six different categories, namely: New ways of thinking; Economic; Affectivity; Empowerment; Image & Accessibility; Participation & Relationships (see figure 5). It may be evident that some expressions of respondents can be put under multiple categories and that different categories are in relation with each other. Additionally has to be said that not each category was prevalent at each type of respondent. In short, only the four categories [1] New ways of thinking, [2] Economic, [3] Affectivity and [4] Empowerment emerged at each type of respondent. A further elaboration of these and the other themes can be found next.
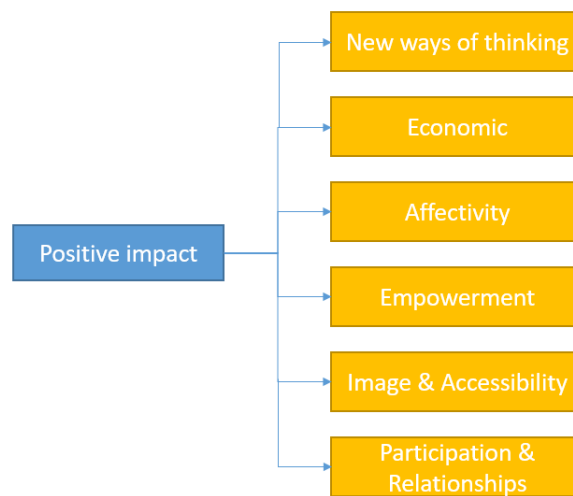
```
                                    ┌──────────────────────────┐
                                    │   New ways of thinking   │
                                    └──────────────────────────┘
                                    ┌──────────────────────────┐
                                    │        Economic          │
                                    └──────────────────────────┘
                                    ┌──────────────────────────┐
     ┌──────────────────┐           │        Affectivity       │
     │  Positive impact │───────────└──────────────────────────┘
     └──────────────────┘           ┌──────────────────────────┐
                                    │       Empowerment        │
                                    └──────────────────────────┘
                                    ┌──────────────────────────┐
                                    │   Image & Accessibility  │
                                    └──────────────────────────┘
                                    ┌──────────────────────────┐
                                    │      Participation &     │
                                    │       Relationships      │
                                    └──────────────────────────┘
```

Figure 5: Categories under theme 'positive impact'

New ways of thinking

The first, and most prevailing, positive impact which can be extracted from the interviews are those expressions which are categorized as 'new ways of thinking'. This category can be defined as a positive intangible impact on the perspectives, ideas and mindset of the host community via short-term volunteer tourism. Based on the interviews, and in line with early writings on volunteer tourism such as Broad (2003), McGehee & Andereck (2004) and Wearing (2001; 2004), the exchange of ideas and perspectives is regarded by the respondents as the most important positive impact of short-term VT. However should be told that the indirect involved interviewees didn't name that much positive impacts which could be placed under this category, compared to the direct involved and the observers group. Especially amongst the observers 'new ways of thinking' is perceived as an important positive impact. In order to specify a little more, reveals this category some interesting insights.

First, and briefly addressed earlier, is the 'exchange' between two cultural groups perceived as highly important and very positive by the host community. Almost every interviewee mentioned this item immediately. This 'exchange' variates between the exchange of ideas and knowledge to the exchange

of teaching and learning experiences which is regarded as highly beneficial for both host community and volunteer, exemplified by Diego telling ''*I think it's super positive […] because it permits exchange of ideas, exchange of cultures, exchange of learning, exchange of teaching, exchange of experiences*'', and Isabella stating ''*The sharing of the project or activities they [volunteers and host community] have, at the same time they [host community] receive this knowledge*'' and Orlando confirming ''*They always come with new ideas*''.

A second and interesting insight focuses on the way the host community reflects on its own culture. Volunteer tourism has the potential to give the host community insight into the needs of the community itself and helps to highlight potential problems, which aren't regarded as problems by the host community itself. For instance describes Diego ''*[short-term VT] triggers development aid. They help to see what is necessary and offer a helping hand.*'' and gives Orlando an example of new insights regarding a community problem, even catalyzing government action: ''*Street dogs are for us completely normal. But a project started recently to keep street dogs from the street and started to inform children on schools about the dangers of being bitten by such dogs. Now is the city government also working on the problem because they also became aware of the possible bad consequences of the dogs.*''.

The third and final insight regarding this category is the perceived twofold inspirational influence volunteer tourists have on the host community members. On the one hand this inspirational influence refers to the change of mentality and thinking. Especially the children are in need of a positive change in mentality. Volunteers can help herein and 'be an example' (Isabella), confirmed by Diego: ''*The youth for example, you see, young volunteers of 18-19 years old who show, who are studying in their country, who have a good family, can be a little bit of a symbol […] to have goals, objectives. Because people here are waiting, not knowing what to do, having negative attitudes.*''

On the other hand, volunteers also can be inspirational for host community members in undertaking actions such as also participating in volunteer tourism projects. When questioned what's a positive impact on the host community is, Isabella for instance responded: ''*[…] to show the [Ecuadorian] students that there exist other people [volunteers] who want to help them. See a person who helps you is something good, fabulous!*'' and Orlando adds: ''*The volunteers can also inspire young Ecuadorian people like us, because I see them work in the community. So the volunteers can also trigger Ecuadorian people to help. We see them and think: Why are we not doing that for our people and we wait for somebody else to come from outside?*''. So despite the short-term nature of volunteer tourism the volunteers have, according to the host community, a huge positive impact on the ways of thinking

about receiving people. However should be taken into account that 'new ways of thinking' isn't always positive, something which will be discussed at the theme 'negative impact' later on.

Economic

A second category, in line with McGehee & Andereck (2009), is the positive economic impact short-term VT has on the host community. This economic impact refers to direct means paid and brought by volunteers and VTO's, but also refers to an indirect impact such as the generation of flows of money and opportunities for costs reduction for institutes and organizations. The Ecuadorian government sees tourism as a future economic building brick (Ecuador, 2015) and communicates this to the Ecuadorian people. This has resulted in Ecuadorians seeing tourism as a major economic opportunity. Also regarding volunteer tourism is this viewpoint taken over by the respondents, expressing that VT generates revenues, work and flows of money. Diego specifies by saying that volunteers 'help to sustain my project financially' and points at the opportunity for institutions and organizations who only have little money: ''*For example the hospital Corazón Maria (Pseudonym). They need at least 20 persons, but only have two or three, because they don't have money for paying 20. If volunteers come and help, they're welcome! They help us and they don't need payment so it's very nice and […] they help us with the shortage of economic capacity.'.* Orlando also points on the 'less costs' and 'free work' volunteers bring. However have these expressions also some contradictions with different results, which will be discussed later in the section 'negative impact'.

Affectivity

The third category which all respondents agreed upon and is regarded as an important impact of short-term VT is the so called affectivity as positive impact. This refers to the attention, value and care that host community members, especially children in projects, receive via VT. Although this impact isn't that prevalent in literature, mainly because VT often is linked to development and this impact is very personal and emotional, is affectivity regarded as one of the main positive impacts short-term volunteers bring. Diego, Isabella and Orlando all agree that in social projects the children receive affectivity and attention which often lacks in the home-situation. Diego specifies: ''*It [the interaction between volunteer and child] permits socialization, inclusion, improves self-esteem because they [the children] feel valued, they feel welcomed, they feel accepted, feel there exists a relation of empathy, friendship, understanding and support. That is the help. It helps a lot.''.*

Empowerment

Equally to the personal individual benefits is 'empowerment' also regarded as a positive impact on community level. From a development perspective, community empowerment is one of the most important reasons to initiate VT. This also can be found back in the marketing of VT in for instance the

Dutch VT sector (Brink, 2015). Community empowerment can be defined as the process of endowing communities to take control over their own lives. Coghlan (2008) sees the development of new skills as an important element of community empowerment and Broad (2003) remarks new job opportunities as a way to improve the way of life.

Empowerment is also by the respondents seen as an important positive impact of VT, signifying that Ecuadorians see VT as a way to develop. Learning English, new business ideas and the interchange of skills are remarked as tools for development (Diego, Isabella). One respondent pointed on the low quality of teachers in Ecuador and the opportunities to improve the level of teaching via volunteers, bringing new ideas and didactic forms (Orlando). Diego gives a perfect example of community empowerment of a project in the mountains: *''… there is a community who produces very good cookies, but their form of commercialization is bad. They go in busses and sell the cookies. Who buys them? Only a little. So with the vision of a project they created a cookie fabric. Now they produce more cookies and sell them to different tourism agencies. So their profits are now giant. This has a very large positive effect on the community''*

Image and accessibility

Another interesting positive impact, and not that much discussed in literature, is the improvement of the image and accessibility of Ecuador as a (volunteer) tourism destination. And indeed, although the Ecuadorian community doesn't benefit directly has this improvement some significant indirect positive impacts. Why? Primarily because it improves the security (Diego) of tourism places and Ecuador gets more famous (Isabella). Besides this, some universities in Quito offer since recently tourism studies as a study program. On the long term this will have a strong positive effect on the quality of tourism services, reinforcing the positive image and accessibility of Ecuador as a tourism destination (Diego). Evidently these developments are not the outcome of exclusively VT, but also of tourism in general and government policy (Ecuador, 2015). Nevertheless this process of tourism development is not only prevalent in Ecuador, but also potentially applicable on different developing countries in Latin America or other parts of the world.

Participation and relationships

The positive effect of VT on the participation and relationships in and of the community is closely related to community empowerment. However I would like to discuss this positive effect separately from empowerment, because this effect contains a social element which differs from empowerment. Both direct and indirect involved respondents pointed namely on the important socializing impact of VT projects on individuals or communities. Isabella explains: *''Sometimes receive very poor communities no government help, in any way. Also aren't they valued by the Ecuadorian society in*

general. Obviously is for them the volunteer tourism not an economic aid, but is it social focused aid. They're the ones who are forgotten in society.'', referring to the social inclusion of different groups in VT. Additionally the establishment of relationships, both love and friendships, is seen as an important positive impact of short-term VT. Not only because of the social element of friendships, but also because especially relationships are seen as an opportunity to escape poverty and improve the way of life (Diego).

4.1.3. Perceived negative impact

''The youth starts to copy the ways of thinking of the foreigner.'' (Isabella)

The third theme which has been discussed with the interviewees is contrary to the previous theme. After discussing positive impacts, has the third part of the interview intended to reveal the perspectives answering the following research question:

4. *To what extent do host communities perceive potential negative influences of short-term volunteering on the host community?*

The discussion of this theme has led to interesting insights highlighted below which are, in line with the previous paragraphs, guided by the extracted categories from the interviews. The analysis of the interviews has led to the formation of five main categories, namely perceived negative impact regarding: Lack of development; Social – community; Psycho-social - individually; Economic; and Loss of culture (see figure 6). For some categories, interesting contradictions with for instance personal benefits or positive impacts have been found. Also these ones will be discussed, while possible explanations can be found in chapter 5 'conclusion and discussion'.
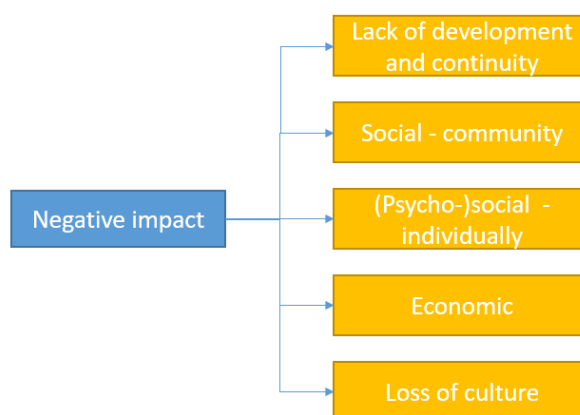

Figure 6: Categories under theme 'negative impact'

Lack of development and continuity

The first and far most mentioned negative impact of short-term VT can be categorized as the lack of development and continuity in projects. All three types of respondents agreed that this is the most important deficiency of short-term VT. Although lack of development and continuity aren't negative impacts on their own, they have several collateral consequences and impacts for the Ecuadorian community. On an individual level, especially for children, the lack of continuity has the consequence that the affectivity children receive ends at the moment the volunteer leaves. This results in 'sad children' (Isabella) and can have psychosocial consequences, which are addressed later. If no new volunteer is coming, persons and communities are waiting without help (Diego, Isabella).

On project and community level the interviewees respond that no development can be identified in some projects. Because of the short-term stay of volunteers remains the level of the projects, and development of Ecuadorians in them, sustained instead of generating development (Diego, Isabella, Orlando). Orlando exemplifies: *"There is no stability. A person comes, works four weeks, leaves the project half, then comes another volunteer, tries to work but doesn't know the changes and where they're working on. So there isn't an idea where to go and so it never ends.''.* The respondents argue that short-term VT doesn't have any effect on the community which is in line with the findings of Guttentag (2009). This contradicts expressions from the positive impact, such as empowerment and economic development, which will be discussed in the following chapter. However, became clear in the interviews that this element is regarded as the main problem and weakness of short-term VT specifically.

Negative social impacts on the community

The second category includes impacts on social life and problems in the Ecuadorian community. A number of negative impacts which are found in the literature (Guttentag, 2009; McGehee & Andereck, 2009; Palacios, 2010) have been confirmed by the respondents, signifying that short-term VT indeed matters in the development and maintenance of those social problems. Diego for instance remarks short-term VT playing a part in increased alcohol use, unwanted pregnancy and points Isabella on the increase of criminality.

From a more cultural perspective volunteer tourism can have a negative impact on the conceptualization of 'the other'. Diego for instance answers on the question what potential dangers of volunteer tourism are, that ''… *I think about the expectations Ecuadorians get via volunteer tourism. The idea of 'Oh, they are volunteers or travelers, we can get things from them', which is in my opinion very negative indeed.''* which is in line with the expressions of Isabella: *''They [the volunteers] are*

sometimes maybe abused and taken advantage of. When a volunteer goes for instance to Otavalo to buy artesenias, the indigenous think 'Ah, it's a gringo, it's European, he has more money' and thus wants to sell them the products way more expensive'. [...] For me, I don't like that and I think it's not good. You have to give the space and respect to each volunteer, nothing more.''. This conceptualization of the western (volunteer) tourist is regarded by the respondents as negative and also can lead to some personal frustrations such as jealousy of adults on volunteers and their economic position (Orlando).

(Psycho-)Social – individually

An impact with the danger of horrendous consequences is the psychological and social impact short-term VT can have on individuals, children specifically. Recently orphanage volunteer tourism has gained worldwide attention, due to campaigns of Unicef and Childsafe Network (ChildSafe Movement , 2017) and also Dutch documentaries (VARA, 2017), raising concerns about the potential psychological harm afflicted to children. The results of this study on short-term volunteer tourism also reveal concerns amongst the host community regarding this issue. Diego images this situation very clearly: *''For children, I think it [the high amount of volunteers passaging] is very negative. They just hang on everyone from day one, man-woman, young-old, or each color. That's not a pleasant idea, that children totally lose their natural caution to strange people. [...] They're just used to different people, they lose their adhesion and [...] there is always the danger of sexual abuse, also in the family. But they just don't descry it anymore. If they're that boundless here, what do they do at home then? [...] They don't observe anymore, it's just a person from which they can have attention.'',* highlighting the danger of attachment problems and sexual abuse via short-term volunteer tourism, added on the grief that children have when a volunteer leaves (Isabella).

Economic

The fourth negative impact in the perspective of the host community is a negative economic impact on the host community receiving short-term VT. In line with literature on volunteer tourism in general such as Mostafanezhad (2014), Burrai et al. (2015), Guttentag (2009) and Dillette (2016) also this study finds that short-term VT decreases employment opportunities (Isabella, Orlando) and that there is lack of job stability in the volunteer tourism sector. Nevertheless contradict these expressions earlier findings regarding the positive impact short-term VT can have on job opportunities and the possibility for organizations to sustain their project due to cheap labor and funding (Diego, Orlando). Thus, a nuanced view regarding positive and negative economic impact should be taken, depending on the context and project.

Loss of culture

The final perceived negative impact of short-term VT on the host community is from the cultural dimension. The intercultural exchange, which has earlier been explained as a positive phenomenon also holds danger for negative impacts. Cultural differences can be interesting, but also unintentionally harmful. The instigation of cultural changes, the reinforcement of 'them vs. us' and the rationalization of poverty are in literature regarded as negative cultural impacts of volunteer tourism (Guttentag, 2009; Sin, 2009). Interestingly in this study only Isabella discusses this impact, meaning that Diego and Orlando either aren't aware of this impact, or rather do not see it as a negative impact.

Nevertheless confirms Isabella the findings in literature about general VT for short-term VT. Isabella points out that especially in rural communities, where there is a bigger cultural difference between host community and westerns than in the city, a danger of communities taking over western behavior such as food habits and loss of traditional languages such as Quechua looms. Additionally the so called 'demonstration effect' (Guttentag, 2009; Nelson, 2010) is mentioned by Isabella, signifying the process of youth starting to copy tourists in the things they desire. Ultimately describes Isabella: *''[…] or the foreigner comes and imposes his way of thinking. It seems for me that that is the most conflictive point, most complicated point in volunteer tourism'',* referring to the lack of knowledge and information volunteers have about the host community when entering a project and the influence volunteers can have on the recipients. This new insight will be further elaborated in section 4.1.5, which focuses on the effectiveness of volunteer tourism.

4.1.4. Support for volunteer tourism

''Well, something which has to improve is the fact that they're only here for a short time isn't it?''
(Diego)

At the end of each interview was the interviewee asked to explain to what extent they supported the idea of short-term VT. This resulted in interviewees expressing their thoughts and perspectives about this form of tourism in their country and greatly contributes in 'measuring' the resident attitude regarding short-term VT. Evidently, this ultimate theme contributes to the answering of the following research question:

5. *What is the host community's attitude towards receiving volunteer tourism in terms of general support?*

Also for this theme the expressions of the respondents have been collected and categorized in order to streamline and simplify the analysis process. However are the codes, in contrast to the previous themes, categorized thematically based on 'value' instead of content. This means more specifically

that expressions have been categorized under [1] 'full' support, [2] 'if' support and [3] 'no' support. In this section provides an overall analysis insight into the perceived support and differences of this support between the three groups of involvement.

Overall analysis

More than at the previous themes, for this theme the differences between the three groups of respondents are, based on their level of involvement in VT, the most prevalent and interesting for analysis. While looking at the similarities and differences between these groups regarding this theme, I would like to discuss three compelling issues.

First and most important, there are two main issues on which each group of respondents agrees. The first issue contains that all members of each group agree that Ecuador should receive more volunteers, signifying there is broad support for additional volunteer tourism. However, secondly all the group members agree upon the desire that volunteers should stay for a longer time. This double consensus between the groups signifies that these is amongst the host community a strong support for additional VT if the duration of the volunteers' sojourn in their country extends.

The second remarkable insight derived from the interviews is that there indeed is a significant difference in level of support between the different groups. From the interviews can be derived that especially direct involved and observers are very positive about short-term VT. On the other hand are indirect involved a lot less supportive, in a sense that they put a lot of conditions on their support. Amongst this group is a strong feeling that the sector should improve and be optimized. The main elements herein are the temporality of the volunteer work and that there should be better understanding of the cultural situation wherein the volunteers immerse: *''Like I said, in the beginning is it important that you emphasize that it's not the same working in a city, or in a group of mestizos, or with a group of afros, or in an indigenous group, or an indigenous group in the mountains or in the amazons. […] The community should accept you. If they don't do this, you cannot help.''* (Isabella).

Third, only direct and indirect involved respondents express that they don't support volunteer tourism at all. Observer respondents only were positive and didn't show any disapproval for short-term VT. The main reasons for the disapproval for the direct and indirect involved were based on two main reasons. First the lack of effect for the host community was given as an important critique. Second there is a strong feeling against 'the commercialization of poverty' (Diego), where respondents questioned whether for some volunteers 'the photo is not more important than helping' (Isabella).

4.1.5. Additional themes

Besides the prefixed themes, as described above, also two additional themes emerged from the interview data. After generalizing initial codes and searching for themes, it became clear that 'cultural

stereotyping' and 'factors influencing the success of short-term VT' can be defined as themes on their own. However these themes don't directly contribute to the answering of sub-questions, they help to give a more thorough image on the host community perspective, which is the main aim of this thesis and thus are worth analyzing.

The (erosion of) cultural stereotyping

Callanan and Thomas (2005) describe that short-term volunteer tourism causes a reinforcement of the image of 'the other'. Additionally find Raymond and Hall (2008) and Dillette (2016) that cultural understanding isn't an automatic outcome of VT, but it also leads to reinforcement of stereotypes. Findings from the interview show that from the perspectives of Ecuadorians, two main stereotypes about Western (volunteer)tourists are present. First have westerns a 'status superior' (Diego) in the eyes of Ecuadorians, along with a 'high level of appearance' (Diego). Second are westerns often stereotyped as 'walking dollars' (Diego) and 'exploitable' (Isabella).

Considering the role of the volunteer tourist in this conceptualization of the 'other', it becomes interesting. From the interviews can be concluded that volunteers improve the image of the tourists by showing that 'they are more than bags of money' (Diego). Findings show that direct involved Ecuadorians see volunteers as kind, open, educated, disciplined and with knowledge of norms and rules. The image of the volunteer is very positive, containing that in the eyes of Ecuadorians they take better care of children than Ecuadorians (Diego) and volunteers really have a willingness to help (Diego). This finding gives an extra dimension to the cultural understanding-stereotyping debate by differentiating between level of involvement. Finding that for those who are directly involved, short-term VT leads to erosion of the prevalent 'walking dollars' stereotype.

On the other hand contribute volunteers to the 'high level of appearance' of westerns, thus reinforcing this stereotype. Isabella describes, after being asked whether she thinks how the 'appearance' stereotype influences the way parents look at the project: *''Yes, I think that's one of the main reasons why we have that much registrations. I asked them: Why did you choose for Esperanza Project (Pseudonym) […]. It is really because in their eyes, we take better care of their children. […] They are really proud of it, in a way of 'my child goes to a project where work westerns'. It has status.''.* embodying the high level of appearance and the reinforcement of this stereotype of westerns in the eyes of the Ecuadorian host community.

Factors influencing work effectiveness

From a more practical perspective has been searched for what factors influence the work effectiveness of short-term VT. Besides the attitude interviews, interviews with project staff-members and

coordinators gave insight into which factors are important according to them and how to improve this work effectiveness.

Four major stakeholders can be defined, with all a different role and responsibility in the field of VT. Besides the volunteer and the project, the volunteer tourism organization can be seen as the facilitator of short-term VT. Ultimately plays the government also a role. The interview findings reveal that the major factors which influence the work effectiveness can be divided in three areas of action, namely: [1] Communication, [2] Organization; and [3] Facilitation. Based on the interviews are concrete actions for each of those areas distinguished which concern different stakeholders (see table 4).

Table 4: Areas, actions and stakeholders for improvement work effectivity

Action:		Stakeholder:			
		Volunteer	Volunteer tourism organization	Volunteer projects	Government
Communication	Evaluation of projects	X	X		
	Intake of volunteer		X		
	Evaluation of volunteer		X		
Organization	Year plan/vision			X	
	Public-private partnerships		X		X
	Know needs of host community			X	X
Facilitation	Map projects				X

Additionally on behalf of the researcher's internship organization has an advisory rapport been developed. This rapport contains clear problem definitions regarding work effectiveness in short-term VT and concrete actions in response to these problems. The introduction and conclusion of this advisory rapport can be found in appendix one. Due to internal agreements with the internship organization has the core and elaboration of the actions been left out.

4.2. Testing the resident attitude model
4.2.1. Principal Component Analysis

In order to measure and predict the residents' attitude towards short-term VT, the quantitative part of this study makes use of the data from the questionnaire distributed and collected. Subsequently a two staged-analysis is executed, existing of the [1] PCA followed by [2] SEM to measure the relationships between the variables. The questionnaire of in total 21 scale-items has been put through the PCA in order to compress the data into four factors which will be used later for analysis. Before putting the data through the SPSS factor analysis, had the analysis to be configured. Missing numbers were given value '99' and missing values were excluded pairwise. Small coefficients (< 0,5) have been suppressed and 'varimax' is used as rotation method in order to generate a 'simple structure'. In this PCA have the measurement criteria, as discussed in section 3.4.2, been taken into account in order to statistically ensure a reliable analysis. These can be found back in table 3 on page 36. First, for each factor is indeed a minimum of 3 items found. Second, the sample size of N=221 exceeds the minimum of 100 samples. Third, only factors are chosen with eigenvalue > 1. In SPSS the maximum amount of factors has been fixed to 4, because this is the amount of factors needed for the SEM. Fourth, exceeds the Kaiser-Meyer-Olkin (KMO) value with .836 the minimum required value of .60 (Burns & Burns, 2008). Additionally are the factors regarded as significant (.00). Indeed have four factors been extracted with each an eigenvalue of > 1, explaining a total of 64,2% of the variance, see table 5 below.

Table 5: Extraction method: Principal Component Analysis

Total Variance Explained (after rotation)			
Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3,656	16,616	16,616
2	3,651	16,596	33,212
3	3,618	16,446	49,658
4	3,205	14,568	64,226

In table 6 on the next page an overview can be found of the outcome of the PCA. As you may see the in total 21 questionnaire items are compressed to four main factors, which will later be used for the SEM. The first factor extracted is personal benefits. Five items are compressed to this factor, in line with the expectations. Also the items under factor two, three and four, respectively negative influence, positive influence and support for short term VT are in line with the expectations and research questions. The scale reliability is checked with the use of Cronbach's alpha. The overall scale reliability has a value of 0,856 and meets the cut-off point of 0,7 as an acceptable reliability value (Santos, 1999). Additionally would no items be eligible for elimination in order to raise the alpha value, because none of the items would contribute to a significant improvement of the scale reliability. Ultimately are in

table 6 also the mean values of each item given, sorted per level of involvement and thus giving insights into the mutual relationships and gives opportunity to compare the groups with the scored values.

Table 6: Mean values and factor loadings PCA

Rotated Component Matrix						
		Mean value per level of involvement				Factor loading
Factor / item		Direct	Indirect	Observer	Total	
1	**Benefits**					
B_1	Personal benefit	3,56	3,80	3,29	3,50	,778
B_2	Develop new skills	4,02	3,82	3,48	3,72	,848
B_3	Be more empowered	3,58	3,63	2,99	3,32	,855
B_4	Lean from other cultures	4,32	4,25	3,54	3,94	,820
B_5	Be benefited financially	2,95	3,18	3,00	3,03	,781
2	**Negative influence**					
N_1	Fails to meet local needs	2,16	2,73	2,60	2,51	,639
N_2	Decreases job opportunities	2,05	2,11	2,74	2,39	,724
N_3	Leads to (economical) dependency on VTO	1,59	1,67	2,39	1,98	,721
N_4	Changes the way of life and traditional culture	1,56	1,58	2,14	1,83	,707
N_5	Reinforces the idea of 'them vs. us'	2,48	2,71	2,71	2,65	,741
N_6	Causes more trash and noise	2,84	3,18	2,98	3,00	,710
N_7	Cause more crime and vandalism	2,61	2,89	2,88	2,81	,747
3	**Positive influence**					
P_1	Develop the community	3,98	4,29	3,92	4,03	,700
P_2	Generate jobs	3,84	4,00	3,83	3,88	,746
P_3	Improve infrastructure and buildings	3,47	3,31	3,22	3,32	,763
P_4	Improve education / literacy rate	3,78	3,98	3,91	3,89	,664
P_5	Improve local economy	3,68	3,80	3,81	3,77	,778
P_6	Increase participation and partnerships	3,93	4,35	3,92	4,03	,613
4	**Support**					
S_1	Short-term VT is a good thing	4,23	4,29	4,15	4,21	,774
S_2	Projects are vital for community	4,14	4,36	4,28	4,26	,719
S_3	More volunteers should come	4,31	4,45	4,17	4,28	,807
S_4	Government should promote short-term VT more	4,34	4,71	4,12	4,33	,767

4.2.2. Structure Equation Modeling

According to Social Exchange Theory can the attitude individuals take upon short term VT, be predicted by and is dependent on the perceived benefits or costs the individual experiences. Applying SET on short-term VT, poses the theory that perceived personal benefit and perceived positive-negative impact will be strong forecasters of support for VT activities in a community. A visualization of the relations between these concepts can be found in figure 7 on the next page. To test the model for each of the three groups, the developed factors from the PCA are subjected to SEM. This resulted in three

different models investigating the direct and indirect relation and influence of the variables on the support for short-term VT in the host community.
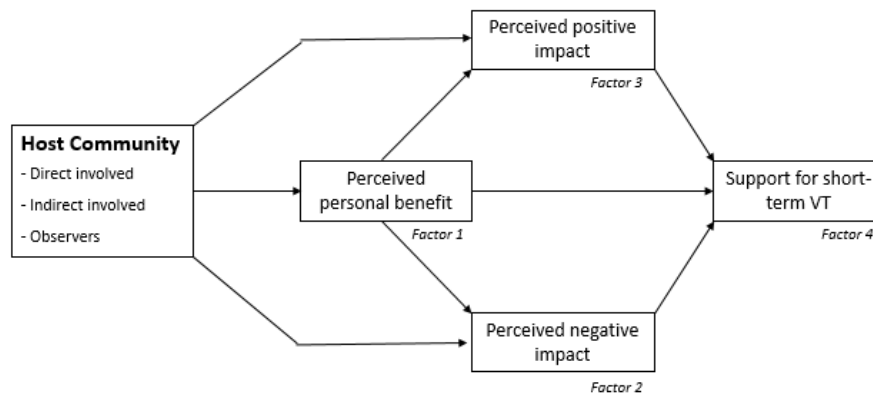

Figure 7: Resident attitude model (PCA factors included)

In the models are the measure variables (e.g. perceived Personal Benefit, Positive impact, Negative impact and Support for VT) represented by rectangles. These rectangles can either represent a exogenous or endogenous variable. To provide clarity in this terminology are exogenous variables similar to independent variables and endogenous variables similar to dependent or outcome variables (Schreiber et al. 2006). Evidently, all endogenous variables are paired with an error term, represented by a circle. Ultimately represent single headed arrows between the variables causal relationships. In analyzing the SEM, two main elements should be studied. The first element is the estimate of each relationship. This is represented by the number above the single headed arrow and represents the regression weight of the relation. The second element is the percentage of variance is explained by the regression, represented by the number above the rectangle. However should be noted that, as discussed earlier, in the area of tourism research the main purpose of investigating relationships is defining the type of influence, rather than the weight of the influence (Keane, 1994).

Predicting the residents' attitude of the direct involved group

The hypothesized SEM for the 'direct involved' group is described graphically in figure 8 on the next page. The SEM analysis is performed on data of (N=201) host community members who filled in the 21 item likert-scale survey. In order to differentiate between the level of involvement is this dataset separated. For the testing the model on the direct involved group, the SEM is performed on a total of N= 57 respondents. In table 6 on the previous page the means can be found. The variables are tested on multicollinearity. No multicollinearities were found. The model has been identified and provides a good fit with a (A)GFI of .99 and RMSEA of .00. After testing the model on goodness of fit is the significance of the relationships assessed. As discussed earlier are, due to a relative small sample group, relationships with a p-value of < .10 and a C.R. value of 1,96 considered as significant. The

assessment of relationships on these criteria has led to the elimination of the causal relationship Personal Benefit on Positive Impact (see figure 8). For this group, H(ypothesis) 2 is rejected while H3 and H4 are accepted (see table 11 on page 60)

Table 7: Model (fit) information direct group

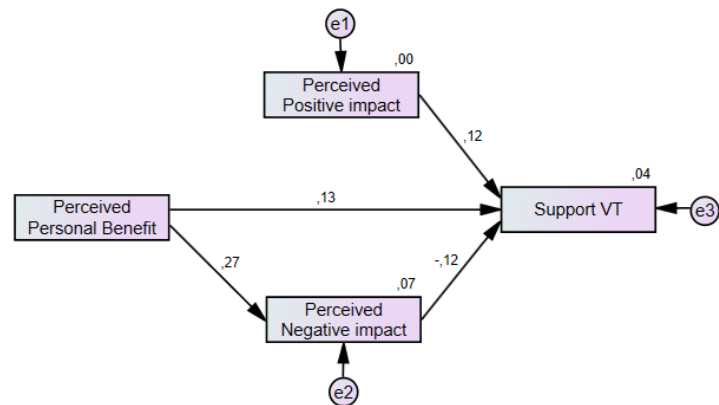| Direct involved	
Parameters	**Score**
Number of parameters	11
Chi square	.573
Degrees of freedom	2
Rel. Chi square (X2/df)	.287
GFI	.99
AGFI	.99
RMSEA	.00

Figure 8: SEM direct involved

The SEM shows from the data that there is a positive relationship between Personal Benefit and Negative impact, with a regression weight of .27 explaining 7% of the variance. This signifies that direct involved respondents perceive stronger negative impacts if they perceive higher personal benefits from short-term VT. Additionally we see that experienced Positive impact (.12), Personal Benefit (.13) and Negative impact (-.12) are all forecasters for the Support for VT. Both Personal Benefit and Positive impact have a positive causal relationship with Support for VT, while Negative impact is has a negative relationship. This signifies that the more personal benefits and the more positive impacts are perceived, the support for VT increases. On the other hand, the more negative impacts are perceived, the less supportive direct involved are towards short-term VT. Although this is expected, it encompasses an interesting insight which has to do with the direct- and indirect relationship between Personal Benefit and Support.

Namely, the data shows us that respondents who experience more personal benefits, in general are also experiencing more stronger negative impacts. The data also shows that respondents who are experiencing stronger negative impacts, are less supportive for short-term VT. Thus, based on the indirect relationship between Benefits and Support you would say that respondents who are experiencing more personal benefits, would be less supportive for short-term VT. However shows the direct relationship between Benefits and Support the opposite. Namely that the more Benefits are experienced by respondents, the more supportive residents are. The interpretation and implication of this contradiction will be discussed in the following chapter.

Predicting the residents' attitude of the indirect involved group

For testing the model on the indirect involved group, the SEM is performed on a total of N= 54 respondents. The model has been identified and provides a good fit with a (A)GFI of .99 and RMSEA of .00, exceeding the desired criteria (see table 8). After testing the model on goodness of fit is the significance of the relationships assessed. The estimation of significant relationships has led to the elimination of the causal relationship of both Personal Benefit and Negative impact on Support for VT (see figure). H2 and H3 are accepted for this group and H4 is partially accepted (see table 11 on page 60)

Table 8: Model (fit) information indirect group

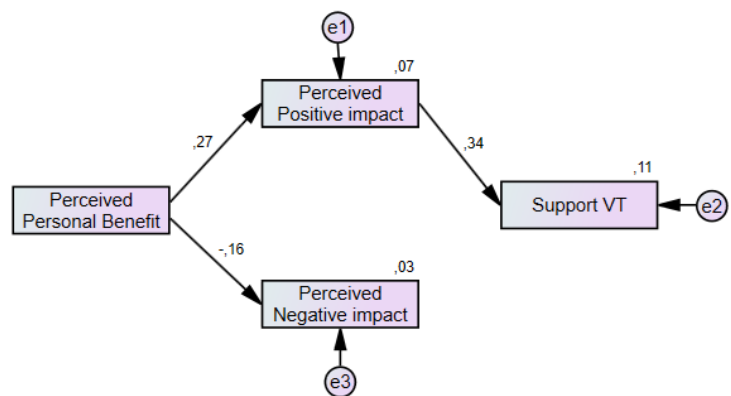| Indirect involved	
Parameters	**Score**
Number of parameters	10
Chi square	0,477
Degrees of freedom	3
Rel. Chi square (X2/df)	0,159
GFI	.99
AGFI	.99
RMSEA	.00

Figure 9: SEM indirect involved

Interestingly shows the SEM from the data that for the indirect involved group Personal Benefit seems to be a negative predictor (-.16) for the perceived Negative impact. This signifies that in this group, residents who experience stronger Personal Benefits are experiencing less Negative impacts. Additionally is found that for this group the Support for short-term VT is strongly influenced by the perceived Positive impacts (.34) and indirectly via the Personal Benefits. This shows us that the more residents experience Personal Benefits, the more they perceive Positive Impacts, what strongly predicts their increase of Support for short-term VT.

Predicting the residents' attitude of the observer group

For testing the model on the observer group, the SEM is performed on a total of N= 90 respondents. Although the model has been identified and provides a good fit with a (A)GFI value exceeding the .90 and a RMSEA of .00 (see table 9), is this model conspicuous by absence of significant relationships (see figure 10). After eliminating the insignificant relationships exceeding the standards, only the predictive relationship of Positive impact on the Support for short-term VT remained at the observer group. All the others were thus eliminated based on their high p-values. For this group is only H4 partially accepted, and is the rest rejected (see table 11 on page 60)

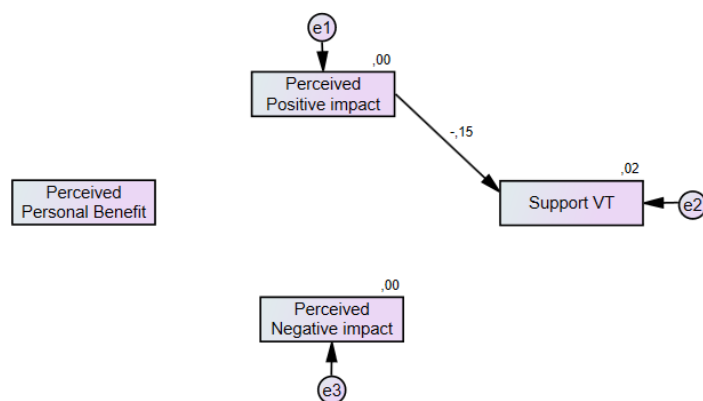| Observer involved	
Parameters	**Score**
Number of parameters	8
Chi square	2,845
Degrees of freedom	5
Rel. Chi square (X2/df)	0,569
GFI	0,99
AGFI	0,98
RMSEA	0

Figure 10: SEM observer involved

However, the only causal relationship that remained shows us something rather unexpected. The SEM shows from the data that for this group the perceived Positive impact has a negative causal relationship (-.15) on the Support for short-term VT, explaining 2% of the variance. This signifies that persons who are not involved in volunteer tourism, the support for short-term VT decreases if they're perceiving more Positive impacts. The relatively low mean values of support (see table 6 on page 54) amongst the observer group can be seen as part of the explanation of this unusual finding. Although the relationship isn't very strong relationship, it may be interesting to investigate how this further can be explained, which will be attempted in chapter 5.

Comparing the three groups of involvement

One of the main theoretical contributions of this research project is the differentiation of the host community based on the level of involvement in short-term VT. By approaching the host community as a heterogeneous group explores this research terrain which hasn't been covered to date. Although the resident attitude model is applied in various tourism studies (Ap, 1992; McGehee & Andereck, 2004; Perdue, 2003; Vargas-Sánchez et al. 2011) and studies on volunteer tourism before (Dillette 2016; McGehee & Andereck, 2009), has none of these academics taken into account the difference in level of involvement in VT. Additionally focus both studies on VT in general, while this research concentrates on social VT and adding a temporal dimension by focusing on short-term VT. By testing the resident attitude model on these groups and their perspectives is the applicability of Social Exchange Theory for this specific form of tourism investigated and is hypothesis 1 accepted (see table 11 on page 60). In comparing the models of the three different groups, a trio of issues emerge which I'd like to discuss.

The first, and most important, insight gained by comparing the three models is that the applicability of the resident attitude model decreases as the level of involvement in short-term VT decreases. In

comparison with the model of the direct involved, show the models of indirect involved and observers fewer significant relationships and thus explaining less variances. As can be seen in table 10 the model of direct involved contains four, out of the five, significant conceptual proposed relationships. The model of indirect involved only accounts for three significant predictors and in the model of the observers is only one forecaster found to be significant. This implies that the resident attitude model doesn't show strong applicability for all of the groups. Thus, for certain groups the support for short-term VT cannot be predicted by using this model. This shows that the differentiation between the groups has led to a more specific understanding of the applicability of the resident attitude model.

Table 10: Regression weigths per relationship and group

Significant predictors (in regression weight)			
Relationship	Direct	Indirect	Observer
Support <-- Benefit	0,13	-	-
Support <-- Positive	0,12	0,34	-0,15
Support <-- Negative	-0,12	-	-
Positive <-- Benefit	-	0,27	-
Negative <-- Benefit	0,27	-0,16	-

Secondly, the nature of the causal relationship Positive impact on Support for short-term VT is different between the (in)direct involved group and the observer group (see table 10). Where respondents are (in)direct involved is the relationship positive, while for the observer group this relationship is a negative one. This signifies that the level of involvement is not a consistent predictor for the type of relationship between the variables. This is further confirmed by the difference in type of relationship between perceived Personal Benefit and Negative impact (see table 10) and the absence of consistent significant relationships between the other regressions.

Ultimately should be reported that in general, the regression weights and the explained percentage of the variances are relatively low in all models. Only one regression weight is exceeding .30 and the majority is between .10 and .20. This conveys that the resident attitude model for either one of the group fails to strongly forecast the influence of the variables on the support for short-term VT. Nevertheless is revealed that there're certainly patterns present in the data worth analyzing and discussing. It is therefore that in the following chapter conclusions will be drawn upon the research (sub)question(s), which offers food for thought and discussion when reflected on theory and practice.

Table 11: Tested hypotheses per group

Testing hypotheses			
Hypothesis tested	**Accept (A) – Partially Accept (PA) - Reject (R)**		
	Direct	**Indirect**	**Observer**
H1: The resident attitude towards short-term VT, including the perceived benefits, impacts and support, is dependent on the level of involvement of the residents.	Accepted		
H2: The perceived personal benefit will significantly predict the perceived positive impacts of VT	R	A	R
H3: The perceived personal benefit will significantly predict the perceived negative impacts of VT	A	A	R
H4: Perceived benefits, positive and negative impacts significantly predict the support for volunteer tourism in general	A	PA	PA

4.3. Concluding on the resident attitude

This chapter gave an extensive insight into the view of the host community on short-term VT which I would like to briefly summarize below. What emerges out of my analysis of the qualitative and quantitative results are a few key insights. In short, gives this chapter insight into which categories under the themes personal benefit, positive impact, negative impact and support for VT are of importance for the host communities. Additionally emphasizes this chapter the similarities and differences in perspective between the three groups of involvement. From a more structural and quantitative approach show the results support for the resident attitude model as predictor for the host community perspective. However, is found that if the level of involvement decreases, the applicability of the resident attitude model decreases likewise, which tells us that this model may not function for each group in a host community. In chapter five I'll discuss these key findings in more detail when I relate them back to the research question(s) and literature.

CHAPTER 5:

Conclusion & Discussion
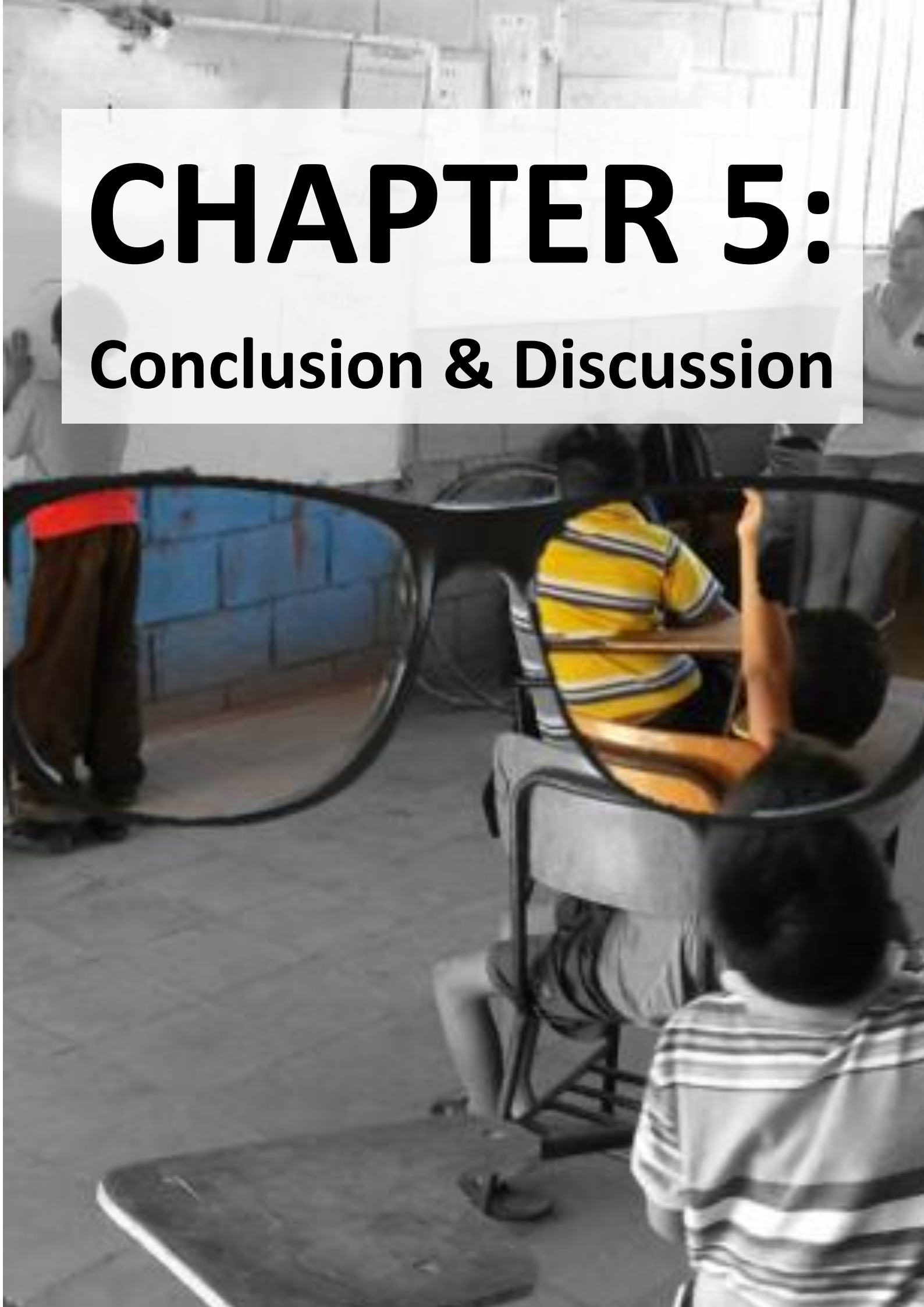
5. Conclusion and discussion

5.1. So, how it is perceived?

The aim of this research is to understand the different perspectives of the host community members on social short-term volunteer tourism (VT) in Quito, Ecuador. To reach this aim and understand these perspectives made this research use of a mixed method approach, combining quantitative and a qualitative empirical research instruments. Empirical research has been executed in the form of a three-month fieldwork in the capital of Ecuador, Quito. During this fieldwork several social projects are visited, interviews taken and surveys distributed to investigate the resident attitude towards short-term VT. By basing the interviews and surveys on existing literature, give the results of these research instruments the opportunity to add on, verify or contradict current research in the field of (volunteer) tourism. The research contributes to literature by focusing on short-term VT, something which hasn't been researched before. Additionally it differentiates in level of involvement regarding the residents attitude. A thorough elaboration of the relation with literature can be found in the section 'discussion'. Nevertheless is one of the main underlying goals of this research to give those people a voice, which haven't been included a great deal in academic research in this field so far. The receiving host community. Interviews were held with different types of people, differing from cleaning lady to academic and from project coordinators to parents from children in projects. To put weight on their perspectives and see which topics around VT are important for them, contributes this research not only in a theoretical way but also in a practical manner so that future organizations, volunteers and policymakers can take the perspectives of residents into account. To answer the main research question, the perception of the host community residents was divided into four main themes with corresponding sub-questions: [1] perceived personal benefits; [2] perceived positive influences; [3] perceived negative influences and [4] general support for short-term VT. While personal benefits focused on the individual level of the host community member, aimed positive and negative influences on impact on community level. The general support represented the foothold short-term VT has amongst the residents. Additionally has SEM been used in order to investigate whether the support for short-term VT can be measured and predicted by the perception on above standing themes.

The first finding adds to the further understanding on how host communities perceive potential benefits of short-term VT. From the results can be concluded that four main categories are perceived as important personal benefits. Cultural development is perceived as the most important benefit, referring to learning about different cultures but also to gaining more knowledge about the own country and cultures. This is supported by results from the survey, which partially focused on the perceived personal benefits of short-term VT and questioned this category in five items. From a

maximum score of five, the mean score of the item 'cultural development' scored the highest (3,94) This suggests that respondents agreed most strongly on this item as personal benefit of short-term VT. Financial benefit scores the lowest. Additionally are economic benefit and empowerment, in line with earlier literature (Broad, 2003; Coghlan, 2009) also perceived as important personal benefits. A new understanding regarding this theme is found in that respondents expressed short-term VT leading to 'life fulfillment', referring to the emotional satisfaction host community members can get via short-term VT. From a more quantitative perspective value those who are direct and indirect involved with VT the personal benefits above average. The majority of these respondents agree or even strongly agree to the personal benefits as given in the questionnaire.

The second finding concludes on the perceived positive impacts short-term VT has on their community. According to the respondents helps short-term VT them to discover new ways of thinking. Not only in a personal, but also on a professional way, which provides opportunities for empowerment and a better economic position. Residents are very positive about the affection children receive from volunteers, something which isn't a matter of course in their home situation according some respondents. Additionally, residents find that short-term VT is very good for the image and accessibility of their country, which can lead to an increase of tourism with a positive economic collateral effect. Ultimately, by including marginalized groups and persons, the socializing impact of VT projects is regarded as an important positive impact in the community. This is backed by results from the survey, which show that the increase of participation and relationships is valued as the highest (4,03) of the six items under this category. Interestingly have all items under the theme positive influence a mean value higher than 3,75 on a scale of 5. This signifies that host community members on average strongly agree with the positive influences short-term VT has on their community.

The third finding revealed what negative influences short-term VT can have on the host community, according to its members. Although it isn't really a negative impact, the lack of development and continuity is one of the most discussed items regarding this theme. Respondents feel that there is absence of progress and effect in short-term projects. This is in line with Guttentag's (2009) findings, who argues that volunteers may hinder work progress and perform unsatisfactory work. Also, residents express concerns from a social dimension of both community and individual level. On a community level concerns are about increased alcohol use, unwanted pregnancy, increase of criminality, conceptualizations of 'the other' and loss of traditional culture. On an individual level are amongst respondents serious concerns about the potential children's' psychological damage and consequences of the coming-and-going from volunteers. Interestingly show results from the survey that the argument settled between two and three on a scale of five. This signifies that on average respondents slightly disagree with the negative impacts. Standing out in the quantitative results are

the differences in mean values between the groups based on level of involvement. Those who are directly involved disagree stronger with negative influences than those which have less involvement in short-term VT. The observer group scores significantly higher which means they are more critical on the impact this form of tourism has on their community.

The fourth finding is devoted to conclude on the residents' general support towards short-term VT in their community. In general can be said that there is strong support for short-term VT amongst the host community and there is agreement amongst all interviewees that more volunteers should come to Ecuador. Likewise, respondents agree that volunteers should stay for a longer time to ensure stability and continuity in projects in order to let VT be more beneficial for their community. The interviews showed that the groups direct involved and observers are very positive about short-term VT. This in contrast to the indirect involved which in general did support but also placed a lot of 'if's' at their support, suggesting ways to improve VT activities. The main critics of this group were focused on the temporality of short-term VT and the lack of understanding about the cultural context wherein volunteers are immersed. After analysis it became clear that respondents had the opinion that volunteers also should take responsibility and that projects should focus more on the satisfaction of local needs instead of pleasing the volunteer. From the four main categories in this research, showed respondents in the survey the strongest agreement for the items under the category of support for short-term VT. Based on the results of both qualitative and quantitative methods, is concluded that there is strong support for short-term VT amongst the host community in Quito, Ecuador. An item under this category which stands out, is the strong agreement (4,71) of indirect involved respondents showed upon the suggestion that the government should do more to promote short-term VT. This is supported by the interviews, where indirect involved respondents argue that the current government doesn't pay any attention on VT and sees tourism only in a commercial way. This item will be reviewed in the discussion in the next section.

The fifth finding refers to what extent the host community members' level of involvement influences their perception of short-term VT. This finding is twofold, in the sense that on the one hand it is investigated whether the level of involvement influences the perception on VT, and on the other hand to what extent the support for VT could be predicted with the use of the resident attitude model. After analyzing both qualitative and quantitative results can be concluded that the amount of involvement indeed strongly influences the perception of the host community residents towards short-term VT. In general can be concluded that the observer and direct involved group are the most positive and supportive for this form of tourism. The indirect involved group remains the most critical and aware of negative impacts, illustrated by results from the survey and the conditions they set at their general support. Regarding the second issue is abstracted that the resident attitude model only can be used to

solidly predict the resident attitude and support of respondents who are directly involved in short-term VT. If the level of involvement decreases, also the strength and usability of the resident attitude model decreases. A further reflection of the findings on the resident attitude model and the corresponding Social Exchange Theory can be found in the following section.

5.2. So, what does it mean?

The conclusions of this master thesis provide understanding how different host community residents perceive short-term VT and the impact of this form of tourism on their community. Additionally has been concluded on how the perceived impact, level of involvement and personal benefits are predictors for the support for this form of tourism in the project. Taking into account these conclusions of this research project, it is important to discuss their implications for the field, which is done below.

First, this research takes a holistic approach wherein I investigate the phenomenon of short-term VT and the host community residents on this phenomenon. By putting the host community perspective central in this project, insight is given into what elements around this phenomenon are important for this group. Although this has numerous implications which are discussed below, there really is one contribution which is fundamental in this research project. Instead of overlooking, examines the inclusion of the host community perspective in this research short-term VT from a different angle. This provides new and better understandings in the very defining of problems, needs and improvements in the volunteer tourism field. Instead of assuming that there is a certain support and positive attitude towards VT, is this exactly the focal point of this research. Investigating and measuring the residents' attitude towards short-term VT is considered as crucial in the understanding of how short-term VT works and should work and therefore has been central in this research project.

Second, if we would accept volunteer tourism as a traditional form of tourism, research and practice would represent the travelers' needs and demands as the driver of this form of tourism (Wearing & McGehee, 2013). The results of this research contribute to shift-away from this tourist centered discourse and by delivering additional scientific empirical work to break through this hegemony. This research shows that in volunteer tourism it is crucial to let local needs and desires be the main driver of this form of tourism, instead of the desires and needs of the tourist.

Third is the host community, in line with Sin's (2009) suggestions for future research and the efforts of Burrai (2015), in this research not seen as a homogeneous group with a collective perspective in VT. In fact, showed the differentiation of the host community based on level of involvement in VT that there is indeed a difference in attitude towards short-term VT between different host community groups. The results suggest that those who have direct involvement with volunteer tourism are in general very supportive for volunteer tourism. This can be explained by the personal benefit they gain from projects

and the strong disagreement they showed for negative impacts. Interestingly showed also the observer group a strong support for volunteer tourism. Although this wasn't expected, it can be explained by the absence of knowledge on potential negative impacts on their community. This expectation is backed by results from the interviews, where this group showed little response to possible negative impacts of short-term VT. The most critical group on volunteer tourism is the indirect involved group. They show strong knowledge of both possible positive and negative impacts. Although most of them support volunteer tourism, they expressed a lot of conditions on their support and giving an abundance of suggestions to improve the volunteer tourism sector. From a theoretical perspective provide these findings evidence that the heterogeneity in level of involvement of the host community should not be overlooked and indeed has a relevant influence on the residents' attitude. This may not be the case just at short-term VT, but in different forms of tourism as well. From a more practical viewpoint implicate these results that volunteer tourism facilitators should go beyond informing those who are directly involved, but also include indirect involved residents, in their efforts to improve their practices.

In the fourth place describe the earliest endeavors of resident attitude research on volunteer tourism, McGehee & Andereck (2009) and Dillette (2016) that there is need for additional scientific empirical data on different geographical locations in order to conclude generalizable data. This research adds, besides conducting research in a different geographical location, also a temporal dimension. By focusing on short-term VT, suggest the findings in this research in comparison with the findings of McGehee & Andereck (2009) and Dillette (2016) that these factors indeed influence the resident attitude towards VT. Adding on these works is found that especially the temporal dimension played an important role in attitude towards VT, as there was amongst residents a strong desire that volunteers should stay for a longer time. Also was the effectiveness of short-term VT projects strongly questioned amongst respondents in this research. This suggests that the temporal dimension is an important predictor for the resident attitude towards VT, which is something that's overlooked by the work of McGehee & Andereck (2009) and Dillette (2016).

Research on volunteer tourism has, fifthly, according to Wearing & McGehee (2013) developed to the fourth phase of tourism research in Jafari's (2001) platforms. This fourth platform calls for structured and interdisciplinary approaches to research volunteer tourism in a systematic way. The investigation of the resident attitudes towards short-term VT with the use of Social Exchange Theory in the quantitative part of this research fits perfectly in this platform. This research tested the applicability of the resident attitude model derived from SET on the dataset. Mixed results were found regarding this model and theory, as the model failed to significantly predict the support for VT on the base of experienced benefits and positive-negative impacts for each group. In line with early SET literature on tourism in general (Ap, 1992; McGehee and Andereck, 2004) and volunteer tourism specific (McGehee

& Andereck, 2009), show the results in this study that for the direct involved group, perceived personal benefit and positive and negative impact indeed are significant predictors for the support on short-term VT. However, predicts the model only partially the resident attitudes if it's subject to the perception-data of indirect involved, and even completely fails if subjected to people who aren't involved at all in short-term VT. It appears to be that in a specific form of tourism such as short-term VT, the lack of knowledge or the distorted image of residents on this form of tourism leads to ineffectiveness of modelling the residents' attitude. Therefore it is suggested that future research re-evaluates SET on resident attitude studies, taking into account the differentiation between involved and uninvolved residents. This may lead to more cautiousness in using this theory to investigate host community perceptions. From a more practical view it may initiate the re-evaluation of policy-decisions, as the attitude of the residents may not be in such harmony and easy to model as assumed.

Sixth, give the results, as expected, evidence for the need for improvement in the volunteer tourism sector according to the host community members. This research gives the opportunity to volunteer tourism facilitators to include these viewpoints in their considerations about the organization of VT. If facilitators of VT indeed take into account these perspectives, this would be have great implications for the host community. More concrete has the interpretation of the results led to recommendations for my internship organization, consisting of eight explicit actions for improving practices around short-term VT (see appendix 1). In the eyes of the respondents is maximizing the positive- and minimizing the negative impact of VT one of the most important responsibilities of VTO's. I couldn't agree more and VTO's should indeed take their responsibility regarding this issue and include the voices of those receiving short-term VT in order to shift to a more community-centered approach instead of the current (volunteer)tourist-centered approach. Additionally can VTO's distinguish themselves on the market by improving the quality of their programs, giving them more opportunity to improve their positive impact.

Ultimately give the empirical results the opportunity to reflect whether short-term VT indeed is experienced as described in VT literature. Evidently covers literature on this topic a great deal of the discussed items with the host community. However is it highly interesting to investigate whether the discussed issues in literature indeed are perceived as such in practice by the host community, or that certain findings should be nuanced or altered. In general should be said that the situation in practice is not perceived as pessimistic as the late critical literature such as Guttentag (2009), Sin (2009) and Palacios (2010). The results suggest that, although being aware of certain possible negative impacts, the major part of the respondents is positive and supportive towards short-term VT, emphasizing the positive energy, help and new perspectives they get via the enthusiastic volunteers. However have the findings resulted in some interesting insights if reflected to existing literature. More specifically would

I like to briefly discuss insights on the topics of [1] stereotype discussion, [2] job opportunities discussion, [3] lack of development discussion and [4] life fulfillment.

In the results was found that regarding stereotyping of the Western tourist, two main stereotypes where present, namely the 'walking dollars' stereotype and the 'high level of appearance' stereotype. From the findings of the interviews is concluded that for those who are direct involved in short-term VT, this leads to the erosion of the 'walking dollars' stereotype of Westerns at these persons. However is also found that volunteers contribute to the 'high level of appearance' Westerns have from the perspective of the host community. In literature conclude Raymond and Hall (2009), Callanan & Thomas (2005) and Dillette (2016) that VT, and especially 'shallow' VT, leads to reinforcement of the image of the other. On the contrary argue for instance Broad (2003) and McGehee & Andereck (2009) that VT leads to better cultural understanding. Reflecting the findings of this research on the literature, it is suggested that short-term VT not automatically leads to better cultural understanding or the reinforcement of stereotypes. Rather, that it is highly dependent on which stereotype it concerns and the level of involvement the host community member has in short-term VT.

Equal to the stereotype debate, there is also on the job opportunity discussion no consensus in literature about this topic. Mosthafanezhad (2014), Guttentag (2009) and Burrai (2015) for instance argue that VT leads a decrease of jobs and job stability for host community members, while McGehee & Andereck (2009), Broad (2003) and Singh (2014) describe the positive economic impact and employment generation VT causes. Also in this study is no agreement found regarding this topic. This disagreement can be explained by the vast variety of contexts in the field of VT. Therefore I suggest that future researchers should be careful with using this advantage/disadvantage and that unless it's proved, it can't be used as a strong argument pro or against VT. The same goes for the debate about whether VT leads to development and empowerment (Broad, 2003; Coghlan) or the absence of it (Guttentag, 2009). After finding mixed results in this study, I can only say that it really depends on the type of project and context wherein it's located. Consequence is that it in order to really know the impact of a project, this impact should be measured, instead of making generalizations about short-term VT stating that it leads to development or not.

In the investigation on what the residents' attitude is towards short-term VT, finds this research a host community motivation for participating in VT which hasn't been found in literature to date. From the interviews has been concluded that 'life-fulfillment' is regarded by host community members as an important personal benefit and motivation to participate in VT. Life-fulfillment is defined as the positive emotional impact which is gained through VT, giving meaning to the life of individuals. This insight helps explaining why host community members participate in VT and is therefore suggested as

personal benefit in future literature about this topic. Ultimately is suggested that this personal benefit also will be taken into account if VT or related studies in the field are subject to Social Exchange Theory in future research projects, as it is an important perceived benefit in the interaction between host and guest.

5.3. Limitations and future research suggestions

Although I strived to conduct this research project as solid as possible, this study goes not without its shortcomings. Critically reflecting on the data collection method, an important constraint is that in the data collection instruments and especially the survey, respondents weren't given the opportunity to choose for a middle way in defining their level of involvement. Although a thorough explanation was given about when respondents would be direct-indirect-observer involved, including an example, would it have been better to add an interval scale in order to differentiate more specifically and give respondents the opportunity to express more precise their level of involvement (see figure 11). This would lead to a more precise view on the level of involvement and gives more analysis opportunities and thus more specified results.

Level of involvement

1 2 3	4 5 6 7	8 9 10
Observer	Indirect	Direct

Figure 11: Suggested interval scale for level of involvement in questionnaire

Additionally showed the factor loadings in the PCA that the factor 'negative impact' was slightly separated because two out of seven items had a lower factor loading. In the PCA I limited the amount of factors in SPSS to four, because only four categories (benefit, positive, negative, support) derived from theory and applied in the research instruments were considered necessary. However showed the PCA that, if I gave no limit to the amount of factors in SPSS, there was a fifth factor with an eigenvalue > 1. This factor included two 'negative' items with high factor loadings, signifying that it would have been an opportunity to split the 'negative' category in 'negative A' and 'negative B' in order to draw more accurate conclusions regarding the SET model. I chose not to do this in order to keep harmony and comprehensibility between the theoretical chapter, research instruments and results. In future studies it is suggested to conduct some kind of pilot study to potentially exclude items before distributing the survey.

In order to gain a holistic understanding of the host-guest interaction would it be highly interesting to also include the perspectives of the volunteers in the social exchange model. The comparison between these perspectives single study has the potential to reveal the differences and similarities in perspective towards short-term VT. This would subsequently address issues which are in need to be

more harmonized by VT facilitators. However was the inclusion of the volunteers' perspectives due to time and means restrictions beyond the scope of this research. In the line of this shortcoming is also the absence of differentiation between cultural groups in this study seen as a relevant limitation. Entirely justly explained respondent Isabella that in a country with so many different cultures, it's very dangerous to see the 'host community' as one homogenous cultural group. Therefore it is suggested that future research takes the different cultural groups in the research region into account and ideal wise is completely devoted to investigating the differences between these groups in relation to VT.

Additionally has this research mainly focused on the host community, volunteer and volunteer tourism organizations as core stakeholders in short-term VT. Nevertheless showed the results on work effectiveness that there is amongst the host community a strong desire of government action in the facilitation of volunteer tourism. The role of the government remains in this study relatively unexplored, leaving room for future research to further theorize government involvement in VT and investigate how the suggested actions from this research may be put to practice. A recent study which could be used as a starting point is the recent study of Burrai's et al. (2017) investigating the governments' role in volunteer tourism planning in the line of assemblage thinking.

An interesting, but unexplored avenue in volunteer tourism literature are the ways how to monitor and evaluate volunteer tourism. Although some tools are developed (Lupoli et al., 2014) and adapted (such as Theory of Change), give only recently Taplin et al. (2014) an analytical framework in monitoring and evaluation of volunteer programs. Future research could use this analytical framework to define *how* to monitor and evaluate volunteer programs in combination with insights gained from this study to define *what* should be monitored and evaluated. Volunteer tourism should be community-centered and therefore the monitoring and evaluation methods should be enriched with the insights of host community members, in which this study strongly contributes.

A different avenue which has the potential to engage in the field of volunteer tourism is to investigate the host community through the lens of psychological disciplines. Focusing on the reinforcement and erosion of stereotypes of Westerns, offers this study an interesting starting point to investigate what impact volunteer tourism has on the worldview of those involved. Additionally is often responded in this and other studies that VT leads to cultural understanding (Broad, 2003; McGehee & Andereck, 2009). However are to date no studies found which really go into deepness and investigate what this cultural understanding exactly encompasses and what consequences this has.

Ultimately has this research a strong regional focus and it is therefore risky to draw generalizable conclusions on short-term VT in from this study. The study showed that, even within the study possible impacts, benefits and results are highly dependent on the context. Although the direct impact of a

perspective analysis is limited, offer the results an extra viewpoint on the phenomenon of short-term VT emphasizing the need to include the host community perspective in this field. It should be taken into account that results and conclusions of this type of study are always interpretative and I would be tenderfoot assuming that the findings are completely unbiased. Nevertheless is a study about giving voice and include groups which are often excluded in research and practice not exclusively about the precise matters of subject, but conjointly about contributing in taking first steps in effecting a social change on the long-term future of volunteer tourism. I hope this study will.

6. References

Adriansen, H. K. (2012). Timeline interviews: A tool for conducting life history research. *Qualitative Studies, 3 (1)*, 40-55.

Andereck, K., McGehee, N., Lee, S., & Clemmons, D. (2012). Experience expectations of prospective volunteer tourists. *Journal of Travel Research, 51 (2)*, 130-141.

Ap., J. (1992). Residents' perceptions on tourism impacts. *Annals of tourism Research, 19 (4)*, 665-690.

Bargeman, B., Richards, G., & Govers, E. (2016). Volunteer tourism impacts in Ghana: a practice approach. *Current Issues in Tourism*, 1-16.

Benson, A., & Siebert, N. (2009). Volunteer tourism: motivations of German participants in South Africa. *Annals of Leisure Research, 12 (3/4)*.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology, 3* , 77-101.

Breen, R. (1983). Path Analysis: An Example. *Journal of Agricultural Economics, 34*, 417-425.

Brink, S. v. (2015). *The Dutch Voluntourism Sector: A qualitative web content analysis of responsibility communication [Thesis].* Wageningen: Wageningen University .

Broad, S. (2003). Living the Thai life - a case study of volunteer tourism at the Gibbon Rehabilitation Project, Thailand. *Tourism Recreation Research, 28 (3)*, 63-72.

Brown, F., & Hall, D. (2008). Tourism and development in the Global South: The issues. *Third World Quarterly, 29 (5)*, 839-849.

Brown, S. (2005). Travelling with a purpose: understanding the motives and benefits of volunteer vacationers. *Current Issues in Tourism, 8 (6)*, 479-496.

Brown, S., & Morrison, A. M. (2003). Expanding Volunteer Vacation Participation An Exploratory Study on the Mini-Mission Concept. *Tourism Recreation Research, 28 (3)*, 73-82.

Brumbaugh, A. (2010). The impact of diversity seeking and volunteer orientation on desire for alternative spring break programs. *Journal of Travel & Tourism Marketing, 27 (5)*, 474-490.

Burns, R. P., & Burns, R. (2008). *Business research methods and statistics using SPSS.* Sage.

Burrai, E., Font, X., & Cochrane, J. (2015). Destination Stakeholders' Perceptions of Volunteer Tourism: An Equity Theory Approach. *International Journal of Tourism Research, 17*, 451-459.

Burrai, E., Mostafanezhad, M., & Hannam, K. (2017). Moral assemblages of volunteer tourism development in Cusco, Peru. *Tourism Planning and Development, Vol. 19, 3*, 362-377.

Callanan, C., & Thomas, S. (2005). Volunteer tourism: deconstructing volunteer activities within a dynamic environment. In M. Novelli, *Niche Tourism: Contemporary issues, trends and cases* (pp. 183-200). Oxford: Butterworth-Heineman.

Campbell, L. M., & Smith, C. (2006). What makes them pay? Values of volunteer tourists working for sea turtle conservaiton. *Environmental Management, 38 (1)*, 84-98.

Chen, L., & Chen, J. (2011). The motivations and expectations of international volunteer tourists: a case study of Chinese Village Traditions. *Tourism Management, 32 (2)*, 435-442.

ChildSafe Movement . (2017). *What we do*. Retrieved from ChildSafe Movement:
https://thinkchildsafe.org/what-we-do/

Coghlan, A. (2005). *Towards an understanding of the volunteer tourism experience.* Queensland,
Australia: James Cook University.

Coghlan, A. (2008). Exploring the role of expedition staff in volunteer tourism. *International Journal
of Tourism Research, 10 (2)*, 183-191.

Cousins, J. A., Evans, J., & Sadler, J. B. (2009). 'I've paid to observe lions, not map roads!' An
emotional journey with conservation volunteers in South Africa. *Geoforum. 40 (6)*, 1069-
1080.

Creswell, J. W. (2007). *Qualitative inquiry and research design: Choosing among five approaches (2).*
London: Sage Publications Inc.

Dardas, L. A., & Ahmad, M. M. (2014). Validation of the world health organization's quality of life
questionnaire with parents of children with autistic disorder. *Autism Dev Disord*, 2257-2263.

Devereux, P. (2008). International voluneering for development and sustainability: outdated
paternalism or a radical respnse to globalisation. *Development in Practice, 18 (3)*, 357-370.

Dillette, A. K., Douglas, A. C., Martin, D. S., & O'Neill, M. (2016). Resident perceptions on cross-
cultural understanding as an outcome of volunteer tourism programs: the Bahamian Family
Island perspective. *Journal of Sustainable Tourism*.

Ecuador, M. d. (Director). (2015). *Ecuador destino verde del mundo PREMIOS WTA 2015* [Motion
Picture].

Eisinger, P. (2002). Organizational capacity and organizational effectiveness among street-level food
assistance programs. *Nonprofit and Voluntary Sector Quarterly, 31 (1)*, 115-130.

Elliot, D. (2008, May 2). *Voluntourism*. Retrieved from Condé Nast Traveler:
http://www.concierge.com/cntraveler/articles/12200

Field, A. (2013). *Discovering Statistics Using IBM SPSS Statistics.* London: Sage.

Flora, C. B. (2004). Community dynamics and social capital. *Agronomy 43* , 93-108.

Goodson, I., & Sikes, P. (2001). *Life history research in educational settings: learning from lives.*
Buckingham: Open University Press.

Guttentag, D. A. (2009). The possible negative impacts of volunteer tourism. *International Journal of
Tourism Research, 11*, 537-551.

Guttentag, D. A. (2011). Volunteer tourism: As good as it seems? *Tourism Recreation Research, 36(1)*,
69-74.

Halpenny, E. A., & Caissie, L. T. (2003). Volunteering on nature conservation projects: Volunteer
experience, attitudes and values. *Tourism Recreation Research, 28 (3)*, 25-33.

Inan, F. A., & Lowther, D. L. (2010). Factors affecting technology integration in K-12 classrooms: a
path model. *Education Technology Research and Development, 58;2*, 137-154.

Jafari, J. (2001). The scientification of tourism. In V. L. Smith, & M. Brent, *Hosts and guests revisited:
Issues of the 21st century* (pp. 28-41). Elmsford, NY: Cognizant.

Keane, M. J. (1994). Path analysis technique. *Annals of Tourism Research*, 160-165.

Keese, J. R. (2011). The geography of volunteer tourism: Place matters. *Tourism Geographies 13.2*, 257-279.

Kenny, D. A. (2015, November 24). *Measuring Model Fit*. Retrieved from Structure Equation Model: http://davidakenny.net/cm/fit.htm

Krosnick, J. A., & Fabrigar, L. R. (1997). Designing rating scales for effective measurement in surveys. In L. Lyberg, P. Biemer, L. Collins, E. Decker , E. DeLeeuw, C. Dippo, . . . D. Trewin, *Survey Measurement and Process Quality* (pp. 141-164). New York: Wiley-Interscience.

Leigh, R. (2005). The evolving nature of international service through the United Nations Volunteers. *International service and volunteering: Developments, impacts and challenges, 7 (2)*, 27-34.

Loiseau, B., Sibbald, R., Raman, S. A., Darren, B., Loh, L. C., & Dimaras, H. (2016). Perceptions of the role of short-term volunteerism in international development: Views from volunteers, local hosts and community members. *Journal of Tropical Medecine*.

Lough, B. J., McBride, A. M., Sherraden, M. S., & O'Hara, K. (2011). Capacity building contributions of short-term international volunteers. *Journal of Community Practice, 19 (2)*, 120-137.

Lupoli, C., & Morse, W. C. (2015). Indicator development methodology for volunteer tourism in host communities: creating a low-cost locally applicable, rapid assessment tool. *Journal of sustainable tourism*, 726-747.

Lyons, K., Hanley, J., Wearing, S., & Neil, J. (2012). Gap year volunteer tourism: Myths of global citizenship. *Annals of tourism research, 39 (1)*, 361-378.

McGehee, N. (2002). Alternative tourism and social movements. *Annals of Tourism Research, 29*, 124-143.

McGehee, N. (Annals of Tourism Reseach, 29). *Oppression, emancipation and social volunteer tourism.* 2012: 84-107.

McGehee, N. G., & Andereck, K. (2009). Volunteer tourism and the 'voluntoured': the case of Tijuana, Mexico. *Journal of Sustainable Tourism*, 39-51.

McGehee, N., & Andereck, K. (2004). Factors predicting rural residents' support of tourism. *Journal of Travel Research, 43 (2)*, 131-140.

McIntosh, A. J., & Zahra, A. (2007). A Cultural Encounter through Volunteer Tourism: Towards the Ideals of Sustainable Tourism? *Journal of Sustainable Tourism, 15 (5)*, 541-556.

McLeod, H. (2008). Humanitarian emergencies – Do volunteers help or hinder? *Just change: Critical thinking on global issues*, 8-10.

Mostafanezhad, M. (2014). Locating the tourist in volunteer tourism. *Current Issues in Tourism, 17 (4)*, 381-384.

Nelson, E. (2010). *A community perspective on volunteer tourism and development in South Africa.* Oxford, OH: Miami University.

Ooi, N., & Laing, J. H. (2010). Backpacker tourism: Sustainable and purposeful? Investigating the overlap between backpacker tourism and volunteer tourism motivations. *Journal of Sustainable Tourism*, 191-206.

O'Rourke, N., & Hatcher, L. (2013). A Step-by-Step Approach to Using SAS for Factor Analysis and Structural Equation Modeling. In N. O'Rourke, & L. Hatcher, *Factor Analysis and Structural Equation Modeling* (pp. 1-42). Cary, North Carolina, USA: SAS Institute.

Palacios, C. (2010). Volunteer tourism, developmentand education in a postcolonial world: conceiving global connections beyond aid. *Journal of Sustainble Tourism, 18 (7)*, 861-878.

Pearce, P., Moscardo, G., & Ross, G. (1991). Tourism impact and community perception: An equity social-representational perspective. *Australian Psuchologist, 26 (3)*, 147-152.

Perdue, R. R. (2003). Stakeholder analysis in Colerado ski resorts communities. *Tourism Analysis, 8 (2/4)*, 233-236.

Raymond, E., & Hall, C. (2008). The development of cross-cultural (mis)understanding through volunteer tourism. *Journal of Sustainable Tourism, 16 (5)*, 530-543.

Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective.* Cabi.

Roberts, L., & Hall, D. (2004). Consuming the countryside: Marketing for 'rural tourism. *Journal of Vacation Marketing, 10 (3)*, 253-263.

Salazar, N. B. (2004). Developmental tourists vs. development tourism: A case study. In A. Raj, *Tourist behaviour: a psychological perspective* (pp. 85-107). Kanishka Publishers.

Santos, J. R. (1999). Cronbach's Alpha: A tool for assessing the reliability of scales. *Tools of the Thrade, 37, no. 2*.

Scheyvens, R. (2002). *Tourism for development: Empowering communities.* England: Pearson Education Limited.

Schouten, J. (Director). (2013). *No Experience Required* [Motion Picture].

Schreiber, J. B., Stage, F. K., King, J., Nora, A., & Barlow, E. A. (2006). Reporting Structural Ecuation Modeling and Confirmatory Factor Analysis Results: A Revies. *Journal of Education, Vol. 99; 6*, 323-337.

Simpson, K. (2004). Doing development: the gap year, volunteer-tourists and a popular practice of development. *Journal of International Development, 16 (5)*, 681-692.

Sin, H. L. (2009). Volunteer Tourism- ''Involve me and I will learn''? *Annals of Tourism Research, Vol. 36, No. 3*, 480-501.

Sin, L. H., Oakes, T., & Mostafanezhad, M. (2015). Traveling for a cause: Critical examinations of volunteer tourism and social justice. *Tourist Studies, 15 (2)*, 119-131.

Singh, R. (2014). Volunteer Tourism and Host Community. *International Journal of scientific research and management*, 1480-1487.

Singh, T. V. (2002). Altruistic tourism: another shade of sustainable tourism: the case of Kanda community. *Tourism: An International Interdisciplinary Journal*, 371-381.

Smith, V. L., & Font, X. (2014). Marketing volunteer tourism responsibly. *Journal of Sustainable Tourism, 22(4)*.

Smithsonian Institution. (2002). Where is the world's greatest biodiversity? Smithsonian scientists find the answer is a question of scale. *ScienceDaily*.

Stainton, H. (2016). A segmented volunteer tourism industry. *Annals of Tourism Research, 61*, 256-258.

Sutton, W. A. (1967). Travel and understanding: Notes on the social structure of touring. *International journal of comparative sociology, 8*, 218.

Taplin, J., Dredge, D., & Scherrer, P. (2014). Monitoring and evaluating volunteer tourism: a review and analytical framework. *Journal of Sustainable Tourism*, 874-897.

Tefler, D. J. (2003). Development issues in destination communities. In S. Singh, D. J. Timothy, & R. K. Dowling, *Tourism in Destination Communities* (pp. 155-180). Wallingford: CAB International.

Tomazos, K., & Butler, R. (2010). The volunteer tourist as 'hero'. *Current Issues in Tourism, 13 (4)*, 363-380.

VARA, R. (Director). (2017). *Voluntourism* [Motion Picture].

Vargas-Sánchez, A., Porras-Bueno, N., & Plaza-Mejía, M. d. (2011). Explaining residents' attitudes to tourism: Is a universal model possible. *Annals of Tourism Research, vol. 38: 2*, 460-480.

Verschuren, P., & Doorewaard, H. (2007). *Het ontwerpen van onderzoek.* Den Haag: Uitgeverij Lemma.

Vrasti, W. (2013). *Volunteer tourism in the global south: Giving back in neoliberal times.* Routledge.

Wearing, S. (2001). *Volunteer Tourism. Experiences that make a difference.* Wallingford: CABI.

Wearing, S. (2004). Examining best practice in volunteer tourism. *Volunteering as leisure/leisure as volunteering: An international assessment*, 209-224.

Wearing, S., & McGehee, N. (2013). Volunteer tourism: A review. *Tourism Management, 38*, 120-130.

WTTC, W. (2017). *Travel & Tourism; Economic Impact 2017 Ecuador.* Madrid: World Travel & Tourism Council.

Yin, R. K. (2003). *Case study research: design and methods.* Newbury Park: Sage Publications.

Zahra, A., & McGehee, N. G. (2013). Volunteer tourism: A host community capital perspective. *Annals of Tourism Research, 42*, 22-45.

7. Appendixes

Appendix 1: Advisory rapport (Dutch/ content partially censored)

SEPTEMBER 1, 2017

Radboud
Universiteit
Nijmegen

EFFECTIEF VRIJWILLIGERSTOERISME

ADVIESRAPPORT N.A.V. MASTERSCRIPTIE OVER VRIJWILLIGERSTOERISME

BOOGAART, L. VAN DEN (LUC)
COLOURFUL ECUADOR
Lizardo Garcia E6-15 y Juan León Mera
E: vdboogaartluc@gmail.com
T: +316 31304247

Inleiding

Voor u ligt het adviesrapport 'effectief vrijwilligerstoerisme' van Colourful Ecuador (vanaf hier afgekort met CE). Omdat het rapport gericht is naar het (Nederlands sprekend) management van CE, is dit ook de taal waarin het rapport is opgesteld.

Uit theorie en praktijk blijkt dat met name korte-termijn vrijwilligerstoerisme niet de gewenste impact heeft op de ontvangende gemeenschap en dat de ontwikkeling voornamelijk gericht is op de vrijwilliger in plaats van de mensen in het project. Er is onduidelijkheid over hoe vrijwilligers ondanks obstakels zoals een taalbarrière, een korte termijn en een andere culturele omgeving toch bij kunnen dragen aan een positieve impact binnen de vrijwilligersprojecten. Daarnaast wordt het perspectief van mensen die dicht bij de vrijwilligers staan op de werkvloer, zoals Ecuadoriaanse project-stafleden of coördinatoren vaak buiten beschouwing gelaten, terwijl deze juist het meeste inzicht hebben in de praktijksituatie. Een vrijwilligersorganisatie is de verbinding tussen de projecten en de vrijwilliger en staat daarom ook centraal in de facilitering van vrijwilligerstoerisme.

Het doel van dit adviesrapport is om suggesties te geven om activiteiten rondom korte-termijn vrijwilligerswerk te verbeteren. Het onderzoek waar dit adviesrapport op is gebaseerd heeft plaatsgevonden onder de vlag van een onderzoeksstage voor CE over de periode februari t/m medio mei 2017 in Quito, Ecuador. Het onderzoek bestond in het totaal uit 19 interviews, waarbij de interviewguides gebaseerd zijn op theorie en deze dus een unieke mogelijkheid bieden om theorie en praktijk met elkaar te verbinden. Van de 19 interviews waren er vijf met directe Ecuadoraanse betrokkenen in sociale vrijwilligersprojecten, zoals stafleden en coördinatoren, over vrijwilligers(werk) in hun projecten. Daarnaast zijn nog 14 interviews uitgevoerd met Ecuadorianen met diverse achtergronden om inzicht te krijgen in verschillende perspectieven op het onderwerp.

Na analyse van de interviews zijn uit de resultaten in het totaal acht gesuggereerde acties aangedragen voor CE, verdeeld onder de drie volgende thema's: [1] Voorbereiding van de vrijwilliger; [2] Evaluatie; [3] Overige acties. Per thema is een beknopte probleemomschrijving gegeven waarop de voorgestelde acties betrekking hebben. Per actie is vervolgens kort aangegeven wat het oplevert, wat er voor nodig is en wat de voor- en nadelen zijn. Ook zijn enkele acties gemarkeerd met prioriteit (*P), wat betekent dat deze actie door de adviseur wordt gezien als meest belangrijk in het betreffende thema.

Tenslotte dient opgemerkt te worden dat het onderzoek zich specifiek heeft gericht op sociale vrijwilligersprojecten in Quito, Ecuador. Het is aan CE zelf om te bepalen of de gesuggereerde acties ook van toepassing zijn op projecten met een andere context, zoals nature- of wildlife-projecten buiten Quito of op de Galápagos eilanden.

Conclusie

In bovenstaand document zijn een achttal acties aangedragen die CE kan raadplegen om activiteiten rondom vrijwilligerswerk te verbeteren. Deze acties zijn ontwikkeld vanuit input van stafleden en coördinatoren van projecten en observaties van de adviseur. Een drietal acties hiervan zijn gemarkeerd als prioriteit (*P):

- Introductievideo van project (*P)
- Uitgebreidere (praktisch culturele) informatie voor vrijwilliger
- (Twee-)wekelijkse reflectie-meeting (*P)
- Evaluatie door vrijwilligers
- Persoonlijke mid-term evaluatie met vrijwilliger
- Logboek met initiatieven
- Dossier met oud-vrijwilligers die open staan voor informatie-gesprek met nieuwe vrijwilligers
- Achtergrondinformatie delen met projecten (*P)

Indien gewenst is het verder aan CE om stappen te ondernemen richting deze acties. Betrokkenen dienen op de hoogte worden gebracht en de exacte uitvoering dient verder uitgewerkt te worden. Voor verdere vragen, kan er altijd contact worden opgenomen met de auteur (voor contactgegevens zie titelblad).

L. van den Boogaart

Guía de entrevista

Atituda de Ecuatorianas

Primero, anterior nosotros empezamos con el entrevista, me gustaría empezar con algunas cosas formales, por ejemplo el sentido del estudio, medidas para protegir el confidencialidad y tus derechos. Despúes empiezamos con algunas preguntas general para crear una esfera pocito informal y relejado, acuerdo?

Purpose:
*Mi nombre es **Luc van den Boogaart** y ahora soy **estudiante** en la Universidad de Radboud en Niméga Holanda. Ahora estoy haciendo una investigación sobre turismo voluntario. Por eso estudio, estoy muy interesado en saber más sobre **la opinión de Ecuatorianas en turismo voluntario** y sus experiencias con voluntarios. Para investigar eso opinion, me gustaria hablar con Ecuatorianas sobre el tema. Voy a entrevistar en total más o menos a 15 personas, quien tiene directa-indirecta o ningún contacto con turistas voluntarios.*

Explicación: 'Nivel del enredo'
Directo: Cuando tengo (o tuve) contacto directamente con turistos voluntarios (como: trabajar en un proyecto, profesor(a) de español, familia de acogida)

Indirecto: Cuando tengo contacto indirecto o ocidentál con turistos voluntarios (como: padres de los niños en un proyecto, conductor del taxi / bus, familia directa (padre, hijo, hermano) de un persone quien tiene contacto directo con turistos voluntarios)

Observador: Cuando no tengo contacto directo o indirecto con turistos voluntarios, pero utiliso lo mismo espacios públicos que ellos y a veces veo los.

Me gustaría hablar con usted sobre los siguentes temas: beneficios, impacto positivo, impacto negativo y medida del apoyo a turismo voluntario a corto plazo.

Measures for protecting confidentiality and anonymity
Para colectar datos precisos, me gustaria preguntarle su permiso para grabar la entrevista. Es importante saber que la entrevista es anónima y la información se guardará con total confidencialidad. Todos los nombres serán eliminidos en el archivo y está libre de hablar ''off-the-record'' en el momento qué quiera. Solamente dígame y nosotros apagaremos la grabadora de voz. También, usted está totalmente libre de retirarse de la entrevista en cualquier momento, sin dar una razón. Cuando hablamos sobre temas que no te gusta discutir, dígame y los omitimos.

Intented use for data:
*Los resultados del estudio utilizaré para **escribir mi tesis de masterado**. Le enviaré un resumen de los resultados a mediados de Julio, 2017. Colourful Ecuador Travels también recibirá recomendaciones por escrito para mejorar las actividades del turismo voluntario posterior a este análisis.*

Información general:

Fecha:

No. de entrevista:

Lugar:

Contacto e-mail:

Preguntas:

1. **Intro**:
- ¿Tú crees que el turismo es bueno para Ecuador?
- ¿Cómo describirías los efectos positivos del turismo en la comunidad de Ecuador?
- ¿Tú has visto también efectos negativos del turismo en la comunidad de Ecuador?
- ¿Tienes experiencia trabajando con o tuviste anterior contacto directo o indirecto con, turistas voluntarios? ¿Cómo?
- ¿Cuáles crees que son las mejores diferencias en cultura entre voluntarios y ecuatorianas?

Definición del turismo voluntario a corto plazo: *Es cuando un voluntario trabaja un maximo de 10 semanas en un proyecto voluntario. <u>En focado a proyectos sociáles.</u>*

2. **¿Cuáles piensas que son los efectos positivos del turismo voluntario a corto plazo, en la sociedad ecuatoriana?**

3. **¿Cuáles sientes que son efectos negativos del turismo voluntario a corto plazo, en la sociedad ecuatoriana?**

4. **¿Puedes describir en qué medida tú apoyas el turismo voluntario a corto plazo?**

5. **¿Puedes describir sí (y cómo) el turismo voluntario te ha beneficiado personalmente?**

6. **Redondeando**
1. ¿Quisieras añadir algunas cosas a la entrevista? Cosas que no hemos discutido?
2. ¿Tienes preguntas para mi?
3. ¿Qué piensas de la entrevista? Tienes algún consejo?

Muchas gracias por tu participación. Si tienes dudas, preguntas o has cambiado tu opinión sobre participar, por favor no dudes en contactarme. Mi información de contacto está en la invitación.

Main themes	(Probe) questions
Cuáles piensas que son efectos **positivo** del turismo voluntario a corto plazo, en la sociedad Ecuatoriana?	1. Cómo puede la comunidad ecuatoriana beneficiarse del turismo voluntario a corto plazo? 2. Quién en la comunidad se beneficia según tú, del turismo voluntario a corto plazo? Cómo? Otras personas también? 3. Cuáles sientes que son factores de éxito del turismo voluntario a corto plazo? Ejemplos? 4. Cómo el turismo voluntario ha causado cambios positivos en la sociedad en los años pasados? Ejemplos? a. Cómo te sientes sobre esos cambios? 5. Cómo son los efectos positivos del turismo voluntario a diferencia de los efectos positivos del turismo en general?
Cuáles sientes queson efectos **negativos** del turismo voluntario a corto plazo, en la sociedad Ecuatoriana?	1. Sientes que el turismo voluntario a corto plazo también puede tener impactos negativos en la sociedad ecuatoriana? Cómo? Podrías darme ejemplos? 2. Has visto situaciones donde las diferencias culturales tengan una influencia negativa en la comunidad Ecuatoriana? 3. De qué manera los voluntarios tienen influencia en los niños en proyectos sociales? Cultural – económico? 4. Crees que el turismo voluntario a corto plazo también puede influenciar en la comunidad Ecuatoriana, en lo económico negativamente? Cómo? Porque no? 5. Cuáles sientes que son los pelígros del turismo voluntario a corto plazo para la comunidad?
Puedes describir en qué medida tu **apoyas el** turismo voluntario a corto plazo?	1. Piensas que los voluntarios a corto plazo son necesarios para la comunidad en Quito? Por qué (no)? 2. Cuál es la imagen del turismo voluntario a corto plazo entre los Ecuatorianos? Tú lo sientes también? 3. Qué cosas necesitan cambiar en el turismo voluntario a corto plazo? 4. Crees que Ecuador debería recibir mas voluntarios a corto plazo? Por qué?
Puedes describir sí (y cómo) el turismo voluntario te ha **beneficiado personalmente**?	1. Qué cosas has aprendido del turismo voluntario a corto plazo? 2. Cuál es el impacto cultural del turismo voluntario a corto plazo en ti? (aprendes culturas diferentes? Reforzamiento del estereotipo cultural?) 3. Cuál es el impacto económico del turismo voluntario a corto plazo en ti? 4. El turismo voluntario ha creado oportunidades para ti? Podrías decirme cuáles? 5. Quisieras trabajar con turistas voluntarios a corto plazo? Por qué (no)? *Cuando direct contact con VT:* 6. Puedes explicarme por qué trabajas con voluntarios? 7. Qué te gusta más del contacto con voluntarios (de otras culturas)? 8. Qué piensas que es dificil cuando trabajas con voluntarios (de otras culturas)? 9. Podrías darme un ejemplo de una situación donde las diferencias culturales han causado una situación problemática?

Appendix 3: Survey

Thank you for agreeing to take part in this survey measuring ecuatorians **opinion on social short-term volunteer tourism** *(for a definition, see below).* Your thoughts and opinion will be used to

improve volunteer tourism activities in the future. Filling in the survey (5 different themes) will **take around 5 minutes** and your opinion is highly valued!

Please note that the survey is **completely anonymous** and be assured that all answers you provide will be kept in the strictest confidentiality.

Definition of social short-term volunteer tourism: volunteer tourism is 'short-term' when a volunteer works a **maximum of 10 weeks** in a volunteering project (social, like educational or kindergarten).

1) Demographics:

a. Gender	**Male** O	**Female** O				
b. Age	**19-29** O	**30-39** O	**40-49** O	**50-59** O	**60-69** O	**>70** O
c. Living longer than 5 years in Ecuador	**Yes** O	**No** O				
d. Level of involvement	**Direct** O		**Indirect** O		**Observer** O	

Explanation of answers 1d: 'level of involvement':
Direct: When I have (had) direct contact with volunteer tourists (such as working in a project, Spanish teacher, guest family etc.)

Indirect: When I have indirect or occasionally contact with volunteers (parents of children in a project, taxi / bus driver, direct family (father, son, brother) of someone who has direct contact with volunteer tourists)

Observer: No direct or indirect contact with volunteer tourists. But I use the same public spaces as them and see them sometimes.

2) Personal benefits:	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
(Example: when your child is in a volunteer tourism project and you are also learning a little English language because your child is learning English) ***Via short-term volunteer tourism I will…***					
Be benefited personally	1	2	3	4	5
Develop new skills	1	2	3	4	5
Be more empowered (better in future)	1	2	3	4	5
Learn from other cultures	1	2	3	4	5
Be benefited financially	1	2	3	4	5

!!PLEASE CONTINUE ON NEXT PAGE!!

3) Positive impact	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Short-term volunteer tourism will…					
Develop the community	1	2	3	4	5
Generate jobs	1	2	3	4	5
Improve infrastructure and buildings	1	2	3	4	5
Improve education / literacy rate	1	2	3	4	5
Improve the local economy	1	2	3	4	5
Increase participation and partnerships	1	2	3	4	5
Other, namely ……………………………………………………………………………………………………..					

4) Negative impact	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Short-term volunteer tourism…					
Fails to meet local needs	1	2	3	4	5
Decreases job opportunities for Ecuadorians	1	2	3	4	5
Leads to (economical) dependency on volunteering agencies	1	2	3	4	5
Changes the way of life and traditional culture	1	2	3	4	5
Reinforces the idea of 'them vs. us'	1	2	3	4	5
Causes more trash and noise	1	2	3	4	5
Causes more crime and vandalism	1	2	3	4	5
Other, namely ……………………………………………………………………………………………………..					

5) Support	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I think that…					
Short term volunteer tourism is a good thing	1	2	3	4	5
Projects are vital for ecuadorian community	1	2	3	4	5
More volunteers should come to Ecuador	1	2	3	4	5
The government should do more to promote volunteer tourism	1	2	3	4	5

Report Offline

Mean

Involvement	BENPER_Pers	BENPER_Des	BENPER_Emp	BENPER_Cul	BENPER_Fin	POS_Dev	POS_Job	POS_Inf	POS_Edu	POS_Eco	POS_Par	NEG_Loc	NEG_Job	NEG_Noi	NEG_Cri	NEG_Dep	NEG_Tra	NEG_Tvu	SUP_Goo	SUP_Vit	SUP_Mor
Direct	3,70	4,00	3,45	4,40	2,90	4,20	3,93	3,43	3,90	3,75	4,13	2,10	1,95	1,54	1,53	2,51	2,80	2,55	4,43	4,40	4,51
Indirect	3,77	3,81	3,60	4,23	3,13	4,23	3,98	3,27	3,96	3,79	4,35	2,73	2,08	1,63	1,54	2,71	3,17	2,88	4,23	4,38	4,46
Observer	3,24	3,43	2,89	3,48	2,93	3,97	3,85	3,21	3,97	3,85	3,97	2,61	2,76	2,41	2,13	2,72	3,06	2,91	4,19	4,38	4,22
39	3,60	3,40	3,25	4,00	3,60	4,67	4,00	3,67	4,33	4,00	4,33	3,00	1,67	2,33	2,33	3,00	4,33	4,00	3,67	4,33	4,67
Total	3,50	3,66	3,23	3,91	3,00	4,12	3,91	3,28	3,96	3,81	4,11	2,54	2,37	1,99	1,83	2,68	3,05	2,84	4,26	4,38	4,36

Report Online

Mean

Involvement	BENPER_Pers	BENPER_Des	BENPER_Emp	BENPER_Cul	BENPER_Fin	POS_Dev	POS_Job	POS_Inf	POS_Edu	POS_Eco	POS_Par	NEG_Loc	NEG_Job	NEG_Noi	NEG_Cri	NEG_Dep	NEG_Tra	NEG_Tvu	SUP_Goo	SUP_Vit	SUP_Mor
Direct	3,24	4,06	3,88	4,12	3,06	3,47	3,65	3,59	3,47	3,53	3,47	2,29	2,29	1,71	1,65	2,41	2,94	2,76	3,76	3,53	3,82
Indirect	4,33	4,00	4,00	4,67	4,00	4,33	4,33	4,00	4,33	4,00	4,33	2,67	2,67	2,33	2,33	2,67	3,33	3,00	4,33	4,00	4,33
Observer	3,80	3,90	3,80	4,00	3,60	3,50	3,60	3,30	3,40	3,50	3,50	2,50	2,60	2,20	2,20	2,60	2,30	2,60	3,80	3,40	3,70
Total	3,53	4,00	3,87	4,13	3,33	3,57	3,70	3,53	3,53	3,57	3,57	2,40	2,43	1,93	1,90	2,50	2,77	2,73	3,83	3,53	3,83

Differences

Mean

Involvement	BENPER_Pers	BENPER_Des	BENPER_Emp	BENPER_Cul	BENPER_Fin	POS_Dev	POS_Job	POS_Inf	POS_Edu	POS_Eco	POS_Par	NEG_Loc	NEG_Job	NEG_Noi	NEG_Cri	NEG_Dep	NEG_Tra	NEG_Tvu	SUP_Goo	SUP_Vit	SUP_Mor
Direct	0,46	-0,06	-0,43	0,28	-0,16	0,73	0,28	-0,16	0,43	0,22	0,65	-0,19	-0,34	-0,17	-0,12	0,10	-0,14	-0,21	0,66	0,87	0,69
Indirect	-0,56	-0,19	-0,40	-0,44	-0,87	-0,04	-0,35	-0,73	-0,37	-0,21	0,01	0,06	-0,59	-0,70	-0,79	0,04	-0,16	-0,12	-0,04	0,38	0,13
Observer	-0,56	-0,47	-0,91	-0,52	-0,67	0,47	0,25	-0,09	0,57	0,35	0,47	0,11	0,16	0,21	-0,07	0,12	0,76	0,31	0,39	0,38	0,52
Total	-0,04	-0,34	-0,64	-0,23	-0,33	0,55	0,21	-0,25	0,42	0,25	0,55	0,14	-0,07	0,06	-0,07	0,18	0,29	0,11	0,43	0,85	0,53

Difference >0,5