

TRAVELERS' PHILANTHROPY: UNDERSTANDING TOURISTS'
MOTIVATIONS TO FINANCIALLY DONATE AT
SWEETWATER CHIMPANZEE SANCTUARY

by

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STATEMENT OF THESIS APPROVAL

The following faculty members served as the supervisory committee chair and members for the thesis of Hilary A. Sgalitzer.

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ABSTRACT

Park and protected area managers continue to address pressing conservation issues, such as biodiversity preservation and the prevention of species loss. However, parks and protected areas are frequently faced with financial constraints, and increasingly use ecotourism to generate financial support. One tool of ecotourism, *travelers' philanthropy*, is recognized as a viable method to increase funding for protected areas and conservation efforts. Travelers' philanthropy is money or time donated to a place or community by tourists that feel a responsibility to give back to the destinations they visit.

Although travelers' philanthropy has been studied, there is a lack of understanding about the internal factors that motivate tourists' to donate to protected areas and conservation efforts. A better understanding of travelers' philanthropy could help increase managers' ability to generate revenue, enhance the role of ecotourism, and improve conservation outcomes. Therefore, the purpose of this study is to explore the relationships between an organization's *on-site messaging* and tourists' a) *trust* in the agency, b) *caring* for a species, c) *on-site donation behavior*, and e) *intentions to donate* in the future. First, in Phase 1, I conducted a content analysis of the on-site messaging ($N = 24$ signs). Next, based on Phase 1 results and existing scales, a quantitative questionnaire was developed during Phase 2. Finally, in Phase 3, I administered the instrument to travelers ($N = 204$). Data analysis consisted of scale validation,

model verification, and multiple regressions derived from structural modeling. Results indicate that: 1) on-site messaging and trust influence intentions to donate, 2) on-site messaging and caring influence on-site donation behaviors and intentions to donate, and 3) an interaction exists between trust and caring. Results will help to inform Ol Pejeta's conservation funding initiatives, advance understanding about travelers' philanthropy programs, and enhance the role of ecotourism in parks and protected areas.

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CHAPTER 1

INTRODUCTION

Thesis Structure

This thesis includes three chapters describing the research conducted at Sweetwater Chimpanzee Sanctuary. The document is structured in a nontraditional format and includes both an academic article and management report. The purpose of using the nontraditional thesis format was to prepare the following chapters to be submitted for publication. Chapter 2 is an academic article that will be submitted to the *Journal of Sustainable Tourism*, and includes an introduction, literature review, research problems, site description, methods, analysis, results, discussion, and conclusion. Chapter 3 is a management report that will be submitted to Ol Pejeta Conservancy to guide future planning and includes an introduction, methods, results, recommendations, and conclusion. Chapter 4 summarizes my personal reflections and conclusions about the research process. Appendix A contains details about the submission of Chapter 2 to the *Journal of Sustainable Tourism*. Further details about measurements for the survey instrument are located in Appendix B. Appendix C contains results to the qualitative responses of the questionnaire. The survey instrument for the research is located in Appendix D.

CHAPTER 2

TRAVELERS' PHILANTHROPY: UNDERSTANDING TOURISTS' MOTIVATIONS TO FINANCIALLY DONATE AT SWEETWATER CHIMPANZEE SANCTUARY

Introduction

Protected areas are an important venue for conserving biodiversity, but most are underfunded (Dlamini & Masuku, 2013; Krug, 2001). Tourism, and in particular ecotourism, is often identified as a revenue source to financially support these natural areas (Walpole, Goodwin, & Ward, 2001). Specifically, the use of travelers' philanthropy programs can increase funding for conservation efforts (Western, 2011). However, there is a lack of understanding about the specific internal psychological factors that motivate tourists to financially donate to a particular cause or program. A better understanding of these psychological factors could increase protected area managers' ability to utilize ecotourism as a form of supplemental funding (Dlamini & Masuku, 2013). Previous research has demonstrated the importance of a donor's trust in the organization and capacity to care as important internal motivating factors to donate (Bekkers & Wiepking, 2007; Ham, 2011; Sargeant et al., 2006). Also, strategic on-site messaging (e.g., signs, kiosks, exhibits) is one approach used by managers to influence

these perceptions and behaviors (Knudson, Cable, & Beck, 1995; Rabb & Saunders, 2005). Therefore, the purpose of this study was to evaluate relationships between on-site messaging, tourists' trust in the organization, caring, on-site donation behavior, and intentions to donate in the future.

This investigation is important because protected areas, including private conservancies, often lack consistent sources of external funding (Baral, Stern, & Bhattarai, 2008; Krug, 2001). Even though these natural areas contribute to the local community and conservation of the environment, governments tend to focus funding elsewhere (Wilkie & Carpenter, 1999). The lack of external support is partially attributed to the market's failure to capture the benefits of a protected area, such as ecosystem services and nonuse values (Dharmaratne et al., 2000; Walpole et al., 2001). The market's failure to capture these benefits is exacerbated in less-developed countries, because of competition with other forms of land use and consistently declining government budgets (Krug, 2001). As a result, underfunded protected areas may merely exist as "paper parks" without supportive infrastructure (Dharmaratne et al., 2000; Dixon & Sherman, 1991; Wilkie & Carpenter, 1999). A lack of supportive infrastructure may lead to decreased management efficacy, including the protection of the area from human caused impacts (Wilkie & Carpenter, 1999). Consequently, it is important for protected area managers to obtain funding from a variety of sources in order for conservation goals to be met (Baral et al., 2008; Dharmaratne et al., 2000).

Research indicates that ecotourism has the capacity to generate funds for conservation efforts (Gossling, 1999; Lindsey, Roulet, & Romanach, 2007; Powell & Ham, 2008). Ecotourism is defined as travel to natural areas with aims to promote

conservation, social equality, and sustainable practices that do not degrade the environment and local communities (Powell & Ham, 2008). One principal of ecotourism is the availability of opportunities for tourists to experience nature in a way that promotes conservation behaviors (Beaumont, 2001; Lee & Moscardo, 2005). Another principle of ecotourism is that funds generated directly support conservation efforts (Gossling, 1999). Therefore, ecotourism programs can be used to financially support conservation in natural areas.

Tourism and specifically ecotourism are on the rise in Africa (Dharmaratne et al., 2000; Honey, 2009). Consequently, Africa has great potential to gain positive results from ecotourism due to the abundance of diverse wildlife, an increased public interest in wildlife-based tourism, and the proximity of tourist-related activities to protected areas (Lindsey et al., 2007). Currently, protected areas that promote ecotourism activities often rely solely on user fees to raise funds (Baral et al., 2008; Dharmaratne et al., 2000). However, research shows that user fees alone do not generate enough revenue to cover all the costs to successfully manage protected areas (Dlamini & Masuku, 2013; Walpole & Thouless, 2005). Therefore, it is essential for protected areas to obtain funding through not only user fees, but also other funding sources such as donor contributions (Wilkie & Carpenter, 1999).

One way to enhance the benefits of ecotourism is by leveraging travelers' willingness to give back to the places they visit (Honey & Gilpen, 2009). *Travelers' philanthropy* is recognized as a viable method to increase funding for protected area management and conservation efforts (Honey & Gilpen, 2009). Travelers' philanthropy is money or time donated to a place or community by tourists that feel a responsibility to

give back to the destinations they visit (Goodwin, 2011). This variation of ecotourism can be used as a tool to fund conservation efforts that reach beyond user fees and government funding (Western, 2011). However, creating an effective travelers' philanthropy program relies on a better understanding of the various aspects of ecotourism that motivate tourists to financially donate.

In order to effectively use a travelers' philanthropy program, managers of protected areas need to understand tourists' motivations to donate. However, understanding motivations for philanthropic donations is complex, multidisciplinary, and requires more research (Bekkers & Wiepking, 2007; Katz, 1999). For example, past research investigating philanthropic donation behavior used results from social psychology and "helping behavior" studies (e.g., Bekkers & Wiepking, 2007; Schwartz, 1975). However, helping behavior involves a broad range of actions beyond donation behavior (Bekkers & Wiepking, 2007). Additionally, an individual's motivations to donate are dependent on the purpose of the donation (Sargeant, Ford, & West, 2006).

Recent tourism research highlights intrinsic motivations as a guiding force to donation behavior (Ham, 2011). These results support past findings in philanthropic research, which suggest that intrinsic factors are more important than extrinsic reasons (e.g., tax deductions; Sargeant, 1999). For example, a study in the Galapagos Islands analyzed internal psychological factors contributing to tourists' motivations to donate to conservation efforts (Ham, 2011). Results suggest that tourists' emphasized the need to *trust* that the organization will use financial donations for the stated intended purpose and that funds would be designated to a project individuals *cared* about (Ham, 2011). Results also suggest that strategic messaging plays an important role in influencing an

individual's perceptions of trust and caring (Ham, 2011). Consequently, this study will build on prior research by analyzing the role of trust, caring, and messaging in relation to tourists' donation behaviors.

There is growing evidence that trust in an organization is an integral determinant of donation behavior (Ham, 2011). Trust is influenced by the overall perception of trust in an organization, as well as performance and communication of an organization (Sargeant et al., 2006). For example, people are less likely to give if they believe the organization will mismanage their donations (Arumi et al., 2005; Diamond & Kashyap, 1997; Smith & McSweeney, 2007). Trust is also influenced by the amount of information available and how that information is communicated (e.g., messaging; Ham, 2011; Wallace & Pierce, 1996). In addition, a person's overall trust in an organization may be influenced by an individual's ability to observe how their financial contributions are being used (Polonsky & MacDonald, 2000).

In addition to trust, caring is consistently mentioned as a factor contributing to tourists' donation behaviors (Bekkers & Wiepking, 2007). Recent research reveals that caring is a key determinant to tourists' high willingness to participate in proconservation behaviors (Skibins, Powell, & Hallo, 2013). Caring and subsequently donation behavior is influenced by the connection formed between an individual and the place they are visiting (Ham & O'Brien, 2003). Strategic messaging can influence the connection between an individual and wildlife, which can then lead to a higher willingness to participate in proconservation behaviors (e.g., donating; Skibins et al., 2013).

Messaging is also an important avenue for influencing conservation efforts, such as philanthropic donations (Rabb & Saunders, 2005). Different types of messaging (e.g.,

exhibits, signs, and kiosks) are integral in areas where staff are not always present to guide tourists through an area (Hall, Ham, & Lackey, 2010). Oftentimes, underfunded protected areas lack a consistent staff presence, and therefore, messaging (e.g., signs, posters, brochures, etc.) becomes an important component of reaching out to tourists (Dharmaratne et al., 2000; Rabb & Saunders, 2005). By exploring specific messaging components, researchers can better understand what influences caring, trust, and donation behavior. Therefore, this study investigated the relationship between messaging, trust, caring, and tourists' donation behaviors (see Figure 2.1).

Literature Review

The following literature review is comprised of three sections. First, trust is explained, and specifically its relationship to tourism, messaging, and donation behavior. Second, caring is reviewed and how it relates to tourism, messaging, and donation behavior. Third, a more in-depth review of messaging and its relationship to trust and caring is provided. Each section delivers an overview of the construct and a rationale for its inclusion in the study.

Trust

A donor's trust in an organization is an important determinant of donation behavior (Bekkers & Wiepking, 2007; Ham, 2010; Sargeant, 1999; Trussell & Parson, 2005). *Trust* is the level of belief that a tourist has in an organization to use funds as expected and promised (Sargeant & Lee, 2004). Currently, tourism research highlights trust as a determinant of donating, but the specific correlates of trust have not been fully

explored (Crouch, 2011; Ham, 2011). Researchers from various disciplines have evaluated trust with differing measures, such as charitable confidence, endorsement effects, and perceptions of where funds are appropriated (Bekkers & Wiepking, 2007). This study focuses on how trust is influenced by the perceived performance and communication of the organization (Sargeant et al., 2006). Trust becomes an even more important element of donation behavior during international travel.

Tourists need higher levels of trust when making decisions to donate to organizations in other countries (Ham, 2011). Sargeant et al. (2006) found that trust became a more important determinant of donation behavior when a donor could not assess how the funds were being used. Tourists are less likely to see the impacts of the funds because they often visit “far away” destinations once or infrequently (ATTA, 2010). Another consideration is whether tourists believe that foreign governments can be trusted. For example, tourists report that they would be less inclined to donate to a philanthropic fund if there was concern about the tampering of funds by the government (Ham, 2011). Consequently, traveling abroad may increase the importance of tourists’ perceptions that an organization is effectively using donated funds.

Performance of an organization is the donor’s perception that an organization has demonstrated they will use philanthropic funds effectively (Sargeant et al., 2006; Tonkiss & Passey, 1999). Past research indicates people are less likely to give if they believe that an organization will mismanage their donations (Arumi et al., 2005; Diamond & Kashyap, 1997; Radley & Kennedy; Smith & McSweeney, 2007). Characteristics that influence perceptions of how funds may be managed are efficiency of operations, financial stability, and financially responsible decision-making (Bekkers & Wiepking,

2007; Parsons, 2003). For example, a study conducted by Ham (2011) investigating tourists' motivations to donate, suggests that tourists want to see how their money is being used. These results are also supported by tested principles in travelers' philanthropy, which recommend increasing trust by being open, transparent, and accurate (Crouch, 2011).

Further, an organization can increase trust through effective *communication* strategies such as messaging (Sargeant et al., 2006). Research demonstrates that perceived quality of information can influence a donor's level of trust, and consequently their decisions to give to an organization (Greenfield, 1996; Schlegelmilch, Bohlen, & Diamantopoulos, 1992). Different types of information received by the public influence trust, such as general information about the site and information about the fundraising program. For example, Powell and Ham (2008) investigated the relationship between tourists' perception of the quality of a tour operator's interpretation program and intentions to support conservation (e.g., travelers' philanthropy). Results show a correlation between a positive perception of the quality of interpretation (including messaging) and intentions to donate to conservation (Powell & Ham, 2008). Wallace and Pierce (1996) found that tourists in Brazil did not donate to conservation because of a lack of information provided about the fundraising programs. Additionally, Crouch (2011) highlighted the importance of instilling trust by displaying accurate information that divulges how money will be allocated within the organization.

Caring

Caring is a term that describes a feeling of closeness that creates a foundation for a meaningful relationship, and has the potential to influence donation behaviors (Ham, 2011; Schultz, 2002; Skibins et al., 2013). Rabb and Saunders (2005) stated, “Although social scientists do not fully comprehend caring in all its dimensions, conservation depends on caring” (p. 16). Researchers acknowledge the importance of caring and its links to conservation with a wide array of references, but with similar underlying constructs (Schultz, 2002). Conversely, tourism researchers have not widely explored the applications and psychological basis of caring, and subsequent proconservation behaviors such as travelers’ philanthropy (Meyers & Saunders, 2002). However, tourism researchers can use previous studies regarding the human-nature relationship to help understand the role caring plays in influencing donation behaviors.

Specifically, previous research in conservation psychology helps explain the underlying elements of caring that contribute to conservation-minded behavior. Kellert and Wilson (1995) used the *biophilia hypothesis* to explore caring and the human relationship with nature. The biophilia hypothesis posits that humans hold a dependent relationship with nature that influences our cognitive and affective development (Kellert & Wilson, 1995). Building on the biophilia hypothesis, Kals, Schumacher, and Montada (1999) developed the concept of *emotional affinity towards nature* to further explore the role human emotion plays in producing nature protective behaviors. Results from Kals et al. (1999) suggest that emotions, cognitive interest, and indignation to protect nature are motivators of conservation behavior.

To further these ideas, Schultz (2003) developed the *inclusion with nature* model, which was used to explore how connections with nature influence caring and conservation behavior. Schultz (2003) suggests that, “If humans are part of nature, if they are connected symbiotically to nature, then perhaps they have a responsibility to protect nature” (p. 65). Rabb and Saunders (2005) advanced inclusion with nature by developing *conservation caring*. Conservation caring is “caring that” looks at the cognitive elements, “caring about” nature as the affective component captured in the experience, and “caring for” as a behavior to show that commitment (e.g., donations to conservation; Rabb & Saunders, 2005). A thorough investigation of the human-nature relationship can advance researchers’ understanding of the relationship between caring and donation behavior.

Previous research has linked caring and tourists’ intent to financially donate towards conservation. Rabb and Saunders (2005) suggest that managers of wildlife viewing areas need to cultivate caring for animals in order to motivate participation in conservation-related behaviors such as donating. A similar conclusion in tourism research shows caring as an intermediate step to donating. For example, Ham and O’Brien (2002) found that a majority of guests participating in an expedition in Baja, Mexico responded positively to the statement, “I’ll know that my \$\$ went to specific concrete projects that I really care about” (p. 3). Results from this study suggest that if tourists do not care, then they may be less likely to donate to conservation (Ham & O’Brien, 2002). Recent work by Skibins et al. (2013) further supports the link between caring and donation behavior. These results indicate tourists participating in wildlife tours in East Africa have a high willingness to engage in proconservation behaviors, such

as donating, when affective and cognitive connections to animals are formed (Skibins et al., 2013). Although previous studies demonstrate a relationship between caring and donating, further research is needed to explain the variables that influence caring.

Messaging is one element that may link caring and donation behavior. Skibins et al. (2013) concluded that messaging has the potential to increase tourists' connection to wildlife and promote proconservation behaviors. Similarly, Ham's (2011) findings demonstrate that targeted and strategic messaging is a key component to a successful strategy that influences tourists' feelings of caring and donation behaviors. Knudson et al. (1995) seem to agree and contend that cognitive and affective components of caring are essential to receiving and processing information, and may ultimately influence behavior. A better understanding of how the components of caring fit into messaging may positively influence the success of travelers' philanthropy campaigns.

Furthermore, previous literature has found that determinants of donation behavior are not independent of each other (Bekkers & Wiepking, 2007). For example, Ham (2011) found that an individual's perceptions of trust and levels of caring predicted philanthropic behaviors. Also, the relationship between trust, caring, and donation behavior is dependent on the philanthropic cause (Sargeant et al., 2006). Therefore, it is important to evaluate the relationship between trust and caring when predicting donation behaviors.

Messaging

Although messaging may influence caring and trust, it is important to understand the messaging process. Many aspects of messaging may influence donation behavior

(e.g., tour guides), but messaging is particularly important when staff are not consistently present (Hall et al., 2010). Consequently, parks and protected area management tends to focus on messaging (e.g., signs, brochures, kiosks, etc.) or nonpersonal interpretation mechanisms to communicate conservation messages. However, in these settings, message content can be based on institutional format or staff intuition, which may be ineffective (Hall et al., 2010).

As reviewed earlier, effective messaging has the capacity to influence caring. Caring has both cognitive and affective components that lead to conservation behavior, both of which are used to create interpretation programs (Knudson et al., 1995). The affective domain of messages is composed of emotions, values, knowledge, and influences behaviors (Eiss & Harbeck, 1969). Hall et al. (2010) states, “messages that generate emotion and elaboration are more likely to be retained in memory, and therefore to be available at a later time to influence behavior” (p. 17). For example, an emotionally driven story captures more attention of park users than just information alone (Hall, 2010). It appears strategic messaging in interpretation programs that contains cognitive and affective components have the capacity to influence conservation behaviors.

Messaging can also influence trust based on an organization’s available information. Specifically, nonpersonal interpretation can help build trust by providing an individual with the criteria needed to assess the performance of an organization (Sargeant et al., 2006). In a study conducted by Ham (2011), effective messaging was used by a tour operator to build a sense of trust between tourists and the organization. Ham concluded that strategic messaging in the form of printed materials has the ability to nullify doubt that money will be used ineffectively (Ham, 2011). In addition, flashy or

excessive donation materials may lower donors' perception of performance in an organization (Bekkers & Wiepking, 2007; Sargeant et al., 2006). Therefore, it is important to consider a variety of messaging techniques that can potentially influence perceptions of trust.

Communication theory can help guide effective messaging techniques (Hall et al., 2010). For example, the *Elaboration Likelihood Model* (ELM) is a theoretical framework that explains how individuals process information (Brown, Ham, & Hughes, 2010; Ham et al., 2007; MacDonald, 2011). ELM posits that information processed through central and peripheral routes is used in thinking about a message (Petty & Cacioppo, 1986). The central route involves effortful thinking and evaluating of experiences, which leads to long-term behavior changes. The peripheral route is hallmarked by a lack of cognitive processing due to less information, complex messaging, or distractions, and consequently leads to short-term behavior change (MacDonald, 2011). Central route processing is often considered when attempting to influence long-term behavioral change, while the peripheral route is more effective at short-term influences. Therefore, carefully planned messaging can be used to influence proconservation behaviors (Archer & Wearing, 2003).

In conclusion, messaging is an important determinant of how caring and trust influence donation behavior. Messaging can be used to influence behaviors if strategically planned outcomes and theory-based attributes are used (Archer & Wearing, 2003). An evaluation of messaging components will also lead to a better understanding of the role that trust and caring play in donation behavior. Past research has determined

that how an organization communicates information (e.g., messaging) is important in determining the level of trust a person has with an organization (Sargeant et al., 2006). Also, strategic messages that contain elements of caring may influence an individual's connection with a place or species, which then may lead to a higher willingness to engage in proconservation behaviors (e.g., donating; Ham, 2011; Skibins et al., 2013). Therefore, strategic messages that contain elements of trust and caring could possibly lead to stronger donation behaviors.

Research Questions

Based on the literature review, it is evident that more research is needed to fully understand tourists' motivations to donate to travelers' philanthropy programs. Furthermore, researchers have not specifically investigated how on-site messaging, *trust in an organization*, and *caring* for a species influences tourists' motivations to donate to a travelers' philanthropy program. These gaps in the research and the need to evaluate on-site messaging techniques led to the following research questions (see Figure 2.2):

1. Broadly, what are the relationships between messaging, caring, trust, and donation behaviors?
2. Do trust or caring play a greater role in predicting donation behaviors (e.g., is Path C equal to Path D in Figure 2.2)?
3. Do trust and caring fully mediate the relationship between messaging and donation behaviors?
4. Is there an interaction between trust and caring when predicting donation behaviors?

Setting

Research was conducted at Ol Pejeta Conservancy, which is a 90,000-acre, private, nonprofit wildlife conservancy located in the Rift Valley of Kenya, East Africa. The conservancy is a 4-hour drive from Nairobi, and positioned near Mount Kenya National Park and the small town of Nanyuki (see Figure 2.3). The conservancy is home to a wide variety of wildlife, including over 300 bird species, black and white rhinos, leopards, elephants, cheetahs, lions, zebras, and chimpanzees. Ol Pejeta Conservancy is seen as a model for wildlife conservation because of their innovative management techniques and commitment to conservation and community development (Ol Pejeta Conservancy, 2011). The location of the conservancy, the wildlife present, and the available activities offer unique opportunities for tourists.

Visitors to Ol Pejeta Conservancy have a wide range of options to experience the conservancy. They can stay at the conservancy in one of six privately owned facilities or they can visit for the day. Regardless of length of stay, tourists can engage in safari drive tours, lion tracking with researchers, guided bush walks, bird watching, and educational talks on agriculture and community development projects. Tours of the conservancy also include the opportunity to visit the Morani Information Center and the Sweetwater Chimpanzee Sanctuary.

The Sweetwater Chimpanzee Sanctuary provides an opportunity for visitors to view, learn, and financially donate to the endangered chimpanzee. During the height of tourist season (June thru September) the sanctuary hosts approximately 5,000 visitors per month. On average, over half of the monthly sanctuary visitors are local school groups. The sanctuary is home to 42 chimpanzees displaced from West and Central Africa due to

habitat loss, poaching, and hunting. Additionally, the sanctuary offers educational opportunities through nonpersonal interpretation or on-site messaging, such as kiosks, signs, posters, images, and models. Specifically, when individuals enter the sanctuary, they have the option of visiting the information hut, which displays messaging items related to the chimpanzees (evolutionary history, anatomy, behavior, etc.). Next, there is a covered chimpanzee viewing area that displays pictures and stories on the personal history of all 42 chimpanzees. Additionally, signs can be found on a short nature trail that allows visitors to view the nearby river and surrounding vegetation. As visitors leave the sanctuary, they have the opportunity to support the chimpanzee sanctuary by donating money or adopting a chimpanzee through a financial contribution.

The Sweetwater Chimpanzee Sanctuary is heavily reliant on donations. Money donated is used to support the daily needs of the sanctuary and greater conservation efforts. Part of the mission of Ol Pejeta Conservancy (2011) is, “conserving habitats through public education” and to “generate income through wildlife tourism” (About Ol Pejeta section, para. 1). On-site donation messaging at the sanctuary aims to raise awareness and solicit financial support from visitors.

Methods

For a guiding framework, I used a sequential mixed-methods design with three connected phases (Creswell, 2012). First, in Phase 1, a content analysis was conducted to evaluate current messaging found in signs, kiosks, pamphlets, and supplemental images at the sanctuary. The purpose of the content analysis was to gain a better understanding of the presence of effective messaging attributes and potential outcomes, messages

containing trust, and caring based messages. Next, based on Phase 1 results, hypotheses were refined and existing scales were used to create a questionnaire that measured messaging, caring, trust and donation behaviors (Phase 2). In Phase 3, I administered the questionnaire to tourists at the Sweetwater Chimpanzee Sanctuary. This sequential process was selected because 1) numerous measures or instruments required development and/or modification, 2) many variables had not been previously evaluated in this context, and 3) the associations among variables of interest had not been thoroughly explored (Creswell, 2012).

Phase 1 Content Analysis

During Phase 1, I facilitated a content analysis of the on-site messaging (e.g., signs, pictures, kiosks, pamphlets, and brochures) present at Sweetwater Chimpanzee Sanctuary (see Figure 2.4 for an example). A content analysis is a research tool designed to allow researchers to make valid inferences of messaging items in a manner that is independently replicable (Krippendorff, 2012). The content analysis involved three steps: 1) inventory of messaging items, 2) evaluation of messaging items based on a measurement scale, and 3) evaluation of content analysis results. The purpose of the content analysis was to better understand the extent that factors of trust, caring, and effective messaging components were present in the sanctuary's messaging items. The content analysis was also used to support the development of the research hypotheses.

In Step 1 of the content analysis, a comprehensive inventory of messaging items (e.g., signs and brochures) was collected (via photographs) during two site visits to Sweetwater Chimpanzee Sanctuary ($N = 24$). Then, each photograph was randomly

assigned a number. Numbering allowed each item to receive a composite score during Step 2 of the content analysis. Finally, photographs were uploaded online to ensure accessibility for experts participating in the interrater reliability procedure in Step 2.

During Step 2, each messaging item was evaluated for effective messaging attributes and outcomes, trust in an organization, and caring for a species.

- Evaluating messaging items for the presence of effective attributes and outcomes was based on the following (MacDonald, 2011): a) information is relevant (Burnkrant & Unnava, 1989; Petty, McMichael, & Brannon, 1992), b) contains similes and metaphors (Ham, 1992) c) personifies the animal (Benton, 2008), and d) is easy to process (see Table 2.1 and Table 2.2 for elements of a, b, c, d; Ham, 1992; Ham et al., 2007).
- Evaluating messaging items for the presence of trust was based on the following: a) information communicates how money is being used, b) shows impacts on cause, and c) that sensitive fundraising techniques are being used (see Table 2.3 for definitions of a, b, c; Sargeant et al., 2006).
- Evaluating messaging items for the presence of caring was based on the following: a) messaging is based on emotional appeal and b) messaging is based on facts (see Table 2.4 for definitions of a, b; Rabb & Saunders, 2005).

Messaging items were evaluated using a seven-point Likert scale (1=elements present, 7=elements not present), based on elements of each factor and definitions given (see Tables 2.1-2.4). Also, an interrater reliability procedure was performed using trained observers ($N = 4$) to evaluate each messaging item (Creswell, 2012). Each observer was

given the numbered messaging items, scale definition, and definitions for each factor element.

Finally, in Step 3 after the content analysis was performed, I calculated a composite score for each dimension of messaging, caring, and trust for each messaging item. This score represented the overall strength of the message's capacity to influence caring, trust, and donation behaviors. Scores from each observer were also compared for large differences in order to ensure consistency of observations (Creswell, 2012). Then, I evaluated the composite scores to assess the presence of effective attributes and outcomes, caring, and trust in the messaging items. The results of the content analysis were used to further develop hypotheses and provide information to explain the quantitative results.

Results of the content analysis demonstrated that moderately low levels of trust were present in the messaging ($M = 3.3$). Therefore, trust may not fully mediate the relationship between messaging and donation behaviors. Moderately high levels of caring were found in the messaging ($M = 5.7$). So, caring may play a substantial role in influencing donation behaviors through messaging. In addition, I observed that messaging items contained a mixture of content related to trust and caring. Therefore, it is likely that an interaction may exist between trust and caring. Results also demonstrate that moderate levels of effective sign attributes ($M = 4.2$) and potential outcomes ($M = 4.5$) exist. So, messaging may only moderately influence trust and caring, thus influencing donation behaviors. However, since effective messaging components are not present at high levels, there might not be a direct relationship between messaging and

donation behaviors. Based on results from the content analysis, site observations, and a thorough review of the literature, hypotheses were created:

- H1. Trust will not fully mediate the relationship between messaging and donation behaviors.
- H2. Caring will fully mediate the relationship between messaging and donation behaviors.
- H3. There will not be a direct relationship between messaging and on-site donation behaviors.
- H4. An interaction exists between trust and caring when predicting donation behaviors.

Phase 2 Instrument Development

During Phase 2, I adapted previously validated measurement items, which represent factors of messaging, trust, caring, and donation behavior. Elements of effective messaging attributes and potential outcomes was adapted from a variety of sources (Hall et al., 2010; MacDonald, 2011), caring was adapted from Skibins et al. (2013), trust was adapted from Sargeant et al. (2006), and donation behavior was adapted from a variety of sources (Powell & Ham, 2008; Skibins et al., 2013). Messaging, trust, caring, donation behavior, and visitor information were measured using a seven-point Likert scale (1=completely disagree, 7=completely agree). Additionally, quantitative questions were asked to capture visitor demographics and other visitor information. See Appendix B and C for specific items contained in the visitor questionnaire.

Also, a qualitative section was included in the questionnaire for a more in-depth exploration of each factor. Specifically, open-ended questions were added at the end of the questionnaire to explore motivations to donate that could not be captured in the quantitative section. Following the identification of validated measures and scales, experts ($N = 3$) reviewed all items and definitions of constructs for content validity and clarity. The results of the expert review were used to guide slight revisions in item wording to improve readability and clarity.

Phase 3 Administration of the Instrument

Using final measures developed in Phase 2, I administered a paper questionnaire to visitors of the Sweetwater Chimpanzee Sanctuary during June 2013. An exit intercept was chosen because tourists walked through the site, viewed the on-site messaging, and had the opportunity to donate. Sampling times were stratified based on hours of operation (9 - 10:30am and 3 - 4:30pm daily), peak use at the site, and the amount of time available to administer the survey. To ensure diversity in the sample, I surveyed one person from each group (e.g., one willing participant per group), and groups were selected using systematic sampling (every group was approached; Creswell, 2012).

Analysis

I used a series of steps to investigate the research questions and hypotheses. First, I evaluated the data for statistical outliers and missing data (Tabachnik & Fidell, 2007). Second, Confirmatory Factor Analysis (CFA) was used to verify measurement properties of messaging, trust, caring and donation behavior constructs. Next, I evaluated the

proposed model using structural regression modeling in EQS 6.0 software. This process included a comprehensive measurement model and a subsequent structural regression model to evaluate relationships between constructs (Byrne, 2008). After that, the mediating effects of trust and caring were evaluated by using the Sobel Test (Sobel, 1982). Next, respondents were grouped based on trust scores (low, mid, and high scores for trust) using data dispersion techniques in SPSS 18.0. Finally, these groups were used to evaluate the interaction between trust, caring, and donation behaviors using factor scores.

Results

Description of the Sample

I approached 218 tourists and 204 completed the questionnaire, resulting in a 93% response rate and achieving a 6.41 % confidence interval at a 95% confidence level. Initially, data were screened for missing values with no significant patterns of missing data observed (92% of respondents completed the entire questionnaire). Next, data were analyzed for univariate and multivariate outliers, and no cases were deleted for extreme violations of normality, yielding a final sample size of 204.

The sample was evenly split between females (48%) and males (52%), with age relatively dispersed ($M = 40$, $SD = 16$). A majority of the tourists were well educated, 79% reported completing at least 4 years of college. Also, many tourists identified themselves as Caucasian (67%), and 46% reported an annual household income of \$75,000 USD or greater. The most commonly reported country of residence was the United States (37%), followed by Kenya (14%) and India (11%).

Model Structure

The proposed model was evaluated for both measurement performance and goodness of fit. Measurement performance was tested through independent Confirmatory Factor Analysis (CFA) and a comprehensive measurement model using Structural Equation Modeling (SEM) in EQS 6.1 Software. Most items adequately measured the intended constructs, displayed item independence, and high convergent validity (see Table 2.5). However, three items that measured trust were excluded due to poor measurement performance. Messaging was analyzed as a unit-weighted composite score, because individual messaging items did not vary in consistent patterns across all respondents. This could be attributed to different signs viewed by different respondents, or the amount of time spent reading the signs. The overall measurement model was acceptable (see Table 2.6; CFI = 0.968; NNFI = 0.961; RMSEA = 0.045; SRMR = 0.068), and during model specification, income, gender, and age were included as predictors of intentions to donate and on-site donation behavior. These factors were included because they were identified in the literature as potential correlates of donation behaviors (Bekkers & Wiepking, 2007). However, only gender was found to be a significant predictor and therefore was retained in the model as a control.

Relationship Between Constructs

Messaging

In the final structural regression model (see Figure 2.6), the direct paths between messaging and donation behavior and intentions to donate were not significant ($p > .05$). This supports Hypothesis 3: There is not a direct relationship between messaging and on-

site donation behaviors, which is likely attributed to only moderate levels of effective attributes and outcomes found in on-site messaging during the content analysis.

However, direct paths were found to be significant between messaging and both trust in the organization and caring, which indicates tourists who reported that on-site messaging was effective also reported high levels of trust and caring.

Trust

Trust was found to fully mediate the relationship between messaging and intentions to donate (see Table 2.7). However, the direct paths between trust in the organization and on-site donation behavior were not significant ($p > .05$). These results partly differ from Hypothesis 1: Trust will not mediate the relationship between messaging and donation behaviors.

Caring

Caring partially mediates the relationship between messaging and on-site donation behavior, and fully mediates the relationship between messaging and intentions to donate (see Table 2.7). This partly confirms Hypothesis 2: Caring will mediate the relationship between messaging and on-site donation behaviors. The results of the partial mediation may be due to the low number of respondents that donated on-site, and may appear different in a replication of this study at a different site. Moreover, although donation behavior was significantly predicted through a direct path with caring, caring accounted for only 4% of the variance.

Interaction effect

As expected, results demonstrate a relationship between trust and caring. Specifically, an interaction between trust and caring exists when predicting intentions to donate and on-site donation behavior (see Table 2.8 and 2.9). This confirms Hypothesis 4: An interaction exists between trust and caring when predicting donation behaviors. Specifically, a tourists' sense of caring has more of an influence on intentions to donate as their trust in the organization decreases. Conversely, a tourists' sense of caring becomes less influential on intentions to donate at high levels of trust. However, results of this study indicate that caring always influenced tourists' intentions to donate regardless of levels of trust. For example, a tourist could have no trust in the organization, but if high levels of caring exist, there is a greater likelihood the tourist would have high intentions to donate. However, a tourists' level of caring has a greater influence on on-site donation behavior when their trust in the organization is high.

Tourists' Perceptions

In general, tourists found the characteristics of messaging items (e.g., signs, posters, kiosks, etc.) to have the capacity to influence behaviors ($M = 5.72$, $SD = 0.71$), and tourists thought Sweetwater Chimpanzee Sanctuary had a trustworthy donation program ($M = 5.29$, $SD = 0.90$). Additionally, tourists expressed moderate levels of caring for chimpanzees ($M = 5.01$, $SD = 1.23$). Only 8.82% of tourists donated on-site, but 42.2 % stated they intended to donate in the future.

Tourists' donation behaviors can be partially explained by the qualitative results that suggest tourists' on-site donation behavior and intentions to donate was influenced by constraints that are beyond the control of the sanctuary (see Figure 2.7 and 2.8). For

example, respondents stated they had other donation priorities when asked why they did not donate on-site (30%) or did not intend to donate in the future (50%). One respondent stated they did not donate because: “Donation fatigue, our past week we have donated to four other causes: Gorillas, elephants, homeless children...” Another respondent commented that, “Too many animals in need of protection. How can one judge need to save primates over whales?”

However, respondents chose not to donate on-site or in the future for reasons that can be mitigated by the sanctuary. For example, 46% of tourists did not donate on-site because not enough donation information was present. One respondent stated, “I don't know how the funds are used or if they are used appropriately. Also I don't know much about Sweetwater.” Another respondent said, “I need to value the aim and be sure the funds are being used properly and gainfully.” See Appendix C for more qualitative results.

Discussion

The purpose of this study was to explore how on-site messaging, trust in an organization, and caring influence tourists' motivations to donate to the Sweetwater Chimpanzee Sanctuary travelers' philanthropy program. A model was created and tested to give further insight into the relationships between these variables. Results revealed that on-site messaging and trust influence tourists' intentions to donate in the future. Additionally, a relationship exists between on-site messaging, caring, on-site donation behavior, and intentions to donate in the future. Moreover, an interaction exists between trust and caring, which influences donation behaviors. The results of this study can also

further the relationship between ecotourism activities and greater conservation efforts. The following points are presented for discussion.

Messaging, Trust, and Donation Behaviors

First, an interest in this study was to evaluate the relationship between on-site messaging, tourists' perceptions of trust in an organization, and donation behaviors. Results indicate that on-site messaging and perceptions of trust in the organization influence a tourists' intent to donate in the future, but do not predict on-site donation behavior. These results partially align with the findings of Sargeant et al. (2006) in which donors' perceptions that the organization will use funds effectively (performance of the organization) and the quality of information provided (communication) influence donation behaviors. Also, the results of this study support other findings, in which tourists want to know details about how donation funds are going to be used before giving to a travelers' philanthropy fund (Ham, 2011). Additionally, this study's qualitative results support previous findings; 46% of respondents did not donate on-site because of a lack of donation program information. Specifically, many respondents commented that they were either unaware of the donation program or did not have enough information about the sanctuary.

However, messaging and trust were not predictors of on-site donation behavior. This may be attributed to the variety of variables that could possibly influence an individual's perception of trust in an organization. In most ecotourism experiences, it is likely that perceptions of trust are not built from one experience (e.g., a visit to Sweetwater Chimpanzee Sanctuary) and factors related to that experience (e.g., on-site

messaging). Instead, perceptions of trust are most likely derived from the overall experience, which could include events preceding the sanctuary visit (e.g., tours before reaching the sanctuary) and other experiences within the sanctuary (e.g., interaction with staff). Furthermore, tourists may not trust the effectiveness of Sweetwater Chimpanzee Sanctuary to positively change the overall conservation efforts of chimpanzees in West or Central Africa. Specifically, potential donors may feel that donated funds would be ineffective, because of the enormity and severity of environmental conservation problems in Africa. Therefore, it is possible that this study did not effectively capture all elements influencing the relationships between messaging, trust, and donation behaviors.

Messaging, Caring, and Donation behaviors

Another area of interest in this study was to determine how on-site messaging and a tourists' care for chimpanzees influenced donation behaviors. The results reveal that on-site messaging and tourists' care influences on-site donation behavior and intentions to donate in the future. These results are not surprising considering caring is at the center of philanthropic giving (Bekkers & Wiepking, 2007; Honey, 2011). Also, previous ecotourism studies have demonstrated that caring is a key predictor of tourists' motivations to donate (Ham, 2011).

However, caring is not a strong predictor of on-site donation behavior for reasons that may be outside of the organization's control. For example, 39% of respondents did not donate on-site because of other donation priorities. These respondents may have high levels of caring towards chimpanzees and have intentions to donate in the future, yet are still not donating on-site. One plausible answer is that individuals may care about

chimpanzees but are overwhelmed by the amount of travelers' philanthropy programs they have encountered prior to reaching the sanctuary. For example, respondents expressed "donation fatigue" and "burnout," or noticed an "overabundance of adoption programs" (see Appendix C). An overabundance of travelers' philanthropy programs may force individuals to choose the cause that is most relevant when faced with multiple donation requests (Bekkers & Wiepking, 2007).

Destination-level planning may be used to control issues of "donation fatigue" and better support the relationship between caring and on-site donation behavior. Prior research indicates that if donors are overwhelmed by requests, they may become complacent about the causes, which can lead to a decrease in donation program financial outcomes (Brown and Minty, 2008). Therefore, destination planners should inform tour operators about the importance of not overwhelming clients with too many travelers' philanthropy programs during multiday trips. Instead tour operators should diversify trips that include travelers' philanthropy donation appeals.

Interaction Between Trust and Caring

Another area of interest in this study was the interaction between trust and caring, and its relationship to donation behaviors. The results indicate that the interaction between trust and caring influences on-site donation behavior and intentions to donate in the future. Specifically, a tourist is more likely to donate on-site if they have both high caring for chimpanzees and high trust in the organization. Also, caring becomes more important if trust is low. These results align with previous studies that acknowledge one variable alone does not predict donation behaviors. For example, Ham (2011) stated that

although caring is a key component in determining philanthropic giving, potential donors equally want to know that their money is going to be used as promised and expected (e.g., trust).

Results of this study also reveal that a tourist may intend to donate in the future if caring is high and no trust in the organization exists. This makes sense when thinking about the differences between donating on-site and intending to donate in the future. The reality of the situation is that the act of donating is more substantial and more impactful than intending to donate. Therefore, an individual who deeply cares about a cause but does not trust the organization may have high intentions to donate but will not actually donate. Sargeant et al. (2006) also concluded that other variables, such as emotional experiences, might enhance a level of commitment to an organization beyond the influences of trust. However, emotional experiences alone do not drive on-site donation behaviors (Sargeant et al., 2006).

Limitations and Opportunities for Future Studies

Although this study provides insight into the aspects of an ecotourism experience that drive philanthropic giving, limitations do exist. I did not introduce a variety of factors that may influence and further explain tourists' motivations to donate. First, tourists' perceptions of trust and caring may have previously been influenced by other experiences prior to reaching the sanctuary (e.g., encountering an overabundance donation appeals). Second, tourists' perceptions of trust and caring were likely influenced by other factors in the sanctuary besides messaging (e.g., staff interaction).

Finally, due to inconsistencies in staff training and walking routes, tourists' may have varying experiences in the sanctuary (e.g., reading different messaging).

As a result, a variety of opportunities exist for further investigation. First, this study should be repeated in diverse ecotourism settings with larger and potentially more diverse samples. Second, researchers could investigate the interaction between staff and tourists, and its potential influence on donor's trust, caring, and donation behaviors. Third, a more complex study could be created in order to capture extraneous variables. For example, future research should address the complexity of managing travelers' philanthropy programs at a destination level (e.g., overabundance of donation programs at a destination).

Management Implications

The findings of this study can be used to improve travelers' philanthropy program planning and decision-making processes. Managers can use on-site messaging to build trust by using effective communication techniques that influence tourists' perceptions of the organization. More specifically, information should be displayed in a manner that supports tourists' perceptions that an organization is trustworthy (Trussell and Parsons, 2005). For example, a potential donor perceives an organization to be efficient when they are aware of donation program financial information, the mission of the organization, and explicit details are given to explain how the mission is being achieved (Trussell and Parsons, 2005).

Additionally, on-site messaging should be planned and designed to influence caring. Specifically, vivid stories (distinct and graphic content) and supplemental

imagery can promote feelings of caring (Hall et al., 2010; Ham, 2011). Vivid stories should contain relevant information that promotes an emotional connection with animals (e.g., anthropomorphism; Rabb and Saunders, 2005).

Furthermore, managers can plan and design on-site messaging to improve content attributes and potential outcomes. For example, donation program information should be strategically placed on-site, so it informs potential donors well before they are asked to donate (Ham, 2011). This allows individuals time to think about the importance and need of the program. Also, on-site messaging should be placed where tourists cannot overlook the content (Hall et al., 2010). Managers should plan and design on-site messaging content based on interpretation theory and research. For example, messages are more likely to influence behaviors if they are simple, concise, and easy to read (Ham et al., 2007; Knudson et al., 1995). Therefore, if managers strategically plan on-site messaging then subsequently, they can strengthen the relationship between messaging, trust, caring, and donation behavior.

Conclusion

As parks and protected areas become increasingly important in conservation and biodiversity, the reliance on ecotourism in order to diversify and enhance funding will also grow. Subsequently, travelers' philanthropy programs are emerging as a management strategy to increase funding for parks and protected areas. However, prior tourism research has not fully investigated individual's intrinsic motivations to donate. This study provides further insight into the roles of specific determinants that influence tourists' motivations to donate to a travelers' philanthropy program. Findings indicate

that parks and protected area managers can implement targeted messaging strategies to influence donation outcomes. Furthermore, this study serves as a foundation for future tourism studies to improve the outcomes of travelers' philanthropy programs, and consequently the role of ecotourism in the conservation movement.

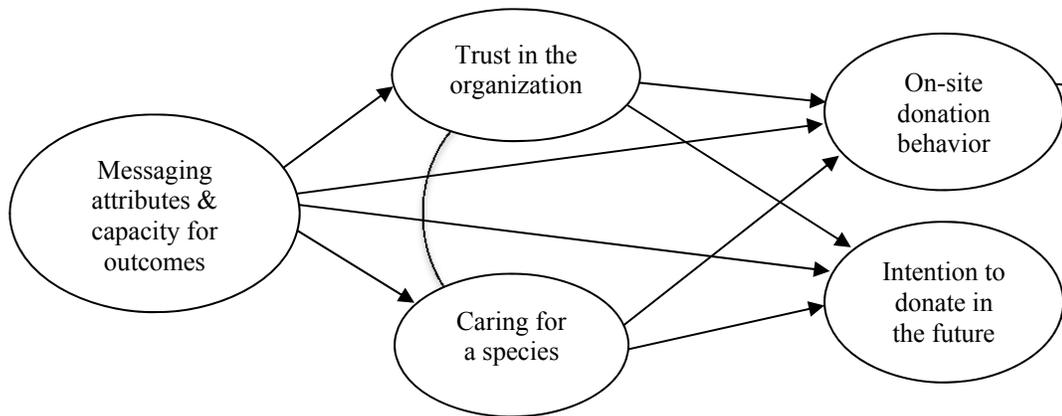


Figure 2.1. Hypothetical model to investigate the relationships between messaging, trust, caring, and donation behavior.

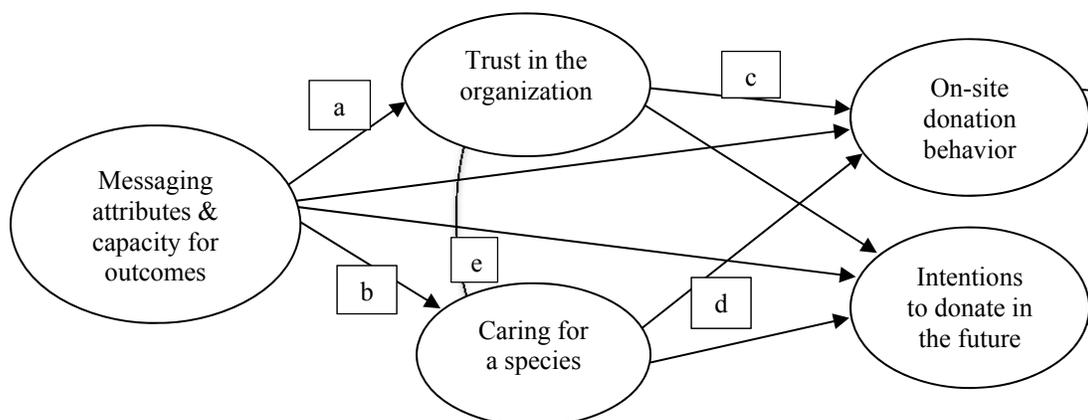


Figure 2.2. Proposed model for research questions.



Figure 2.3. Location of Ol Pejeta Conservancy, Kenya, East Africa (map by Ol Pejeta Conservancy).

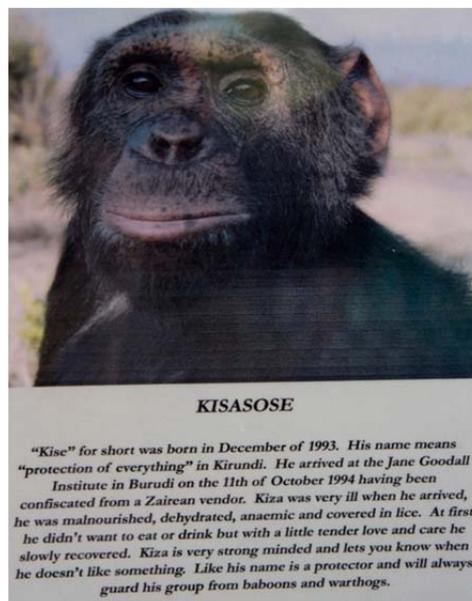


Figure 2.4. Example of a sign from the Sweetwater Chimpanzee Sanctuary that was used during the content analysis.

Table 2.1

Measurements for sign attributes in content analysis

“The *messages* contained in this sign, brochure, and other written material for the Chimpanzee Sanctuary ...”

1. communicates sympathy and compassion towards chimpanzees
2. makes conserving the chimpanzee species seem important
3. is easy to read (e.g., short words, short sentences)
4. relates chimpanzees characteristics to human features
5. contains comparisons (e.g., similes or metaphors)
6. has a theme or central message
7. asks rhetorical questions
8. relates to the pictures in the sign

Note. Adapted from: Hall et al. (2010). Comparative evaluation of the attention capture and holding power of novel signs aimed at Park visitors. *Editorial Assistant*, 15; MacDonald, E. A. (2011). The Application of Persuasive Communication Theory to Promote Visitor Conservation Behaviour at Wellington Zoo.

Table 2.2

Measurements for potential sign outcomes in content analysis

“The *messages* contained in this sign, brochure, and other written material for the Chimpanzee Sanctuary ...”

1. has the capacity to influence visitors’ emotions
2. will likely produce feelings of empathy
3. will likely be meaningful to visitors
4. will probably make visitors think
5. will most likely be relevant to visitors
6. may increase visitors’ understanding of complex topics
7. may allow visitors to acquire new information about chimpanzees
8. may reinforce visitors existing knowledge about chimpanzees

Note. Measured on a 7-point Likert Scale (1 = completely disagree to 7 = completely agree). Adapted from: Sargeant et al. (2006). Perceptual determinants of nonprofit giving behavior. *Journal of Business Research*, 59(2), 155-165.

Table 2.3

Measurements for elements of trust in content analysis

“The *messages* contained in this sign, brochure, and other written material for the Chimpanzee Sanctuary ...”

1. communicates how money is being used
2. shows impact of the cause
3. uses appropriate and sensitive fundraising techniques

Note. Measured on a 7-point Likert Scale (1 = completely disagree to 7 = completely agree). Adapted from: Sargeant et al. (2006). Perceptual determinants of nonprofit giving behavior. *Journal of Business Research*, 59(2), 155-165.

Table 2.4

Measurements for elements of caring in content analysis

“The *messages* contained in this sign, brochure, and other written material for the Chimpanzee Sanctuary ...”

1. is based on an emotional appeal (written word elicits feelings)
2. is based on facts (facts are stated in an objective manner)

Note. Measured on a 7-point Likert Scale (1 = completely disagree to 7 = completely agree). Adapted from: Hall et al. (2010). Comparative evaluation of the attention capture and holding power of novel signs aimed at Park visitors. *Editorial Assistant*, 15.

Table 2.5

Means, standard deviations, and standardized loadings for final structural regression model.

Factor and items	λ	Mean (SD)
Messaging: "On average, the messages contained in the signs, brochures, and other written material at the Chimpanzee Sanctuary..."		
Messaging attributes and outcomes (composite score from items below) ^a	--	5.72 (.71)
Communicates sympathy and compassion towards chimpanzees	--	6.14 (1.03)
Make conserving the chimpanzee species seem important	--	6.19 (1.16)
Are easy to read (e.g., short words, short sentences)	--	6.22 (1.15)
Relate chimpanzee characteristics to human features	--	5.84 (1.16)
Contain comparisons (e.g., similes or metaphors)	--	5.18 (1.34)
Have a theme or central message	--	5.61 (1.36)
Ask rhetorical questions	--	4.24 (1.51)
Relate to the pictures in the sign	--	5.40 (1.35)
Influenced my emotions	--	5.71 (1.25)
Made me feel sympathy towards Chimpanzees	--	6.18 (1.05)
Made me think	--	6.01 (1.11)
Are relevant to me	--	5.35 (1.52)
Increased my understanding of complex topics	--	5.05 (1.42)
Helped me learn new information about chimpanzees	--	5.96 (1.42)
Reinforced my prior knowledge about chimpanzees	--	5.81 (1.17)
Are meaningful to me	--	5.88 (1.17)
Caring:		
My sense of well-being will be severely diminished by the extinction of chimpanzees	0.64	5.13 (1.55)
Ensuring the survival of chimpanzees is my highest priority	0.90	4.26 (1.65)
I would protest this site if I learned of the mistreatment of chimpanzees	0.56	5.48 (1.60)
My connection to chimpanzees has increased my interest in wildlife as a whole	0.72	5.12 (1.39)
Wildlife protection, including chimpanzees, must be society's highest priority	0.74	5.04 (1.78)
Trust: "The Sweetwater Chimpanzee Sanctuary..."		
<i>Performance of the Organization</i>	--	--
Is the nonprofit most likely to have an impact on protecting chimpanzees ^b	--	--
Spends high proportion of its revenue on protecting chimpanzees	0.57	5.37 (1.21)
Appears to do a great job protecting chimpanzees	0.71	6.12 (0.97)
<i>Communication of the Organization</i>	--	--
Informs me about how my donations will be used	0.87	4.63 (1.52)

Table 2.5 continued.

Factor and items	λ	Mean (SD)
Helps me understand why donations are important	0.91	4.93 (1.53)
Uses appropriate and sensitive fundraising techniques to solicit donations ^b	--	--
<i>Overall Trust in the Organization</i>	--	--
Acts in the best interest of protecting chimpanzees	0.83	5.93 (1.06)
Conducts their operations ethically	0.72	5.58 (1.26)
Uses donated funds appropriately ^b	--	--
Intentions to Donate		
I plan to donate money to the Sweetwater Chimpanzee Sanctuary in the future	0.96	4.03 (1.71)
I intend to donate money to organizations concerned with the protection of chimpanzees and their habitat	0.90	4.10 (1.64)
After I return home, I will donate money to the Sweetwater Chimpanzee Sanctuary	0.79	3.92 (1.81)

Note. Item results were based on a 7-point Likert Scale, 1 = strongly disagree and 7 = strongly agree; λ = standardized factor loadings based on overall model; a = composite score based on index of messaging attributes and outcomes; b = items were removed due to poor measurement performance.

Table 2.6

Fit indices and test results for hypothesized model

Model	CFI	RMSEA	SRMR	SB χ^2 (df)
Measurement Model	0.962	0.051	0.067	138.95* (96)
Structural Regression Model	0.968	0.045	0.068	148.46* (112)

Note. Based on robust statistics; CFI = comparative fit index, NNFI = non-normed fit index; RMSEA = root mean square error of approximation; SRMR = standardized root mean square residual; SB χ^2 = Satorra-Bentler Scaled Chi-Square; * $p < 0.05$; df = degrees of freedom.

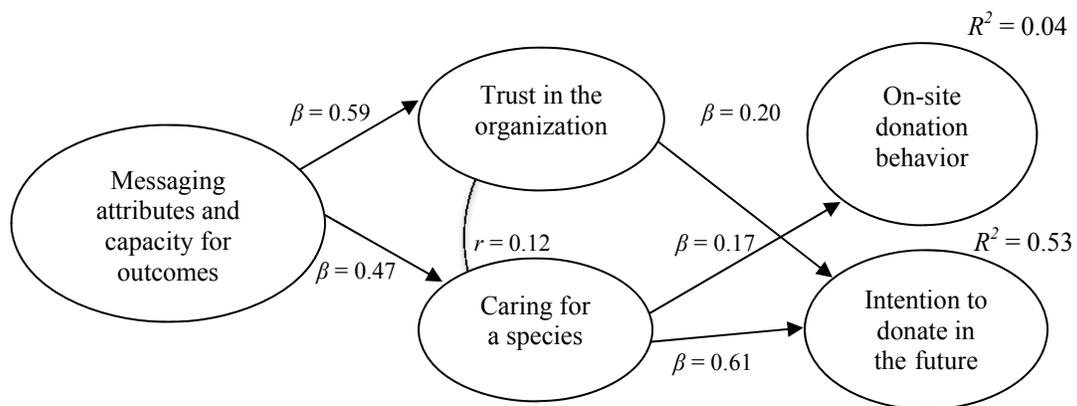


Figure 2.5. Revised model presents the relationships between messaging, trust, caring, intentions to donate, and on-site donation behavior. All values display a significance level at $p < 0.05$.

Table 2.7

Strength and significance of mediation

Indirect path	Mediating effect	STD error of mediating effect	Z
M to T to I	0.14	0.06	2.11*
M to C to I	0.29	0.09	2.97*
M to C to D	0.07	0.29	0.23

Note. Analyzed using the Sobel Test (Sobel, 1982). M = messaging; T = trust in the organization; I = intentions to donate; D = on-site donation behavior; C = caring. * $p < 0.05$

Table 2.8

Trust x caring interaction (iv) on intentions to donate (dv)

Trust Levels	Adjusted R^2	Standardized Beta Coefficient	t -value
Low Trust	0.375	0.62	6.323*
Mid Trust	0.308	0.564	5.552*
High Trust	0.185	0.446	3.759*

Note. *Values are significant at $p < .001$. Based on composite score of dependent variable, intentions to donate. Trust is controlled via caring composite score.

Table 2.9

Trust x caring interaction (iv) on on-site donation behavior (dv)

Trust Levels	Adjusted R^2	Standardized Beta Coefficient	t -value
Low Trust	0.003	-.131	-1.08
Mid Trust	0.014	.118	.970
High Trust	0.072	.268	2.154*

Note. *Values are significant at $p < .05$. Based on composite score of dependent variable, on-site donation behavior. Trust is controlled via the caring composite score.

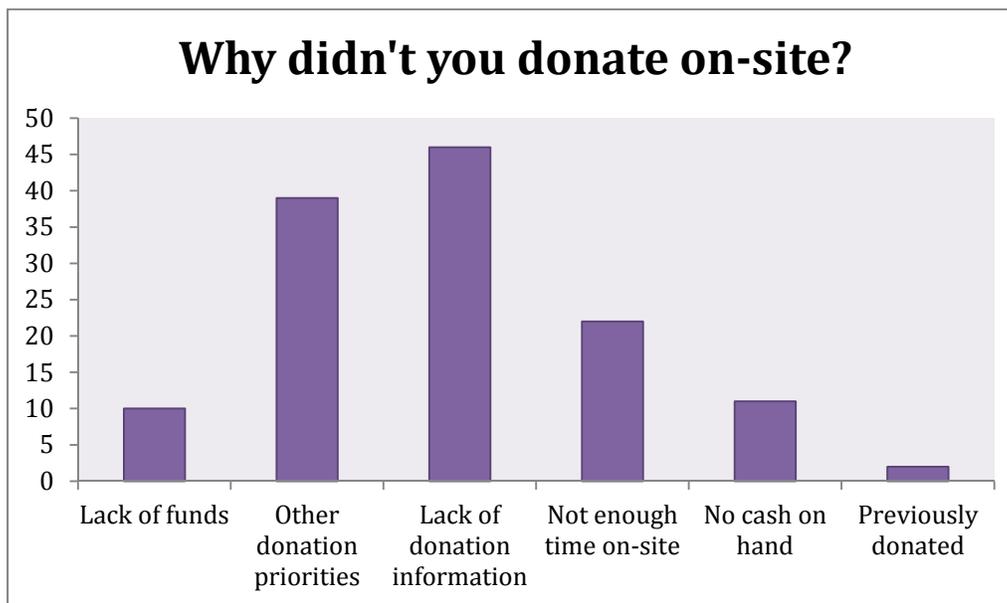


Figure 2.6. Results of the qualitative question, “What are the three primary reasons you did not donate or adopt a chimpanzee today?”

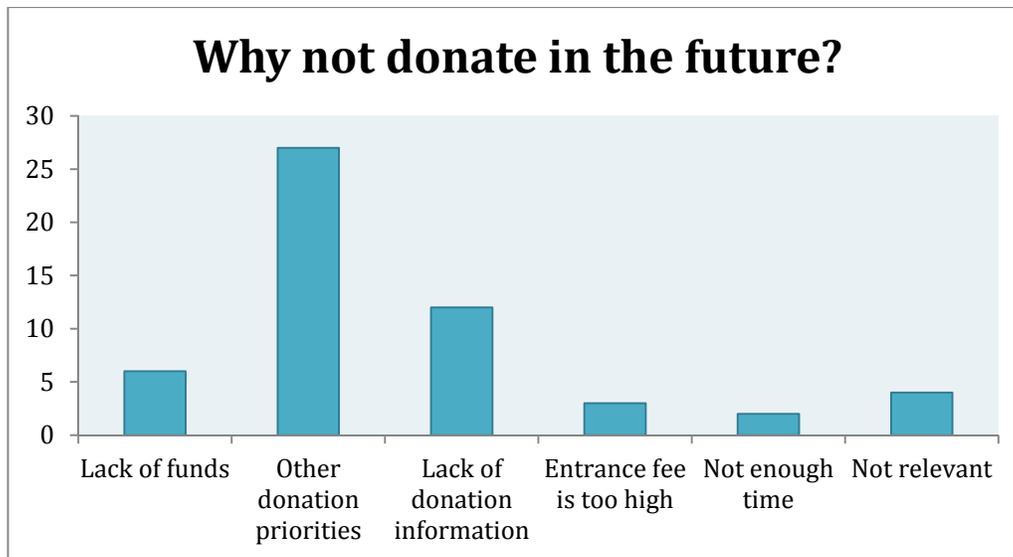


Figure 2.7. Results of the qualitative question, “What are the three primary reasons you do not intend to donate to the Sweetwater Chimpanzee Sanctuary in the future?”

CHAPTER 3

FUNDING SUSTAINABILITY: UNDERSTANDING VISITORS' MOTIVATIONS TO FINANCIALLY DONATE AT SWEETWATER CHIMPANZEE SANCTUARY

Introduction

Parks and protected areas, including conservancies, are an important venue for conserving biodiversity and preventing species loss (Dlamini & Masuku, 2013; Krug, 2001). However, parks and protected areas frequently face financial constraints, and increasingly use ecotourism to generate financial support (Dharmaratne et al., 2000; Gossling, 1999). *Travelers' philanthropy* is a strategy of ecotourism that is used by protected area managers to help increase funding (Honey & Gilpen, 2009). Travelers' philanthropy is money or time donated to a place or community by visitors that feel a responsibility to give back to the destinations they visit (Goodwin, 2011). Although travelers' philanthropy programs are frequently used, protected area managers may not fully understand the psychological factors that motivate visitors to financially donate. A better understanding of these motivating factors could help increase managers' ability to generate revenue, enhance budgetary plans, and improve conservation outcomes.

During the summer of 2013, I investigated visitors' motivations to donate at Ol Pejeta Conservancy, Kenya Africa (see Figure 2.3). More specifically, research was conducted at Sweetwater Chimpanzee Sanctuary, located within Ol Pejeta Conservancy (see Figure 3.1). The purpose of this study was to explore the relationships between Sweetwater Chimpanzee Sanctuary's on-site messaging (e.g., signs, posters, kiosks, etc.), and visitors' a) *trust* in the organization, b) *caring*, c) *on-site donation behavior*, and d) *intentions to donate* in the future (see Figure 2.1).

Methods

The research was conducted in three phases. First, researchers ($N = 4$) conducted a content analysis of the on-site messaging (e.g., signs, posters, kiosks, etc.; see Figure 3.2) displayed to visitors at Sweetwater Chimpanzee Sanctuary. The purpose of the content analysis was to evaluate message content and guide the development of hypotheses. Second, based on the results of the content analysis and existing scales, a questionnaire was developed. The questionnaire was evaluated by experts ($N = 3$) and revised appropriately. Third, I administered the revised questionnaire to adult visitors during June 2013 (see Figure 3.3). I approached potential respondents at the exit of Sweetwater Chimpanzee Sanctuary. Visitors completed the questionnaire prior to leaving Sweetwater Chimpanzee Sanctuary to continue a vehicle tour of Ol Pejeta Conservancy.

The questionnaire assessed visitor perceptions of 1) the effectiveness of on-site messaging attributes and potential outcomes, 2) performance, communication, and overall trust in Sweetwater Chimpanzee Sanctuary, 3) caring for chimpanzees, and 4)

donation behaviors. All responses were measured on a seven-point scale (1 = strongly disagree and 7 = strongly agree). Additionally, open-ended questions were included to further capture insight into visitor donation behaviors. After standard screening, I used statistical procedures to ensure measurement performance and model goodness of fit. Finally, I used statistical analysis (Structural Regression Modeling) to evaluate the relationship between on-site messaging, trust, caring, on-site donation behavior, and intentions to donate in the future.

Results

Description of the Sample

I approached 218 visitors and 204 completed the questionnaire, resulting in a 93% response rate (achieving a 6.41 % confidence interval at a 95% confidence level). The sample was evenly split between females (48%) and males (52%), with age relatively dispersed ($M = 40$, $SD = 16$; see Figure 3.4 for demographics). A majority of the visitors were well educated, with 90% reporting completion of at least one year of college. Also, most visitors identified themselves as Caucasian (67%), and 46% reported an annual household income of \$75,000 USD or greater. The most commonly reported country of residence was the United States (37%), followed by Kenya (14%) and India (11%).

Visitor Perceptions

Results indicate visitors perceived that on-site messaging items (e.g., signs, posters, kiosks, etc.) have effective attributes and have the capacity to influence outcomes ($M = 5.72$, $SD = 0.71$). Overall, visitors believed Sweetwater Chimpanzee Sanctuary to

be a trustworthy organization ($M = 5.29$, $SD = 0.90$). Additionally, most visitors care about chimpanzees ($M = 5.01$, $SD = 1.23$). However, only 8.82% of visitors donated on-site, but 42.2% stated they intend to donate in the future.

Visitors' donation behaviors can be partially explained by the answers to open-ended items on the questionnaire. Specifically, these results suggest that visitors' on-site donation behavior and intentions to donate were partially influenced by constraints that are beyond the control of the sanctuary (see Figure 2.6 and 2.7). For example, 30% of respondents did not donate on-site, because they had other donation priorities. One respondent stated they did not donate because of: "Donation fatigue, our past week we have donated to four other causes: gorillas, elephants, homeless children."

However, respondents chose not to donate on-site or in the future for reasons that can be mitigated by the sanctuary. For example, 35% of respondents did not donate on-site because not enough donation information was present. One respondent stated, "I don't know how the funds are used or if they are used appropriately. Also I don't know much about Sweetwater." Additionally, visitors did not donate on-site, because they did not have cash on hand or they did not have enough time on-site to think about the donation program. One respondent commented, "Little time to consider the possibility, no one asked me to do so, didn't even budget for the possibility." See Appendix B for more visitor responses to the open-ended questions.

Predicting Donation Behaviors

The final step in our analysis led to a revised research model that provides further insight into predicting donation behaviors (see Figure 3.5). Results suggest that on-site

messaging and trust in the organization influences visitors' intentions to donate in the future. This means visitors that perceived on-site messaging to be effective and had high levels of trust in the Sanctuary, would more likely have intentions to donate in the future.

In addition, results demonstrate that on-site messaging and caring influence both on-site donation behaviors and intentions to donate in the future. Specifically, on-site messaging influences visitors' caring for chimpanzees, and this in turn influences both on-site donation behaviors and intentions to donate. However, a visitors' level of caring influences on-site donation behavior at lower levels compared to intentions to donate.

Furthermore, results indicate a relationship between trust and caring that influences donation behaviors. More specifically, donation behaviors are influenced by the combination of a visitors' trust in the organization and caring for chimpanzees. For example, a visitor is more likely to donate on-site if the individual has high levels of trust in the sanctuary and high levels of caring for chimpanzees.

Recommendations

The purpose of this study was to explore how on-site messaging, trust in the organization, and caring influence visitors' donation behaviors. Results demonstrate that on-site messaging influences both trust and caring, and subsequently influences visitors' intentions to donate. Additionally, on-site messaging influences caring, thus influencing on-site donation behavior. Furthermore, the lack of on-site donation information and other controllable factors could play a crucial role in visitor's decisions to donate on-site or in the future. The results provide insight into management decisions for on-site messaging planning and design.

On-site Messaging and Trust

Results indicate on-site messaging and trust influence visitors' intentions to donate in the future. Therefore, managers can use messaging design strategies to influence trust, thus influencing visitors' intentions to donate. Specifically, an organization is more likely to influence donation behaviors if they are transparent about donation program financial information (Trussell & Parsons, 2005). For example, managers can display pamphlets or brochures that state how donation funds have been used on a yearly basis: "By 2012 visitors have donated over ___ amount of \$ to benefit Sweetwater Chimpanzee Sanctuary. Without the generous help of past donors the following projects would not have been possible..." Additionally, visitors' trust is influenced by their perceptions that an organization's mission is being achieved (Trussell & Parsons, 2005). So, signs and posters should display the mission statement followed by explicit examples of how sanctuary activities contribute to the success of the mission. Moreover, messaging should display pictures that elaborate on how donation funds are used. For example, pictures supplementing text can display how donor funds support the sanctuary's daily operations. A photograph helps to reinforce decisions to donate because this allows donors to envision how their money is being used when they reflect on their decision to donate back home (Ham, 2011).

On-site Messaging and Caring

Also, results reveal that on-site messaging and caring influences visitors' on-site donation behavior and intentions to donate in the future. So, on-site messaging can be designed to influence caring, thus influencing on-site donation behavior and intent.

Particularly, vivid stories and supplemental images can promote visitors' caring (Hall et al., 2010; Ham, 2011). Vivid stories contain distinct and graphic content, which can capture attention and appeal to emotions (Hall et al., 2010). For example, stories elaborating on the similarities between humans and chimpanzees (anthropomorphism) help visitors to better understand and form stronger connections to chimpanzees (Rabb & Saunders, 2005).

On-site Messaging Design and Planning

On-site messaging that incorporates elements of trust and caring will be more effective if guided by interpretation theory. So, managers should use prior research and interpretation literature in the planning and design process. Specifically, messages are more likely to influence behaviors if they are simple, concise, and easy to read (Ham et al., 2007; Knudson et al., 1995). For example, exhibits should contain 50 words or less and signs 25 words or less (see Figure 3.6; Knudson et al., 1995). Also the font should be large enough to capture and hold the attention of visitors (e.g., 72 point font for sign titles; Knudson et al., 1995).

Accessibility of Donation Program Information

Results also demonstrate that a lack of donation information influences visitors' decisions to donate on-site and intentions to donate in the future. It is important for managers to consider intentional placement of messaging items in order to effectively influence visitor behaviors (Hall et al., 2010). On-site messaging should inform visitors about the donation program before they are asked to donate (Ham, 2011). This allows

visitors to think about the importance of the program. Also, on-site messaging should be placed where visitors cannot overlook the content (Hall et al., 2010). For example, the area where tourists are being asked to donate should be strategically integrated into a planned walking route. Further, visitors should be encouraged to use the planned walking route, so that a consistent message is received.

Limitations and Opportunities for Future Research

Although results of this study can be used to improve a travelers' philanthropy program, limitations do exist. I did not introduce a variety of factors that may influence and further explain tourists' motivations to donate. For example, visitors' perceptions of trust and caring were likely influenced by other factors in the sanctuary besides messaging, such as visitors' interactions with the staff. Therefore, future research can investigate the interactions between staff and visitors, and its potential influence on trust, caring, and donation behaviors.

Conclusion

This study provides insight for managers at Ol Pejeta Conservancy's Sweetwater Chimpanzee Sanctuary and other parks and protected areas operating a travelers' philanthropy program. With a better understanding of what motivates visitors' to donate, managers can effectively design a travelers' philanthropy program that will lead to increased financial outcomes. Furthermore, results from this study support the role of ecotourism as part of a funding strategy for parks and protected areas and greater conservation efforts.



Figure 3.1. Sweetwater Chimpanzee Sanctuary's travelers' philanthropy program, located within Ol Pejeta Conservancy.

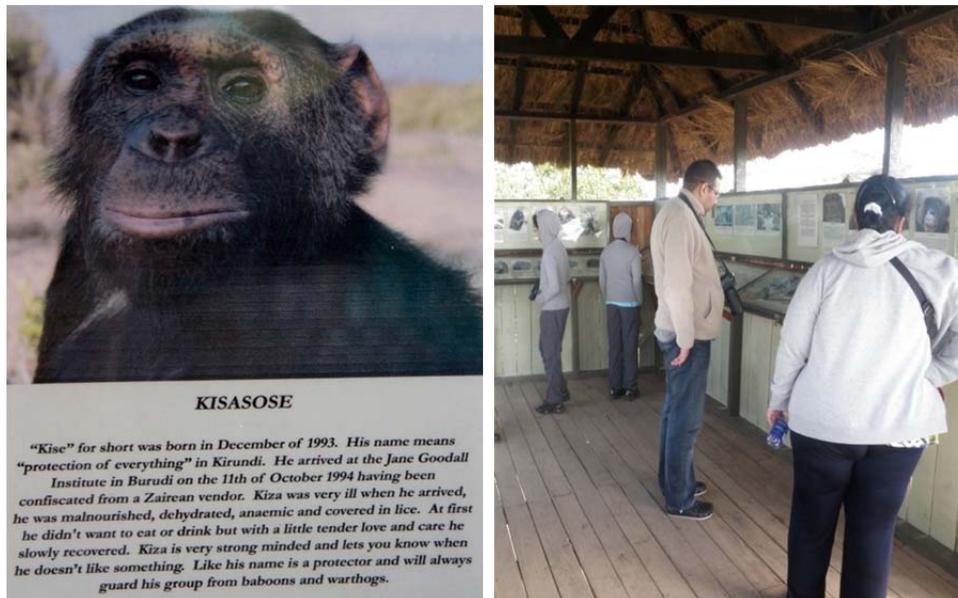


Figure 3.2. Example of on-site messaging displayed at Sweetwater Chimpanzee Sanctuary that was used in content analysis.



Figure 3.3. Administering a questionnaire to a visitor at the exit of Sweetwater Chimpanzee Sanctuary.

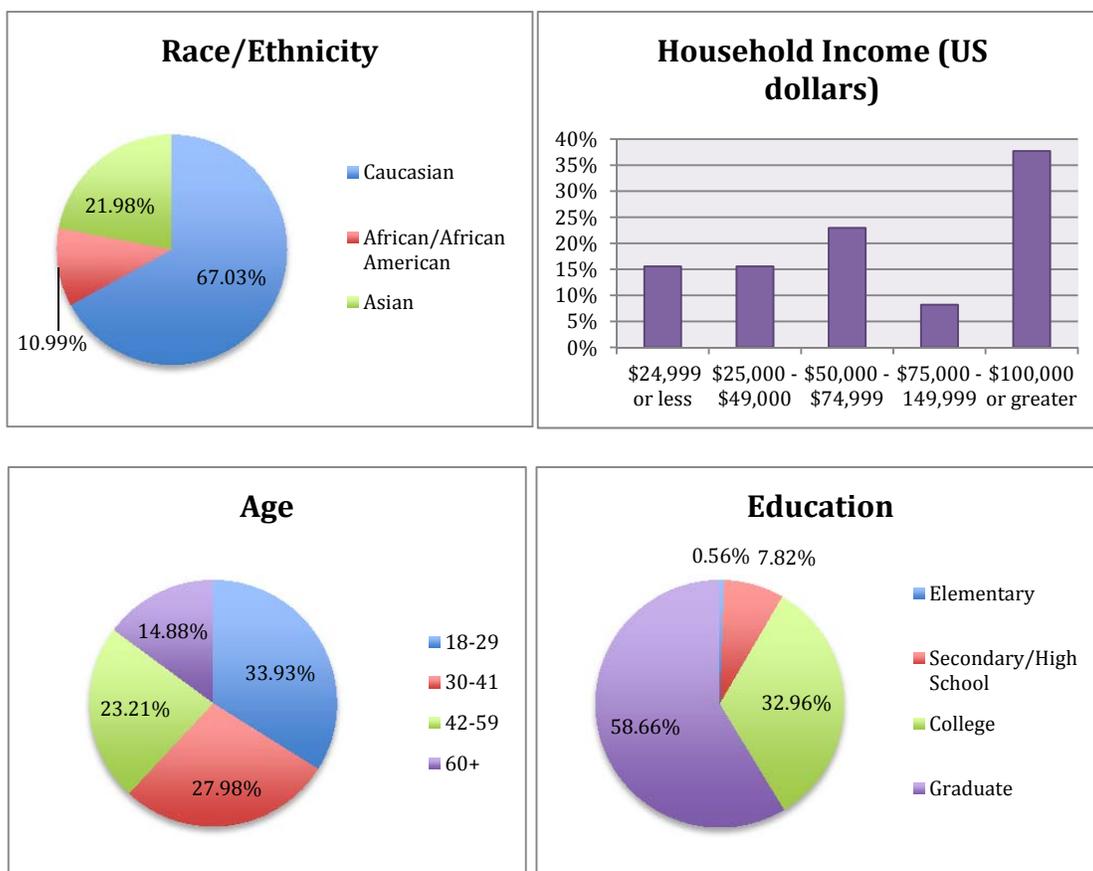


Figure 3.4. Demographics: education, ethnicity, household income, and age.

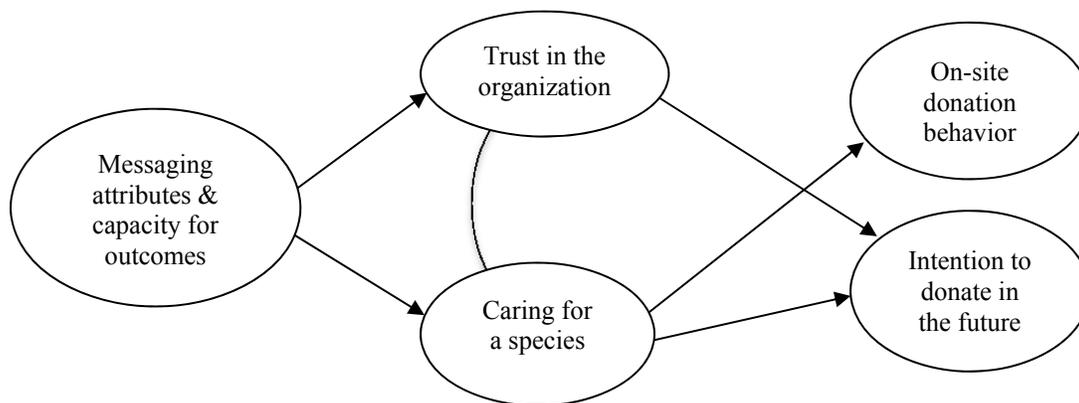


Figure 3.5. Final model demonstrates the relationships between messaging, trust, caring, on-site donation behavior, and intentions to donate in the future. All paths displayed are significant at $p < 0.05$.



Figure 3.6. Example on the left is of on-site messaging content that needs to be revised due to length. Example on the right is of on-site messaging content with appropriate length, but size of font should be increased and title should be added.

CHAPTER 4

FINAL CONCLUSIONS

Reflections and Conclusions

The idea for this research project sprouted from a number of experiences, books, and conversations. Initially, my inspiration for returning to school was to explore tourists' motivations to voluntarily give back to the places they visit. I vividly remember sitting on a beach in Indonesia scribbling down ideas about understanding the way tourists view nature-based tourism and ideas to improve the connection between tourists and conservation efforts. Fast-forward 2 years and to the country of Kenya, Africa where I had the opportunity to work and live at Ol Pejeta Conservancy. As soon as I walked through Sweetwater Chimpanzee Sanctuary, I knew it would be a great place to study tourists' motivations to give back to the places they visit. So began the process of turning this idea into a research project. The past 16 months have been an incredible learning experience that deserves reflection.

The initial site visit included a tour of the sanctuary, conversations with staff, and taking photographs. Then, I began conversing with Richard Vigne, CEO at Ol Pejeta Conservancy, about the possibilities of conducting research. Although my time was limited in Kenya, in retrospect, I would have gone back to the sanctuary for a second site

visit. During this time, I would have captured video of visitors touring the sanctuary, more carefully inventoried the messaging, and asked the staff more detailed questions. A second site visit would have made it easier to choose variables, guide the literature review, and create the survey.

Once I returned to the University of Utah, the biggest challenge was to choose the variables that I wanted to explore, because a number of factors influence donation behavior. However, potential variables were eliminated based on past observations at the sanctuary and a review of the literature. For example, it was apparent that the role and message of the staff was inconsistent. Additionally, on-site messaging was so prolific and had not been fully explored in previous travelers' philanthropy studies. The literature review followed after choosing to explore the roles of on-site messaging, trust, and caring. This was an incredibly challenging stage of the process since this study was exploratory and multidisciplinary in nature.

Data collection was both challenging and rewarding. It was a powerful experience to turn an idea into a project and see the research process come together where it all began. One challenge was that I was not informed that a majority of the visiting June population were local school children. However, this became apparent in the first day of data collection, when over 300 school children arrived in a period of 20 minutes. After some thought, I decided to look at the subpopulation of tourists only, and later a Skype conversation with Matt Brownlee confirmed that this was a good decision. Afterwards, staff informed me school groups are a challenge for the sanctuary and management was trying to reduce group size due to the negative impacts (e.g., over-use of bathrooms and trauma to chimpanzees due to noise and activity levels).

I am satisfied with the final results of the study and surprised by the qualitative answers from respondents. Specifically, I was surprised by the number of tourists that chose not to donate because of prior donations to other travelers' philanthropy programs in East Africa. Additionally, the number of respondents who commented that the interaction with the staff was the most meaningful part of their experience surprised me. Both topics could be explored in future studies.

Overall, the biggest challenges of this research process led to the biggest rewards. An initial hurdle was funding, but it was presented throughout this past year in the form of scholarships, grants, generous financial donations, and part-time flexible employment. It was encouraging and inspiring to receive financial support from so many people and organizations. Also, it was challenging to create a research project that was exploratory in nature. However, it was very rewarding to investigate an important topic that deserves more attention. I am grateful the results of this study may impact future decision-making at the sanctuary. Also, I am excited to contribute valuable research to the tourism literature.

APPENDIX A

JOURNAL SUBMISSION DETAILS

Chapter 2 of this document will be submitted to the *Journal of Sustainable Tourism*. The article will be formatted to meet the submission criteria for the *Journal of Sustainable Tourism*, which is separate from the thesis requirements for the University of Utah Graduate School. Therefore, the article will be a separate document that will also be reviewed by all committee members. I will submit the article to the *Journal of Sustainable Tourism* after thesis defense, revisions, and a final review by the committee. The article submission deadline is December 1, 2013.

APPENDIX B

MEASUREMENTS FOR VARIABLES

Table B.1

Measurements for sign attributes, rated by visitors

“The *messages* contained in the signs, brochures, and other written material at the Chimpanzee Sanctuary...”

1. communicates sympathy and compassion towards chimpanzees
2. makes conserving the chimpanzee species seem important
3. is easy to read (e.g., short words, short sentences)
4. relates chimpanzees characteristics to human features
5. contains comparisons (e.g., similes or metaphors)
6. has a theme or central message
7. asks rhetorical questions
8. relates to the pictures in the sign

Note. Measured on a 7-point Likert Scale (1 = completely disagree to 7 = completely agree). Adapted from: Hall et al. (2010). Comparative evaluation of the attention capture and holding power of novel signs aimed at Park visitors. *Editorial Assistant*, 15; MacDonald, E. A. (2011). The Application of Persuasive Communication Theory to Promote Visitor Conservation Behaviour at Wellington Zoo.

Table B.2

Measurements for potential sign outcomes, rated by visitors

“The *messages* contained in the signs, brochures, and other written material at the Chimpanzee Sanctuary ...”

1. influenced my emotions
2. make me feel sympathy towards Chimpanzees
3. are meaningful to me
4. make me think
5. are relevant to me
6. increase my understanding of complex topics
7. helped me learn new information about chimpanzees
8. reinforced my prior knowledge about chimpanzees

Note. Measured on a 7-point Likert Scale (1 = completely disagree to 7 = completely agree). Adapted from: Hall et al. (2010). Comparative evaluation of the attention capture and holding power of novel signs aimed at Park visitors. *Editorial Assistant*, 15; MacDonald, E. A. (2011). The Application of Persuasive Communication Theory to Promote Visitor Conservation Behaviour at Wellington Zoo.

Table B.3

Measurements for conservation caring, rated by visitors

-
1. Ensuring the survival of chimpanzees is my highest priority.
 2. My emotional sense of well-being will be severely diminished by the extinction of chimpanzees.
 3. I need to learn everything I can about chimpanzees.
 4. I would protest this site if I learned of the mistreatment of chimpanzees.
 5. I will alter my lifestyle to help protect chimpanzees.
 6. My connection to chimpanzees has increased my connection to wildlife as a whole.
 7. Wildlife protection, including chimpanzees, must be society's highest priority.

Note. Measured on a 7-point Likert Scale (1 = completely disagree to 7 = completely agree). Adapted from: Skibins et al. (2013). Charisma and conservation: charismatic megafauna's influence on safari and zoo tourists' proconservation behaviors. *Biodiversity and Conservation*, 1-24.

Table B.4

Measurements for trust (performance, communication, and trust), rated by visitors

Performance of the organization:

“The Chimpanzee Sanctuary...”

1. is the nonprofit most likely to have an impact on protecting chimpanzees
2. spends a high proportion of its income on protecting chimpanzees
3. appears to do a great job protecting chimpanzees

Communication of an organization:

“The Chimpanzee Sanctuary communication efforts...”

1. informed me about how my donation will be used
2. helped me understand why donations are important
3. used appropriate and sensitive fundraising techniques to solicit donations
4. made me interested in receiving more information from this organization

Trust:

“I trust the Chimpanzee Sanctuary to...”

1. always act in the best interest of protecting chimpanzees
2. conduct their operations ethically
3. use donated funds appropriately

Note. Based on a 7-point Likert Scale (1 = completely disagree to 7 = completely agree). Adapted from: Sargeant et al. (2006). Perceptual determinants of nonprofit giving behavior. *Journal of Business Research*, 59(2), 155-165.

Table B.5

Measurements for donation behavior, reported by visitors

-
1. Did you donate money to the Chimpanzee Sanctuary today?
 - Yes. If so, how much? _____ What are the three primary reasons that you donated money today? _____
 - No. If not, what are the three primary reasons that you did not donate money today? _____
 2. If you donated, which donation mechanism did you use? (*check all that apply*)
 - In person cash donation
 - Internet donation
 - Other _____
 3. Did you choose to adopt a chimpanzee at the Chimpanzee Sanctuary today?
 - Yes. If so, how much did you spend? _____ What are the three primary reasons that you adopted a chimpanzee today? _____
 - No. If not, what are the three primary reasons that you did not donate money today? _____
-

Note. Adapted from: Powell, R. B., & Ham, S. H. (2008). Can ecotourism interpretation really lead to proconservation knowledge, attitudes and behaviour? Evidence from the Galapagos Islands. *Journal of Sustainable Tourism*, 16(4), 467-489; Skibins et al. (2013). Charisma and conservation: charismatic megafauna's influence on safari and zoo tourists' proconservation behaviors. *Biodiversity and Conservation*, 1-24.

Table B.6

Intentions to donate, rated by visitors

1. I plan to donate money to the Chimpanzee Sanctuary in the future
 2. I intend to donate money to organizations concerned with the protection of Chimpanzees and their habitat
 3. After I return home, I will donate money to the Chimpanzee Sanctuary
 4. Why do you plan or not plan to donate to the Chimpanzee Sanctuary in the future? _____
-

Note. Measured on a 7-point Likert Scale (1 = completely disagree to 7 = completely agree). Adapted from: Powell, R. B., & Ham, S. H. (2008). Can ecotourism interpretation really lead to proconservation knowledge, attitudes and behaviour? Evidence from the Galapagos Islands. *Journal of Sustainable Tourism*, 16(4), 467-489; Skibins et al. (2013). Charisma and conservation: charismatic megafauna's influence on safari and zoo tourists' proconservation behaviors. *Biodiversity and Conservation*, 1-24.

Table B.7

Retrospective pretests, rated by visitors

1. How much did your *feelings of caring* for chimpanzees change during your time at the Chimpanzee sanctuary?
 2. How much did your *trust* in the Chimpanzee Sanctuary change during your visit?
 3. How much did your *willingness to donate money* change during your time at the Chimpanzee sanctuary?
-

Note. Measured on a 7-point Likert Scale (1 = not at all to 7 = a lot). Adapted from: Sibthorp, J., Paisley, K., Gookin, J., and Ward, P. (2007). Addressing response-shift bias: Retrospective pre-tests in recreation research and evaluation. *Journal of Leisure Research*, 39(2), 295-315.

Table B.8

Demographic and visitor information, reported by visitors

1. Including this trip, how many times have you interacted with and viewed Chimpanzees in the past? _____
 2. What country do you live in? _____
 3. What is your gender?
 Male Female
 5. In what year were you born? _____
 6. How many years of formal schooling have you completed? (*please circle only one*)

Elementary	High School	College	Graduate Study
5 6 7 8	9 10 11 12	13 14 15 16	17 18 19 20+
 7. What is your race/ethnicity?
 8. Which category best describes your total household income in U.S. dollars during 2012 before taxes? (*check one*)

<input type="checkbox"/> Less than \$24,999	<input type="checkbox"/> \$50,000 to \$74,999	<input type="checkbox"/> \$150,000 to \$199,999
<input type="checkbox"/> \$25,000 to \$34,999	<input type="checkbox"/> \$75,000 to \$99,999	<input type="checkbox"/> \$200,000 or more
<input type="checkbox"/> \$35,000 to \$49,999	<input type="checkbox"/> \$100,000 to \$149,999	<input type="checkbox"/> Do not wish to answer
-

APPENDIX C

RESPONDENT ANSWERS TO QUALITATIVE QUESTIONS

Table C.9

Responses to the question: What are the three primary reasons you donated money or adopted a chimpanzee today?

Reason Coded by Researcher	Reason Explained by Respondent
1. Sweetwater Chimpanzee Sanctuary program support	<p>Upkeep of the sanctuary.</p> <p>For the cap! And to show my appreciation for the work being done. Help support effort.</p> <p>Like to help, no charge coming, costs a lot to run.</p> <p>To support the work at Sweetwater, we have empathy with the cause we value are wildlife.</p> <p>Help fund project, help with the sanctuary, love the animals.</p> <p>Want to help improve the sanctuary.</p> <p>To support the cause.</p>
2. Emotional connection to chimpanzees	<p>Because I love primates, I believe in their survival, because these creatures deserve some love and affection.</p> <p>Connection with a specific chimp. Help fund better user experience. Contribution to costs of the program.</p> <p>A worthwhile cause. No entrance fee. Sympathy for the plight of the chimps.</p>
3. Moral obligation	<p>It's the right thing to do. Well-informed guide.</p>
4. Donation gift	<p>Novelty of having a picture of the chimp that I have adopted.</p>

Table C.10

Responses to the question: What are the three primary reasons you would donate in the future?

Reason Coded by Researcher	Reason Explained by Respondent
1. Preservation of chimpanzees	<p>To ensure the well being of the Chimpanzee</p> <p>Important to save this wild species</p> <p>Want the chimps to be there forever!!</p> <p>Conservation, future survival, awareness.</p> <p>To preserve that species.</p> <p>I love chimps. I want to keep the chimps alive. They are our closest living relatives.</p> <p>Maybe due to love of the animal it's a good place</p> <p>Protecting chimps is a priority</p> <p>Help chimps in the future</p> <p>To help conserve them</p> <p>Yes to help these endangered species</p> <p>Help conserving them and increase of chimpanzees</p>
2. Belief in Sweetwater Chimpanzee Program outcomes	<p>Protect, better place for them, to care for them</p> <p>I feel it is a good cause. I'm interested in chimpanzees</p> <p>Appreciated the good work they do for the chimps.</p> <p>It's the best work done in protecting wildlife which is also need of the world</p> <p>Worthwhile and important</p> <p>Conserving chimps is important. Sweetwater is doing a great job in conservation and raising awareness.</p> <p>It seems like a great foundation.</p> <p>Ensure the donation is properly used, respect for the mission carried out, further protect endangered species.</p> <p>Maybe I would because I felt they are doing this work for a good cause and genuinely care about the chimps</p> <p>It is doing excellent work especially because of saving orphan animals.</p> <p>I believe in the cause, think it is an effective facility, after the visit I have more empathy for their conditions.</p> <p>Believe in the cause</p> <p>I like what they are doing with the chimpanzees and other animals</p> <p>Sympathy for chimps and confidence in sanctuary</p> <p>To support the cause</p> <p>Great organization, good cause to help the chimps.</p>

Table C.10 continued.

Reason Coded by Researcher	Reason Explained by Respondent
3. Believe conservation is important	<p>I feel its my responsibility to conserve nature and wild which makes the life cycle complete</p> <p>Same as above. I adopt primates around the world.</p> <p>Use as elementary school class project</p> <p>I love animals.</p> <p>Conservation is important not for profit status</p> <p>Increased our understanding of chimpanzees and their plight.</p> <p>Chimps are an endangered species, the natural world is inextricable from its human counterpart, I like to help good causes.</p> <p>I will do so because of one reason. I believe wildlife is very important to humans and must be protected now increasingly so because of pressures by humans to nature.</p> <p>Chimp protection is important and I support similar organizations.</p> <p>Future conservation, upkeep of chimps, education</p> <p>Raise awareness, help endangered species</p> <p>Not sure. But maybe as the cause, as are many conservation causes, worthwhile.</p> <p>Belief in necessity, protect overall environment, change behavior of humans regarding chimps</p>
4. Support Sweetwater Chimpanzee Sanctuary program	<p>Making sure the sanctuary continues</p> <p>Quite expensive raising chimps so all the help one can get is necessary</p> <p>I'd wish to have the sanctuary continue with the good work.</p> <p>To feed them. To take care of them.</p> <p>Interested in work, more in touch since meeting chimps</p> <p>I will definitely look into it. I care about them, they seem to be doing good work and their work matters.</p> <p>Continue project support</p> <p>Help improve the sanctuary</p> <p>Because I didn't today but think its important to do so, to help save chimps, to show support for sanctuary.</p>

Table C.10 continued.

Reason Coded by Researcher	Reason Explained by Respondent
5. Maybe in the future	<p>Possibly? If I visited again the future.</p> <p>Possibly when I get home!</p> <p>More understanding after research. I would donate with the resources such as internet at my disposal.</p> <p>Possibly</p> <p>If I come back to Kenya</p> <p>Maybe. I do not feel the rescue of chimps that have been in the service of people is important.</p> <p>Maybe in the future after the trip will decide what donations to give, there are a lot.</p> <p>When I get a job I would love to donate</p> <p>Maybe if I get a good job</p> <p>Will consider. Need to get additional information and will consider when I'm home.</p> <p>Maybe but need to do independent research of the organization</p>

Table C.11

Responses to the question: What are the three primary reasons that you did not donate money or did not adopt a chimpanzee today?

Reason Coded by Researcher	Reason Explained by Respondent
1. Lack of funds	<p>Don't have the funds. Still at university</p> <p>I'm a student</p> <p>Lack of money</p> <p>no finance</p> <p>No job</p> <p>No money carried</p> <p>Not enough money</p> <p>Not financially stable, can't stand the requirements</p> <p>Not having sufficient cash to put toward a donation at this time.</p> <p>Student in college, other priorities</p>
2. Other donation priorities	<p>Already donate and support other endangered animals such as ellies and orangutans.</p> <p>Already donate to several charitable organizations, including those for animals.</p> <p>Already donated for education for children in Kenya</p> <p>Already donating to support Kenyan children</p> <p>Already visited and adopted elephant in Kenya, want more info, didn't come with money today.</p> <p>Balancing all needs for non-priorities</p> <p>Burnout, time with orphans.</p> <p>Did not look into it, have done it at other sites.</p> <p>Don't feel strongly enough</p> <p>Don't have that much money. Want to spend many on human suffering.</p> <p>Donate to organizations that support human rights and living conditions.</p> <p>Have to prioritize donations.</p> <p>Higher priorities, waiting to bring children, not enough time.</p> <p>I already donate to several charities but this one should make the list in the future.</p> <p>I didn't spend much time and I tend to donate to Christian and medical charities.</p> <p>I don't have money. There are other causes I would first donate to.</p> <p>Park fees are exorbitant</p> <p>I don't have the passion to do so. I like to think and process financial commitments first before taking action. My flexible income is being used in other projects elsewhere.</p> <p>I donate to wildlife funds on a regular monthly basis. If I had more money I would donate it here. Chimps are not my personal priority in the animal kingdom.</p>

Table C.11 continued.

Reason Coded by Researcher	Reason Explained by Respondent
	<p>I just finished humanitarian trip. I would rather sponsor children.</p> <p>I live in Kenya and am already very active and supportive of many other conservation organizations.</p> <p>I would rather focus on the needs of people rather than the needs of animals</p> <p>I'm short on cash, I consider other causes more pressing, I was not really pressured to donate by the sanctuary</p> <p>Lack of funds and other priorities.</p> <p>Lack of money, currently supporting elephants</p> <p>Left a donation for covering cost of maintenance of the place</p> <p>My preferences for other animals, cannot adopt them all.</p> <p>Other donation activities, lack of money</p> <p>Our money is going to children (we are here on a mission).</p> <p>Out of money. I have 2 charities that I donate all my money to.</p> <p>Over abundance of adoption programs for all animals.</p> <p>Support other organizations for animals.</p> <p>Taking care of unborn human babies first</p> <p>There are other important causes affecting humans for which I would like to contribute.</p> <p>Unable to adopt all animals at risk</p> <p>We already adopt elephants</p> <p>Would rather adopt a child. Do not feel this is a priority in the financial plan.</p> <p>Donation fatigue, our past week we have donated to four other causes: gorillas, elephants, homeless children</p>
3. Lack of donation information	<p>Information about donation. Not enough direction about the donation</p> <p>Already spending a lot to be here at game preserve. Not given much info on donating.</p> <p>Did not convince me it was a gibber priority than other donations.</p> <p>Did not have the time plus I only saw a sign on my way out of the sanctuary.</p> <p>Did not see info on donor mission</p> <p>Didn't know about donation program, my first time to visit the sanctuary.</p> <p>Do not have enough money to donate. Did not know about the donation program.</p> <p>Don't know how to</p> <p>Guides did not mention donation or adoption possibilities. Some mention should be given.</p> <p>I did not get enough info about the need to and I already sponsor a number of projects</p> <p>I don't know how the funds are used or if they are used appropriately. Also I don't know much about sweetwater.</p> <p>I need to value the aim and be sure the funds are being used properly and gainfully</p>

Table C.11 continued.

Reason Coded by Researcher	Reason Explained by Respondent
3. Lack of donation information	<p>I was not informed the money for entry was already used.</p> <p>I wasn't told about the adoption</p> <p>I would donate once I was more exposed and knowledge of the program.</p> <p>More personal understanding and comparison to other organizations.</p> <p>Need more information about programs use of donation. Doesn't appear 'official' enough to hand over \$.</p> <p>Need to discuss first with husband, Need to think about amount, want to find out more about how much is needed.</p> <p>Need to get more information on funds distribution and testimonials online.</p> <p>Needed to see the facility first. Needed to understand what they do</p> <p>Never really asked</p> <p>No clear ask. No means of doing so.</p> <p>No information was given about this option. Neither donation nor adoption.</p> <p>No money left after trip, no info as to when where and how</p> <p>No place to donate</p> <p>Not a lot of info given. Give to our zoo as a whole.</p> <p>Not enough time and it wasn't made clear how</p> <p>Not informed, did not want to delay my group</p> <p>Not much information provided, unclear business model.</p> <p>Not relevant, not well informed not sure if funds used.</p> <p>Not yet, not been asked to.</p> <p>Still need to understand the sanctuary my first time visit</p> <p>Was not aware</p> <p>Was not informed</p> <p>Was not informed</p> <p>We didn't really read it in the information center and the guide didn't tell us.</p> <p>We don't know where to donate the money</p> <p>We were not informed to do so.</p> <p>We would want to know that the money or at least the overwhelming majority goes towards the chimps.</p> <p>Will think about it after I get back home and research how good the money will reach the cause well.</p>
4. Not enough time to think	<p>Cause it needs proper planning and thinking</p> <p>Did not discuss but may go online when I'm home.</p> <p>Easier to do online at home.</p> <p>First visit here</p>

Table C.11 continued.

Reason Coded by Researcher	Reason Explained by Respondent
4. Not enough time to think	<p>I need to think about it. I just arrived yesterday and this is my first introduction to chimps and their situation</p> <p>I was not prepared.</p> <p>I will do so in a latter date</p> <p>I'll have a look online</p> <p>It was my first time, hence not prepared for it.</p> <p>Just arrived, still learning about plan, here for 2 days more.</p> <p>Little time to consider the possibility, No one asked me to do so, Didn't budget for even possibility</p> <p>Need to think more</p> <p>No interest in donating today. I have to revise it and evaluate it.</p> <p>No time</p> <p>Not enough time</p> <p>Not enough time. Not enough money.</p> <p>We just come on another time and then we donate.</p> <p>Will factor it in next month's budget</p> <p>Will research online and maybe donate in future</p> <p>You can't decide only one day visit and I'm a student so I don't have much money</p>
5. No cash on hand	<p>Did not bring \$</p> <p>Did not know we were coming and no money.</p> <p>Didn't bring money with us</p> <p>Had no money</p> <p>Haven't got any with me.</p> <p>I didn't have money. I'll still pay when I visit.</p> <p>Lack of cash with us</p>

Table C.12

Responses to the question: What are the three primary reasons you would not donate in the future?

Reason Coded by Researcher	Reason Explained by Respondent
1. Lack of funds	<p>Lack of finance</p> <p>No money or card on me</p> <p>Lack of funds, other donation priorities</p> <p>No funds left</p> <p>Lack of funds, other donation priorities</p> <p>Lack of funds, other donation priorities</p>
2. Other donation priorities	<p>Other priorities (can't change the whole world!!!)</p> <p>Other donation priorities</p> <p>Need to figure my priorities. That is mostly it.</p> <p>Disconnected from chimps once back at home. Email will go straight to junk box. Other donation pressures. Routine of life takes over.</p> <p>Too many animals in need of protection. How can one judge need to save primates over whales?</p> <p>Apathy and sloth</p> <p>As much as I appreciate this cause, I have other organizations I would be more interested in donating.</p> <p>When I spend on vacation, it is thoughtful of the local efforts in support of conservation in general.</p> <p>Other donation priorities, lack of funds</p> <p>Other donation priorities</p> <p>Both charities I donate to have personal meaning to me. At this point I support animal issues and think its important but have decided to focus all support to the other two.</p> <p>Other donation priorities</p> <p>There are other organizations I would be more inclined to support in my community.</p> <p>I already donate to two animal charities.</p> <p>Although I appreciate the work done by Sweetwater much of my charity work is directed towards the armed forces.</p> <p>Do not live in Africa</p> <p>Other donation priorities</p> <p>Other things for money to go to, don't see the importance</p> <p>Many other charities at home to donate to</p> <p>Would give to other groups.</p> <p>We already adopt elephants</p> <p>Because I am adopting other things when back home.</p>

Table C.12 continued.

Reason Coded by Researcher	Reason Explained by Respondent
2. Other donation priorities	<p>Already donate to several charitable organizations, including those for animals.</p> <p>I focus on donating to people not animals</p> <p>My preference is for other animals, cannot adopt them all.</p> <p>Would rather support groups that help humans increase their living conditions.</p> <p>Not a priority, not much money, give generously to other causes related to poverty and development.</p>
3. Entrance fee too high	<p>The fee charged at the entrance is high. I feel all conservation is the job of governments and organizations should force/urge governments to do the same. Scared to donate where corruption is great.</p> <p>We paid an entry fee which was a lot</p> <p>So many causes so little money. Park fees should cover a percentage to chimp sanctuary.</p>
4. Lack of donation information	<p>No explanation as to how, ease of donating.</p> <p>low trust, other donation priorities, lack of donation information.</p> <p>When I feel strongly enough</p> <p>Do not know enough about facility. Do not know how funds appropriated.</p> <p>It is not a high priority for me, which does not mean I don't think it is important. Maybe if it was better organized or more familiar to me I would.</p> <p>Do not know enough about how they spend the money. Whether they work ethically.</p> <p>No easy way to do so. No compelling reason communicated.</p> <p>Lack of information.</p> <p>Can't decide on one day visit, not much money, internet is insecure</p> <p>Not clear what the funds are for or aimed at. Not clear who or what runs the sanctuary.</p> <p>Program doesn't seem scientific, don't like how they are fed and that they are in non-native area.</p> <p>Sustainability will occur when the practice of the bush people change. It's very sad.</p>
5. Not enough time	<p>Not enough time</p> <p>Not enough time</p>
6. Not relevant	<p>There are other important causes affecting humans for which I would like to contribute.</p> <p>No major connection, need to be able to visit.</p> <p>More immediate local projects at home.</p> <p>Not likely to visit again</p>

Table C.13

Responses to the question: What was the most meaningful part of your experience at the Sweetwater Chimpanzee Sanctuary today?

Reason Coded by Researcher	Reason Explained by Respondent
1. Viewing chimpanzees	<p>Entertainment by males</p> <p>Seeing the large spaces in the enclosure available to the chimpanzees</p> <p>Entertainment by the chimpanzees. They have reason to live and to be protected part of nature.</p> <p>Visiting and seeing the Chimpanzees</p> <p>Seeing the polio chimp, Judy</p> <p>Happy chimps in their environment</p> <p>Chimps throwing their waste at pupils causing a stampede!</p> <p>Seeing how much chimpanzees are like humans</p> <p>Seeing the interaction in a natural habitat relative to a zoo</p> <p>Just observing the chimps was beautiful.</p> <p>Interaction with the chimpanzees.</p> <p>I would like to have walked and seen the chimps across the river without the wire in front of them but the enclosure was closed for repair.</p> <p>Seeing these magnificent animals</p> <p>Watching the chimps interact with each other.</p> <p>Seeing them interact with each other.</p> <p>Seeing the chimps in a natural environment, seeing behavior of chimps among the community.</p> <p>Watching chimpanzees</p> <p>Hearing their stories and being among them, quite cool.</p> <p>Seeing the chimps</p> <p>Seeing the chimps are so intelligent and sensitive.</p> <p>Interacting with the chimps</p> <p>Seeing how they interact and play</p> <p>Looking at the animals. Reading info on the animals.</p> <p>They're similar to human behavior.</p> <p>Watching the animals, learning more about them. Understanding the sanctuary as a whole. Talking with our guide.</p> <p>Watching the baby chimp interacting and playing with the adults.</p> <p>Seeing the chimps interact with the administrators and visitors.</p> <p>Seeing the chimps playing and making noise</p> <p>Seeing a chimpanzee close up and observing their behaviors.</p> <p>Seeing them up close in person</p> <p>I love watching the chimps. They are so human. That pulls at my emotions and makes me interested.</p> <p>The interaction with the chimpanzees.</p>

Table C.13 continued.

Reason Coded by Researcher	Reason Explained by Respondent
1. Viewing chimpanzees	<p>Seeing the chimps</p> <p>Seeing chimps up close</p> <p>Watching the chimps play.</p> <p>Watching chimpanzees</p> <p>To see how alike they act compared to humans</p> <p>Watching chimpanzees</p> <p>Seeing the chimps</p> <p>Seeing chimps</p> <p>Seeing the chimps</p> <p>Seeing them in person</p> <p>The connection one feels sitting across a chimp and seeing in its eyes.</p> <p>Being up close and personal with the chimps</p> <p>Seeing chimps</p> <p>How they act</p> <p>Seeing them in the wild</p> <p>Able to approach and view chimps up close</p> <p>Seeing them up close in person</p> <p>Seeing Chimps</p> <p>Seeing the chimps up close and learning that the guides actually know the chimps names and personalities.</p> <p>Seeing the chimps and understanding more about them.</p> <p>Watching chimpanzees</p> <p>Seeing how much they look like humans.</p>
2. Guide interaction	<p>Now they were taken care. Also the communication between the guide</p> <p>Our educator was wonderful</p> <p>Interacting with staff and gaining a better knowledge and understanding</p> <p>The guide's talk.</p> <p>Guides/ keepers - Timothy</p> <p>Commitment of staff</p> <p>The caring attitude shown by the staff at the sanctuary</p> <p>Guide</p> <p>Discussion with guide.</p> <p>All what the guide said</p> <p>How nice the guides are.</p> <p>Caregivers are knowledgeable and seem concerned with the welfare of the chimps.</p> <p>Our guide Timothy and the info he gave us</p> <p>The story from the guide</p>

Table C.13 continued.

Reason Coded by Researcher	Reason Explained by Respondent
3. Sweetwater Chimpanzee Sanctuary program efficacy	<p>The hard work to make a good life for rescued chimpanzees</p> <p>The care of the chimps</p> <p>How they are treated and look</p> <p>Namely care of the staff towards the chimpanzee</p> <p>To see the people care about the animals</p> <p>Seeing how injured animals are cured for.</p> <p>Seeing the change of circumstance for the chimps.</p> <p>That they do all the things for the chimpanzees and the fact that they don't let them breed.</p> <p>Watching rehabilitated chimps in a pleasant environment.</p> <p>Commitment by staff towards caring for the chimpanzees</p> <p>That they will not be able to be returned to the wild.</p> <p>Chimps are well kept</p>
4. Learning opportunities	<p>Learning about where the sanctuary gets its chimps</p> <p>Chimps are killed brutally and eaten that's not ok for me</p> <p>Learned about differences in species</p> <p>Learning of Judy and her experience.</p> <p>Seeing the personal stories about each of the many chimpanzees and the horror stories about them</p> <p>History of the sanctuary</p> <p>Poco's experience in the cage.</p> <p>Chimp bios</p> <p>That they are a threatened species.</p> <p>Explanation of chimpanzee behavior by the guide</p> <p>Communication. Use visual aids.</p> <p>Cruelty to animals</p> <p>Learning about their horrific early lives and seeing how happy and relaxed they are today. The sanctuary would be better placed in a forest though.</p> <p>Hearing the stories about the individual chimps</p> <p>Learning and seeing the vital sources provided here as well as witnessing the caring compassion and love for the chimps by the caretakers.</p> <p>Short, crisp message. Don't need a lot of study</p> <p>Learning about chimpanzees</p> <p>Information I didn't know about chimps and connecting with chimps.</p> <p>Learning this was Jane Goodall's sanctuary and knowing her legacy in chimpanzee protection and trusting that legacy.</p> <p>Learning about conservation efforts.</p>

Table C.13 continued.

Reason Coded by Researcher	Reason Explained by Respondent
4. Learning opportunities	<p>Seeing Paco's cage.</p> <p>Being reminded of the cruelty of humans.</p> <p>Paco performing and reading chimps stories.</p> <p>Learning chimp stories.</p> <p>Information regarding species</p> <p>Reading their stories</p> <p>The stories and meeting the different ones.</p> <p>Hearing about where the chimps are from and their mistreatment.</p> <p>Hearing about their mistreatment.</p> <p>Hearing about the chimpanzees previous histories.</p> <p>Learning that chimps are being kept but not caged.</p> <p>I loved reading about the lives of the chimps and seeing them interact.</p> <p>Learning about the similarities to humans</p> <p>Seeing the chimps interacting and hearing their back stories</p> <p>Up close to the chimpanzees and the stories of their rescue</p> <p>Stories about suffering</p> <p>Information Center</p> <p>Reading the individual stories behind each chimpanzee along with their picture</p> <p>Learning that chimps have a lot in common with humans</p> <p>Feel that more efforts need to be done.</p> <p>Knowing more about their behavior and past.</p> <p>Learning similarities with humans.</p> <p>Learning about the chimps journey to the sanctuary and making eye contact with Poco</p> <p>Learning about their habitat</p> <p>Seeing just how close they are to us</p> <p>To learn about the chimpanzees</p> <p>Nice to know that the chimps get a better life than the start of their lives</p> <p>Learning about chimpanzees</p> <p>Seeing stories about rescued chimps with photos.</p> <p>Their history</p> <p>The closeness of humans to chimps</p> <p>Felt sorry for past histories of chimps.</p> <p>Protection</p>
5. Nature walk	<p>Walking closer by river area.</p> <p>The walk. Stories of their past</p> <p>Second part more like nature instead of a zoo</p> <p>Signs in the trail</p>

APPENDIX D

SURVEY INSTRUMENT ADMINISTERED TO RESPONDENTS



The University of Utah is conducting a study about visitors to the Sweetwater Chimpanzee Sanctuary. The questions in this survey will help in furthering the success of the Sweetwater Chimpanzee Sanctuary. Please read each question carefully. Your responses are confidential and anonymous. Thank you very much for participating in this important study.

1. We would like to know about your opinions of the *MESSAGES* contained in the signs, brochures, and other written material at the Sweetwater Chimpanzee Sanctuary. Please rate your agreement with the following statements. (*circle one number for each row*)

“On average, the messages contained in the signs, brochures, and other written material at the Chimpanzee Sanctuary...”

	Completely disagree	←—————→					Completely agree
Communicate sympathy and compassion towards chimpanzees	1	2	3	4	5	6	7
Make conserving the chimpanzee species seem important	1	2	3	4	5	6	7
Are easy to read (e.g., short words, short sentences)	1	2	3	4	5	6	7
Relate chimpanzee characteristics to human features	1	2	3	4	5	6	7
Contain comparisons (e.g., similes or metaphors)	1	2	3	4	5	6	7
Have a theme or central message	1	2	3	4	5	6	7

Ask rhetorical questions	1	2	3	4	5	6	7
Relate to the pictures in the sign	1	2	3	4	5	6	7
Influenced my emotions	1	2	3	4	5	6	7
Made me feel sympathy towards Chimpanzees	1	2	3	4	5	6	7
Made me think	1	2	3	4	5	6	7
Are relevant to me	1	2	3	4	5	6	7
Increased my understanding of complex topics	1	2	3	4	5	6	7
Helped me learn new information about chimpanzees	1	2	3	4	5	6	7
Reinforced my prior knowledge about chimpanzees	1	2	3	4	5	6	7
Are meaningful to me	1	2	3	4	5	6	7

2. We would like to know about your opinions of the *SIGNS* at the Sweetwater Chimpanzee Sanctuary. Please rate your agreement with the following statements. (*circle one number for each row*)

“The signs at the Chimpanzee Sanctuary are...”

	Completely disagree	←————→					Completely agree
Appropriately spaced throughout the sanctuary	1	2	3	4	5	6	7
High quality	1	2	3	4	5	6	7
The appropriate amount (not too many)	1	2	3	4	5	6	7

3. We would like to know about your feelings and thoughts related to chimpanzees. Please rate your agreement with the following statements. (*circle one number for each row*)

	Completely disagree	←————→					Completely agree
My sense of well-being will be severely diminished by the extinction of chimpanzees	1	2	3	4	5	6	7
Ensuring the survival of chimpanzees is my highest priority	1	2	3	4	5	6	7
I would protest this site if I learned of the mistreatment of chimpanzees	1	2	3	4	5	6	7
My connection to chimpanzees has increased my interest in wildlife as a whole	1	2	3	4	5	6	7
Wildlife protection, including chimpanzees, must be society's highest priority	1	2	3	4	5	6	7

4. We would like to know about your perceptions of the Sweetwater Chimpanzee Sanctuary. Please rate your level of agreement with the following statements below. (*circle one number below*)

“The Sweetwater Chimpanzee Sanctuary...”

	Completely disagree		Neither agree or disagree			Completely agree	
Is the nonprofit most likely to have an impact on protecting chimpanzees	1	2	3	4	5	6	7
Spends a high proportion of its revenue on protecting chimpanzees	1	2	3	4	5	6	7
Appears to do a great job protecting chimpanzees	1	2	3	4	5	6	7
Informs me about how my donation will be used	1	2	3	4	5	6	7
Helps me understand why donations are important	1	2	3	4	5	6	7
Uses appropriate and sensitive fundraising techniques to solicit donations	1	2	3	4	5	6	7
Acts in the best interest of protecting chimpanzees	1	2	3	4	5	6	7
Conducts their operations ethically	1	2	3	4	5	6	7
Uses donated funds appropriately	1	2	3	4	5	6	7

5. We would like to know about your donation behavior at Sweetwater Chimpanzee Sanctuary. Please rate your level of agreement with the following statements below. (*circle one number below*)

	Completely disagree	←—————→					Completely agree
I plan to donate money to the Sweetwater Chimpanzee Sanctuary in the future	1	2	3	4	5	6	7
I intend to donate money to organizations concerned with the protection of chimpanzees and their habitat	1	2	3	4	5	6	7
After I return home, I will donate money to the Sweetwater Chimpanzee Sanctuary	1	2	3	4	5	6	7

6. Did you donate money or adopt a chimpanzee today at the Sweetwater Chimpanzee Sanctuary?

Yes. If so, how much money did you donate? (*please specify the amount and type of currency*) _____

Yes, I adopted a chimpanzee. If so, how much money did you donate? (*please specify the amount and type of currency*) _____

If yes, what are the three primary reasons that you donated money or adopted a chimpanzee today?

No. If not, what are the three primary reasons that you did not donate money or did not adopt a chimpanzee today?

7. If you donated money today, which donation mechanism did you use? (*check all that apply*)

In person cash donation Internet donation Other (*please specify*) _____

8. Do you plan on donating to the Chimpanzee Sanctuary after this visit or anytime in the future?

Yes. If yes, what are the three primary reasons that you would donate in the future?

No. If not, what are the three primary reasons you would not donate in the future?

9. We would like to know more about your experience at Sweetwater Chimpanzee Sanctuary. Please rate your level of agreement with the following statements below. (*circle one number below*)

Statement	Completely disagree	←—————→					Completely agree
My <i>feelings of caring</i> for chimpanzees changed during my visit at the sanctuary	1	2	3	4	5	6	7
My <i>sense of trust</i> in the Sweetwater Chimpanzee Sanctuary changed during my visit at the sanctuary	1	2	3	4	5	6	7
My <i>willingness to donate</i> money to the Sweetwater Chimpanzee Sanctuary changed during my visit at the sanctuary	1	2	3	4	5	6	7

10. What was the most meaningful part of your experience at the Sweetwater Chimpanzee Sanctuary today?

11. We would like to know if you would pay an entry fee at the Sanctuary. *(circle one number for each row)*

“I would pay \$___ to enter the Sweetwater Chimpanzee Sanctuary”

	Completely disagree	←—————→					Completely agree
\$5	1	2	3	4	5	6	7
\$10	1	2	3	4	5	6	7
\$20	1	2	3	4	5	6	7

12. What country is your primary residence? _____

13. What is your gender? *(check only one)* Male Female

14. What year were you born? _____

15. How many years of formal schooling have you completed? *(please circle only one)*

Elementary	High School	College	Graduate Study
5 6 7 8	9 10 11 12	13 14 15 16	17 18 19 20+

16. What is your race/ethnicity? _____

17. Which category describes your total household income in U.S. dollars during 2012 before taxes? *(check only one)*

- | | | |
|---|---|---|
| <input type="checkbox"/> Less than \$24,999 | <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$150,000 to \$199,999 |
| <input type="checkbox"/> \$25,000 to \$34,999 | <input type="checkbox"/> \$75,000 to \$99,999 | <input type="checkbox"/> \$200,000 or more |
| <input type="checkbox"/> \$35,000 to \$49,999 | <input type="checkbox"/> \$100,000 to \$149,999 | <input type="checkbox"/> Do not wish to answer |

Thank you for your help! If you have questions regarding this survey, please contact:

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