

Research on the Relationships among Volunteer Interpreters' Activity Involvement, Place Attachment and Satisfaction: A Case Study from the National Museum of Natural Science*

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【Abstract】 The purpose of this research was to construct a conceptual model of volunteer interpreters' activity involvement, place attachment and satisfaction, and further to validate the goodness of fit index of the model by conducting a Structural Equation Modeling. A total of 422 valid questionnaires were collected through face-to-face survey with volunteers at the National Museum of Natural Science (NMNS). The results showed that the volunteers' activity involvement and place attachment positively and significantly influenced their satisfaction ($\gamma=0.66$, $\beta=0.22$); their activity involvement also positively and significantly influenced place attachment ($\gamma=0.75$). In other words, the levels of activity involvement had more influences on volunteers' satisfaction at NMNS than place attachment did.

Based on the above results, some managerial suggestions for NMNS were proposed, including promoting volunteers' activity involvement and place attachment by encouraging them to develop their abilities and participate in various activities in NMNS, in order to enhance their satisfaction. Future research directions were also discussed.

【Keywords】 Volunteer interpreter, activity involvement, place attachment, satisfaction, National Museum of Natural Science