

MEMORIA DEL TRABAJO DE FIN DE GRADO

‘VOLUNTOURISM:

A tool towards sustainable tourism’

“VOLUNTURISMO:

Una herramienta hacia el turismo sostenible”

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Grado en TURISMO
FACULTAD DE ECONOMÍA, EMPRESA Y TURISMO
Curso Académico 2017/2018 – Convocatoria: JULIO

San Cristóbal de La Laguna, a 6 de julio 2018

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CERTIFICA:

Que la presente Memoria de Trabajo Fin de Grado titulada '*Voluntourism: A tool towards sustainable tourism*' y presentada por la alumna Dña. Carla Noemí Peraza Torres, realizada bajo mi dirección, reúne las condiciones exigidas por la Guía Académica de la asignatura para su defensa.

Para que así conste y surta los efectos oportunos, firmo la presente en San Cristóbal de La Laguna, a uno de julio de dos mil dieciocho.

El tutor

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SAN CRISTÓBAL DE LA LAGUNA, a 6 de julio de 2018

ABSTRACT

The intention of this study is to provide information about a relatively new type of tourism, called 'Voluntourism,' which is a form of tourism that occurs when the tourists practise volunteer works as needed in the community where they are vacationing. This is currently one of the fastest growing trends, whose primary goal is to serve and learn about the host community and its people. To analyse this topic, this work includes a brief conceptualization of the notion 'Voluntourism,' as well as its historical context, main actors and dimensions. Also, its activities have been classified along with the primary motivations and the profile of volunteer tourists. In addition, some comments about the market's supply and demand, with some examples of its offer have been added. Finally, a preliminary research through my own survey of potential volunteer tourists of different ages and backgrounds has been undertaken to determine their relationship with 'Voluntourism.'

Key words: travel, tourism, volunteering, sustainability

RESUMEN

A través de este estudio se pretende proporcionar información sobre un tipo de turismo relativamente nuevo, llamado "Volunturismo", que es una forma de turismo que se da cuando los turistas llevan a cabo distintos trabajos voluntarios necesarios en la comunidad donde están de vacaciones, siendo ésta, actualmente, una de las tendencias con más rápido crecimiento, cuyo objetivo principal es servir y aprender sobre la comunidad de acogida y su gente. Para analizar este tema, este trabajo incluye una breve conceptualización de la noción de "Volunturismo", así como su contexto histórico, actores principales y dimensiones. Además, sus actividades han sido clasificadas junto con las principales motivaciones y el perfil de los turistas voluntarios. Asimismo, se han añadido algunos comentarios sobre la oferta y la demanda del mercado, con algunos ejemplos de propuestas. Finalmente, se ha realizado una investigación preliminar a través de una encuesta personal a posibles turistas voluntarios de diferentes edades y orígenes sobre su relación con el "Volunturismo".

Palabras clave: viajar, turismo, voluntariado, sostenibilidad

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INTRODUCTION

Our reality comes marked by the presence of countless crises that go beyond the local, regional or national reach to become global challenges: poverty, socio-economic vulnerability, unemployment, loss of local identities and cultural homogenization, or deterioration of ecosystems, among other problems, characterise the current process of globalisation.

With regards to tourism, the current mass model and its devastating consequences show that there is a need to propose new alternative forms of tourism that are committed to and actively involved in sustainable development processes. In this context, responsible tourism is configured as a phenomenon that seeks to meet the global problems' requirements, complementing local economies, helping reinforce and value local identities and cultures, strengthening local participation, and encouraging understanding, knowledge and mutual learning between tourists and residents.

This type of tourism involves tourists' trips to the destinations where they volunteer, in different modalities, thus differentiating themselves from other types of tourism because tourists do not travel just to get to know a different place or culture, but mainly to develop voluntary social and environmental actions.

The main objective of this study is to present a reasonably updated analysis on volunteer tourism and a global vision of this type of tourism, while establishing its conceptual limits.

Defining the role played by volunteer tourism in the tourism industry can be considered another of the most important goals of this work, along with the circumscription of the features and characteristics of travel and travellers of volunteer tourism.

Besides, this study aims to analyse the supply and demand of the concerning market, with their characteristics, as well as the market volume and benefits.

It is also about knowing the future trends of this sector, while establishing a series of measures to follow, to manage volunteer tourism in a beneficial way.

To achieve the proposed objectives this project has been divided into four sections. In the first one, the current literature on the concept of 'Voluntourism' is reviewed: definition, history, dimensions, classifications and the reasons and general features of volunteer tourists.

The second section presents an economic analysis of volunteer tourism in order to facilitate the understanding of the characteristics and magnitude of this type of tourism. The structured offer, the unstructured offer, and the demand are analysed, based on the results of studies carried out by other authors as well as the analysis of the voluntary tourism trips currently offered by tourism organisations and NGOs.

In the third one, an explanation of the objectives and the success factors of Voluntourism is given. To get closer to reality, several examples of mismanagement of this type of tourism and the negative effects that have occurred in these destinations are shown.

Finally, in the fourth section, after encountering some problems in obtaining data on the volume of market that occupies this segment of tourism, I decided to elaborate my own surveys to obtain qualitative and quantitative data.

For the preparation of this study, the Internet has been the resource I have used the most in the search for information, as in my opinion it exceeds all others in terms of connectivity and reach. Additionally, the website system allows instant access to very valuable sources of information that allow me to compare, associate, and contrast data.

The main reason why I chose this topic for the defence of my TFG is based on the fact that volunteer tourism is a meteoric growing trend that normally has an unsubstantial conceptual foundation, and it is generally defined as per the participants' actions while on holiday, ignoring elements such as their reasons for doing so, their behaviour or their influences. Therefore, I reckon it is necessary to show how this type of tourism works and what it actually represents against the totality of the tourism industry.

SECTION 1: DEVELOPMENT OF THE TOPIC

1.1. CONCEPTUALIZATION OF VOLUNTOURISM

Voluntourism, a mash-up of volunteer and tourism, essentially consists in travelling with the purpose of volunteering and serving in the visited community. It is currently one of the fastest growing trends, with more than 1.6 million users each year, who collectively spend around two billion dollars to travel and volunteer abroad.

It combines the nonprofit sector and tourism sector. The primary goal is to serve, to learn about the host community and its people. It is not simply to have an alternative to a standard vacation; rather, it is a chance for volunteers to use their skills and interests in an unconventional setting to benefit others. And there is a reason for this: we are becoming more and more committed to giving back when we travel; to contributing to communities rather than just taking from them.

Accessibility to volunteering opportunities abroad has exponentially increased as more small charities and service organisations like NGOs (non-governmental organisations) have been created. As a result, people who want to get involved with voluntourism can work in almost any country for almost any cause.

1.2. HISTORICAL CONTEXT

Voluntourism has had a historical precedent over the span of a century, but the most notable developments in volunteering abroad took place in the context of international cooperation and compassion, after the Second World War, with the setting-up of charitable international assistance organisations, and with the collaboration of missionaries, sailors, healers, medical practitioners, explorers, and countless others who have rendered service in combination with their travels.

In the UK, *Voluntary Services Overseas* (hereinafter called *VSO*) was conceived in 1958, further to a letter from the Bishop of Portsmouth to the Editor of the *Sunday Times* suggesting an organisation to support Commonwealth countries' urgent demands for assistance while providing educational experiences for school-leaver boys, offering unskilled help in exchange for basic accommodation and pocket money in 'a year between' before university. From 1962, this original 'gap' year approach by *VSO* was shaded, completely by 1980, in preference for a more professional approach recruiting 'qualified' volunteers for two-year-volunteering periods. *VSO* has since worked in over 90 countries and has placed over 40,000 volunteers all around the world. Nevertheless, like many voluntourism organisations in more recent years, *VSO* also faced negative judgement in the past for doing too little to fight poverty but too much to boost volunteers' careers. In this sense, it is worth noticing that throughout the 1960s and 1970s volunteerism and studying abroad grew in popularity.

In the 1990s, volunteer holidays began to be tagged as a tourism market sector. The term '*voluntourism*' was coined in 1998 by the *Nevada Board of Tourism* with the object of attracting locals towards supporting remote rural tourism development. The *NBT* undertook an effort to persuade local residents to volunteer to support the development of rural tourism in remote locations of Nevada.

However, 'VolunTourism' (<http://www.voluntourism.org/>) was the first company to set forth this concept in the market in the 1960s, with a very big boost from the founding of *VSO* and the *U.S. Peace Corps*.

Growth in demand for international placements increased with rising numbers of UK higher education students and the boost of the popularity of gap years, advertised by more commercially-inclined organisations instead of the charitable international development ones, which only used to offer long term opportunities.

After the 2001 New York terrorist attacks and the devastation caused by the Indian Ocean earthquake and tsunami in 2004, loads of people wanted to help those destinations with hands-on participation. Similarly, Hurricane Katrina provided an unequalled turning point and, since then, over two million people have partaken in rebuilding New Orleans.

VSO distanced itself from such voluntourism when, in 2007, its UK director became 'increasingly concerned about the number of badly planned and supported schemes that are spurious – ultimately benefiting no one apart from the travel companies that organise them'.

In this sense, VolunTourism, as a company, is now leading the world in the provision of educational content as well as promoting and developing formal practices of VolunTourism at the global level.

In Spain, 'solidarity' trips emerged in Spain at the beginning of the 1980s as movements of revolutionary support and resistance. This type of trip was known as 'Brigades of Solidarity' and the main objective of the organisations that managed them was narrowly political and revolutionary. Activism left time for leisure and personal desire to know the culture of the country and to know about its social problems at large.

In the 1990s, a new movement emerged, moving away from the political and revolutionary character that had taken place during the eighties and that has conceived of the trip as a tool for the sensitization about the reality of the Southern hemisphere countries. But they also emerged as a strategy of social organisations to obtain their own social base and income.

In America, it was a late -but strong- origin movement. In 2007 more than 3.7 million Americans (about 6% of the total volunteer force) volunteered more than 120 miles from their homes.

1.3. MAIN ACTORS: HOST & GUEST

Wanting to help is a common and admirable reaction when meeting communities that are roughing it up or have limited opportunities open to them. It is natural to be saddened by the struggles we become aware of while travelling. Many of us are moved enough to want to do whatever we can to help.

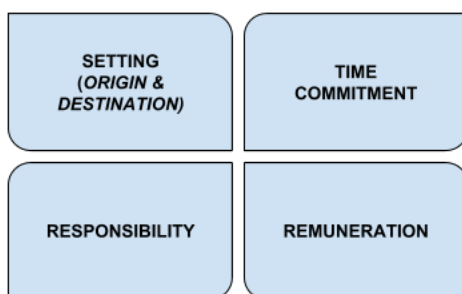
Volunteering tourism be developed in destinations where both the tourists and the local population are involved. So, for it to take place successfully, it is necessary to count on the participation of the local population to welcome and guide the volunteers while carrying out beneficial activities for the correct development of the destination. This is where two figures can be found: the tourist and the one that welcomes tourists. Both figures can be volunteers: the *host* (the local community) as a producer of tourism through participation in tourism work; and the *guest* (the tourist) as a consumer of products and a volunteer tourist experience.

Host volunteers are involved in three factors: attractions, destination services organisations and events. For the organisation, the main objective of the host volunteers is to serve tourists or visitors, generally interacting directly with visitors and contributing to their experience.

Guest tourists travel to carry out volunteer activities. However, it is noteworthy that volunteer tourists may not perceive themselves as such, and tourists and organisations sometimes avoid using the terms 'tourist' or 'tourism' to avoid awakening negative images of tour operators and the adverse impacts of mass tourism.

1.4. DIMENSIONS OF VOLUNTOURISM

Through the study carried out reviewing of the current literature on volunteering and leisure tourism, four dimensions have been differentiated in this type of tourism. But, despite this, some contradictions and anomalies within these dichotomous interpretations can be highlighted by having a simple view of the *host* and the *guest*, and these encompass a wider range of volunteer tourism experiences.



1. The four dimensions of Voluntourism

The first dimension refers to the location of volunteer tourism, differentiating between origin and destination of the tourists. This includes the travel factor, focusing on international travel of volunteer tourists from developed countries who volunteer in developing countries. However, it has been considered that the host and guest limits are not always clear, since many host volunteers also travel great distances from their place of origin to participate, (usually in events) as host.

The second one considers the time that the tourist invests in volunteering, from sporadic trips to one time only. In this dimension there are significant differences between the host and guest volunteers, since usually the hosts volunteer on a continuous basis and with the same organisation. The current way of life means that potential volunteer tourists do not always become so due to factors such as work and family, that force them to stay home. Event tourism, for instance, also falls within this dimension, since it is a short and punctual event.

The third dimension deals with the tourists' freedom to choose leisure activities within volunteering. The fact of taking a volunteer as a form of leisure vacation can vary depending on the level of obligations proposed, as it leads to more leisure or is more like a job. However, it has been suggested that the host volunteer creates a greater sense of obligation than the volunteer tourist himself, since the host volunteer commits to his work in regular periods of time and is present throughout all the volunteer project.

The last one has to do with the remuneration or payment received by tourists for their volunteering, what involves costs for both the volunteer and the organisation. Some volunteers get reimbursed their travel and subsistence expenses, but not all of them are remunerated. Some of them may not pay anything, or they may receive a small stipend for their efforts, and long-term volunteers receive a pension to live.

Sometimes, these tourists pay significant fees for their vacations as volunteers. Therefore, they are the ones (rather than the organisation) who support the initial cost of participation in the volunteer project.

Within each of these dimensions the hosts and the guests are included, with great similarities and differences between them: hosts as volunteers in their local communities regularly assume commitments that imply a degree of obligation, and possibly to receive reimbursement of expenses; while guests travel to volunteer in a destination for a short period of time and sporadically; plus, they are not obliged to volunteer, and they are willing to pay for the experience.

1.5. CLASSIFICATION CONCERNING ACTIVITIES

Different classifications of several authors related to tourism volunteering have been studied.

On the one hand, and among others, Holmes (2009) classifies voluntourism in: designing a volunteer programme, motivating volunteers, selecting the volunteers, training and developing the volunteers, rewarding the volunteers and creating diversity, explaining those parts related to host and guest volunteers.

On the other hand, Gallarza, Servera, Arteaga, and Gil (2010) study volunteer tourism in mega-events, defining it as a form of spontaneous community participation, which has valuable implications for the management of destinations, and relates the experience of volunteering within the tourism sector with sports tourism (Olympic Games or other international competitions), with cultural tourism (events, festivals, symposiums,...), or with tourism of peace or religion (pilgrimages and religious events).

The classification of volunteer tourism by activities is still recent and very different among the authors who have studied it. Therefore, a new one that distinguishes between activities is proposed in this analysis, classifying it into three main groups:

Events and mega-events volunteering

Getz (2008) defines 'mega-event' as *'mayor one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their succession on uniqueness, status or timely significance to create interest and attract attention.'*

- *Sport events:* Volunteers of sporting events are considered those events in the field of sport in which a service is included to a large number of spectators. Nevertheless, volunteer activities in sports clubs are excluded. An example of volunteering at sporting events are those volunteers who perform activities in the Olympic Games.
- *Cultural and nature events:* They include fairs and festivals of cultural or environmental nature. The volunteers, mainly from the surrounding areas, are the ones who help organising and disseminating the event.
- *Religious events:* Here, volunteering is managed within a pyramidal structure with equipment in different areas of work: attention to pilgrims, administration and management, logistics of the event, protocol, security and control, and medical services. Their first objective is to explore the dimensionality of the value of being a volunteer, while their second objective is to know the links between the value perceived in the experience, the satisfaction of the volunteers and their loyalty or predisposition to recommend or repeat the experience.

Conservation volunteering

It includes those volunteers who promote activities for tourists or who carry out conservation works. Environmental initiatives at a more local level that focus on improving the community would be excluded from this category.

There are many trips focused on the conservation of nature, referring to both flora and fauna, and environmental elements. Likewise, cultural conservation aims to improve local communities' standard of living, while maintaining their customs, traditions, ways of hunting and collecting food, languages, etc.

Cooperation volunteering

- *Corporate*: It is part of the actions of corporate social responsibility, in which the employees of the companies, whether workers or retirees, actively participate. Its objective is to promote or contribute to social and environmental development, international cooperation, education, culture or similar, with a strong social implication, being for this reason considered relevant within the framework of the company's strategy, according to Holmes (2009).
- *Religious*: Among others, both the Catholic and the Protestant churches have supported social movements, based on the conversion of indigenous people, an action also quite criticised and questionable, on the other hand. Since the missions were born, the missionaries have been travelling to underdeveloped areas to bring them closer to the religion, also giving them facilities for the economic development of the region. And, officially, missions can be considered as part of volunteer tourism as long as they do not exceed the period of one year.
- *Environmental and cultural cooperation*: These are trips specially organised to contribute to the conservation of certain heritage elements. Most of the volunteers are stimulated by other volunteers, according to Campbell (2005). While many of them do this type of volunteering just because they feel responsible with the environment, others do it because they want to help solving specific environmental problems. There are so many different types and causes for this type of volunteering, such as an environmental catastrophe, for instance the slick formed when the 'Prestige' ship leaked oil off the Galician coast, in Spain, during which the volunteers went to recover the natural environment.
- *International development*: Those trips in which the objective of the project is the development of society, such as gender equality, business development, construction of new buildings, health and education, etc. This means, collaborating so that people get a better level of life and well-being. Generally, the volunteers are individuals from the developed countries of the 'north', who lend a hand through projects to the less developed countries of the 'south'.

1.6. PRIMARY MOTIVATION OF VOLUNTOURISM

On the one hand, there is a kind of volunteering with intrinsic motivations, through which the volunteers punctually collaborate under the supervision of the project staff, for instance: volunteering for an intangible good, focused on helping others. There seems to exist a distinction between two different types: the first ones are the volunteers who decide to invest their time (which is pre-determined and generally coincides with the vacation period, from 1 to 3 months) in visiting a cooperation project; while the second ones are the volunteers who offer to establish a collaboration to a need, usually carrying out specific actions within the project in accordance with their training and professional experience, or because they are linked to that cause, for a determined time and assuming technical decisions and management responsibilities.

On the other hand, extrinsic motivations are those more related to tangible benefits for each person, for example the desire to have fun or express their personality, usually when they are involved in a community; or the desire to increase their chances within their professional career, their job or their economic power by gaining valuable experience. Many volunteers are motivated to improve their personal growth and expand their life experience. However, most of them combine both reasons.

Development cooperation trips usually have introductory courses for volunteers of a specific duration, which is the responsibility of the company that manages that trip, such as cooperatour.org or comhlahmh.org, which offer several online training courses, as well as face-to-face ones, depending on the time of the year in which the volunteers travel.

1.7. VOLUNTEER TOURISTS' PROFILE

Taking the example of a study carried out on volunteers by the marketing department of *EarthWatch* and other studies such as Campbell's (2005) or Holmes' (2009), the main features of the volunteer tourist are hereunder detailed:

There is a relationship between participation and age, as those of middle age are the ones that carry out the most volunteer activities. More than 30% are between 46 and 55 years old, 23% are under 20 years old, and the average age of the volunteers is 41 years old.

Most of the trips have been carried out in July, and to a lesser extent in June. For most of the volunteers it was their first expedition. However, other volunteers had already made more than twenty trips.

In general, volunteers are workers and usually very busy people, but also retirees who want to keep being active and busy as well as do social actions, although these dwindle at the same rate as the health and mobility of the retirees. Young people are the least likely to volunteer, and when they do it is because it is a requirement and experience to increase their career chances. Volunteer

tourism attracts these young people to, for example, participate as volunteers in events. It also attracts older people in volunteer tourism activities related to heritage.

Likewise, women tend to participate more, around 70%, while men do not volunteer so often; although other studies say that it depends on the type of volunteering. Regarding the marital status of the volunteers, the majority is single or married; separated or divorced people hardly participate.

People who belong to an ethnic minority tend to participate to a lesser extent, as most of the volunteers are white or Anglo-Saxon, although participation is usually also linked to other factors such as the socio-economic level. The level of studies responds with at least some type of university education and the most numerous group possesses a postgraduate degree.

It is necessary to mention that there are barriers to volunteering in different groups. For example, there are barriers for young people due to study and or work schedules, and they usually have economic limitations too, or they just think that 'it is not cool enough'. Travelling and financing is also a barrier for older adults, for reasons of health, mobility and some forced events, especially those related to the family. However, the main barrier involved in volunteering is the lack of time, and this factor has led to different types of volunteering.

According to Fonseca (2001), a cooperating volunteer must know how to develop his work, both in technical and cultural aspects, so it is increasingly common that before volunteering, the organisation conducts a training course for these volunteers, as previously mentioned. This same author also states that the objective that the volunteers pursue when going to a cooperation project must be the direct knowledge of the reality of the 'South' (undeveloped area), and that the volunteers will have to carry out the tasks assigned to them in the project, but they are there to learn more than to do.

Therefore, we can say that volunteering tourism goes beyond contributing to the improvement or development of a destination and the quality of life of its population, since when these volunteer tourists return to their place of origin in the 'Northern Hemisphere' (developed areas), they must carry out a work of education and awareness, as they must have already taken conscience of a testimony.

According to a study carried out by Callanan and Thomas (2005), there is a special concern in the context and definition of volunteering tourism by not making reference or distinction between volunteer tourists who travel to the destination without qualification or experience to contribute in the destination, and those with great experience in a specific sector, who can clearly contribute to the project, and therefore to the destination society. Therefore, they propose a distinction between three types of volunteers:

- '*Shallow volunteer tourists*': They volunteer for their own interest or to gain experience, for example, to expand their curriculum vitae. They are usually volunteer tourists who participate for a short period of time, who do not have skills or qualifications related to the

activity of the project and therefore their contribution to the community of the destination is scarce. For this type of tourist, the destination is very important in terms of motivation, as well as the excursions that are offered around. This type of tourism is similar to mass tourism, but in an alternative destination.

- *'Intermediate volunteer tourists'*: They have both altruistic and self-development motives, staying usually between 2 and 4 months in the destination in which they contribute directly to the project, but they demand part of their time for leisure in the destination.
- *'Authentic volunteer tourists'*: Their main motive is altruistic, and the self-interest is secondary. These tourists have skills or knowledge to contribute to the project and generally stay around 6 months in the destination, which is a direct contribution to the local community.

SECTION 2: VOLUNTOURISM MARKET

The concept of 'niche' tourism emerged a few years ago in order to highlight the presence of other types of tourism than mass tourism. The existence of niches means that different practices are carried out and smaller groups of tourists are distinguished.

Tourism has been used as a method for economic development in certain areas, but mass tourism and its evolution has generated some degradation, causing negative impacts on natural and cultural environments. However, niche tourism offers different opportunities and focuses on a more sustainable tourism in a socio-cultural and environmental way, focused on tourists with greater purchasing power. Niche tourism tries to offer activities and experiences that satisfy certain needs or desires of people with the same interests.

Volunteer tourism is one of the segments of tourism that has increased most in recent years. The niche market is an inevitable consequence of a concerned and aware society, that seeks new travel formulas, leaving aside traditional tourism products.

Nevertheless, in a short period of time it could be said that volunteering tourism has become a mass product due to certain factors such as: the growth of the number of tourism projects, the variety of destinations where they are promoted, a greater range of the market in the destination, the actors involved (organisations, operators, agencies), and the increasing competition of this sector, according to Callanan and Thomas (2005).

I consider it is important to mention the study carried out by the above named authors in this work to understand this niche within the market in the tourism sector, as well as to obtain a global vision of the offer in volunteering tourism worldwide, since it was done with the objective of understanding the different projects offered, the destinations that are promoted and the different types of volunteers.

2.1. SUPPLY & DEMAND

2.1.1. STRUCTURED SUPPLY

The structured offer in this case consists of those organizations registered as tourist travel agencies that offer voluntary trips.

Below, three different volunteer trips are explained, each of them corresponding to one of the types of volunteer tourists discussed above (Shallow, Intermediate and Authentic volunteer tourists):

Authentic volunteer tourist

- Agency: Frontier (through Earthwatch)
- Duration: Minimum 1 month
- Destination: Fiji archipelago (Pacific Ocean)
- Leisure activities: Free time to enjoy the sun and warm nights, participation in a beach party in Fiji to enjoy fire dancers and traditional dances, and to taste the food cooked in a traditional underground oven. In general, the enjoyment of Fiji and its paradisiacal beaches.
- Cost: 4 weeks for €1,612; 6 weeks for €2,126; 8 weeks for €2,640; extra week for €290.

This program is designed for authentic volunteers, since they offer their knowledge of medicine and health to improve the situation of hospitals, both for their own work and for the transmission of their knowledge to the hospital staff. Leisure activities are in the background and will adjust to the free time of the volunteer.

Intermediate volunteer tourist

- Agency: Earthwatch
- Duration: Minimum 12 days
- Destination: Majete Nature Reserve, Malawi, Africa
- Leisure activities: Tours all around the reserve for orientation, visits to the surroundings, tours to nearby communities, and relaxing time. One day is also devoted to a visit to a local community college.
- Cost: Between €2,760 and €2,875

It is a trip designed for intermediate volunteer tourists, because they work both in the natural reserve and in visits to nearby places, as well as implementing projects in the local community, its schools and towns. They work in nature and there is a space for their professional and personal self-development. They have a minimum of 12 days of stay and different dates to choose from.

Shallow volunteer tourist

- Agency: Cooperatour.org
- Duration: Minimum 2 weeks
- Destination: Kathmandu, Nepal
- Leisure activities: Four days are devoted to orientation and cultural immersion. During the stay, the volunteers participate in different workshops, such as decoration with henna, bollywood dances, yoga sessions, visits to local markets, etcetera.
- Cost: 2 weeks for €765; 3 weeks for €875; 4 weeks for €985; extra week for €110.

It is a trip for shallow volunteer tourists who do not require previous experience. The destination in which the activities are carried out prevails, and there is a lot of leisure time to participate in other recreational activities, as the program assigns each volunteer a work schedule from Monday to Friday (5 hours per day, approximately), then Saturdays and Sundays are free. The duration of the trip is two weeks, a short time, which is what this type of tourist demands.

However, the analysis of the offer would not be complete without studying those organizations that offer the same or similar products, but which are not registered as tourism companies. Therefore, the unstructured offer is hereunder analysed to obtain a global image of the entire offer of this type of travel, whether it is tourist or not.

2.1.2. UNSTRUCTURED SUPPLY

We consider part of the unstructured offer those agencies that commercialise volunteer trips and that are not registered as tourist travel agencies. These offer trips to participate as a volunteer, collecting this activity as social work and not as tourism, although this kind of organized trips are normally way more expensive than the same trip without being part of the 'volunteer' panorama. However, these volunteer activities include trips to other destinations and leisure activities apart from the volunteer activities or tasks. That is why these organisations do not appear as tourist organisations, but it seems necessary to take them into account in order to analyse the offer as a whole.

For instance, Oxfam International offers voluntary trips that are drawn among its members. In these trips, the members can know firsthand how they work in the projects they support, and they can also collaborate in activities to contribute to the project that is being developed. These trips make the cooperating people become volunteer tourists, even if they do not register as such.

There are many other organisations that carry out volunteer activities in different countries and with different purposes or objectives, and each of them is usually more involved in a specific issue, to solve the problems related to their motives of interest.

2.1.3. DEMAND

In recent years, there has been an increase in tourism in areas with relevant natural and cultural heritage, especially in less mature or emerging destinations for which this is a fundamental element of their economic activity. Moreover, as regards cooperation tourism, a considerable growth has taken place due to the appreciation of the environment, the natural and cultural resources, the landscapes, the customs and traditions, etcetera, thanks to those people who are looking for experiences in less degraded spaces and with sociocultural integration.

The profile of the tourist that demands the services of the organisations that commercialize volunteer trips, as explained before, is a tourist concerned about the development of society, who supports the power of the individual, being aware of the benefit that the help of each individual generates.

It is also a medium-high, or high economic profile, since, as it has been previously seen in section [2.1.2. Unstructured supply](#), this type of trips is more expensive than the majority of tour packages because it is not standardised and because it is fair compensation to all the participating agents. The volunteer tourist usually also has an interest in nature and its conservation and seeks personal satisfaction, too, feeling useful helping others.

Regarding its demographic profile, as it has been shown in section [1.7. Volunteer tourists' profile](#), most people who take a voluntary trip are in the range of 46 to 55 years of age (41 years old on average) and most of them tend to be women.

They are generally people with a high level of education, since for the activities of the projects they must know how to carry them out, and having studies makes the organisations assign them tasks corresponding to their knowledge.

2.2. EXAMPLES OF OFFER

In relation to the type of product sold according to the type of volunteer tourist, tourism projects for Shallow volunteers are aimed at creating an experience based on the trip itself, organizing trips with flexible dates (around 2 weeks) and without requiring any qualification or previous experience. In fact, the project in which the tourist will participate as a volunteer is secondary to the destination.

Likewise, the projects for intermediate volunteering tourists are aimed at promoting the project as well as excursions and leisure. They look for volunteers with certain knowledge and experience, although some projects are suitable for people with less qualifications. Generally, the projects focus on the financial success of the project itself and the contribution to the local community.

Finally, organized trips for authentic volunteer tourists are aimed at people with specific knowledge or skills, with experience, and who wish to stay at the destination for a long period of time in order to apply their knowledge to the project that is being carried out. Nevertheless, complementary trips and excursions are also offered, but this reason remains secondary to the main aim.

These are some examples of companies specialised in selling volunteer trips worldwide:

GO ECO	
If you love travelling and are passionate about planet conservation, GoEco is your resource for pairing your hobby with meaning.	
<i>CAUSE</i>	Challenged communities, wildlife and the environment.
<i>WHERE</i>	All over the world.
GLOBAL CITIZEN YEAR	
A bridge year program that places graduating seniors in projects in far-flung and challenged regions. Global Citizen Year's mission is to cultivate prospective societal leaders and social entrepreneurs, giving them experience and tools to create impact.	
<i>CAUSE</i>	Various projects in challenged regions.
<i>LOCATION</i>	Brazil, Ecuador and Senegal.
ONE WORLD 365	
Self-described as a directory of meaningful holidays and travel opportunities, One World 365 offers a wide variety of volunteer and offshore temporary holiday jobs.	
<i>CAUSE</i>	Various.
<i>LOCATION</i>	Worldwide.

WWOOF	
<p>World Wide Opportunities on Organic Farms, or WWOOF, is a global network of organizations that matches volunteers with organic farms worldwide. In return for volunteer work, hosts provide food and accommodation.</p>	
<i>CAUSE</i>	Organic farming.
<i>LOCATION</i>	Worldwide.
BUNAC	
<p>A large variety of volunteer, work and summer camp programs is available on Bunac, an organization that has been around the block since 1962.</p>	
<i>CAUSE</i>	Various.
<i>LOCATION</i>	USA, Canada, New Zealand, Ghana, Australia, Britain, China, South Africa and many more.
AMERICAN HIKING SOCIETY	
<p>The American Hiking Society runs volunteer vacations in the form of trail building projects in the US. If you love the outdoors, you will love this opportunity to explore - volunteers enjoy backpacking or hiking tours provided by the host agency or organization.</p>	
<i>CAUSE</i>	Building trails in public American land.
<i>LOCATION</i>	All over the US.
GLOBAL VOLUNTEERS	
<p>A pioneer of volunteer vacations organizations, Global Volunteers was founded in 1984 - that is, long before it was a trend. It has since been recruiting short-term volunteers for various projects overseas.</p>	
<i>CAUSE</i>	Projects for the benefit and welfare of children and youth.

<i>LOCATION</i>	Worldwide.
GO VOLUNTOURING	
A user-friendly search engine for volunteer abroad projects culled from a variety of organizations”	
<i>CAUSE</i>	Categories include Community Development, Environment & Wildlife, Learn Abroad, Teach & Coach Overseas and Women & Youth.
<i>LOCATION</i>	Worldwide.
PROJECTS ABROAD	
Projects Abroad one of the more large-scale volunteer abroad organizations out there; it matches volunteers with a tremendous range of projects worldwide. According to their website, they cater to volunteers aged from 16 to 75; as it turns out, there is a growing interest in volunteer abroad projects among retirees and career breakers.	
<i>CAUSE</i>	A variety of projects from archeology and building to sports and medicine.
<i>LOCATION</i>	Worldwide.
GEOVISIONS	
GeoVisions offers opportunities for volunteering abroad alongside paid English teaching and au-pair gigs.	
<i>CAUSE</i>	Various.
<i>LOCATION</i>	Worldwide.

SECTION 3: OBJECTIVES, SUCCESS FACTORS AND EFFECTS OF VOLUNTOURISM

3.1. OBJECTIVES

Each agency manages different projects, and each project has set objectives, which are achieved when the tasks in which it has been divided are carried out. They can be a deadline, for instance finishing the construction of the school on a specific date, or a specific action such as a child learning to read and write.

For volunteer tourism to be a caring tourism too, it must be based on the protagonism of all the agents (guests and hosts), combining recreational leisure with a solidarity action in the destination. It must be based on the respect for the local community, so that the social development can occur, according to Zanoteli and González (2006).

However, all the objectives of the past decades, such as awareness and international cooperation tool, are maintained, while more and more specific objectives are being covered. Some of them will be examined hereunder, such as those proposed by the tourist travel agency Boomerang Viajes (Argentina), which exposes them from three points of view:

- From the socio-cultural point of view: Revalue the cultural traditions of the communities, strengthen the sense of communication, allow travellers to participate in the community life and fight against the exclusion of different cultures.
- From the environmental point of view: Allow the local community to revalue and protect their natural environment, work on creativity in the programs and in the selection of the destination, ensure sustainable development and not exceed the carrying capacity of the destination.
- From the economic point of view: Take advantage of the multiplier effect of tourism spending, create jobs for women, young people and indigenous communities, guarantee fundamental rights and achieve equity between social aspects and economic growth.

The development of the communities must come from people committed to this objective, so volunteer tourism should be focused on people wanting this development and who can therefore carry out actions that contribute to that end. Tourism can contribute significantly to rural development, agricultural transformation, enrichment of communities, social empowerment (especially of women), and reinforce of cultural patterns, heritage and traditions. Nevertheless, there should be a commitment on the part of local communities (especially in rural and indigenous communities) to carry out some type of tourism enterprise so the aforementioned objectives can be achieved, as per according to Zanoteli and González' studies (2006).

3.2. SUCCESS FACTORS

The volunteer project is the main thing; however, the rest of the activities also play a very important role for the correct development of the area. At the time that leisure activities are offered to volunteers, trips should take into consideration certain factors to provide responsible tourism. These can be found, for instance, on SoliDive's website:

- Development of the local economy, creating stable jobs, favoring access to women and disadvantaged people or at risk of social exclusion.
- Promotion of equity among the people participating in the activities carried out by the organization.
- Adequate working conditions and a decent remuneration for the staff members (hosts), training them in those skills necessary to self-manage projects and thus ensuring their sustainability.
- Stimulation of the development of workers and their ability to assume responsibilities in a democratic and participatory structure.
- Collaboration with public administrations, as well as national and international institutions in the development of cooperation projects, research and environmental protection, and also in their dissemination.
- Promotion of networking and community participation as a means for concrete solidarity experiences to generate an alternative, sustainable socio-economic model that promotes the social market.
- Sensitization and education of society about the injustices that the economic system perpetuates in both developed and impoverished countries.
- Encouraging volunteer tourism as a model for the participation of associates or collaborators.

Mainly, it must be a responsible tourism, in which the ideal will always be, regardless of the type of tourism that is practiced, the fact that is carried out through responsible, social, natural and culturally responsible practices. It must also be a long-term sustainable tourism, not only taking into account all the above but also economically sustainable. It must be viable, too, and not based on Government's or other agencies' funds, being able to support itself economically in order to continue developing its activity.

3.3. NEGATIVE EFFECTS

As previously mentioned, each year 1.6 million people volunteer overseas, so voluntourism is considered one of the fastest growing trends in travel. And this is mostly happening with good intentions.

However, if volunteer tourism is promoted for its potential positive impacts while overlooking its potential negative impacts, the communities will embrace it without realising its possible consequences. Fortunately, the negative impacts associated with volunteer tourism are not necessarily inevitable and can likely be mitigated when projects are properly planned and managed.

For example, some communities may wish to increase the number of visiting volunteers, while other communities may have little desire to spend their time interacting with those volunteers. Therefore, there is no one-size-fits-all approach, no single formula can be used to develop beneficial volunteer tourism projects. Rather, a greater awareness of the sector's possible negative impacts is necessary so that projects can be independently developed and managed in a way that avoids these impacts.

The negative impacts of voluntourism on children and communities are now coming to light. If untrained volunteers are not equipped to deal with vulnerable children and families in their own country, it is logical that the same standards must apply in developing countries.

While it is necessary to note the critiques of the volunteer and social good industry and increase awareness of how they operate, it is also important to talk about the complexity of the volunteer sector, instead of just blaming the volunteers. The voluntourism industry is a big business for travel companies, unwitting NGOs and, in some cases, corrupt, unregistered organizations.

Responsible travel policies have been created but not well implemented, and volunteer organisations do not always adopt best practices even if they have guiding principles on their websites. Just because an organisation has the clearest mission statement, or the best intentions, does not always translate over to good work.

Voluntourists pay big bucks for the privilege of volunteering, sometimes up to \$2,000 (almost €2,300) per week, and the industry is worth an estimated \$2.6 billion per year. But while some people are profiting from voluntourism, there is a very real risk that skilled locals miss out on employment because unskilled volunteers are filling their positions.

Many skilled professionals volunteer for NGOs to train and empower local staff, with very positive outcomes. Responsible volunteering is something that we encourage. But it is important to remember that help should be meeting a need, and that the community in which volunteers are helping must feel the benefit after they leave.

It is also essential to follow some guidelines and protocols, as far too many volunteers are not appropriately vetted to have contact with children, or do not adhere to basic child protection practices, which is why it is crucial that volunteers thoroughly research the organisations they want to help. Nevertheless, just like volunteer tourism may be an advisable option for some communities while not for others, any detailed recommendations for improving the sector may be better suited for some communities than for others.

Sometimes, charity organisations send the message that there are quick fixes for big social issues, maybe by collecting money or by organising solidarity activities, and this kind of marketing fuels the social good business, reinforcing the idea that if you just have good intentions, change will happen overnight.

In a way, the volunteering industry does the same thing. Because volunteering has become a rite of passage for many young people, there is an entire sector that works to capitalise on their ideas of giving back. Volunteers may save the organisation money by bringing in a skill that the organisation otherwise could not pay for, but often people pay for an experience to volunteer, even if there might not be a clear project on the ground or if they are a drain on resources. Many organisations keep their struggling volunteer programmes simply because it looks good for the bottom line.

So far, research has focused primarily on the benefits of volunteer tourism and the profiles and motivations of the volunteers. The benefits of this sector are important to recognise, but this section has demonstrated that volunteer tourism projects can also cause a variety of possible negative impacts, so volunteer tourism requires no less critical evaluation than other forms of tourism.

Only with an improved understanding and awareness of volunteer tourism's potential negative impacts can projects be planned and managed to avoid such consequences. As a result, volunteer tourism could then become more genuinely beneficial to both the host communities and the guest volunteers.

SECTION 4: RESEARCH AND SURVEYS

With regard to market volume, data are so scarce that it is not possible to estimate the volume of volunteer trips in the tourism sector. This is why, after not being able to find enough data to support my study and to estimate the market volume of volunteer tourism, I decided to conduct my own research in the closest and most accessible environment: University of La Laguna (students and personnel) and Professional Training centers (again, students and personnel). This is the universe set for conducting surveys on the participation in social actions and on the interest in participating in them.

The surveys (ANNEX 2: Self-created survey on voluntourism) consist of a series of questions in which the features of those who are interested in practicing this type of tourism will be defined. As explained in previous sections, the most likely to volunteer are those with a higher educational level, so when conducting surveys at a university or a professional training center, a high percentage of potential clients is expected.

Seventy surveys have been carried out, without counting those that are not valid (unanswered questions or those marking two incompatible answers). They have been introduced as a

questionnaire in the GOOGLE FORMS application, using codes to obtain different variables and get simple and cross tabulations. In ANNEX 3: Results of the Surveys, the screenshots of the data obtained from this survey analysis are shown.

66.2% of the respondents are women, against 33.8% men. The average age is between 20 and 22 years old (28.4%), and most of them are currently full-time students (56.8%) of a University Degree (74.3%) or a Master's Degree (8.1%). Of a total of 70 interviewees, 94.6% are Spanish, and 4 people from other countries also answered to the questions: an Italian, a Colombian, a Venezuelan, and an Argentinian (1.4% each).

Only 23.9% would be willing to economically contribute to collaborate in a project of interest, which can be considered a really low percentage of potential customers, as most of the interviewed people would only pay for their basic expenses, such as flights or transfers, because they think that they are doing enough with their volunteer works (42.3%), and only 33.8% would not mind paying also for their accommodation and meals.

Regarding previous participation, 45.9% of the respondents have never participated in a social activity but express their intention to do so in the future. Also, 35.1% do sporadically participate in some kind of voluntary activity, while 2.7% have confirmed that they would never do it.

In addition, only 10.8% collaborate personally with any organization, and 9.5% collaborate economically. However, 58.1% of the respondents do not collaborate now, but would like to do it in the future.

In relation to the projects that most interest the respondents, the first places are for those which have to do with animals, cultural development and teaching, in that order. On the contrary, the projects that do not stand out among the interviewees are those related to infrastructure construction and journalism. Two people took the liberty of adding two new projects to the list: promoting and highlighting LGTBI+ rights and environment cleaning.

Most of the respondents, 20%, would be willing to dedicate up to 3 months to a project. The next periods of time chosen are up to 1 month (23%) and, at the same rate, 2-3 weeks and up to 1 year (15.7% each). Only 8.6% of them would spend more than one year carrying out voluntary works.

Finally, and with reference to the destination of the projects, Australia and New Zealand are the most popular destinations, 46.6%, followed by South America (45.2%), and Central America and the Caribbean (39.7%). By contrast, Northern America (17.8) and Central Asia (16.4%) are two of the least attractive destinations for volunteer tourists.

CONCLUSIONS

Voluntourism does not always involve responsible tourism practices. However, it is considered necessary that the activities carried out by volunteers are always the most convenient for the local population and their community. The ideal will always be, regardless of the type of tourism that is practiced, that it is carried out through social, environmental and culturally responsible practices. In addition, volunteering tourism should be a long-term, sustainable, viable tourism and not be based on Governments' or other agencies' funds, being able to support itself economically in order to continue developing its activity in the future.

Volunteer tourism is a sector with great, increasing potential. However, the end of this practice in a certain destination could be considered an objective and an amazing achievement, as the fact that the volunteer activities conclude would mean that the destination has overcome the problem (environmental degeneration or poverty, for instance), and no more volunteering would be needed because it is able to maintain its progress without external help.

Taking into account the data collected through surveys conducted with 70 colleagues from the university and professional training community, it would be advisable to promote this tourism product among this kind of students, since it could be considered a market opportunity and a campaign of awareness so that they participate in the future.

Likewise, any volunteering project carried out by a tourism organization must take into account how to use the human capital and the leisure time in order to generate benefits to the community and not create any harm, also thinking that it may be an activity that lasts over time without producing long-term negative impacts.

It has been proven that there exist various negative effects of volunteering tourism, and it can be said that the best intentions are not always enough, as there must be a correct management of tourism. Even if there are interests concerning only some agents, there must always be benefits for all of them. Therefore, it is considered necessary to prepare a continuous and detailed study of each volunteer project carried out in each specific destination, which must be approved by qualified people, so that it is finally commercialized and there is no negative impact on the destination. The fact that more attractive activities must be carried out also implies a diversification (even more) of the offer in volunteering tourism activities, which means a more complex management of this type of tourism and the effects that may occur in local communities, and therefore a greater effort when planning such activities, which will require highly qualified human capital in the planning of tourism in destinations.

It seems necessary to adjust the offer of volunteer trips to the demand that is expected in the future: creating opportunities for elderly people to participate, since they form the majority of the population in developed countries, and they can travel and carry out both cooperation and family leisure activities.

Finally, volunteer tourism must gain weight in social networks and new technologies in general, to get more supporters and collaborators, to inform the population of the situation that is taking place in other countries and how each person can collaborate to improve it, to contribute to the development of new methods that can help through economic collaboration from supporters and partners, or in a physical way, through the offer of activities in volunteer tourism trips.

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ANNEXES

Annex 1: Descriptive data of the participants of Earthwatch

EXPEDITION MONTH		MARITAL STATUS	
JUNE	111 (30.6%)	SINGLE	112 (30.9%)
JULY	252 (69.6%)	MARRIED	4 (1.1%)
TOTAL OF EXPEDITIONS		DOMESTIC PARTNERSHIP	9 (2.5%)
ONE	243 (66.9%)	DIVORCED	52 (14.3%)
TWO	54 (14.9%)	WIDOWER	13 (3.6%)
THREE	21 (5.8%)	EDUCATIONAL LEVEL	
FOUR TO EIGHTEEN	38 (10.4%)	SCHOOL GRADUATE	0 (0.0%)
FAILED TO RESPOND	7 (2.0%)	UNFINISHED SECONDARY SCHOOL	48 (13.2%)
TYPE OF EXPEDITION		SECONDARY SCHOOL	23 (6.3%)
INTERNATIONAL	209 (57.0%)	PROFESSIONAL TRAINING	2 (0.6%)
DOMESTIC	154 (43.0%)	SUPERIOR PROFESSIONAL TRAINING	9 (2.5%)
NATURE OF EXPEDITION		UNIVERSITY COURSES	38 (10.5%)
SOCIOCULTURAL	147 (40.5%)	UNIVERSITY DEGREE	82 (22.6%)
ENVIRONMENTAL	211 (58.1%)	MASTER'S DEGREE	137 (37.7%)
FAILED TO RESPOND	5 (1.4%)	DOCTORATE	24 (6.6%)

RACE/ETHNICITY		GENDER	
WHITE/ANGLO	335 (92.3%)	FEMALE	258 (71.1%)
AFRO-AMERICAN	2 (0.6%)	MALE	105 (28.9%)
ASIATIC	12 (3.3%)	AGE	
HISPANIC	4 (1.1%)	UP TO 20 YEARS OLD	83 (22.9%)
OTHERS	3 (0.8%)	21 – 40 YEARS OLD	77 (21.2%)
FAILED TO RESPOND	7 (1.9%)	41-60 YEARS OLD	152 (41.9%)
		61 +	50 (13.8%)
		FAILED TO RESPOND	1 (0.2%)

Annex 2: Self-created survey on Voluntourism

VOLUNTOURISM / [Turismo de Voluntariado]

THE FOLLOWING ANONYMOUS SURVEY AIMS TO KNOW THE RELATIONSHIP OF YOUNG PEOPLE AT THE UNIVERSITY AND PROFESSIONAL TRAINING ENVIRONMENT WITH VOLUNTEER TOURISM.

THIS IS PART OF MY END-OF-DEGREE PROJECT, 'VOLUNTOURISM: A TOOL TOWARDS SUSTAINABLE TOURISM.'

THANK YOU FOR ANSWERING HONESTLY, IT IS ONLY THAT WAY THAT A RELIABLE STUDY CAN BE CARRIED OUT.

I TRULY APPRECIATE YOUR TIME.

1. PLEASE, SPECIFY YOUR GENDER: *

01/ FEMALE

02/ MALE

03/ NOT LISTED

2. PLEASE, SPECIFY YOUR AGE: *

- 01/ 17 - 19 YEARS OLD
- 02/ 20 - 22 YEARS OLD
- 03/ 23 - 25 YEARS OLD
- 04 / 26 - 28 YEARS OLD
- 05 / 29 - 31 YEARS OLD
- 06/ 32 YEARS OLD AND OVER

3. PLEASE, SPECIFY YOUR NATIONALITY: *

- 01/ SPANISH
- 02/ ENGLISH
- 03/ GERMAN
- 04 / FRENCH
- 05/ ITALIAN
- 06/ NOT LISTED: _____

4. PLEASE, SPECIFY YOUR CURRENT STUDIES: *

- 01/ PROFESSIONAL TRAINING
- 02/ UNIVERSITY DEGREE
- 03/ UNIVERSITY MASTER'S DEGREE
- 04/ DOCTORAL DEGREE
- 05/ UNIVERSITY PERSONNEL

5. PLEASE, SPECIFY YOUR CURRENT EMPLOYMENT SITUATION. YOU CAN SELECT SEVERAL OPTIONS: *

- 01/ PART-TIME STUDENT
- 02/ FULL-TIME STUDENT
- 03/ PART-TIME EMPLOYEE
- 04/ FULL-TIME EMPLOYEE
- 05 / UNEMPLOYED

6. HAVE YOU EVER PARTICIPATED IN ANY VOLUNTARY SOCIAL ACTIVITY?:

- 01/ YES, I ACTIVELY PARTICIPATE IN THIS TYPE OF ACTIVITIES
- 02/ YES, I HAVE PARTICIPATED BUT SPORADICALLY
- 03/ YES, I PARTICIPATED ONCE, AND I WOULD LIKE TO DO IT AGAIN
- 04/ NO, I HAVE NEVER PARTICIPATED BUT I WOULD LIKE TO DO IT
- 05/ NO, I HAVE NEVER PARTICIPATED AND I DO NOT WANT TO

7. ARE YOU CURRENTLY COLLABORATING WITH ANY KIND OF NON-PROFIT ORGANIZATION? YOU CAN SELECT SEVERAL OPTIONS:

- 01/ YES, I ECONOMICALLY CONTRIBUTE WITH AN ORGANIZATION
- 02/ YES, I PERSONALLY COLLABORATE WITH DIFFERENT EVENTS IN MY NEAR ENVIRONMENT
- 03/ YES, I AM CURRENTLY INVOLVED WITH A PROJECT ABROAD (OR, AT LEAST, OUT OF MY AREA)
- 04/ NO, I DO NOT COLLABORATE WITH ANY NON-PROFIT ORGANIZATION BUT I INTEND TO DO IT

05/ NO, I DO NOT COLLABORATE WITH ANY NON-PROFIT ORGANIZATION AND I DO NOT INTEND TO DO IT

06/ I USED TO COLLABORATE BUT I DO NOT DO IT ANYMORE

8. WHAT KIND OF PROJECTS ARE YOU MORE INTERESTED IN? YOU CAN SELECT SEVERAL OPTIONS:

01/ COMMUNITY WELFARE

02/ TEACHING

03/ WORKSHOPS & INFORMATIVE TALKS FOR WOMEN

04/ RECOVERY OF AREAS AFFECTED BY WARS OR TERRORIST ATTACKS

05/ STRUCTURES CONSTRUCTION

06/ CULTURAL DEVELOPMENT

07/ HEALTH & SAFETY

08/ JOURNALISM

09/ CHILDHOOD

10/ RECOVERY AFTER NATURAL DISASTERS

11/ ANIMALS

12/ NOT LISTED: _____

9. IF YOU WERE TO PARTICIPATE IN A VOLUNTARY PROJECT ABROAD, HOW MUCH TIME WOULD YOU BE WILLING TO SPEND ON IT?:

01/ 1 DAY

02/ 1WEEK

03/ BETWEEN 2 AND 3 WEEKS

04/ UP TO 1 MONTH

05/ UP TO 3 MONTHS

06/ UP TO 6 MONTH

07/ UP TO 1 YEAR

08/ MORE THAN 1 YEAR

10. IN THAT SAME CASE, HOW MUCH MONEY WOULD YOU BE WILLING TO SPEND ON YOUR VOLUNTARY TRIP?:

01/ I WOULD NOT PAY MORE THAN THE BASIC EXPENSES, SUCH AS FLIGHTS OR TRANSFERS, AS I AM ALREADY DOING ENOUGH WITH MY VOLUNTARY WORK

02/ I WOULD NOT MIND PAYING FOR MY ACCOMMODATION AND MEALS TOO

03/ I WOULD OBVIOUSLY CONTRIBUTE SOME EXTRA-MONEY FOR THE PROJECT ITSELF, APART FROM MY PERSONAL EXPENSES

11. WHICH DESTINATION WOULD YOU CHOOSE FOR YOUR VOLUNTARY TRIP? YOU CAN SELECT SEVERAL OPTIONS:

01/ NORTHERN AMERICA

02/ CENTRAL AMERICA & CARIBBEAN

03/ SOUTH AMERICA

04/ NORTHERN EUROPE

05/ WESTERN EUROPE

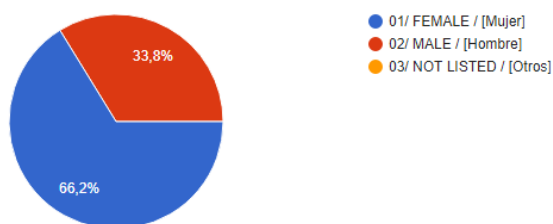
06/ SOUTHERN EUROPE

07/ EASTERN EUROPE

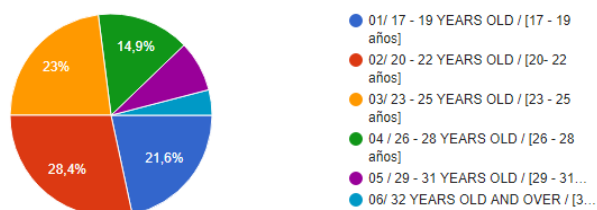
- 08/ NORTHERN AFRICA
- 09/ WESTERN AFRICA
- 10/ MIDDLE AFRICA
- 11/ EASTERN AFRICA
- 12/ SOUTHERN AFRICA
- 13/ WESTERN ASIA
- 14/ CENTRAL ASIA
- 15/ SOUTHERN ASIA
- 16/ EASTERN ASIA
- 17/ SOUTHEASTERN ASIA, MICRONESIA, POLYNESIA & MELANESIA
- 18/ AUSTRALIA & NEW ZEALAND

Annex 3: Results of the survey

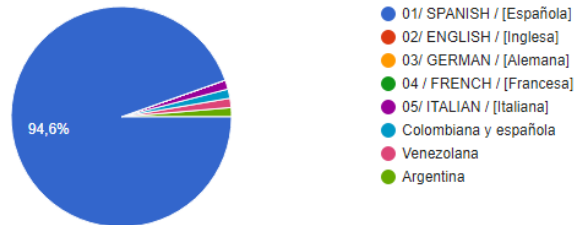
1. PLEASE, SPECIFY YOUR GENDER / [Por favor, especifica tu género]:



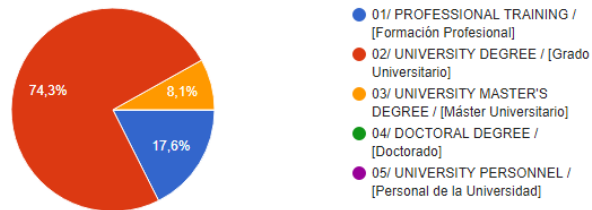
2. PLEASE, SPECIFY YOUR AGE / [Por favor, especifica tu edad]:



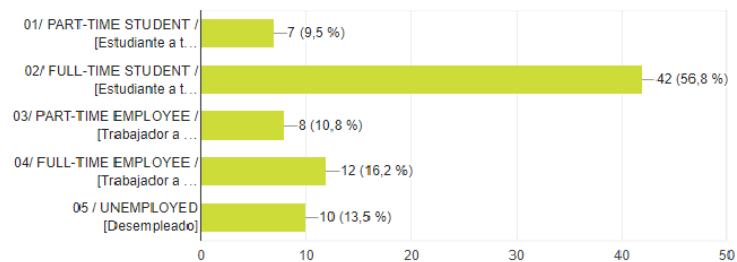
3. PLEASE, SPECIFY YOUR NATIONALITY / [Por favor, especifica tu nacionalidad]:



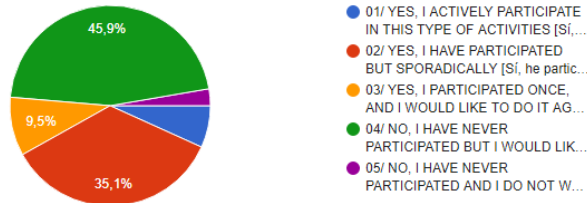
4. PLEASE, SPECIFY YOUR CURRENT STUDIES / [Por favor, especifica tus estudios actuales]:



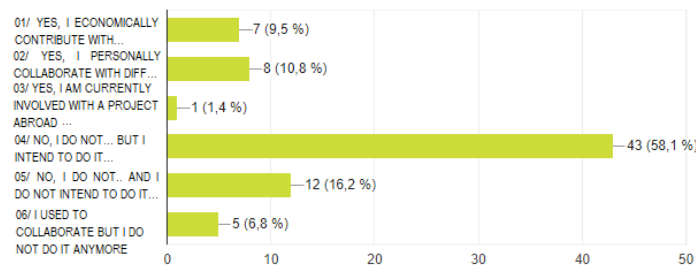
5. PLEASE, SPECIFY YOUR CURRENT EMPLOYMENT SITUATION. YOU CAN SELECT SEVERAL OPTIONS / [Por favor, especifica tu situación laboral actual. Puedes seleccionar varias opciones]:



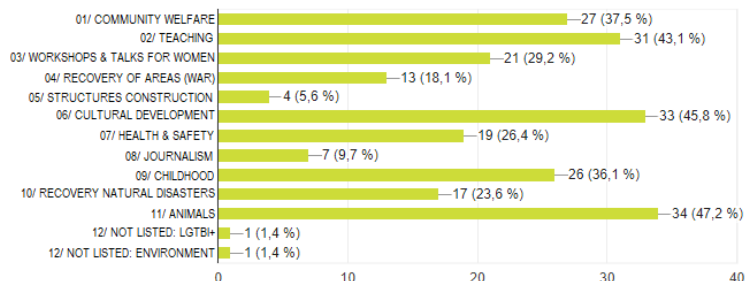
6. HAVE YOU EVER PARTICIPATED IN ANY VOLUNTARY SOCIAL ACTIVITY? / [¿Alguna vez has participado en alguna actividad social voluntaria?]:



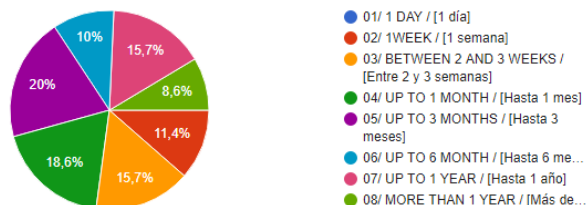
7. ARE YOU CURRENTLY COLLABORATING WITH ANY KIND OF NON-PROFIT ORGANIZATION? YOU CAN SELECT SEVERAL OPTIONS / [¿Colaboras actualmente con alguna organización no lucrativa? Puedes seleccionar varias opciones]:



8. WHAT KIND OF PROJECTS ARE YOU MORE INTERESTED IN? YOU CAN SELECT SEVERAL OPTIONS / [¿En qué tipo de proyectos estás más interesado? Puedes seleccionar varias opciones]:



9. IF YOU WERE TO PARTICIPATE IN A VOLUNTARY PROJECT ABROAD, HOW MUCH TIME WOULD YOU BE WILLING TO SPEND ON IT? / [Si fueses a participar en un proyecto voluntario en el extranjero, ¿cuánto tiempo estarías dispuesto a dedicarle?]:



10. IN THAT SAME CASE, HOW MUCH MONEY WOULD YOU BE WILLING TO SPEND ON YOUR VOLUNTARY TRIP? / [En ese mismo caso, ¿cuánto dinero estarías dispuesto a invertir en tu viaje de voluntariado?]:



11. WHICH DESTINATION WOULD YOU CHOOSE FOR YOUR VOLUNTARY TRIP? YOU CAN SELECT SEVERAL OPTIONS / [¿Qué destino escogerías para tu viaje de voluntariado? Puedes seleccionar varias opciones]:

