

SAVE Tourism Opportunities

Presented by:

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University

Alternative Tourism

- Alternative Tourism
 - Limited negative impact on local population, natural or cultural resources
 - Paradigm Shift
 - Development strategy
 - More benefits to local population





Travelers enrich their own trips when they seek to contribute to the well-being of the places that they visit.



Background – Volunteer Tourism

- Volunteer Tourism – Definition:
 - “tourism that allows tourists to volunteer in an organized way to undertake holidays that might involve the aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment” (Wearing 2004)

Major Ways Tourist Can Give Back

- Traveler Philanthropy- Giving money or goods
- Facilitated Traveller Community Interaction: Tour operator or NGO facilitates quality interaction for the express purpose of cultural exchange and learning between local communities and travellers.
- In-kind support – business in-kind support (marketing, advice, etc)
- Volunteering – visitors actively work on a local project (eco data collection, painting a school, teaching, distributing medicine, etc...)
 - Volunteer Tourism
 - Alternative: Fundraising Adventure Tourism



Volunteer Motivations

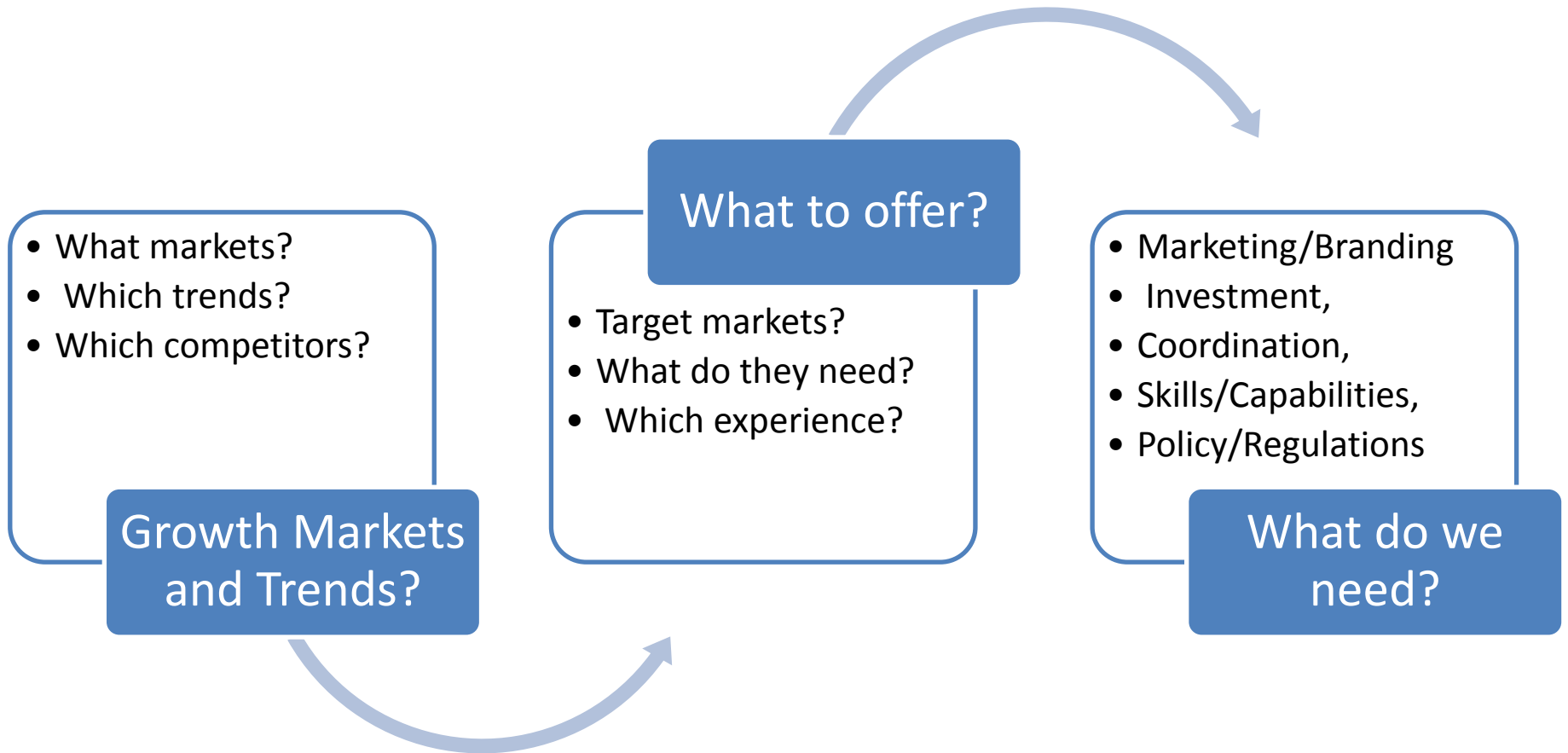
- Why do people volunteer?
- Research Says:
 - Altruism
 - Social desirability
 - Career Enhancing
 - Normative Behavior (ideal or model behavior)
 - Cultural Immersion
 - Camaraderie
 - Educational/Bonding Opportunities for Children

But...

‘Doing good’ doesn’t always mean ‘doing right’...

- Unintended consequences of ‘giving’:
 - Dependence, divisions, favoritism
- Businesses lack “development” & NGO expertise
- Hard to identify right projects & partners
- How to give a hand up, not a handout
- Impacts on community & conservation if tourist \$’s dry up
 - How to ensure longevity of income flows

How to approach this?



Media Attention & Trends



The Watchdogs

Given the travel industry's penchant for all things green, some may be tempted to make less than good faith about the programs to back them up. But these ten eco- and sustainable-travel advocates are making sure there's substance behind the slogans. They focus not only protecting the environment but also ensuring human rights, access to fair wages, and preserving indigenous cultures. Of course, the hope is that industry leaders will behave more responsibly because it's the right thing to do. If they fail, however, these formidable crusaders will have their own ways open. From left, Jennifer East, executive director of Fair Trade in Tourism South Africa (fairtourism.org.za); Martha Henry, co-founder and co-director of the Center on Eco-tourism and Sustainable Development (www.ecotourism.org); Brad Swartz, director of Sustainable Tourism at the National Alliance (nationalalliance.org); Herbert Thomas, president of the European eco-travel organization Ecotourism Association (www.ecotourism.org); Peter Robinson, vice president of Sustainable Travel International; Kelly Bricker, chair of the board of the International Ecotourism Society (www.ecotourism.org); Chika Nwame, executive director of sustainable development for the U.S. Foundation (www.usfoundation.org); Megan Carter West, president of the sustainable travel consulting firm Eco-tourism International (www.ecotourism.org); Tricia Barnett, director of the British and Expeditionary Crusader Tourism Concern (www.britishandexpeditionarycrusader.com); and John...
 E.J. Flaherty 2008

Giving Building a Better World While Touring It



Nadine Rubin; Jennie Gordon/GoPhilanthropic

CNN.com

Click to Print

Giving something back

- Story Highlights
- Concern about socio-cultural and economic impacts of travel is rising
- Vast sum
- More can

By Emma Claise
 For CNN

Outside Town & Country
 LONDON, England
 frequent fliers are
 Outside Magazine February 2005 Page: 1 2

SPECIAL PHILANTHROPY ISSUE

Town & Country

ESTABLISHED IN 1846

IT'S TIME TO GIVE BACK!

WEST SIDE GLORY
 Lincoln Center at 50

A MIRACLE IN CAMBODIA
 One Man's Mission

CHARITY HEROINES
 3 Women Worth Celebrating

JULIA KOCI
 Patron Power

Plus: HOW TO RAISE BEARERS' TIDES

JUNE 2009 \$4.00
 17470 08833

As reported on S Destinations: Adventure Altruism
Giving Large
Real adventure means making a difference philanthropy a part of your trip—and dare

It might be a reaction to the unsettling state of world politics, but we at *Outside* have noticed a renaissance of creativity and innovation in our world as travel outfitters, gear companies, and adventure athletes roll up their sleeves, open their wallets, and donate their time to help change our planet for the better. L.L. Bean, for instance, gives money (and its employees volunteer) to maintain the Appalachian Trail, while kayaker Brad Ludden runs a paddling camp for teens with cancer. Sophisticated explorers and total-commitment athletes have always with the world on the deepest level, with empathy, makes for the greatest adventures. Investigating this story, the phenomenon is impressive. What follows is a brief summary of the most interesting ones there. Take a look and become part of it.

Nadine Rubin, left, delivers supplies to a school near Hoi An, Vietnam, during a trip with GoPhilanthropic. Scott Gordon says a visit to an elephant refuge in Thailand has inspired him and his wife to help the center.

BY EDWARD
 November 10, 2008

NADINE RUBIN wanted to give her daughter the trip of a lifetime for her birthday. They were planning to visit Hong Kong because her daughter was interested in fashion. "But I wanted to do something meaningful," Rubin said. "I'd heard Vietnam was beautiful, but I had reservations about it because I knew people involved with the war."

Industry Studies Show...

- CondeNast and MSNBC (2008)
 - 55% of surveyed were interested in a volunteer vacation.
 - 20% had already taken one, of those 95% said they wanted to take one again
- TIA Voice of the Traveler Study (Nov. 2006)
 - 24% interested in taking a volunteer or service-based vacation.
 - Up 11% from 5 years ago
 - 47% of those from the 35-54 age range
- Travelocity's Annual Forecast (2007)
 - Volunteer vacations 38% (up from 11% from last year)
- Cheaptickets.com (2007)
 - 68% of travelers would likely use a travel website to learn more about volunteer vacations.
 - 50% would consider taking a vacation for the sole purpose of volunteering.

Voluntourism Trends

- ❖ CondeNast and MSNBC (2008)
 - 55% of surveyed were interested in a volunteer vacation.
 - 20% had already taken one, of those 95% said they wanted to take one again
- ❖ Number of those who have volunteered at least once has tripled to 14%.
- ❖ 98% satisfied with their experience.
- ❖ Less than 25% have no interest in taking a volunteer vacation
- ❖ 86% believe that voluntourism benefits both the traveler and the destination

Voluntourism Press

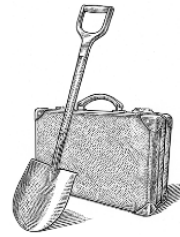
Vol·un·ism (väl·en·tur·izem)

n 1: the act or practice of taking a trip or holiday that includes volunteer work—usually seen as giving a sense of purpose to an otherwise privileged life **2:** big, rapidly growing trend spawning a whole new industry of experts and a plethora of tour operators **3:** an emerging phenomenon raising such questions as does it benefit the people on the ground or simply make the traveler feel good



Voluntourism

TOUR wäl-en-tur\ **vi 1a:** on a volunteer vacation travel someplace and work volunteer or to add such into a holiday **c:** to travel purpose, after careful research—see “10 STEPS TO DO-GOOD TRIPPING,” page 294 **How a volunteer itinerary, often mapped by your operator—see “DO-GOOD SPECIALISTS,”** page 299 **3:** to go on a work-and-play vacation—see “WORKING WONDERS,” page 292



Just back from her hands-on experience, Dorinda Elliott introduces this surging movement, p. 292 Plus:

- TEACHING—AND LEARNING—IN CAMBODIA p. 293
- BLESSED IS THE STOVE MAKER IN PERU p. 296
- ROMANCING A REEF IN THE BAHAMAS p. 300

TRIPPING CEMENT OUT-mud house in a Peruvian community, wondering, little bit, why I am here. This, my hands-on introduction into tourism, one of the family is soaking bricks in water, feragede, who runs the volunteering the kitchen's dirt floor. I so I can't learn much about except what I can see—from the they's laden with jugs of milk making operation, to the room finally of six sleeps, with a TV with aluminum foil at the end am I an expert in building. So to help them build a stove? their work with holidays was

non-enture anolaters—a in the. But us are when ing to a Conde MS-percent taken a at fifty-would se who lunteer percent to do it a look- pose in e,” says lent of nel In-ubises volun- asking (but check- is mor-partic- e a few e Peru or Timbuktu really do it another way for us spoiled to assuage our guilt? It's often hich projects are worthy—not hild the traveler's money is go- nimity. What is the value of an text showing up to teach Eng- ed by another unskilled peer. There are certainly volunteer travel programs—even well-intended ones—that don't actually help much. But when done right, volunteering can both contribute to local communities and be life changing for the traveler. “An important part of what comes out of voluntourism is social capital. It breaks down stereotypes,” says David Clemmons, founder of voluntourism.org, a nonprofit that offers tips on choosing volunteer trips. “For the traveler, it can help you retool and rethink your life philosophy, and the local people end up with a different image of foreigners. Is that worth the thousand dollars you paid to build that stove? You betcha!” (For some of Clemmons's tips, see makeadifference.centravler.com.)

But an unregulated hodgepodge of for-profit and nonprofit enterprises offering volunteer travel has cropped up—making it tough to know which ones are worthy and raising questions about getting into the business of charity (see “Do-Good Specialists,” page 299). Responsibletravel.com, a for-profit travel company, saw a twenty-nine percent increase in its volunteer tour business last year. North American business at 1-to-1, Britain's largest for-profit volunteer tour operator, has grown forty percent over the past two years. Some volunteers, however, have complained that the company gives too little to local communities. 1-to-1 stresses that it is not a charity; fees go toward researching projects and paying support teams, accommodations, meals, and training. “The politics is really frustrating, because at the end of the day our company wants to match people who wish to have learning experiences with community projects and useful services,” says Bruce Haston, 1-to-1's director of operations. “We are about a lot more than volunteering. This is about meaningful travel.”

Should travelers be wary of for-profit companies doing volunteer travel? Not necessarily, according to experts in responsible travel. “I don't care what a company's motivation is, as long as the program has merit,” says Christina Heyniger, a voluntourism consultant. “If the company sees a marketing opportunity, God bless them.”

TELL US YOUR GOOD DEEDS AND
Win a Trip!
Earn a chance to join *Condé Nast Traveler's* host of volunteers



To celebrate and encourage the growing involvement of Condé Nast Traveler readers in voluntourism, we have created the World Savers Contest. This month, we invite all of you who have dedicated all or part of a trip to charitable work anywhere in the world to do a little bragging—and be rewarded for your altruism.

HERE'S HOW Send us a photo from your trip and up to 500 words of description before May 20, 2008. Submissions will be judged by Condé Nast Traveler editors, who will select the most impressive entry—based on both photos and text—and will award a trip for two, a Give Back Getaway from Fitz-Carlton, an honorarium in our 2007 World Savers Awards. To enter and to read more about the awards—and for full contest rules—log on to entravler.com/worldsavers.

Condé Nast Traveler Readers

- 47% interested in volunteer vacations.
- 3% regularly take volunteer vacations.
- 98% satisfied with their experience.
- 95% of those who have volunteered would do so again.

Condé Nast Traveler Poll, February 2009

Meetings Industry Says....

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"I wish every hotel was this great!"
Jaime LeMare, Marketing Events Manager, NOVOCO


TRUMP International BEACH RESORT - MIAMI

You are here: Home » Financial Insurance Meetings » Why Community Service Projects Are The Next Big Thing at Meetings

Why Community Service Projects Are The Next Big Thing at Meetings

Sep 1, 2008 12:00 PM, By Alison Hall

Sometimes people look at corporate social responsibility as touchy-feely," says Stephanie Olivero. "In reality, it's smart business." Olivero, meeting planner at MetLife in Long Island City, N.Y., has seen first hand the incredible motivating effect of community service projects at meetings. She's watched



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Survey of Meeting Planners: Voluntourism

- 58% know about voluntourism
- 48% plan to incorporate
- Say they care what people think of the experience
- Destinations:
 - Opportunity for destinations to differentiate
 - Destinations need to provide list of options
 - FAM Trip opportunities targeted at Meeting Planners
- Meeting planners:
 - Need to keep up to date on volunteer opportunities
 - Understand benefits and expenditures
 - Be able to communicate back to clients

Source: Tara Pazanski, & Lori Pennington-Gray, PhD, University of Florida, 2009

Consumer Support for Travelers' Philanthropy

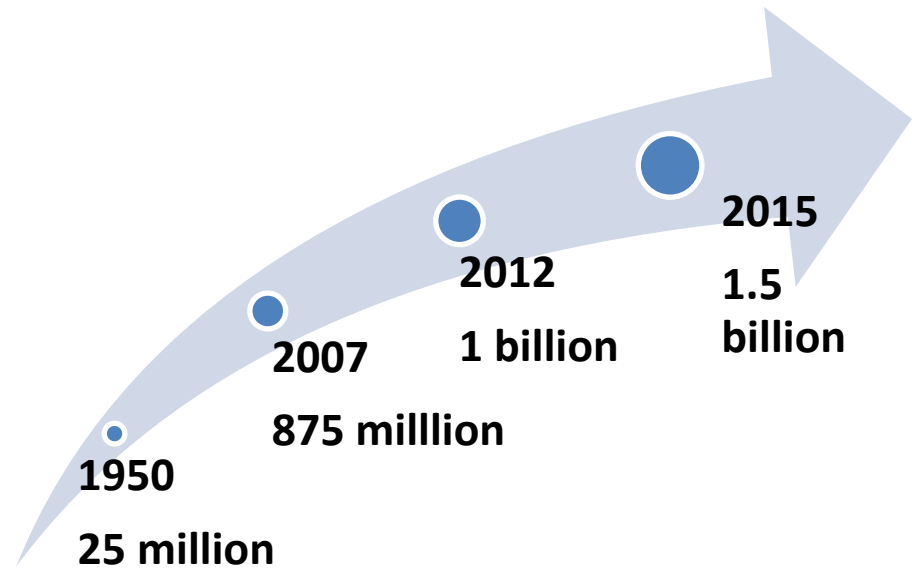
- More than 2/3 of U.S. and Australian travelers, and 90% of British tourists, consider active protection of the environment, including support of local communities, to be part of a hotel's responsibility.
- 46 million U.S. travelers chose companies that “donate part of their proceeds to charities.”
- In 2007, 73% of CondeNast Traveler readers said would be willing to pay more to stay in a hotel that helps support the local community through health and education initiatives.

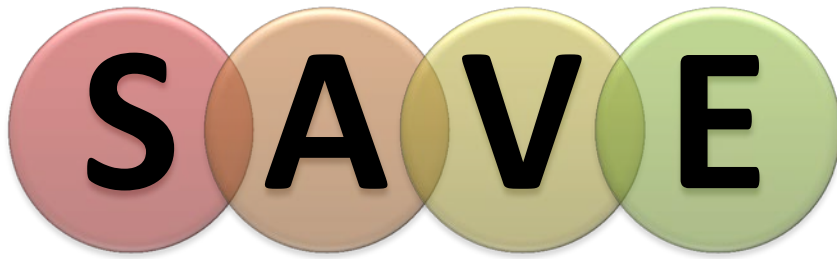
What is **SAVE**?

Increased competition :

- demands sophisticated differentiation strategies that target niche travel markets chosen based on the assets and capabilities of the destination.

International Arrivals Growing





Market Profiles

Scientific

- **Profile:** travel to advance science and to help with the acquisition of knowledge about the world.
- **Benefits for Destinations:**
 - Extended stay
 - Require hiring of local workers
 - Researches live in local community, eat local food, utilize local transport
 - Positive economic benefits
 - Scientists gather information about culture, natural environment which helps raise profile of local assets & destination.

Academic

- **Profile:** travelers seeking to participate in experiential learning activities leading to credit for formal degree programs or courses offered by higher education institutions
- **Benefits for Destinations:**
 - Academic groups visit more remote places
 - Greater interaction
 - Simple facilities/services
 - Travel in groups
 - Higher economic benefits
 - Ability to raise awareness of destination



SAVE

Market Profiles

Volunteer

- **Profile:** travel with to participate in activities that will contribute to the betterment of society.
- **Benefits for Destinations:**
 - Stay longer
 - Diversified economic benefits
 - Share experience – increase word of mouth
 - Simpler products/services
 - Might contribute to
 - Capacity Building
 - Product development
 - Physical improvement of areas

Education

- **Profile:** travel to enhance knowledge, for personal gratification rather than academic credit.
 - Learning a language
 - Acquiring new skill
- **Benefits for Destinations:**
 - Extended stay
 - Increased economic benefits
 - Increased interaction with local community
 - Fosters importance of local cultures/traditions

Approaches to SAVE Travel Development



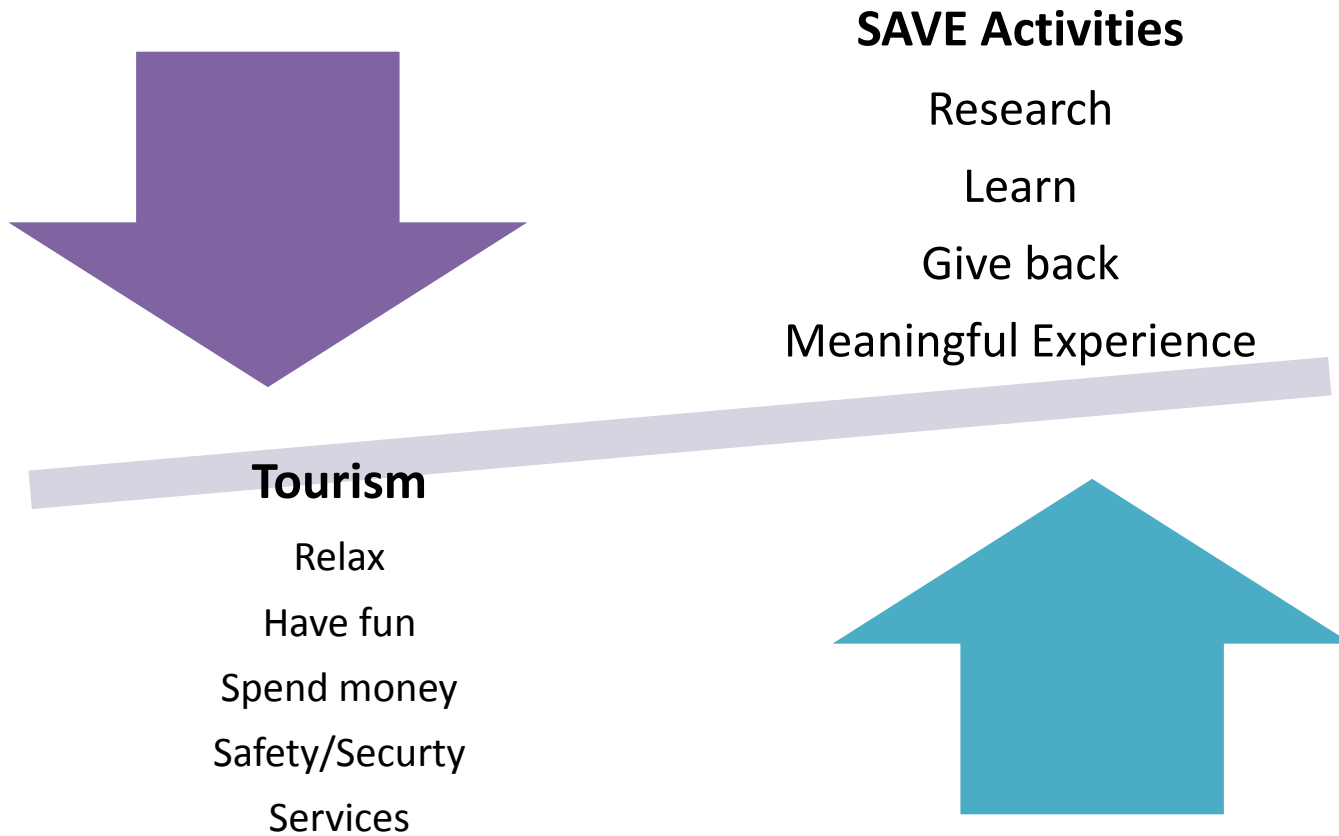
National Level

- The Ministry of Tourism, Ministry of Culture, or other appropriate body can adopt a SAVE travel development strategy as a component of their national tourism plan.
- Advantages to this strategy can include access to funds, buy-in from other stakeholders, assistance and legitimacy when applying to donor organizations for support, an enhanced profile for the strategy, and more.

Destination Level

- A **destination management organization (DMO)** could identify SAVE as a priority target market
- A **travel operation or supplier** could target the SAVE market and orient its products and marketing towards SAVE tourists.
- A SAVE center could be a **self-supporting, independent** entity designed to attract, host, and serve the SAVE market.
- A SAVE travel development strategy could be adopted by a **dispersed set of stakeholders** working together to target the SAVE market. In regions lacking a centralized destination management organization, such a SAVE initiative could be the first steps towards forming a DMO.

Tourism & SAVE



What do SAVE travelers want?



- SAVE travelers place high value on the **natural, social and cultural assets** of the place they visit and naturally adhere to the principles of sustainable tourism.
- Close interaction with the nature, culture and people of the destination in ways that advance **knowledge**
- **ability to contribute** to the enhancement of a destination.

- SAVE - distinct from mass tourism
 - Contributes to people and places as well as the impacts that it has on hosting destinations.
- It represents a range of tourists who travel to a destination to engage in research, learning or volunteer travel.

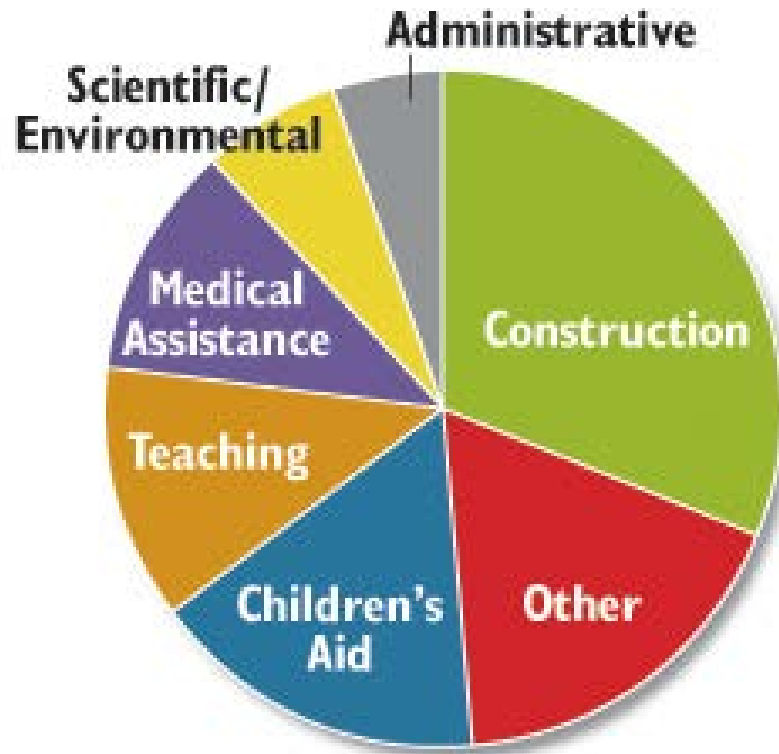
By definition, those attracted to SAVE travel tend to be interested in activities that can be readily harnessed to natural and cultural heritage preservation efforts and that contribute to the improvement of local lives.



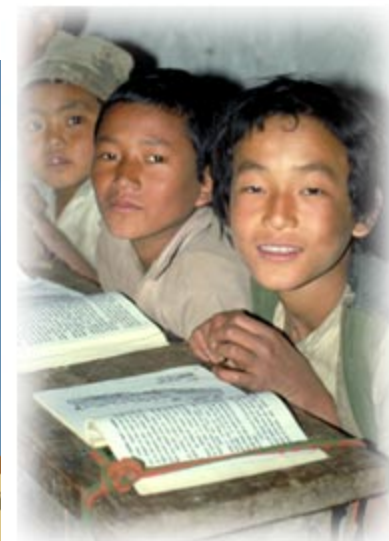
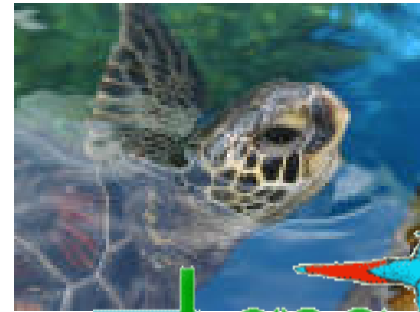
Where They're Volunteering?

PITCHING IN

Construction projects were the most popular activity among volunteers surveyed



Pioneer Companies

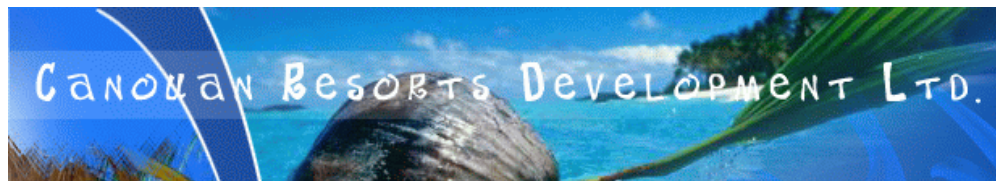


Sarapiquí Conservation Learning Center



Building Literacy and Community Through Libraries

Moving Toward Mainstream



Country Example: Jordan



JORDAN
Jordan Tourism Board North America
Voluntourism Presentation

- 📖 Voluntourism In Jordan
- 📖 Where to Volunteer in Jordan
- 📖 Voluntourism Experience / Photo Galleries
- 📖 Voluntourism Sample Itineraries
- 📖 News and Testimonials

©2007 Jordan Tourism Board North America - 6867 Elm Street - Suite 102 - McLean, VA 22101 - Toll-Free: 1-877-SEE-JORDAN (733-5673)


<http://www.seejordan.org/voluntourism/index.html>

Destination Example:

New Orleans

NEW ORLEANS THE CONVENTION & VISITORS BUREAU >> Search

visitors travel professionals meeting professionals media members



Hotels & Rates

ARRIVAL DATE:
Mar 2

DEPARTURE DATE:
Mar 5

HOTEL BED & BREAKFAST

WHERE TO STAY >

WHAT TO DO >

RESTAURANTS & RESERVATIONS >

CALENDAR OF EVENTS >

[Home](#) > [Visitors](#)

About New Orleans

- What To Do
- Calendar of Events
- Restaurants
- Music and All That Jazz
- Maps
- Where to Stay
- Nightlife
- Gaming
- Culture & Art

Voluntourism

Since Hurricane Katrina and its aftermath, the metropolitan New Orleans community has been the beneficiary of an incredible outpouring of support from visitors to New Orleans. From convention visitors to leisure travelers, church groups to high school and college students, people have shown incredible generosity in giving of their time and talent, and a great deal of elbow grease, helping the city of New Orleans in its recovery and restoration.

The Louisiana Office of Lt. Governor Mitch Landrieu in partnership with the state's seven regional Volunteer Centers maintains a listing of volunteer opportunities in the New Orleans region and throughout South Louisiana. To view those opportunities, please visit www.volunteerlouisiana.gov.

Destination Example: DC, NYC, Chicago



DC Cares: www.dc-cares.org

- Works with companies to find appropriate projects
- Projects include:
 - Beautify a local park by removing litter and evasive species.
 - Help maintain our National Mall and Parks.
 - Build benches, planters and garden beds to beautify neighborhoods.
 - Help clean-up the Anacostia and Potomac Rivers.
 - Building environmental education kits for public school students
- Contact Lauren Conte:
 - Email: lconte@greaterdccaes.org
 - Tel: 202-777-4451



Hotel Example: RitzCarlton

Meaningful Meetings:

- 10% of guest room revenue donated to charity Over \$1m donated to charity since the 2008 launch.

VolunTeaming:

- Group teambuilding program that benefits the local community. Programs customized to meeting needs (ballroom bike build, shelter visit, etc)

Give Back Getaways,

- Voluntourism program designed for the leisure guests, continues to be a success with over 2,000 guests participating to date

Understanding Market Needs

Volunteer Travel Market Needs

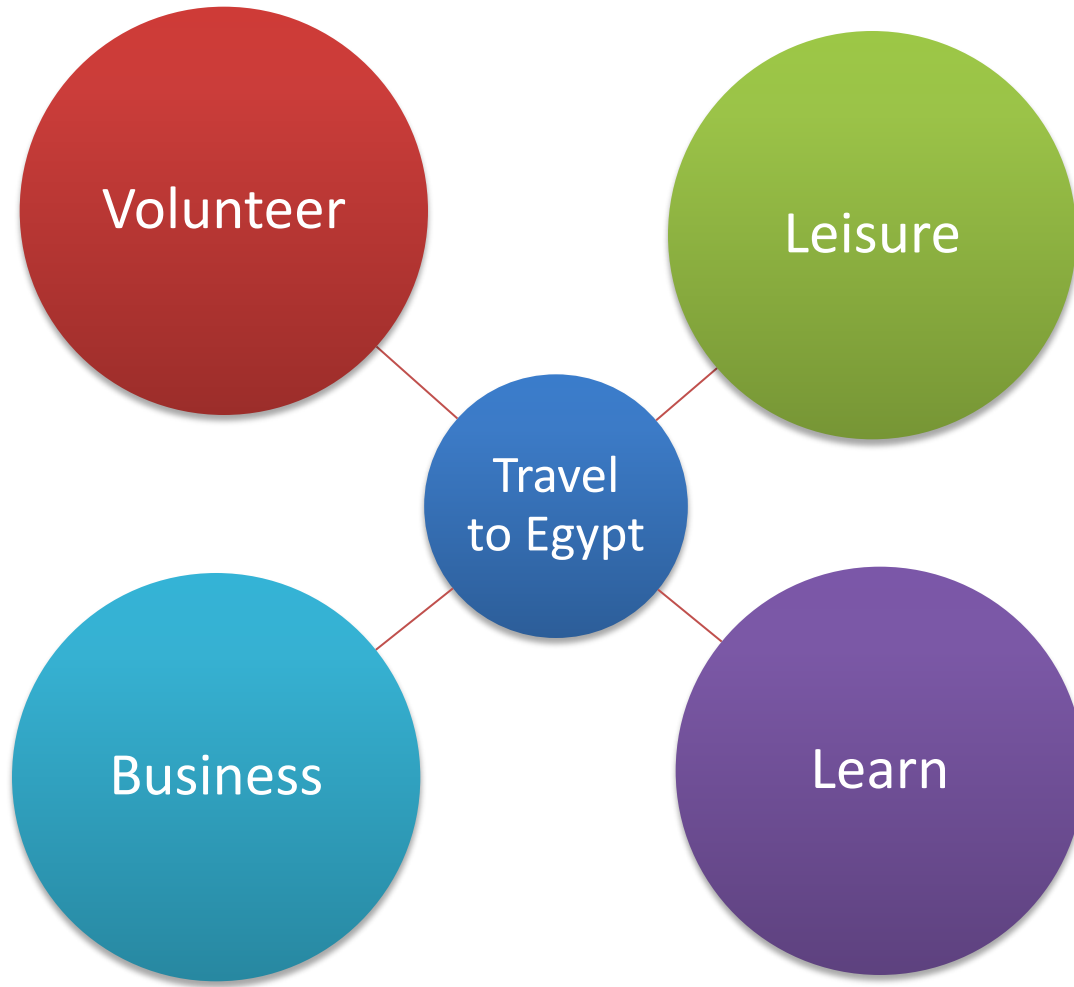
- The opportunity to provide a meaningful contribution that makes a difference
- Logistical Support
- Trust and Transparency
- Safety and Security
- Authentic – not too touristy
- Value for Money
- Fun & Memories/Stories

Questions to Consider

- Why should someone volunteer with you?
- What makes your volunteer experience different from others?
- How do you communicate the intangible benefits of the volunteer experience?

SAVE Tourism Markets

Primary Travel Motivations



Primary Travel Motivations

Volunteer

- Interested in giving back – making a difference
- Duration ranges from 1 week to 1 year
- Two main types of volunteers
 - Skilled
 - Unskilled
- Volunteers also want to be tourists

Ways to Reach this Market

Volunteer

- Volunteer Sending Organizations
- Volunteer Clearing Houses
- Affinity Groups
- Traditional Tour Operators
- Corporate CSR departments
- Online

Primary Travel Motivations

Leisure

- Interested in unique experiences
- Duration ranges from 1-2 weeks
- Understanding leisure segments
 - Cultural -- Heritage -- Birdwatching
 - Adventure -- Family -- Romance (etc)
- Volunteering provides an opportunity to have cultural encounters and authentic experiences

Ways to Reach this Market

Leisure

- During the planning process
 - Tour Operator Packages
 - Online
 - Media
- While in the destination
 - Hotel concierges
 - Information centers/materials

Primary Travel Motivations

Learn

- Leisure travel but interested in learning
- Duration ranges from 1 week to months
- Segments
 - Study Tours -- Applied Learning -- Experiential
- Volunteering provides an opportunity to learn about culture and customs

Ways to Reach this Market

Learn

- During the planning process
 - Study Abroad Tour Operators
 - Direct to Professors
 - Online
- Integrating volunteer experiences with educational programs in Egypt

Primary Travel Motivations

Business

- Business travel segments
 - Meetings
 - Conferences
- Volunteering provides an opportunity to connect employees and conference attendees with meaningful experiences

Ways to Reach this Market

Learn

- Business Travelers
 - Company Travel Managers
 - Hotel Concierges
 - Online
- Conference Organizers
 - International organizers
 - Egyptian organizers

Example: Scientific Market

- National Association of Black Scuba Divers
 - Survey in March 2009
 - Over 2,000 members
 - Organize group trips
 - Scuba divers are high spending, well educated tourists
 - Participate in volunteer marine archaeology



Market Potential

- 2,025 members interested in specific product
- 1,875 members interested in volunteering for a specific project
- ~400 members have volunteered on a slave wreck project before
- Interested in cultural heritage, sun bathing, shopping, wildlife viewing



Example: Academic Tourism:

- Study of Africana University Programs
 - Respondents has access to **3,950 - 5,200** students per year
 - Estimate population has access to **67,620 - 88,700** students per year
 - 30.5% of respondents led study abroad trips
 - 380-540 students on these trips
 - Potential 1,570-2,240 students on study abroad trips related to African topics
 - 50% of respondents very or fairly interested in leading a study abroad program = 750 faculty

Overall Findings

- Majority of trips cost \$2,000 - \$7,500
- 65% organized with local institution & involved local students
- Size: **67,620 - 88,700** students per year
- Potential 1,570-2,240 students on study abroad
- Festivals/Fairs, Cultural, heritage & historical, hands on learning activities have a high occurrence and importance

Team Activity

Explain your product package in detail

- Name
- Description
 - How often it occurs
 - Cost
- How many tourists
- Itinerary
 - SAVE activities
 - Tourism activities
- Product Development process (or what is it going to be)
- Who are your markets
- How do you market the product
- Costing, revenue, distribution
- Feedback (how do you evaluate experience)