

VOLUNTEERING AND VOLUNTEER TOURISM: CHALLENGES AND REALITIES

Liudmyla Bezuhla¹, Tetiana Herasymenko², Mariia Bieloborodova³

Abstract. The *purpose* of the paper is to analyze the current state of volunteer tourism in the world, the idea for the future development of such tourism in Ukraine. The authors outlined the distinctive features of this type of tourism, analyzed the current state in Ukraine, and identified the problems that stood in the way of the development of volunteer tourism. *Methodology.* The survey is based on a comparison of data from the Worlds Volunteer Report 2021, British international charitable organization "Charities Aid Foundation" and International Labor Organization, which conduct research in the field of volunteerism, measuring the achievements of the countries of the world by certain indicators in terms of the attitude of the population to charitable and volunteer assistance. *Results* of the survey showed that every year in the world the number of people involved in volunteering is growing, but the number of those who make donations is decreasing; a significant aspect for the development of volunteer tourism is the mentality of the country; in developed countries, the number of organizations specializing in volunteer tourism is increasing; for the development of the sphere of volunteer tourism, various stimulating actions are taken. The negative aspects of the development of volunteer tourism were found: main goal of volunteers is the sense of their own importance, new emotions; the lack of appropriate training for volunteers; short staying. *Practical implications.* The issue of supporting and developing volunteer tourism will remain relevant for a long time, because in our world there are many global environmental and social problems. February 2022, volunteer tourism in European countries near the borders with Ukraine increased several times with the beginning of the full-scale invasion of Russia on the territory of Ukraine. *Value/originality.* One of the most effective areas of voluntourism cooperation today is the development of joint international social projects, with the involvement of volunteers. The second area of cooperation is the organization of cooperation at the expert level. The third area of cooperation is raising awareness of the Ukrainian population about the development of volunteer activities, volunteer projects and programs.

Key words: volunteer tourism, international volunteer organization, volunteer tourism programs and projects, the current state of development of tourist volunteering.

JEL Classification: L83, R11, Z32

1. Introduction

In modern conditions, volunteering is a very relevant topic, gaining turnover in popularity, as young people participating in volunteer activities are given the opportunity to prove themselves as an independent person, ready to take care not only of themselves, but also of those around them.

In many countries, volunteering has long been widespread. In social development, its role was highly appreciated at the international level.

That is why the volunteer resource is increasingly becoming the object of research in the field of sociology, psychology, law, pedagogy, and now also tourism. Volunteering creates opportunities for socially active people to help others, find support and feel the social value of the work, which they do, realize their potential, acquire certain life skills, and form an effective lifestyle. In this context, need to pay attention to the current state and prospects of the development of

¹ Dnipro University of Technology, Ukraine

E-mail: bezuha.l.s@nmu.one

ORCID: <https://orcid.org/0000-0002-6520-4325>

² Dnipro University of Technology, Ukraine (*corresponding author*)

E-mail: herasymenko.t.v@nmu.one

ORCID: <https://orcid.org/0000-0002-5437-437X>

³ Dnipro University of Technology, Ukraine

E-mail: bieloborodova.m.v@nmu.one

ORCID: <https://orcid.org/0000-0001-8329-7679>



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volunteer tourism, because in our world there are many global environmental and social problems.

Volunteer tourism today is one of the most rapidly growing sectors of the tourism industry, in which, according to the latest data, more than 10 million volunteer tourists and about 15 billion dollars per year are involved. In recent decades, volunteer tourism has become a phenomenon of global importance. This type of tourism includes trips and travel, within the framework of which tourists pay money to go to developing countries or disadvantaged regions and participate in various charitable programs or projects, for example, teaching children, protecting nature, helping in the implementation of socially useful works. Volunteer tourism started to be considered as a mean for the tourists to access a more authentic and integrating experience in the host community. And also this type of tourism allows to contribute to constructive interaction with people, to change the quality of life of other people.

Volunteer tourism is a very complex phenomenon that needs to be analysed from a holistic perspective in order to understand all the inherent dynamics and the global structures that come together. Trends in volunteer tourism, as in travelling in general, follow changes in politics, economics and social policy. In February 2022, volunteer tourism in European countries near the borders with Ukraine increased several times with the beginning of the full-scale invasion of Russia on the territory of Ukraine.

Now more and more charitable organizations and volunteer centers are planning their activities in the long-term perspective. And this is not only the solution of individual issues, but also strategic work with authorities, purchase of equipment, implementation of programs that solve the essence of the problem, and not its consequences. That is, they work, including preventively.

More than 15,000 charitable organizations and volunteer centers operate in Ukraine, 8% of which were registered in April 2022.

2. Volunteer organizations and programs

According to the Law of Ukraine "On Volunteering" (2011), a volunteer is an individual who of one's own free will carries out socially oriented non-profit activities by providing volunteer assistance. Despite the large number of interpretations of volunteering, the authors

of the article chose the following definition of this phenomenon, given in the declaration of the International Association of Volunteers. So, volunteering is a free choice of a person, reflecting his life position and contributing to the improvement of the quality of life, personal self-improvement and deepening of solidarity. It usually takes the form of collective activity within the framework of a project or program and contributes to the realization of human needs towards a more peaceful society by Worlds Volunteerism Report: Building Equal and Inclusive Societies (2022).

Volunteer programs are widespread both in Ukraine and around the world. They are quite diverse, their number is increasing annually in different countries of the world. Sending organizations are a wide variety of entities, local or international, including NGOs, charities, universities, conservation agencies, religious organizations, government bodies, and a growing number of for-profit organizations.

In addition to volunteer organizations, growing numbers of commercial tour operators are discovering the lucrative business field of travel and "help". Many sending organizations and tour operators design their products according to the demands of the travelers, who are interested to get engaged in short-term and adventurous projects. The commercial operators and their products fall short of the expectations and can therefore not live up to the full potential of responsible volunteering (Hertwig, 2018).

When choosing a volunteer program, it is important that the skills are used effectively and efficiently. Should think about where they can really be useful, and not about where tourist wants to go. The following areas can be distinguished: volunteer teaching, volunteer work to preserve heritage, volunteer work with children, volunteering with animals, volunteering in communities and others.

Volunteer and charitable activity is increasing every year all over the world. Using data of Worlds Volunteer Report of the 2021, the monthly volunteer rate, defined as the share of working-age people 15 years or older who volunteer in a month, amounts to almost 15 percent, or 862 million people.

Most volunteer work continues to be arranged informally between individuals, with 14.3 percent of the global population participating, while

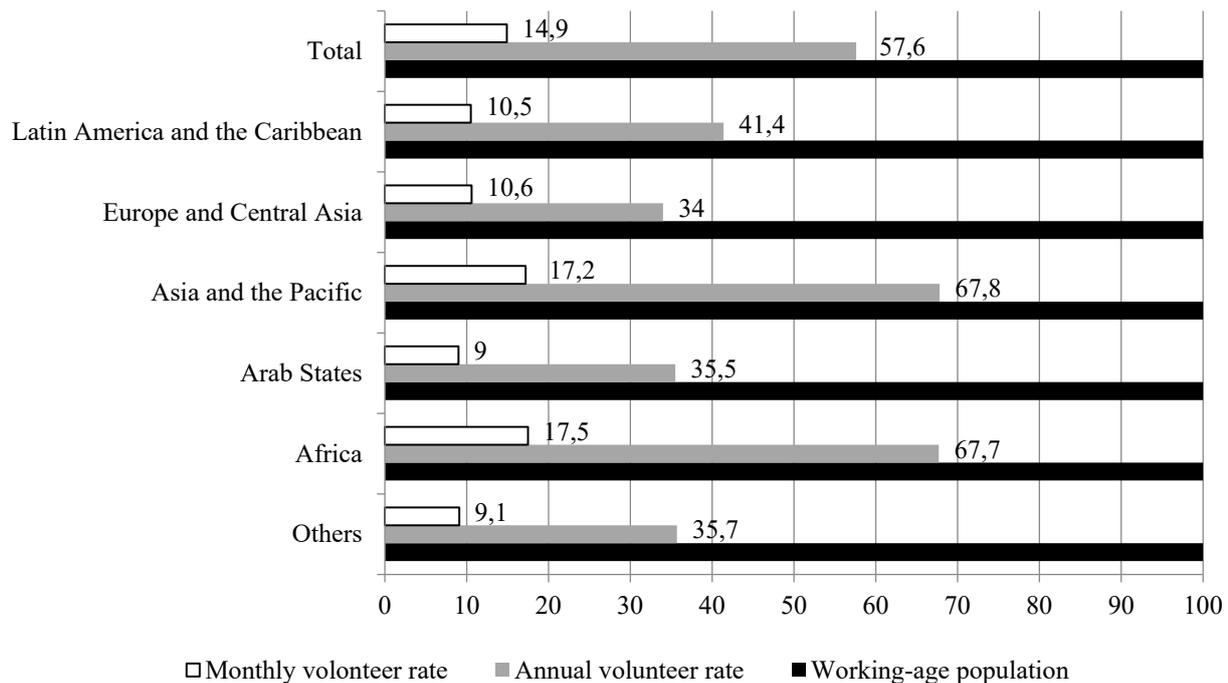


Figure 1. Volunteer rates, % (Worlds Volunteerism Report: Building Equal and Inclusive Societies, 2022)

6.5 percent of working-age people worldwide engage in formal volunteering via an organization or association. A significant percentage of people carry out multiple types of volunteer work (Figure 1).

The British international charitable organization "Charities Aid Foundation" annually conducts research in the field of volunteerism, measuring the achievements of the countries of the world by certain indicators in terms of the attitude of the population to charitable and volunteer assistance.

The CAF World Giving Index offers a unique glimpse of global trends in generosity. It enables us to provide answers to questions about where people are most likely to engage in social activities for the benefit of their communities and to champion the growth of global giving.

The CAF World Giving Index is based upon data from Gallup's World View World Poll, an ongoing research project that was carried out in 114 countries in 2020. Together those countries represent more than 90% of the world's population. The survey asks questions on many different aspects of life today including giving behavior. The countries surveyed and questions asked in each region vary from year to year and are determined by Gallup.

This section looks at which countries have most increased their World Giving Index score

over the past five years. Countries which have a score for at least four of the last five years (including both 2016 and 2020) have been ranked according to the improvement in their overall Index over that period.

This Giving Index consists of:

1. Helped a stranger, or someone you didn't know who needed help.

2. Donated money to a charity?

3. Volunteered your time to an organization?

Helping a stranger reached its highest recorded level in 2021, with three out of five (62%) adults helping someone they didn't know, up from 55% in 2020. This equates to 3.5 billion people, compared to almost three billion in 2020, and represents the highest ever global score across any of the three measures recorded in the CAF World Giving Index. In particular, low- and middle-income countries from Central and South America increased their scores for helping a stranger, with five of these countries featuring in the top 10 for this measure. Similarly, more people than ever reported donating to charity in 2021, rising to more than one in three (35%) individuals around the world. There was also an increase in volunteering to almost one in four people globally (23%), up from one in five in 2020 (19%) dynamics is shown on Figure 2.

New countries entered the top 10 most generous countries in the world: Zambia and

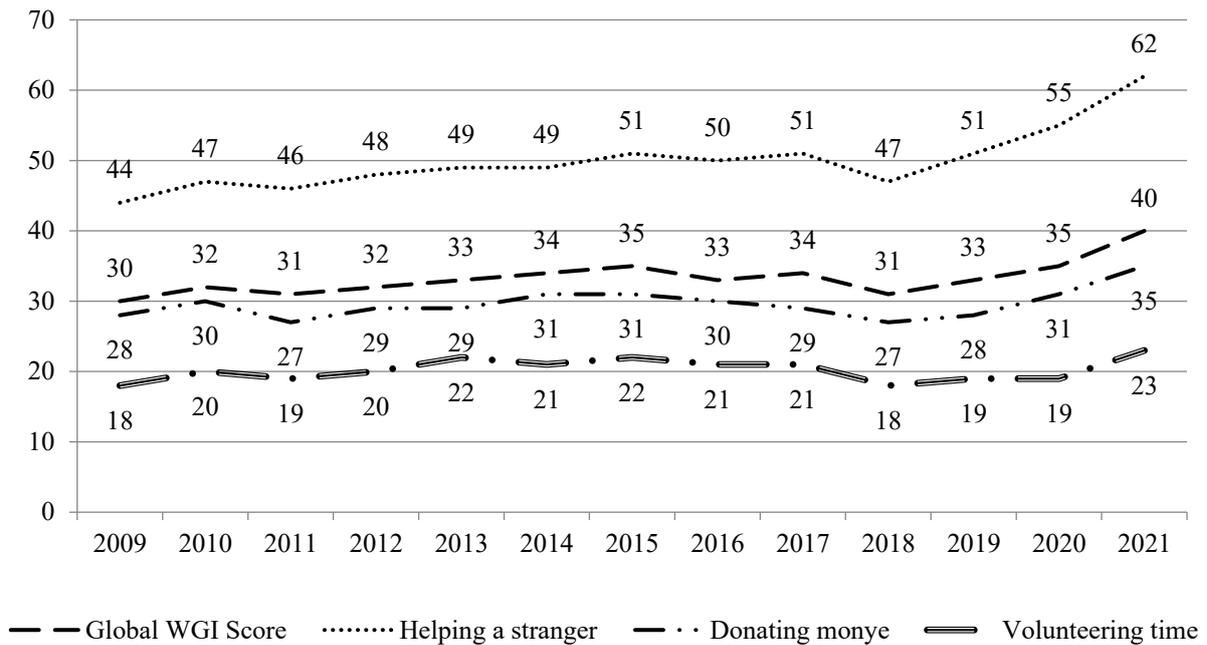


Figure 2. Global scores over time, % of participation (CAF world giving index, 2022)

Ukraine. In fact, Ukraine is the only European country occupying a place in the top 10, moving up the rankings from 20 in 2020 to 10 in 2021.

Ukraine's increase across all three individual measures may be due in part to the country's socio-economic growth and the cultural shifts that were taking place in the years before the war. Research on Ukrainians' perception of charitable giving suggests that factors such as rising living standards, the implementation of new and more creative modes of charitable activities, and the increased need for giving triggered this growth in giving and participation (CAF world giving index, 2022).

The latest report covers data of 2021, but given the military events in 2022, the results for all three positions would be in many times higher.

3. Place of volunteer tourism in the tourism industry

Voluntourism comes from the English word "voluntourism", that is, it consists of the words "volunteer" and "tourism". In the process of studying this phenomenon, the available sources related to volunteering and tourism, scientific works of foreign and Ukrainian scientists in this field, Internet resources, feedback from people participating in volunteer programs were studied.

Ukrainian scientists such as Trunina I., Khovrak I. and Bilyk M. (2019) considered problems of voluntourism, its prospects, defined it as a socially responsible type of tourism. Almela M. (2020), Hertwig F. (2018), Mehra T. (2022), Smith M. (2015), Wearing S. (2001) – foreign researchers who also studied voluntourism, tried to understand how volunteers interact with the host their community, the possibilities of this type of tourism and its features, advantages and disadvantages. Despite the works of domestic and foreign representatives of science, there is a lot of understatement in the issue of volunteer tourism. The Law of Ukraine "On Tourism" lacks a definition of volunteer tourism, classification, safety requirements and its organization.

The purpose of the study is to analyze the current state of volunteer tourism in the world, the idea for the future development of such tourism in Ukraine.

In the last decade, volunteering has acquired a planetary scale, and in economically developed countries, volunteering has become one of the most prestigious types of free time – volunteer tourism, and a new term has been used in the foreign practice of the tourism industry – "voluntourism".

One of the most used definitions of volunteer tourism in the academic field is from Wearing S.

(2001): volunteer tourism involves those tourists who, for various reasons, carry out volunteerism in an organized way while they are on vacations and that can include aid or relief of the material poverty of some collectives of a society, restoration of specific environments, and the searching of social and environmental aspects.

Voluntourism = Holiday Adventures Including the Feeling of Doing Good (Hertwig, 2018).

UNWTO chose "Tourism is not only travel, it's peace" as this year's motto (Worlds Volunteerism Report: Building Equal and Inclusive Societies, 2022).

The lists of proposed projects posted on the websites of international volunteer organizations and social networks make it possible to form a fairly extensive list of volunteer programs specifically in the field of tourism.

This type of tourism is understood as trips and travels, within the framework of which tourists pay money to go to developing countries or disadvantaged regions and participate in various charity programs, projects (for example, teaching English to orphans, protecting nature, helping to build schools or any other type of community service).

Voluntourism is a rapidly developing industry, the phenomenon itself is quite new and not fully understood. In Ukraine, "volunteer tourism" is at the stage of personalized development. Often, all types of tourist volunteer movement are referred to as a voluntary form of association to mobilize a tourism initiative, achieve socially significant goals for the development of the country's tourism industry, jointly solve common problems in the field of tourism, contributing to personal growth and the development of social activity of its participants.

The fact that in the scientific literature and in the Law of Ukraine "On Tourism" (1995) in Art. 4. Organizational forms and types of tourism this type is not distinguished as an independent one, but refers to youth or ecological. But unlike youth tourism, which is distinguished by a certain age category (in Ukraine, up to 35 years), volunteer tourism has no age restrictions at all, and this is one of its features that distinguishes it from others. When compared with eco-tourism, where volunteer tourism undoubtedly has a lot of common features, but at the same time, appreciable differences, such as help not only nature, but also people.

4. Trends, advantages and disadvantages of the development of volunteer tourism

To this date, the main trends in the development of volunteer tourism can be described as follows:

- every year in the world the number of people involved in volunteering and providing this or that assistance is growing, but the number of those who make monetary donations is decreasing;
- a significant aspect for the development of volunteer tourism is the mentality and culture of the country, which have a significant impact on the level of involvement of citizens in volunteer activities;
- in developed countries, the number of organizations specializing in volunteer tourism is increasing: the list of proposed volunteer tourism projects and programs, the range of tours within the framework of volunteer tourism is expanding;
- for the development of the sphere of volunteer tourism, various stimulating actions are taken at the level of governments, social institutions and public organizations.

On Figure 3 shows the main advantages of volunteer tourism in comparison with other types of tourism.

At the global level, voluntourism has also become an economic factor. Today, the turnover in the field of international volunteering is assumed to amount to several billion euros per year.

In accordance with the Law of Ukraine "On Volunteering" (2011) citizens of Ukraine, foreigners and stateless persons who are in Ukraine on legal grounds and are able to act can become volunteers. Underages perform volunteer activities with the consent of their parents (adoptive parents), foster parents or guardian.

According to the statistics of the International Labor Organization, in Ukraine for 2021 the number of volunteers is 2260.8 thousand people, officially operating through volunteer and charitable organizations 222.7 thousand people, of which 58% are women, 42% are men, respectively the number of volunteers represents the number of persons of working age, who are classified as having done volunteer work for 1 or more hours, in a given reference period (Number of volunteers by sex and type of volunteer work, 2022). The latest report covers data for 2021, but given the military events in 2022, the number of volunteers would be several times higher. For comparison, show the number of volunteers in some European countries in 2021 (Figure 4).

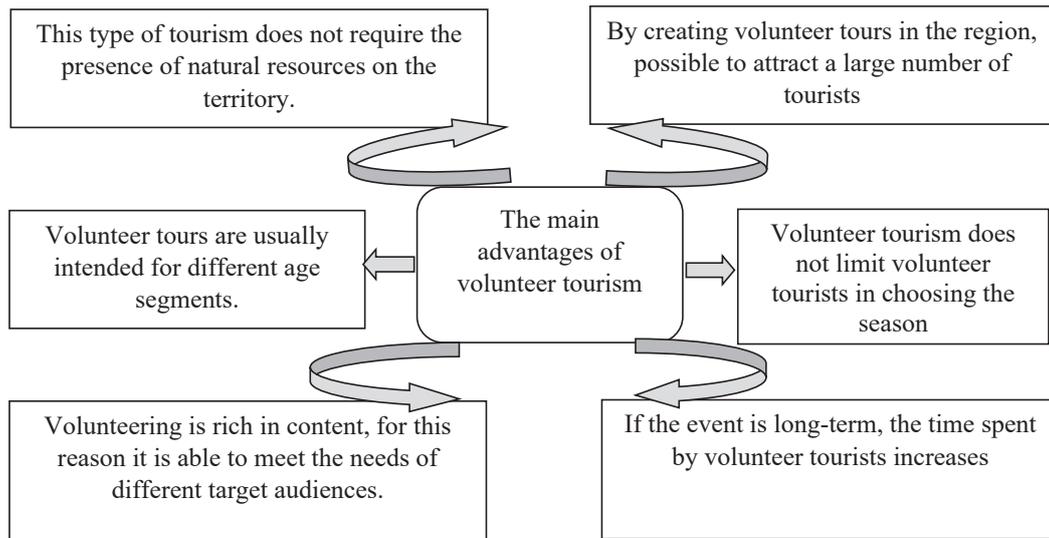
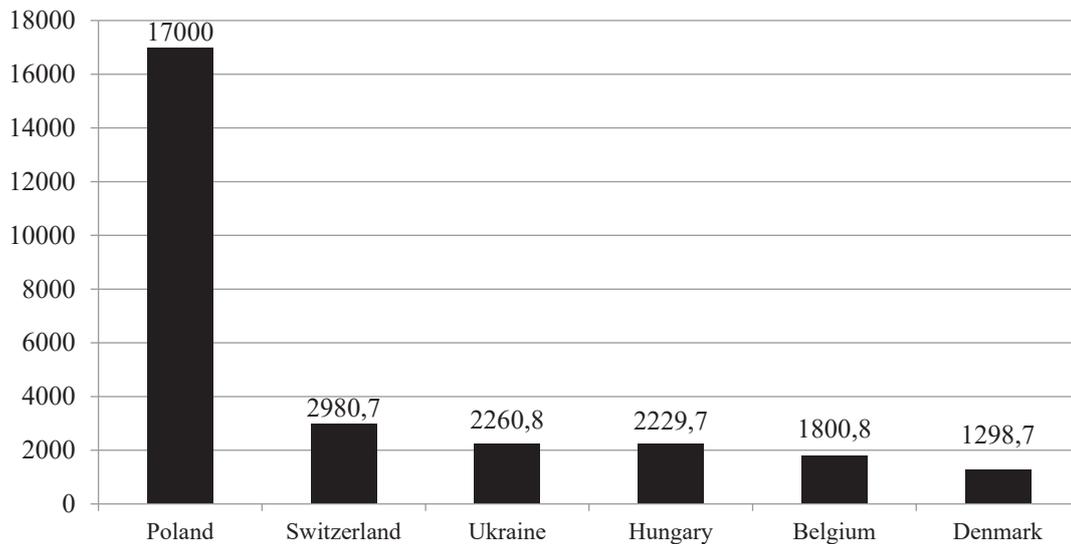


Figure 3. The main advantages of volunteer tourism



**Figure 4. Number of volunteers, thousands
(Number of volunteers by sex and type of volunteer work, 2022)**

In Ukraine, there is currently a "boom" of registrations of charitable organizations, including international ones. The spring of 2022 demonstrated exceptional activity in support of the Ukrainian army and government, internally displaced persons and socially vulnerable population groups (Zagoriy Foundation. Charitable giving as viewed by Ukrainians, 2021).

The readiness of Ukrainians to invest time and money in the future of Ukraine, not just to help, can be seen. This is a strategic volunteer activity, equivalent to the readiness to support the army and rebuild the country, cities and villages.

The trend in Ukraine is that people respond to every crisis with active actions. This was in 2014–2015, when there was a boom in volunteer and public initiatives, as well as during the first lockdown due to COVID-19. In Ukraine, there is an active development of philanthropy, which is aimed at systemic activity and profound changes (Zagoriy Foundation. Charitable giving as viewed by Ukrainians, 2021).

Trends in volunteer tourism, as in travel in general, follow changes in politics, economics and social policy. Volunteer tourism in European countries near Ukraine increased several times with the start of the war in 2022.

According to Mehra T., Thorley A. (2022), who have done extensive research into foreign fighters in Ukraine, "politics come supremely, if at all" among aspiring fighters now. Volunteers travelling to Ukraine are doing so to repel an act of Russian aggression against an innocent country, not to implement an ideological agenda.

The war in Ukraine has attracted an influx of volunteers in Ukraine's favor. While most of these volunteers have been great, some have been more interested in chasing clout and role-playing as war heroes.

Today, Ukraine and its cities have become symbol of indomitability of Russian aggression, an example of courage and fortitude in defending its freedom and independence. Millions of people around the world know about Ukraine and support Ukrainians. Many have developed an interest in our history, traditions, values and a sincere desire to help in the reconstruction of our country. So after our victory, when the airports open, we can expect a large flow of tourists, including volunteer tourists.

Despite, it would seem, the presence of only positive aspects in this new trend, volunteer tourism was criticized in many publications, articles by volunteer tourism researchers began to appear, considering the negative aspects of its development:

1. The problem of "chasing glory", the core of which is that the main goal of volunteers is not to help other people, but the experience that they will gain here, as well as a sense of their own importance, new emotions.

Zivo A. (2022) underlines that Charles McBryde, an American volunteer who helped raise funds for medical support in the Kharkiv region, said that some of the international volunteers he'd met seemed to be "lost souls" or "adrenaline junkies" who were interested in "chasing glory". McBryde noted that many influencers who traveled to Ukraine lacked specific volunteering plans. He added that no one could be free of selfish motives and what matters is whether people are ultimately helping rather than getting in the way. That sentiment was mirrored by other volunteers, who also had mixed feelings on the subject.

2. The lack of appropriate training for volunteers for a particular type of activity.

According to the results of the survey Trunina I., Khovrak I., Bilyk M. (2019), 59.1% of respondents

do not have volunteering experience, 38.6% of respondents have episodic experience and only 2.3% of respondents constantly participate in volunteer activity. It is important that none of the respondents chose the answer "do not consider it necessary to have such experience". However, answering questions about the frequency of volunteering, 13.6% of respondents indicated that they did not consider it appropriate to engage in volunteering. That is, from 59.1% of respondents who do not have experience in such activity, practically a quarter does not consider it appropriate to have such experience. In this case, 13.6% of respondents consider it necessary to engage in volunteering once a week and more often, 50% – 1–2 times a month, 13.6% – 1–2 times a half year, 9.1% – 1–2 times a year and less often.

The worst thing people can do is come to Ukraine with no skills. I know people want to help, but they should think first before they act. Don't come to Poland. We have enough people here." He beseeched would-be unskilled volunteers to donate the money they would otherwise spend on airfare. His stance mirrored critiques often levied against "voluntourists", who pay exorbitant sums to visit distressed regions so they can feel good about providing labor of marginal value (Zivo, 2022).

3. Short stay of volunteers and, as a result, negative psychological consequences, for example, for children, who become attached to volunteers.

5. Conclusion

Every year in the world the number of people involved in volunteering is growing, but the number of those who make donations is decreasing; a significant aspect for the development of volunteer tourism is the mentality of the country; in developed countries, the number of organizations specializing in volunteer tourism is increasing; for the development of the sphere of volunteer tourism. In this context, need to pay attention to the current state and prospects of the development of volunteer tourism, because in our world there are many global environmental and social problems and trends in volunteer tourism, as in travelling in general, follow changes in politics, economics and social policy. more and more charitable organizations and volunteer centers are planning their activities in the long-term perspective.

But there are a number of specific barriers caused by the natural fears and risks of the individual, in connection with the unrelatedness and danger of volunteer tourism. That is why it is relevant to identify the most promising directions of cooperation between Ukraine and other countries in terms of volunteer activity.

The negative aspects of the development of volunteer tourism were found: main goal of volunteers is the sense of their own importance, new emotions; the lack of appropriate training for volunteers; short staying.

One of the most effective areas of voluntourism cooperation today is the development of joint international social projects, with the involvement

of volunteers. The second area of cooperation is the organization of cooperation at the expert level. The third area of cooperation is raising awareness of the Ukrainian population about the development of volunteer activities, volunteer projects and programs.

Despite the criticism expressed against volunteer tourism, the prospect of its development is beyond doubt. Volunteering is a socially useful activity, which is based on a voluntary, free choice, reflecting the views and positions of a person. Given the fact that the need for volunteer assistance will increase more and more, the issue of supporting and developing volunteer tourism will remain relevant for a long time.

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