



Behind the Scenery: Voluntourism in Tasmania

December 2016

Volunteer tourism, or 'voluntourism', has received attention as a growing area of volunteering; one where individuals combine volunteering with holiday or leisure. This document examines the application of voluntourism in Tasmania. Over 4,000 visitors come to Tasmania solely for the purpose of volunteering – spending more and staying longer on average than other tourists (Volunteering Tasmania, 2014). However, little else is known about this field. This paper explores this underutilised area of research. In doing so it reveals both challenges and opportunities for Volunteer Involving Organisations and the wider industry. Primary research points to emerging opportunities for growing in Tasmania.

Report Findings: What did we learn about voluntourism in Tasmania?

- Volunteer tourism or 'voluntourism' is a growing area of interest in the volunteering industry
- In Tasmania, 4000 people visit the State solely for the purpose of volunteering
- Voluntourists stay in Tasmania longer on average than other visitors
- Voluntourism arrangements in Tasmania have largely grown organically and within existing volunteer programs
- There are some structured programs to attract international visitors seeking opportunities to see and help preserve Tasmania's unique environment and wildlife
- Voluntourists are primarily attracted to Tasmanian opportunities by word of mouth and informal networks
- There are strong alignments between Tourism Tasmania's branding of Tasmania as a destination of choice and opportunities for visitors to have a unique and meaningful travel experience
- Motivations of voluntourists differ from other volunteers- this can be challenging when trying to recruit and retain volunteers
- There are opportunities to scope the economic benefits growing the voluntourism industry in Tasmania.

Introduction

Volunteering is often seen happening in community groups and not for profit organisations. When we think of volunteers, we so often think of traditional volunteering roles – helping out in an Op Shop, delivering meals in Aged Care homes or cleaning up the environment. In Tasmania, we know that volunteering activities can be more varied. People are looking for new and innovative ways to give time into the community.

One of the growing areas of volunteering which Volunteering Tasmania has explored is the area of volunteer tourism or 'voluntourism'. Defining what voluntourism actually looks like is complex as there are lots of different definitions in the existing research. Wearing (2004) gives one of the most used definitions, describing voluntourism as the activities of 'holiday-makers' - finding volunteer work while away from home. Wearing also comments that voluntourism can be a form of leisure – one that links volunteering with a hobby or interest (Wearing 2004; Wearing et al. 2008).

Volunteering Tasmania has adopted Wearing's broad definition of voluntourism. This broad based definition includes the actions of people who combine travel with voluntary work - be it in structured programs or in other organic and informal ways (Raymond & Hall 2008; McGloin & Georgeou 2015). Keeping this definition of voluntourism broad,

allowed Volunteering Tasmania to explore different individuals and opportunities around leisure travel and volunteering.

While voluntourism appears to be a new trend in volunteering, it actually has its origins in missionary movements and international aid efforts (Brown 2005; Raymond & Hall 2008; Wearing & Pointing 2009). It has evolved from its early aid roots, focusing on delivering a meaningful tourist experience- giving people the chance to volunteer while combining a holiday or leisure activity. Globally, this movement appears to be growing. The economic benefits of voluntourism are estimated at \$2.6 billion dollars globally (TRAM, 2008).

Voluntourism is also shown to be important to the local economy of Tasmania. In 2014 it was estimated that over 4,000 tourists visited Tasmania solely for the purpose of volunteering. Voluntourists were shown to spend more money and stay longer in Tasmania compared to other tourists (Volunteering Tasmania 2014). Linkages to these trends and their role within Tasmania's tourism industry are, as yet, relatively unexplored. Limited research currently exists on how trends in voluntourism fit within the wider strategic efforts taken to reposition Tasmania as a tourist destination of choice (Tourism Tasmania 2015a; Tourism Tasmania 2016a; Tourism Tasmania 2016b). To start to 'fill the gaps' in our knowledge, Volunteering Tasmania has conducted preliminary research. This report seeks to begin to understand the operations of voluntourism in Tasmania and the challenges and opportunities that lie within this industry.

This report has been clearly divided into three key areas. It firstly gives a summary of existing research on voluntourism (Brown 2005; Raymond & Hall 2008). There are significant knowledge gaps when applying this global field of activity to Tasmania. The second part of this report, therefore, aims to bridge some of these gaps. It makes a link between marketing of Tasmania and opportunities for voluntourism in the State. The crux of this report is to present new findings and new opportunities for discussion. The third and final section discusses voluntourism activities with Volunteer Involving Organisations in Tasmania. These findings raise some of the key challenges and opportunities for this sector.

Review of Literature: Trends and Issues

Defining Volunteering

Volunteering Australia's definition considers volunteering to be "time, willingly given for the common good and without financial gain" (Volunteering Australia 2015). This definition has a wider focus to capture the breadth of volunteering occurring in Australia in the 21st century. It moves away from narrower ideas of volunteering being an activity occurring in not for profit organisations (Ellis et al 2014; Volunteering Australia 2015). Volunteering Tasmania has adopted and formally recognises the broader definition by Volunteer Australia – including the adhoc and more informal ways people volunteering their time.

Origins of Voluntourism

In light of the new Australian definition of volunteering, this project considers how voluntourism fits in this framework. While it is seen as a recent trend, voluntourism is not a new phenomenon. At its core, voluntourism is about volunteering efforts outside of one's own country. Some early forms of voluntourism are captured in research on missionary movements and religious based service and giving (Beigbeder 1991; Brown 2005; Raymond & Hall 2008; Ong et al 2013).

We can also see voluntourism taking place in some of the early international programs such as International Voluntary Services, and Earth Watch – emerging in the 1950s and 1970s respectively. There is a connection between these actions and the movements for

international aid and global justice. Despite their differences, all of the activities described identify with core elements of voluntourism – volunteering activity combining with overseas travel (Barbieri et al 2012; Boluk et al 2016).

Voluntourism: International Aid and Development

Media exposure via international aid has certainly been cited as one of the key linkages between volunteering and tourism. Existing research covers comprehensively some parallels between voluntourism and volunteering for development. Some high profile initiatives like Band Aid and Live Aid have been identified as critical in directing mass attention to global social inequity (Ingram 2008). Organisations like the Peace Corps and Australian Volunteers Abroad have also showed early models of alternative experiences to travel; models based on giving or volunteering (Wearing 2004; Wright 2013).

Research shows volunteering being important to international development; volunteering as part of a involvement in growing global justice – be it ecological, social justice or other issues (Simpson 2004; Devereux 2008). There is a breadth of work showing how volunteering interrelates with new forms of giving, and the role of volunteers in global development. The growing interest in volunteering internationally has been linked to a combination of awareness of global social issues, and a rise in individuals travelling abroad– thanks particularly to the greater affordability and accessibility of travel (Robinson & Novelli 2005; Barbieri et al 2012; Boluk et al 2016).

The growth of early international programs such as International Voluntary Services, and Earth Watch – emerging in the 1950s and 1970s respectively - is argued to contribute to the growth in international aid and giving. All of these activities maintain some core elements of our understanding of voluntourism - of volunteering being combined within overseas travel (Boluk et al 2016; Barbieri et al 2012).

Motivations of Volunteer Tourists

A rise in international aid and global fundraising has been attributed to a global interest in voluntourism. However, we also need to understand the motivations of individuals. A desire for new travel opportunities is widely linked to a rise in the voluntourist– particularly when including research on opportunities and growth in ‘gap year’ travel (Robinson & Novelli 2005).

Finding interesting, unique and unusual holiday experiences are pivotal to voluntourism’s market. Research largely shows that these volunteers are looking to stand out from their peers – to see new, unfamiliar or unique places. Voluntourism is attractive to these people because it offers a distinctive appeal; a chance to have an experience that isn’t mass produced or mass marketed (Pearce & Coghlan 2008; Ingram 2008).

Tourists looking for an ‘alternative’ holiday experience is particularly important to growing voluntourism. In the literature reviewed, voluntourists appear to attach significance to the idea of an authentic experience - working and learning with local communities or experiencing a diversity of cultures. Additionally, opportunities to integrate learning with bonding experiences as a group or family is common. Educational and cultural learning

appears intrinsic to the volunteer tourist experience. This also highlights the motivation that for voluntourists an authentic travel experience is desirable – particularly travelling to areas not conventionally available (Beigbeder 1991; Brown & Morrison 2003; Wearing 2003; Brown 2005). They are attaching strong desires to experience this ‘authenticity’ and to interact in local cultures and communities.

A desire for a unique holiday experience is often balanced with the motivation of voluntourists. Literature highlights that altruism – or the desire to ‘give back’ in areas of less privilege – is a key motivation. The theme of ‘travel with purpose’ appears consistently in the global research on voluntourism motivation. Whilst combining travel with voluntary experience is common to the definition of voluntourism, there is a strong element of individuals feeling a sense of purpose or commitment to ‘do well’ (Brown 2005; Lyons & Wearing, 2008; Coghlan & Fennell 2011). Understanding this combination shows how two seemingly unrelated areas of tourism and volunteering have merged together (Brown 2005; Wearing et al 2008).

Voluntourism – Volunteering or ‘Serious Leisure’?

The theme of ‘travel with purpose’ is strongly emphasised in current research. However, volunteering opportunities that combine travel with leisure also redefines what we think volunteering is. The way people look to give back in their communities has changed a lot over the past few decades (Ellis et al 2014). We can see volunteering beginning to cross over into areas where individuals could be ‘giving back’ but also taking on a hobby or ‘serious leisure’ interest (Arai 1997; Stebbins 2004; Lockstone-Binney et al 2010; Rochester et al 2010).

The experience of the volunteer and the activity that they undertake as a volunteer therefore overlaps with leisure and recreation. Common examples include: heritage attractions, arts festivals, conservation efforts and sport based activities. These activities contrast with an idea that volunteers should be motivated purely by altruism. Volunteers may primarily identify with the activity they are taking on (be it in sport, arts or another area). Indeed, they may not even see themselves as volunteers. It doesn't lessen their impact. However this trend shows key differences for these groups of volunteers – both in recruitment and ongoing management. Research shows that these volunteers are likely to be interested in the social aspects of volunteering; wanting to pursue an interest or develop some skills. This is also found in voluntourism research. Voluntourists may also have a primary motivation of pursuing an interest rather than 'travel with purpose' (Getz 2000; Lockstone-Binney et al 2010).

Ethical Considerations in Voluntourism

The desire to 'give back' whilst having a holiday experience is well explored in existing voluntourism literature. Research, however, has also emerged highlighting the ethical conundrums within this experience (Ong et al 2013 and Wearing &McGehee 2013). There is a critical analysis of voluntourism highlighting the conundrums between the economic benefits tourism can offer (particularly within less developed countries) and the potential problems of individuals seeking to change countries they do not reside in (Ingram 2008; Tomazos & Butler 2009; Cousins et al 2009; Coghlan, & Gooch 2011).

One of the specific critiques attached to voluntourist activities is the length of time individuals give through their experience. The contribution of voluntourists on short term

stays has attracted criticism. Voluntourists may not be contributing in real terms through their experience. Dobrovolny particularly cites that a few weeks voluntary experience is 'not enough' to meaningfully give to a community. Under contribution is common with volunteers potentially paying for a travel experience – not working towards the development of a community (Dobrovolny 2012).

The overall imbalance of power relationships and the potential for colonialism of less developed countries is also well covered in existing research (Dobrovolny 2012; McGloin & Georgeou 2015; Boluk et al 2016). There is also the question as to the usefulness of volunteer tourist efforts overseas. Dobrovolny notes that potentially under contribution is common: volunteers are really paying for a travel experience – not the development of community. Often the length of time isn't long enough to contribute meaningfully or empower a community (Dobrovolny 2012).

It is important to acknowledge the range of critiques levelled within the existing field of research. Despite this analysis, it is unlikely this volunteering phenomenon will cease (Boluk et al 2016). Its growth is reflected in dual motivations of individuals seeking to give back to communities, whilst having a unique travel experience. Its long term impact, however, is relatively unknown. How the industry evolves to meet new and emerging needs, or how experiences change over time will be critical to future research and analysis.

Voluntourism in Tasmania

Media outlets, research bodies and 'thought leaders' have all shown a growing interest in the idea of combining volunteer roles with holiday and leisure activities (Marszalek 2009; Dunford 2010; Siegele 2013; Jenkin 2015; Molloy 2015). This interest in unique or 'meaningful' tourist opportunities is not just happening nationally or internationally. Interest in this trend is also clear at the Tasmanian level. In 2014, Volunteering Tasmania found that over 4000 tourists visited Tasmania solely for the purpose of volunteering. Voluntourists are shown to have a longer than average length of stay in Tasmania (Volunteering Tasmania 2014).

Despite the interest from voluntourists in Tasmania, there is not a great deal of research on this trend. Existing research has had a stronger focus on environmental and eco-tourism opportunities that involve volunteers (Ellis 2003; Ellis 2004; Hardy et al 2000; Hardy 2015). One of the most well-known examples would be the Green Guardians program- where tourists participate in conservation activities by volunteering (Chang & Kristiansen 2006; Fry 2013; Parks & Wildlife 2015). It is unsurprising that this has been one of the main areas of interest. Tasmania has had a reputation as the 'clean green' state (Walker et al 1997; Chang & Kristiansen 2006; Fry 2013; Brand Tasmania, 2012). Its natural assets and beauty have traditionally been core to its identity and its marketing strategy (Matysek & Kriwoken 2003).

It is interesting as we look to the opportunities for voluntourism in Tasmania, to see how Tasmania is perceived by visitors. Tasmania's marketing has changed from its presence

as the 'clean green state'. There is arguably less singular emphasis on its wilderness or vibrant landscape. There has been a strategic change in focus on 'Brand Tasmania' (Brand Tasmania 2012; Tourism Tasmania 2015-16). Tourism Tasmania's review of "Brand Tasmania", was designed to give Tasmania competitive edge in the Australian tourism marketplace, and strategically position Tasmania to deal with key growth areas for interstate and international visitors. It has been argued this changed direction has led to a growth in the industry (Hope 2016; Tasmanian Tourism 2016; Tourism Tasmania 2015-16).

There are of course other factors contributing to a growing interest in Tasmania as a destination of choice. One of the more significant changes in the tourism landscape is the so called 'MONA effect'. It is argued that the opening of the Museum of Old and New Art (MONA) in 2011 has been pivotal to the renaissance both in Tasmania's cultural perception and tourist strategy (Dunford 2010; Fillis et al 2014; Ryan 2015). Touted as a 'game – changer', MONA has had a significant effect on tourism, arguably making Tasmania a more desirable destination on the Australian landscape. Its role cannot be underestimated in the reimagining of Tasmania's brand and the State's identity and perception interstate and abroad (Ryan, 2015; Tourism Tasmania 2015; Cica 2013).

Tasmania has strategically repositioning itself within tourism marketing. We know little, however, about how voluntourism opportunities fit within this. To date, a majority of research on voluntourism has focused on conservation activities (Hardy et al 2000; Ellis 2003, Ellis 2004; Hardy 2015).

Within the repositioning of Tasmania as a destination of choice among travellers, little is known about the scope and breadth of voluntourism in this sector. To date, most research has focused on voluntourism's links to Tasmania's identity as a natural landscape, and on environmental voluntourist activity (Hardy et al 2000; Ellis 2003; Ellis 2004; Hardy 2015). Little is known the opportunities happening more widely. Primary research by Volunteering Tasmania sought to explore this more broadly so we could better understand the challenges and opportunities within Tasmania.

Research Findings

Preliminary research shed light on the challenges and opportunities surrounding the voluntourism area in Tasmania. This section of the paper divides preliminary findings into three key themes:

1. Perspectives on Voluntourism – Current Practice in Tasmania
2. Barriers to Voluntourism Growth in Tasmania
3. Opportunities for Voluntourism in Tasmania

These themes emerged in Volunteering Tasmania's primary research with Volunteer Involving Organisations.

1. Perspectives on Voluntourism – Current Practices in Tasmania

Given the minimal research into Tasmanian voluntourism, participants from Volunteer Involving Organisations were able to discuss what kind of activities were happening in their sector. They also discussed how they got started in this field and how they had come to involve voluntourists in their work. A common theme during the primary research was the organic and informal way in which voluntourism opportunities had emerged in Tasmania. One participant commented,

"...we never wanted to be tourism operators. We started off as radical, chain yourself to bulldozer Greenies. This whole area was owned by a logging company, and that whole managed investment scheme fiasco. So this was part of that. And we bought it off the liquidators...then we had to work out what to do with the area and kind of evolved from there." (Participant A).

Other organisations also commented that their program had not been designed directly to create volunteer experiences for tourists. Demand for this came people proactively seeking a new experience when in Tasmania,

"... We don't really recruit. What we do is we put up on the website. And there's one section which says "get involved"... you go to that section it explains to you how volunteering works at the festival and invites you to get in touch with us. So, from that we would get hundreds of messages from people." (Participant C)

Tourists proactively seeking volunteer activities on their visit to Tasmania were common to the Volunteer Involving Organisations interviewed. However, voluntourism activities were largely the norm, one participant noted that formalised arrangements for voluntourist experiences did exist. In this case, as part of a wider network of Volunteer Involving Organisations, a formal program aimed at visitors looking for a volunteering experience had been implemented,

"... we have our International Volunteer Program which is run by our head office. So locally we don't do anything but head office would." (Participant D)

They added,

"...international program volunteers they hook through an agent where they live and that covers their food and travel and so on.... the international program is a paid program where they pay for the volunteer experience as it includes accommodation and food and transport and so on." (Participant D)

This participant noted that formal arrangements where an individual would pay for a volunteering experience did exist, albeit with activities managed from 'head office'.

This participant, however, noted that the international program was not the only way in which their organisation involved voluntourists. Opportunities existed outside formal international programs,

"... we've probably got about forty to fifty volunteers. And they come and go. But on a yearly regular basis we would see about 50 volunteers per year. On a local basis we source like backpackers or people travelling." (Participant D)

Overall demand from visitors to Tasmania for voluntourism opportunities largely fell outside specific recruitment methods for Volunteer Involving Organisations. In contrast to wider research in voluntourism, few partnerships with travel agencies or private providers applied in Tasmania.

Indeed, informal referral arrangements and advertising appear to be common to Tasmania. Participants noted that word of mouth advertising was the norm. One participant highlighted this perspective, commenting that recommendations from hosts in similar organisations and similar fields was the most common way for tourists to find their volunteer role,

"(they) will come here, and then they will go to another (X organisation) host and tell them about their experience here and how they got on. And then (X organisation) will tell them about here." (Participant A)

Another Volunteer Involving Organisation also emphasised personal networks and word of mouth as a primary recruitment method,

"... about 65 per cent of them are recidivists. They'll come back. They've done previous volunteering. There's a great deal of "I'll ask my mate to come with me".

So personal networks. So people will ask others to come along and get involved."

(Participant C)

One participant also highlighted that informal networks and friendships were important for their sector,

"...the people who come from interstate often come in little groups. So they'll come down with their partner or their friend. And usually if Person A volunteers to do something, Persons B and C will get involved as well. ... Their friend who came along then feels left out, and comes in and will do anything you like. ... So they tend to stick together, these groups. If one gets involved, they will all get involved."

(Participant C)

Although informal networks, and word of mouth opportunities appeared to be primary for voluntourism, some specific programs targeted at tourists did occur. Participants largely demonstrated that the emergence of voluntourism in Tasmania had been informal, and based on individuals seeking experiences as part of their holiday. Few structured approaches to recruitment and promotion of voluntourism opportunities appeared to be in place within Tasmania.

Barriers to Voluntourism Growth in Tasmania

All participants highlighted that voluntourists had become part of their volunteer teams, with the majority drawing into their organisations in informal and unstructured ways.

Initial findings suggest that participants found that management of voluntourists largely fell within overall volunteer management practices. Few structured opportunities appeared to exist to coordinate and engage voluntourists. Participants noted that

challenges in managing visitors seeking volunteer work was therefore often in parallel to overall challenges in volunteer management.

One of the key issues raised by one participant was that finding a good match between the volunteer and the volunteer role was important– regardless of the way in which the volunteer came to give time to the organisation:

“... (the Volunteer Manager will be) getting a sense of who you are and what you like to do and which would be the best possible fit for you.” (Participant C)

This participant also noted that practices to ensure inclusive volunteering opportunities did not differ regardless of the location of the volunteer or how they joined the volunteer team:

“...So for instance we’ve got people with special needs. They still volunteer but they volunteer for jobs they can handle easily.” (Participant E)

One participant also noted that the need to be adaptive in managing and supporting volunteers:

“Sometimes it can be harder depending on the group. The people who join our international program, we provide them with accommodation and food which needs coordinating... Different obviously, especially if there are language barriers”
(Participant D)

The overall management of voluntourists did not differ greatly from traditional volunteers.

One participant summarised this sentiment well:

“...I guess in that instance it’s harder for me because I have more to do. But if they are a backpacker or a traveller and they are joining in a project, it’s no different to a local volunteer...” (Participant D)

The need to adapt was specifically referred to around the induction and training of volunteers. The challenge in providing appropriate support, whilst meeting the time constraints on individual volunteers if they were visiting Tasmania for a short time. One participant noted that expectation management around training, induction and overall management of volunteers was critical to making this successful:

"I expect you to turn up at 10am and I expect you to do your job. I'm not going to pay you, but that's a real job. Having explained it that way in the beginning, people take it more seriously. It's not just I'm going to turn up with my mates and stand around and see if anything happens... It's a very real job to them and I explain that's what they're there for and we're counting on them to do it."

(Participant C)

Key concerns raised by participants were the challenges in adapting to the needs of voluntourists, particularly when demand increased. With all participants operating in a not for profit environment, the need for volunteer contribution was identified. All participants also highlighted that this need came at a cost:

"... because we rely on volunteers – there's no way in the world we could run this event without volunteers- that's not just lip service, it's entirely true. That means that we have a big investment in making sure they happy and they return... We would need forty times our budget to pay for this skilled labour and that's not going to happen. So we have a big investment in volunteers." (Participant C)

Participants highlighted the need for greater investment to enable them to support the management of volunteers. This was highlighted as essential to support sustainability in the sector. Participants also highlighted that if the voluntourism industry was to grow,

investment was required. An absence of financial investment and capital in this sector was highlighted as a significant barrier. One participant summarised:

"... What we are saying is that we are probably returning a 1000- 1 return on investment. I would love it if that was a basic policy for funding; that there has to be return on investment. Because we know we are able to deliver that return. The amount should be tied to the return. So if I achieve a target of 300,000 visitors to the event, and a contribution of \$90 million in direct spending I would like to see the amount the government contributes to that goes up as well. Because the problem is the event grows but the government contribution stays the same."

(Participant C)

Common to participants interviewed for this project was the consensus that opportunities were limited to investment. Without opportunities for growth, the sector would largely remain ad hoc and static

Opportunities for Voluntourism in Tasmania

Participants interviewed recognised that voluntourism was a largely under recognised, and underutilised area for Tasmania's tourism sector. An absence of funding, financial investment and support for the sector was highlighted. However, participants noted that there were significant areas of opportunity for Tasmania. The growth in interstate and international travel, and its affordability was noted. Participants were generally positive about the potential for growth in this area:

"... Tasmania in general has the reputation for being the wildlife place of Australia – indeed of the World. Certainly amongst the top 50 wildlife places on the world... For people from Melbourne and Sydney there's such cheap flights, it's cheaper for

them to come here and get a hire car than it is to go to the Blue Mountains.”

(Participant A)

Another stakeholder confirmed,

“...the environmental sector is quite large for voluntourists.” (Participant D)

Participants noted that voluntourism was a largely ‘untapped’ investment in Tasmania’s tourism strategy. The alignment between this opportunity strategic investment in voluntourism and Tasmania’s current tourism strategy was seen as opportune. Whilst Participant E noted that voluntourism was a specific market – *“there’s no generic to do with the volunteer-tourism”* - , there was a perceived alignment between the voluntourism sector and Tasmania’s current presentation as a vibrant, quirky and engaging destination.

The opportunity for voluntourism experiences to fit within Tasmania’s appeal as a unique and niche destination for tourists was highlighted:

“...we provide that good opportunity for people to see Tassie from a different angle. Especially people travelling within Tassie, or Australians travelling within Tassie. At the moment we get more international visitors travelling to Tassie than Australian or local travellers volunteering.” (Participant D)

Another participant added:

“...it’s a great way to do something different. Imagine what you come back home talking about. It’s not seeing the postcard view. It’s a growing industry segment, I guess volunteering or voluntourism.” (Participant B)

One participant noted that the appeal of voluntourism is attractive in that it offers visitors to have a unique experience when visiting Tasmania”,

"... Look if you go to a concert and you're one of the punters with a ticket. And then you look at the crew running around with backstage passes and all that. It just looks more exciting doing that than sitting here in a seat.... It's much more fun to be wearing a crew t-shirt, and running around with a backstage pass and radio and be running around helping to make the thing happen"(Participant C)

The opportunity to see grow voluntourism and appeal to the scenic nature of Tasmania.

One participant noted it was a prime opportunity for individuals to experience more of Tasmania and to capitalise on the unique location, scenery and wildlife:

"I think they are more interested in the outdoors and the environmental aspect.... it appeals to people as we go to places that you can't go if you are a tourist. So you can't go to that area because transport is terrible. Or because it's private property. So we give you a real experience of Tassie. So a lot of them I think that's attractive.
(Participant D)

Unique to Tasmania, appeared to be recognition that a number of voluntourists also were based in Tasmania – individuals travelling outside their hometown to volunteer. The opportunity to develop regional Tasmania and the potential growth for encouraging voluntourism experiences in 'country of origin' was discussed:

"... 60 per cent of our volunteers are Tasmanian. But about a quarter of that 60 per cent are from regional Tasmania who travel all around to volunteer. They are tourists too. They are enthusiasts. And they come at great personal expense to be involved. ... And if you count them, the number of voluntourists involved in our event soar. It's a very hidden tourist market or industry that we don't target enough"(Participant C)

With the unique experiences provided to voluntourists, and the growing inclusion of them in volunteer programs, participants were keen to point to opportunities for growth in the sector. The potential for economic, social and cultural growth was captured succinctly by one participant.

“The average tourist stays for something like 7.8 days or something. Ours stay for 12 days paying for hotels, transport and meals. And volunteers on average will spend 14 days. They do their volunteering and then they have a holiday. They have stories to tell when they go home. Rather than saying “oh, I went to Mona”. Well so did 10,000 other people. I went to Mona and volunteered to build and exhibit and met these people –that’s a story and that’s a pitch for investment”. (Participant C)

The potential for growth and investment for the industry were common themes across the breadth of interviews conducted. The parallels and support for Tasmania’s renewal as a destination of choice in the tourism market were emphasised.

Conclusions and Recommendations

Internationally comprehensive research exists about the scale and growth of voluntourism. However there are significant knowledge gaps when applying this field of activity to Tasmania. This report emphasises that research into voluntourism in Tasmania is in its early stages. This report has focused on Tasmania as a case study in analysing a much underutilised area of research. Importantly, key opportunities for developing voluntourism in Tasmania are highlighted.

There are a number of conclusions that can be drawn initially from the research conducted. Firstly, this research indicates that voluntourism has evolved slowly in Tasmania, with largely informal networks and structures. Only a small number of formal programs appear to be established targeting international (and interstate) visitors seeking a volunteering based holiday exist. Outside of the small number of fee based formal structures, generally the voluntourism opportunities appear to be unstructured. The methods of recruitment are ad hoc, informal and based on word of mouth and personal networks. Demand for activity is largely driven by individuals wanting to be involved, rather than organisations promoting voluntourism to an external audience. Potentially, Tasmania's size and scale is advantageous in allowing these heightened relationships and networking to occur.

Initial research findings suggest that informal voluntourism opportunities exist largely because there are few structures or support avenues in place for this industry. The inclusion of voluntourists to deliver and support key services, events and activities has been 'under the radar'. Whilst the organic nature of operations was something stakeholders identified as individual and unique, it highlights a number of limitations on

their activities. Specifically, participants interviewed did not identify areas for growth in their own organisations.

Initial research notes that key constraints to growing voluntourism is overall investment in the management of volunteers. Participants noted that managing voluntourists was often nonspecific, with their activities often forming part of general volunteering activities.

However, overall investment in Volunteer Management was required to support ongoing program sustainability.

Investment in Volunteer Management appeared to be one barrier within an absent long term or strategic plan to grow a potentially vibrant sector of Tasmania's tourism sector.

Volunteer Involving Organisations noted reliance on informal networks and general recruitment as the main mechanism for involving voluntourists. Formal structures or channels to grow and promote activities as an industry appeared to be absent or unknown to participants.

Despite a number of barriers in place to develop voluntourism opportunities, participants were largely buyout when considering opportunities for the voluntourism sector's growth in the State. All participants were aware of Tasmania's current 'boom' as a destination of choice for tourists. They were also cognisant of current strategic plans within Tourism Tasmania and State Government for growing Tasmania's appeal nationally and internationally. Indeed a number of participants identified strong opportunities for voluntourism to form part of these existing strategies. They noted alignments between their activities involving tourists, and the unique experience Tasmania had to offer. However long term strategy, investment and structures were barriers to developing these opportunities.

This research has shed light on a previously often unexplored area in Tasmania's tourism sector, and indeed in Tasmania's voluntary sector. It has highlighted a small but potentially dynamic area of activity in the State. Undoubtedly, the tourism boom in Tasmania emphasises its uniqueness and innovation. The balance of eco-tourism, coupled with cultural, food and artistic activities is evident (Brand Tasmania 2012; Tourism Tasmania 2016a; Tourism Tasmania 2016b). Therefore exploration of voluntourism activities should be of interest as Tasmania continues to market itself as a destination of choice for discerning tourists. Importantly, this article highlights a potential future trend of interest to government agencies, tourism operators and Volunteer Involving Organisations alike. There is importance for future research in this field and opportunities for significant projects to develop from this initial scoping project.

Prior research on voluntourism in Tasmania was limited – particularly focused on eco-tourism and environmental operations. This article aimed to provide a broader understanding of this sector, and the challenges and opportunities identified by participants working with voluntourists. Thus far, a number of preliminary findings have shown the scope of activity in this sector. Opportunities exist for a greater depth of research in this field – depth not available given the constraints of current research.

Current research would benefit from analysis of:

- Motivations and interests of individual voluntourists;
- Understanding of the economic, social and cultural benefits of voluntourism in Tasmania;
- Further detailed scoping of voluntourism organisations in the sector;

- Interrelationship between Volunteer Involving Organisations, Tourism operators and State Government.

Future study in these areas would be beneficial and capitalise on the preliminary findings outlined in this article.

Appendices

Appendix 1: Project Rationale

Project Rationale

The opportunities around Tasmania's tourism industry is a topical and relevant issue in the current public policy arena. Future trends in this field are poignant for both government agencies, tourism operators and volunteer involving organisations alike. Internationally, a number of programs and opportunities exist to combine tourism and holiday experiences with the altruism and community efforts involved in volunteering. The influence of these trends can be keenly felt in Australia, nationally and at State and Territory levels of government.

The primary rationale behind this project to bridge the gap in the growing field of research on voluntourism, and how (if at all) this trend has been applied to Tasmania. There are a number of challenges and opportunities for the volunteer sector, as the demand for combined tourist and volunteer experiences increases. In demonstrating the challenges and opportunities for the volunteering, government and tourism industries in Tasmania this project provides a focused case study. In order to provide a cope of evidence, this project is limited by necessity. It purposefully chooses to focus solely on Tasmania, seeking to ensure deep and meaningful research with a select number of case studies, rather than pursuing a wide ranging and potentially more superficial study. Tasmania additionally provides an interesting example as it highlights opportunities for collaboration between Tourism, Volunteering and Government: opportunities to grow Tasmania's tourism cachet and enhance community events and services in this region. There is importance for future research in this field and opportunities for significant projects to

Appendix 2: How We Conducted the Research

Research into voluntourism in Tasmania is in its early stages. As such only preliminary findings are presented. The research has taken a qualitative research approach. In - depth and semi-structured interviews were sourced from seven key stakeholders that involve volunteer tourists (voluntourists) in their organisations. These participants were selected from not for profit organisations. For the purposes of this project, interview participants were selected for their expertise and experience in this field. The majority of participants interviewed had operated in their current role for a minimum of five years. Despite working in a not for profit environment, the activities of these organisations spanned a range of sectors from heritage, to the arts, environment and special events. Thus far an equal balance has been maintained in the expertise provided from participants.¹

Research Methodology

This project has purposefully undertaken a planned research methodology. This has enabled Volunteering Tasmania to publish more extensively on this issue. It also highlights the consideration given to the way this project could best explore voluntourism in Tasmania as an emerging area of research.

To achieve its aims, this project purposefully administers mixed research methods. It has combined:

- semi-structured interviewing;

¹ It is noted that whilst participants operated across a range of sectors, these are not identified in the findings presented in this paper. Given the small size of voluntourism operations in Tasmania this would potentially provide a way of identifying the individuals interviewed.

- quantitative survey
- secondary analysis

A mixed methods approach involving qualitative and quantitative research has been utilised. In- depth interviews were undertaken with eight participants. Participants are selected from across the Tourism industry – all of whom currently involve volunteers in key projects. A balance between sectors (sporting, community services, heritage, arts, environment, and events) has been maintained. Similarly this project included a mix of operators that are both large and small in scale; that operate State-wide and in the regional areas. Identity of the participants is kept anonymous.

There were some variability's in the roles key informants played within their respective sectors as all held different levels of expertise and service in their current occupations. The overwhelming majority of key informants had more than a decade's experience working in the Tourism industry and had much expertise in this field.

Primary research gathered through the interviews of key informants was critical to this project, particularly in understanding approaches to 'voluntourism' from an organisational perspective. To ensure a balanced view, this project did not solely focus on evidence gathered from these organisations. It was important to Volunteering Tasmania that perspectives from 'volunteer tourists' themselves were gathered. This was particularly significant as information about the individuals who come to Tasmania to volunteer is largely non-existent. This project needed to gather valuable insights about:

- Where individuals who act as voluntourists in Tasmania travel from;
- What motivates individuals to volunteer in Tasmania;

- Where these voluntourists are volunteering their time;
- What would motivate voluntourists to return to Tasmania;
- The experience of being a voluntourist in Tasmania

To gather as much information from individuals as possible, a mixed methods survey was distributed via Volunteer Involving Organisations in the Tourism industry. Individuals were asked to complete a brief questionnaire (see Attachment 1.0) to detail their voluntourism experience. Whilst largely quantitative, some space for qualitative responses and free text comments was enabled.

Primary research did not form the sole evidence base for this project. Secondary analysis was also incorporated. Secondary analysis is defined as an analysis of data that was not conducted through primary research. It allows for analysis of primary research collected by another researcher. Utilising secondary analysis allows for analysis of existing information and compilation of existing research. To incorporate secondary analysis into this project, a number of primary sources were analysed and dissected. This built on the review of literature and theoretical framework adopted for this project, whilst simultaneously providing much needed context in the - often under researched - arena of Tasmania.

Ethical Considerations

The primary research conducted within this thesis has been completed with full ethics approval from the University of Tasmania.

With any form of research there are a number of ethical issues that must be considered, particularly when conducting primary interview based research. Ethical considerations form a number of areas of concern from consent, privacy to confidentiality of data. This is primarily because of the nature of the work and that it involves delving into other people's lives. Essentially, ethics place a responsibility on the researcher to "ensure the rights, privacy, and welfare of the people and communities that form the focus of their studies."

Any primary research can pose a number of complicated moral and ethical dilemmas and the rights of those participating in the research (both the subject and interviewer) need to be taken into consideration. Moreover, ethical research enhances the research design and is integral to a sound research project. An ethical project shows that participants are to be treated with respect and validity. Not only is this an ethical imperative, it also enhances the quality of research enabling participants to provide truthful and full answers without fear of exposure.

This project has drawn on some key ethical considerations, which are summarised below.

Voluntary Participation and Informed Consent

When conducting primary research participants should be protected from harm.

Whilst physical dangers are often most apparent, Babbie (1999) notes that preventing subjects from emotional danger and distress is equally important. This can be particularly important within social sciences as we are, relying on people being willing to reveal emotions, beliefs and values. As the topic of this project is not highly sensitive in nature, this has been of less significance.

This project does highlight the need for participants to be part of this project voluntarily and with right information about the project. Sound primary research relies on voluntary information. There should not be pressure on subjects (be it directly or indirectly) to feel they must participate in the interviewing process or that they will be in any way affected if they decline to do so. For Volunteering Tasmania, this has meant emphasising the benefits of the project and the interest the findings may bring. We have worked with organisations to ensure the project has appeal, rather than participants feeling 'forced' to participating.

This project also highlights the need for 'informed consent'. The basic principle of informed consent means that participants will be that research is being conducted and that they are clear of the purpose of the research. Participants will be informed of what the research is aiming to achieve and any potential implications or consequences. Informed consent also sets out that the research is conducted in compliance with other professional codes and that the subjects are aware of this. Through this information, subjects can then decide whether or not to participate or continue participating in the research.

Confidentiality

Confidentiality is an important ethical component to primary research. This project offered complete confidentiality to protect a subjects' privacy as much as possible. In complying with the area of informed consent (discussed above) an ethically important part of the process meant explaining how the researcher will aim to ensure privacy and confidentiality, and any possible risks to this that could occur.

To offer participants confidence in the research experience, Volunteering Tasmania has ensured:

- secure storage of data;
- limiting accessing of information to staff outside the project;
- destroying of data at the conclusion of the project;
- de-identifying individuals and organisations; and
- allowing individuals to withdraw consent to the research process at any time

Reporting and Analysis of Information

In addition to the ethical considerations aforementioned, ethical responsibility to the research community – regarding the analysis and reporting of information collected – is also pivotal. This includes any limitations of the primary research conducted. Thus, any negative findings or aberrations in findings that in some way indicate a lack of success should be made available.

Research Methodology

This project focuses on Tasmania's voluntourism industry. This is an area with limited existing research available. Primary research has formed a significant part of this project.

The methods adopted come in three primary forms, summarised as follows:

Secondary Analysis

Secondary analysis is defined as an analysis of data that was not conducted through primary research. Some data can offer a different understanding or revision of otherwise accepted 'facts' or 'knowledge'. It can introduce secondary analysis of data such as statistical information, prior surveys or compiled interviews. Conducting secondary analysis has a number of advantages. It particularly enables analysis of existing information and compilation of existing research in one's chosen field, ensuring that any further primary research can focus on exploring less researched areas.

Secondary analysis allows for examination of comparable data and gathering of existing data, preparing for evaluation for what has been examined already in a particular area of research. Babbie notes analysis of existing statistics is often an effective tool for gathering and confirming information in a mode of research that is unobtrusive. This dissertation acknowledges the disadvantages associated with this method. With secondary analysis the researcher is often confined to the preconceptions and priorities of the original research. Nevertheless secondary analysis provides for a useful addition to other primary research and can offer a number of insights through analysis of existing information.

To incorporate secondary analysis into this project, a number of sources will be analysed. Examples of some of the reports and research documents that are used include:

- Tourism Tasmania statistics

- Australian Bureau of Statistics, Volunteer Survey
- Australian Bureau of Statistics, General Social Survey

Secondary analysis is also designed to enhance the existing literature reviewed for this project. Themes identified within the existing literature will be expanded on through the documents collected in this stage of the research process. An in depth examination of these sources provides a means of filling 'gaps' in the literature and a deepening of the discussion.

Interviewing

Interviewing as a research method allows for in depth discussion of issues. Semi-structured interviews particularly allow for probing and deeper discussion. Within this method there may be a number of pre-determined questions formulated, but the semi – structured nature of the process allows for the researcher and interviewee to stray from these areas if it proves particularly illuminating. Semi structured interviews use open ended questions to allow more lengthy discussion by the informant on feelings, beliefs and values. It is often described as a 'guided conversation'.

Qualitative semi structured interviews with open questions were used to explore the views of participants currently operating in the 'voluntourism' sector. It enabled the project to understand:

- Types and demographics of volunteers involved in their program;
- Recruitment strategies around volunteering
- Understanding of the broader voluntourism industry
- Challenges for Management of volunteers
- Challenges for retention of volunteers
- Any other opportunities or challenges identified for the sector

Semi- structured interviewing formed a key component of this project. It used information from key stakeholders in the sector to fill gaps in the existing literature and any trends in Tasmania towards a voluntourism strategy.

Addressing gaps within the literature through a combination of semi structured interviews, survey methods and secondary analysis provides this project a means of refuting (common) criticisms about the use of interview data as 'soft' or unreliable data. Using triangulation addresses much of this criticism.

This project compared and contrasts views of key participants with experience in voluntourism. These interviews were compared to the views of volunteers in the sector, and the existing literature and secondary analysis. However semi structured interviews provide for a meaningful insight into the Voluntourism industry.

Selecting Participants

Participants were selected to provide insight into the reality of policy making. Interviews were limited to a relatively small, manageable number (7 individuals) in order to draw more depth to the discussion. The process of selecting participants given the size of the voluntourism sector. Individuals were contact directly and asked to participate in the project.

Process for Recording and Conducting Interviews

Participants undertaking semi structured interviews gave consent to be recorded. This meant that accurate transcription of the interview was possible. Data recorded (particularly through recording of interviews) was stored securely within Volunteering Tasmania and in line with the ethical procedures (in a secure area with no public access). All electronic copies of the interviews are to be destroyed after completion of this project

Interview Questions

Questions and topics for semi-structured interviews were outlined, allowing for scope and flexibility for the interviewer. This enabled a guided conversation to occur – so that participants could discuss areas in more detail as required or raise issues not otherwise considered.

Appendix 3: Research Approach

The qualitative, semi-structured interviews conducted for this article have been analysed using an interpretive research approach. The interpretive approach largely encompasses the approach used by Bevir and Rhodes (Bevir & Rhodes 2003; Bevir & Rhodes, 1995). Interpretivism is formed within the non-positivist perspective. It emphasises the value of beliefs, ideas and values – ultimately seeking to interpret meanings. The emphasis on individual's value on interpretation, understanding and ideas in the interpretive approach is fitting to this research. It enables value to be placed in the interpretation and understanding of individual stakeholders views on volunteering, and the role of their organisation in the scope of the tourism industry. (Resnick et al 1996; Radnor 2002). This then forms this article's own interpretation and understanding of said changes.

References

- Arai, S. (1997) Volunteers within a changing society: the uses of empowerment theory in understanding serious leisure. *World Leisure and Recreation*, 39: 19-22.
- Babbie, E (1999) *The Basics of Social Research*. California: Wadsworth Publishing Company.
- Barbieri, C, Santos, C.A & Y. Katsube (2012), "Volunteer tourism: On-the-ground observations from Rwanda" *Tourism Management*, 33, no. 3: 509-516.
- Beavis, L. (2016) Tasmania Records Nation's Biggest Jump in International Visitors *ABC News*, 2nd March 2016 at <http://www.abc.net.au/news/2016-03-02/tasmania-records-biggest-jump-in-international-visitors/7215420> Accessed 10 July 2016.
- Benckendorff, P.J. and Black, N.L. (2000) Destination marketing on the Internet: A case study of Australian Regional Tourism Authorities. *Journal of Tourism Studies*, 11 no 1: 11.
- Benson, A. M ed. (2010) *Volunteer Tourism: Theoretical Frameworks and Practical Applications*. New York, Routledge.
- Beigbeder, Y (1991) *The Role and Statutes of International Humanitarian Volunteers and Organizations: The Right and Duty to Humanitarian Assistance* (Vol. 12). The Netherlands, Martinus Nijhoff Publishers.
- Bevir, M (2009) *Key Concepts in Governance*. London: SAGE.
- Bevir, M and R.A.W. Rhodes (2003) *Interpreting British Governance*. London: Routledge.
- Bevir, M and R.A.W. Rhodes (1995) Interpretive Theory in D. Marsh and G. Stoker (eds.), *Theory and Methods in Political Science*. Great Britain: Macmillan Press Ltd: 131 - 152.
- Boluk, K., Kline C., and Stroobach A. (2016) Exploring the Expectations and Satisfaction Derived from Volunteer Tourism Experiences, *Tourism and Hospitality Research*, 0: 1 – 14
- Brand Tasmania (2012). Hobart Makes Lonely Planet Top 10, *Brand Tasmania*, November, <http://www.brandtasmania.com.newsletter> Accessed 20 June 2016.
- Brown, S. (2005), Travelling with a Purpose: Understanding the Motives and Benefits of Volunteer Vacationers, *Current Issues in Tourism*, 8 no 6: 479 – 496
- Brown, S. and Morrison, A.M. (2003) Expanding Volunteer Vacation Participation: An Exploratory Study on the Mini-Mission Concept. *Tourism Recreation Research*, 28 (3): 73-82.
- Coghlan, A and M. Gooch (2011) Applying a transformative learning framework to volunteer tourism, *Journal of Sustainable Tourism*, 19, 6 (July): 713- 728

Coghlan, Alexandra, and Fennell, David (2009) *Myth or substance: an examination of altruism as the basis of volunteer tourism*. *Annals of Leisure Research*, 12 (3-4): 377-402

Chang, Hui-Shung Christie, and Paul Kristiansen (2006), Selling Australia as 'Clean and Green'." *Australian Journal of Agricultural and Resource Economics* 50, 1: 103-113

Cica, N. (2013) Excellence from the Edge- Learnings from Tasmania's Museum of Old and New Art, *SFBC-Creative Economy Group, Belgrade*. Available at: <http://www.kreativnaekonomija.net> Accessed 10 June 2016

Cousins, J.A., Evans, J. and Sadler, J (2009) Selling Conservation? Scientific Legitimacy and the Commodification of Conservation Tourism. *Ecology and Society*, 14(1): 32.

Devereux, P (2008), International volunteering for development and sustainability: outdated paternalism or a radical response to globalisation? *Development in Practice* 18, 3: 357-370.

Dobrovolny, M (2012) Confessions of a Voluntourist, *New Internationalist* (July/August): 58-59

Dunford, G (2010), Good Deeds or Guilt Trips, *ABC News*, 29 September. Accessed 10 July 2016 from <http://www.abc.net.au/news/2009-01-23/37886>

Ellis C., Holmes, K., O'Dwyer L., Oppenheimer, M., Paull, M & C. Webber (2014), *Volunteering Australia's National Review of the Definition of Volunteering in Australia: Issues Paper* at <http://www.volunteeringaustralia.org/policy-and-best-practise/definition-of-volunteering/> Accessed 1 October 2016

Ellis, C (2005), *Tourism, Volunteers and Environmental Researchers: an Analysis of Participatory Environmental Research Tourism*. PhD Thesis, University of Tasmania, Tasmania.

Ellis, C (2003) When Volunteers Pay to Take a Trip with Scientists—Participatory Environmental Research Tourism (PERT) *Human Dimensions of Wildlife* 8, no. 1 (2003): 75-80.

Ellis, C (2003) Participatory Environmental Research in Tourism: A Global View. *Tourism Recreation Research*, 28(3): 45-55.

Fillis, I, Lehman, K, Miles, and M. P (2014) The Museum of Old and New Art: Leveraging Entrepreneurial Marketing to Create a Unique Arts and Vacation Venture, *Journal of Vacation Marketing*: 1-12

Fry, J (2013). Green guardians - Voluntourism in Tasmania, *Australasian Parks and Leisure*, 16, 2 (Winter): 38-41

Getz, D. *Event management & event tourism*. New York: Cognizant Communication Corporation, 1997.

Gilbert, R., "Ecotourism and Education for Sustainability: A Critical Approach", *International Review for Environmental Strategies*, 4, 1 (2003): 75-83

Gralton, A and Frank Vanclay, Quality Food Production, Diversity and Sustainability: opportunities for small towns.

Hall, C.M and E. M. Raymond, "The Development of Cross Cultural (Mis) Understanding" Through Volunteer Tourism", *Journal of Sustainable Tourism*, 16, 5 (2008): 530 - 544

Handy, F., Cnaan, R. A., Brudney, J. L., Ascoli, U and L.C. Meijs, "Public Perception of "Who is a Volunteer": An Examination of the Net-cost Approach from a Cross-Cultural Perspective", School of Social Policy and Practice University of Pennsylvania (March 2000): 1-45

Hardy A, (2015), Tourism development in Tasmania's Wilderness Areas: Is sustainable tourism a realistic possibility? *Australian Environment Review*, 30, 2: 66-69.

Hardy, A., Beeton, R.J. and Pearson, L (2002) Sustainable Tourism: An Overview of the Concept and its Position in Relation to Conceptualisations of Tourism. *Journal of Sustainable Tourism*, 10, 6: 475-496

Hope, E (2016) Tasmanian Tourist Numbers Jump 20%, *The Mercury* 2nd March. Accessed 11 June 2016 at <http://www.themercury.com.au/lifestyle/tasmanian-tourist-numbers-jump-20/news-story/bbe0297c08fe4f0bba112a3eaa69e279>

Ingram, J.M (2008) *Volunteer Tourism. Does it have a Place in Development?* Honours Thesis. University of Tasmania, Tasmania

Jenkin, M (2015), Does Voluntourism Do More Harm Than Good? *The Guardian*, 21 May 2015 Accessed 10 July from <https://www.theguardian.com/voluntary-sector-network/2015/may/21/western-volunteers-more-harm-than-good>

Lewis, D (2006) Globalization and International Service: A Development Perspective, *Voluntary Action*, 7, 2: 13- 26

Marszalek, J (2009) Tourism Industry Casts Eye to the Future, *The Age* August 20. Accessed 9 July 2016 at <http://www.theage.com.au/breaking-news-national/tourism-industry-casts-eye-to-the-future-20090820-erww.html>

Matysek, K and Kriwoken, L (2003) *The Natural State: Nature-Based Tourism and Ecotourism Accreditation in Tasmania, Australia*. *Journal of Quality Assurance in Hospitality & Tourism*, 4 (1/2):129-146

McGehee N. G and Santos, C. A (2005) Social Change, Discourse and Volunteer Tourism, *Annals of Tourism Research*, 32, 3: 760 -779

- McGloin, C and N. Georgeou (2015), Looks good on your CV: The sociology of Voluntourism Recruitment in Higher Education, *Journal of Sociology*: 1-15
- Molloy, F (2015) Call for Data on Voluntourism, *The Age*, February 17. Accessed 9 July from <http://www.theage.com.au/national/call-for-data-on-volunteer-tourism-20150213-13e0fq.html>
- Novelli, M. ed. (2005). *Niche Tourism: Contemporary Issues, Trends and Cases*. Routledge.
- Ong, F, Lockstone-Binney, L, King, B and Smith K. A (2014) The Future of Volunteer Tourism in the Asia-Pacific Region: Alternative Prospects, *Journal of Travel Research*, 53, 6: 681
- Parks and Wildlife Services (2015), Green Guardians. Voluntourism In Tasmania, *Green Guardians* at <http://www.parks.tas.gov.au/index.aspx?base=24210> Accessed 1 July 2016
- Pearce, P.L. and Coghlan, A (2008) The Dynamics behind Volunteer Tourism, *Journeys of Discovery in Volunteer Tourism: International Case Study Perspectives*. UK, CABI: 130-143.
- Radnor, H (2002) *Researching Your Professional Practice. Doing Interpretive Research*. Buckingham: Open University Press.
- Raymond, E. M and Hall, C. M (2008) The Development of Cross-Cultural (Mis) Understanding Through Volunteer Tourism, *Journal of Sustainable Tourism*, 16, 5: 530-544
- Resnick, L, Levine, J. M and Teasley, S. L (1996) *Perspectives on Socially Shared Cognition*. United States: American Psychological Association
- Robinson, M. and Novelli, M (2005). Niche Tourism: an Introduction. *Niche Tourism: Contemporary Issues, Trends and Cases*. Great Britain, Routledge: 1-11.
- Rochester, C., Ellis Paine, A & S. Howlett with M. Zimmeck (2010). *Volunteering and society in the 21st Century*. Basingstoke: Palgrave Macmillan.
- Ryan, L (2015) Re-branding Tasmania: MONA and the altering of local reputation and identity, *Tourist Studies*: 1-24
- Schweinsberg, S., Wearing, S., Kuhn, D and Grabowski, S (2013) Marketing National Parks for Sustainable Tourism: Bridging the Conservation Human Usage Divide through Track/Trail Based Interpretation, *Australasian Parks and Leisure* (Winter): 42 -49
- Siegele, L (2013), Should I Look Into Voluntourism? *The Guardian* 30 June Accessed 10 July 2016 at <https://www.theguardian.com/environment/2013/jun/30/should-i-look-into-voluntourism>
- Simpson, K (2004) 'Doing development': The gap year, volunteer-tourists and a popular practice of development. *Journal of International Development*, 16, 5:681-692.

- Stebbins, R. (2004). Introduction. In R. Stebbins & M. Graham. (2004). *Volunteering as leisure, leisure as volunteering: an international assessment*: 1-12. Wallingford: CABI
- Stebbins, R. (2005). Project-based leisure: Theoretical neglect of a common use of free time. *Leisure Studies*, 24, 1: 1-11.
- Tomazos, K (2010) Volunteer Tourism: An Ambiguous Marketing Phenomenon." *Innovative Marketing* 6, 4: 42-47.
- Tomazos, K and Butler, R (2009) Volunteer Tourism: the New Ecotourism? *Anatolia*, 20 (1): 196-212.
- Tourism Tasmania (2016a) Tasmanian Tourism Snapshot Year ending March 2016, *Tourism Tasmania* Accessed 10 April 2016 at <http://www.tourismtasmania.com.au/research/visitors>
- Tourism Tasmania (2016b), CEO Commentary, *Tasmanian Tourism Snapshot* (March) Accessed 15 December 2015 at http://www.tourismtasmania.com.au/_data/assets/pdf_file/0004/41764/CEO-Commentary-for-Tasmanian-Tourism-Snapshot-year-ending-March-2016.pdf.
- Tourism Tasmania (2015a), Corporate Plan 2015-2020 Accessed 20 April 2016 at <http://www.tourismtasmania.com.au/publications/corporate-plan-2015-20120/contents>
- Tourism Tasmania (2015b) Insights from April – June 2015 Survey Period, *Tourism Info Monitor (TIM)* Accessed 15 December 2015 at <http://www.tourismtasmania.com.au/research/tim>
- Tourism Tasmania (2012) Annual Report 2011-2012, *Tourism Tasmania*. Accessed 2 May 2016 at http://www.tourismtasmania.com.au/publications/annual_report/annrep_2012
- TRAM (2008). *Volunteer Tourism: A Global Analysis*, Tourism Research and Marketing Group.
- Volunteering Australia (2015) "Definition of Volunteering" at <http://www.volunteeringaustralia.org/policy-and-best-practise/definition-of-volunteering/> Accessed 30 October 2016
- Volunteering Tasmania (2014), *State of Volunteering Report 2014: The Economic, Social and Cultural Value of Volunteering*. Hobart.
- Walker, R H., Hanson, D J and Enjeti M (1997) Destination Branding and Positioning-The Tasmania Experience, Its Unique Characteristics and Implications cited in *Proceedings of the 1997 Academy of Marketing Science (AMS) Annual Conference*. Springer International Publishing.
- Wearing, S, and McGehee, N. G (2013) Volunteer Tourism: A Review, *Tourism Management*, 38: 120-130.

Wearing, S and Ponting J (2009) Breaking Down the System: How Volunteer Tourism Contributes to New Ways of Viewing Commodified Tourism in T. Jamal & M. Robinson (ed.), *The SAGE Handbook of Tourism Studies*. Washington, SAGE: 254-268.

Wearing, S., Deville, A. and Lyons, K (2008) The Volunteer's Journey through Leisure into the Self. *Journeys of Discovery in Volunteer Tourism: International Case Study Perspectives*. Wallingford, CABI: 63-71.

Wearing, S (2004) Examining Best Practice in Volunteer Tourism in R. A. Stebbins and M. Graham (ed.) *Volunteering as Leisure/Leisure as Volunteering: An International Assessment* Cambridge, CABI: 209-224.

Wright, H (2013) Volunteer Tourism and its (mis) perceptions: A Comparative Analysis of Tourist/Host perception", *Tourism and Hospitality Research*, 13, 4: 239 – 250