

What does Voluntourism mean for the travel industry?

This combination of organization and travel can have huge benefits! It allows for both industries (volunteer & travel) to have the opportunity to move toward in balance, to see and make a difference for the future. The volunteer organizations can partner with tour operators to offer these options; either thru donation of funds, donation of a van, donations of food and supplies, spare change programs through Tour Operators and cruise lines, volunteer excursions, etc. This combination of industries showcases the need for help in our vacation 'hotspots' and allowing tourists to help while also showing the softer side of the travel industry through this partnership (World Volunteer Web, 2008).

An example of a company that has adopted this trend is British Airways. They have offered a package deal to its customers to fly them to an exotic location and connect them to a volunteering project - either by donations, gifts or volunteer time when at the location (World Volunteer Web, 2008).

CANDi Is looking for support from the travel industry to create awareness and asking for help to create long-term programs to save lives by reducing overpopulation, pain and suffering and starvation.

Resource:

World Volunteer Web. (2008). <http://www.worldvolunteerweb.org>