The Societal Impact of a Volunteer Tourism Project Aldea Yanapay

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Volunteer tourism is a fast growing trend and demand for volunteering projects is increasing. While many studies has been done to map the motives, needs and wishes of the volunteer, very little has been taken into account the community point of view in volunteering.

The goal of this thesis was to find out the benefits as well as challenges of the volunteer tourism in the receiving community's point of view. The research has been conducted as a case study, limiting it to one particular volunteering project. Also related articles has been used to compare results.

Observation and interview were chosen as research methods for this research and were conducted by taking part in the chosen project in Peru for six weeks period in November and December 2015.

As result was found that the chosen project had very limited effect to the community as it was only one small project in a big city. Although the effects that it did have were very positive to the children and their families.

The chosen project was an example of a responsible and genuine project as it put the community's needs before the volunteers. In the related articles was presented some cases with some more challenges.

As a conclusion volunteer projects cannot be generalized as they are all unique and different. It is important for volunteers to do their background checks when choosing the volunteering project.

Keywords

Benefits of volunteering, Volunteer tourism, International volunteering, Community development, Alternative tourism

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1 Introduction

Tourism industry has been changing tremendously in past couple of decades, and it still is changing. Passenger profiles and needs are different now than what they were in the previous millennium. The travellers are more demanding and aware of their rights. New trends are coming in all the time and the companies in all the areas of the tourism industry must adapt to those demands.

Volunteer tourism is a fast growing trend and demand for volunteering projects is increasing (Lyons & Wearing, 2008, 6). Before volunteer tourism was a marginal trend and mostly interest of backpackers and younger travellers. In past couple of decades non-package travelling has become more and more popular and the local cultures have started to interest the passengers. Along this development also volunteering has grown more popular among all types and ages of travellers. (TRAM 2008, 9.)

While the trend of volunteering has been growing many studies has been done to map the motives, needs and wishes of the volunteer. Very little has been taken into account the community point of view in volunteering. (Singh 2012, 152.) What are the benefits of the volunteering to the host community? And what possible challenges there are in volunteering? Are we really helping the community or are we possibly by 'helping' doing more harm than good?

Volunteering is traditionally seen as a noble thing to do and its 'goodness' hasn't really been challenged before (Singh 2012, 152). In past couple years there have been few critical articles about the subject. The journalists have gone for a volunteering holiday and then reported their point of view of the matter. It is shown that the volunteering can after all have also some challenging side effects. (Berner 2015; Manninen 2015.)

The goal of this thesis was to find out what kinds of benefits, as well as challenges there are in volunteering tourism. The research was done as a case study and therefore limited to one particular volunteering project. In theory part I have also studied some

relevant articles related to the subject. Those articles have also been taken into consideration in my final conclusions.

In this thesis with term 'volunteer tourism' is meant short-term volunteering abroad, usually in developing countries. By short-term I mean volunteer periods lasting few weeks or months, usually spent during a holiday or gap year. In this thesis more permanent, a year or years' long commitments, are not included to the term 'volunteer tourism'.

My chosen project for this thesis was Aldea Yanapay in Cusco, Peru. This project provides after-school activities and tutoring for unprivileged children in Cusco. For the research I travelled to City of Cusco for six weeks in November and December 2015, to take part in the project as a volunteer. During my time in the project I observed the children and volunteers in the project as well as surrounding community, recording my observation into a journal. I also interviewed the volunteer coordinator to fill up the gaps from the observation.

For ethical reasons and to protect the privacy of the children and the volunteers in the project, the results are analysed totally anonymously. No names of the children or volunteers are mentioned anywhere in the thesis. Only the founder of the project has been mentioned by name as that is public information, and also the interviewed volunteer coordinator has agreed to her name being used in the thesis.

All the pictures used in this thesis, apart from Picture 2, are personally taken by myself during my stay in Cusco and Aldea Yanapay project. They give a visual image of the project and the environment surrounding it.

2   Case: Community Volunteering in Cusco, Peru

Volunteering tourism project that was chosen as a case for this thesis is a community volunteering project in Cusco, Peru.

2.1   Peru

Peru is a country located in western South America. It is bordered in the north by Ecuador and Colombia, in the east by Brazil, in the southeast by Bolivia, in the south by Chile, and in the west by the Pacific Ocean. Peru is an extremely biodiverse country with habitats ranging from the arid plains of the Pacific coastal region in the west to the peaks of the Andes mountains vertically extending from the north to the southeast of the country to the tropical Amazon Basin rainforest in the east with the Amazon river. (Peru Travel 2016b.)

Peruvian territory was home to ancient cultures spanning from the Norte Chico civilization in Caral, one of the oldest in the world, to the Inca Empire, the largest state in Pre-Columbian America. Today the Peruvian population, estimated at 30.4 million, is multiethnic, including Amerindians, Europeans, Africans and Asians. The main spoken language is Spanish, although a significant number of Peruvians speak Quechua or other native languages. (Peru Travel 2016a; Wikipedia 2015b.)

Picture 1. Mythology of Inca culture, Cusco, Peru

Peru is a representative democratic republic divided into 25 regions. It is a developing country with a high Human Development Index score and a poverty level around 25.8

percent. Its main economic activities include mining, manufacturing, agriculture, fishing and tourism. (Wikipedia 2015b) Tourism in Peru makes up the nation's third largest industry, behind fishing and mining. According to a Peruvian government study tourism is the most rapidly growing industry in Peru, growing annually at a rate of 25% over the past five years. Tourism is growing in Peru faster than any other country in South America. (Peru Explorer 2016; Wikipedia 2015c.)

Peru is one of the most popular destinations for international volunteers (Go Overseas 2016). This voluntourism comes from many forms. With 45% of the population living in poverty, there is plenty of development work to be done. Popular fields to volunteer in include: group events and medicine, education, youth empowerment, gender equality, wildlife and environmental conservation. Although now that the economy is increasing and less and less are now poor, this type of voluntarism is dying down. (UNICEF 2008; Wikipedia 2015c.)

2.2   City of Cusco

Cusco (also spelled Cuzco) is a city located in southeastern Peru (Picture 2), near the Urubamba Valley of the Andes mountain range, on elevation of 3,400 m. It is the capital of the Cusco Region as well as the Cusco Province. In 2013, the city had a population of 435,114. The site was the historic capital of the Inca Empire from the 13th into the 16th century until the Spanish conquest in 1533 – 1534 (Picture 1). In 1983 Cusco was declared a World Heritage Site by UNESCO. It has become a major tourist destination, receiving nearly 2 million visitors a year. (UNESCO 2016.)

Picture 2. Location of the province and city of Cusco. (Google 2016)

Major and most known nearby tourist sites are Inca emperor, Pachacuti's presumed winter home, Machu Picchu, and the 'fortress' at Ollantaytambo. Although the original Inca city was said to have been founded in the 11th century, more recently scholars have established that Inca did not occupy the area until after 1200 AD. Before them the indigenous people of the Killke culture built the walled complex of Saksaywaman about year 1100, a major temple near it, as well as an aqueduct (Pukyus) and roadway connecting prehistoric structures. Saksaywaman was expanded by the Inca. (UNESCO 2016; Wikipedia 2015a.)

2.2.1 Infrastructure and public services

The rich Inca heritage can still be observed everywhere in the city of Cusco. Today's city has been built on top of and around of the ancient centre of Incan Empire. Being a surrounded by historian and cultural Incan sites, Cusco attracts masses of tourists every year. It is also important agricultural site for growing for example potato, corn, quinoa, barley, tea and coffee, as well as gold mining. (New World Encyclopedia 2016.)

According to the Constitution, education is compulsory and free in public schools for the initial, primary and secondary levels. It is also free in public universities for students who are unable to pay tuition and have an adequate academic performance. The

Programme for International Student Assessment (PISA) has placed Peru at the bottom of the ranking in 2012. 34% of the 5 – 17 year old children are in work force. Literacy rate is approximately 90% of the population above the age of 15. (Borgen Project 2016.)

Health care system in Peru has two sectors, public and private. Both are insurance based. Only 2% of the population is covered by private insurance, where between 10 and 20% of the population is totally excluded from the health care system. (Peruzo2016.) Public transport is provided by taxis and 'combis', small buses. There is both a bus service and a train service to and from the city (New World Encyclopedia 2016).

2.2.2 Poverty in Cusco

Today, the city of Cusco is a vibrant city that thrives on tourism. The city has a poverty rate of 28.2%. However, the population of the department of Cusco has marginally benefited from the increase in tourism and from the economic boom brought by high prices of commodities such as gas and minerals. (Discover Peru 2016.)

38% of the population of Peru are children, and while the poverty rate in Peru is 45%, 60% of the children live in poverty. The Andean regions, such as Cusco are among the regions with the worst relative performance in the CDI for early childhood, which is consistent with their relative positions in terms of those living in poverty and extreme poverty. The level of extreme poverty and chronic malnutrition of the children in Cusco is among the highest in the country, well above the country's medium. (UNICEF 2008.)

3 Alternative Tourism Experiences

3.1 Sustainable tourism

United Nations World Tourism Organization (UNWTO) defines sustainable tourism as a "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNWTO 2015.)

Sustainable tourism development guidelines are applicable to all forms of tourism in all types of destinations. It should make optimal use of environmental resources, respect the socio-cultural authenticity of the host community, and ensure viable, long-term economic operations providing socio-economic benefits to all stakeholders. Achieving sustainable tourism is a continuous process and requires constant monitoring the impacts of the field. It should also "maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them". (UNWTO 2015.)

3.2 Alternative tourism

Alternative tourism emerged in 1990s as a more radical form of sustainable tourism and sought to challenge increasingly commodified mass tourism (Wearing & McGehee 2013, 1-2).

During the past decades tourism has developed largely from conventional mass tourism. A variety of categories and labels of touristic experiences has emerged within the concept of alternative tourism. These ideologically divergent forms of tourism focus on special interests, including nature, ecotourism, pro-poor, community-based, adventure, and many others. (Wearing & McGehee 2013, 18.)

Many of these forms have caught the interest and imagination of many local communities, governments, international non-governmental organization (NGOs) as well as mainstream tourism industry itself. They are actively promoting all kinds of projects,

especially in developing countries, to answer these new needs of the industry. (Wearing & McGehee 2013, 18)

Wearing and McGehee (2013) adapt Mieczkowski and divide tourism field into mass tourism and alternative tourism, and alternative tourism again into several sub-categories, like volunteer, community-based, and adventure tourism, among others. Most of these sub-categories are considered as forms of ecotourism. (Wearing & McGehee 2013, 25.)

According to Wearing and McGehee (2013) alternative tourism is a form of tourism that pays special attention to environmental and social carrying capacity. It's directly related to sustainability. In their book, Wearing and McGehee (2013) list some features of alternative tourism:

- The attempted preservation, protection and enhancement of the quality of the resource base, which is fundamental to tourism itself.
- The fostering and active promotion of development of local attributes and in-frastructure.
- The endorsement of infrastructure, like economic growth, when it improves lo-cal conditions.
- Tourism that attempts to minimize its impact upon environment.
- Tourism that doesn't exploit local populations and where the benefits flow to local residents.
- An emphasis on ecological and cultural sustainability.

(Wearing & McGehee 2013, 26-27.)

3.3   Ecotourism

Ecotourism is often used interchangeably with sustainable tourism, but in fact has a stronger focus on the environmental protection of a destination (Wearing & McGehee 2013, 1).

According to Wearing and McGehee (2013) many volunteer tourism operations find their roots in ecotourism. Therefore it's important to recognize the relationship between ecotourism and volunteer tourism. In ecotourism the focus tend to be on cases in marginal or environmentally threatened areas. For these communities, preservation of their natural resources and economic survival is realised through ecotourism development. Volunteer programmes and projects are one way to approach the issue. (Wearing & McGehee 2013, 10.)

3.4 Pro-poor tourism (PPT)

The growing worldwide interest in volunteer tourism has proved to be fertile ground for the phenomenon of pro-poor tourism (PPT). PPT took shape in early 1990s as a specific respond to a goal to reduce poverty in developing countries by conducting tourism sustainably. (Wearing & McGehee 2013, 14-15.)

PPT overlaps with ecotourism and sustainable tourism in many ways providing sustainable development for local communities. The difference between them is that PPT focuses on poverty rather than one element of sustainability. As the focus is generally economic benefits, the strategies attempt to meet this goal and include expanding business and employment opportunities for the poor. (Wearing & McGehee 2013, 15.)

An important aspect of the success of PPT projects is volunteers, generally from developed countries (Wearing & McGehee 2013, 15).

3.5 Volunteer tourism

"Volunteer tourism is an innovative concept that combines both travel and a social conscience" (Benson 2011, 219). To give a definition of volunteer tourism TRAM (2008) quotes Rando who noted that volunteer tourism involves travel "not only for the purpose of a travel experience but also to make a valuable contribution to the host region in the form of volunteering." (TRAM 2008, 10.)

Benson (2011) on the other hand borrows Wearing's definition of volunteer tourists as "those who volunteer in an organized way to undertake holidays that may involve the aiding or alleviating of the material poverty of some groups of society, the restoration of certain environments, or research into aspects of society or environment." (Benson 2011, 9.)

The idea of combining voluntary service with travel is not a new concept. It can be traced back for thousands of years in various cultures and religions. (TRAM 2008, 10.) Volunteer tourists were originally sent by religious and medical organizations. This practice became more organised in early 1900s with formation of volunteer organizations. The Second World War also stimulated a growth in these organizations, and they began to appear in large numbers in the 1950s. (TRAM 2008, 7.)

Over the past century volunteer tourism has changed considerably. Originally volunteer projects took place in developing countries, but now those projects can be found all over the world. In past volunteer tourism was mainly considered as an interest of the young, but now the organizations are recruiting volunteers of all ages, and backgrounds. (TRAM 2008, 9.)

Today volunteer tourism is one of the fastest-growing forms of alternative tourism (Lyons & Wearing, 2008, 6). As the market has grown, new segments of volunteer tourism, such as language schools, have emerged (TRAM 2008, 9).

4 Volunteer Tourism in Practice

4.1 Voluntarism vs voluntourism

Development has become fashionable. There are all sorts of charity and benefit events, 'Fairtrade' shopping, and other kinds of fundraisings. Now tourism has become a part of this trend particularly with volunteer travelling. (Benson 2011, 211.) The boundary between professional and personal life has become vague and in the form of volunteering and tourism, the combination of work and leisure is a rational match (Benson 2011, 214-215).

In Finland the concept of volunteer tourism is still relatively little known and many people don't see the difference between volunteering and volunteer tourism. Finnish volunteer tourism companies see volunteer tourism as a new way to travel. (Laine 2014, 46-48.)

According to the Association of Voluntary Service Organisation (AVSO) voluntarism is activity aimed at working for common good. Volunteers work on basis of an unpaid activity for a limited time in different fields of action. The volunteer engage themselves on the basis of a personal decision and should not be used as 'cheap labour' but be valued by the hosting projects and local communities. (TRAM 2008, 9-10.)

The term 'voluntourism' was first used by David Clemmond in 2009, and has since been adopted by volunteer tourism industry as 'the conscious, seamlessly integrated combination of voluntary service to a destination and the best, traditional elements of travel'. (Benson 2011, 9.)

According to Benson (2011) there are more choice in voluntourism than there is in traditional volunteering. In traditional volunteering there is of course a concept of choice, but it involves mainly a choice of "volunteering or not". Voluntourists have concepts of choice in destination, range of work, amount of payment to the provider, period of time and specific purpose of the work. (Benson 2011, 16-17.)

4.2   Volunteer agencies

Volunteer tourism originated primarily as a British and European phenomenon that emerged from the Grand Tour. British Trust for Conservation Volunteers was commenced in the 1950's and was first offering projects in UK. Shortly after that, similar phenomenon occurred in the USA. Currently volunteer tourism organizations are expanding to include Asian and African participants. This wide range of these organizations include tour operators, environmental and humanitarian non-governmental organizations (NGOs), and academic groups who offer volunteer tourism projects to be undertaken. (Wearing & McGehee 2013, 49.)

The first international conservation holidays from the UK became available in the mid-1980s, and since then there has been a positive growth in the number of organizations offering these volunteering opportunities. In the 1990s there was some kind of an explosion of new organisations formed by those who have had an experience working overseas and wanted to turn it into a personal life-enhancing challenge. The growth of the numbers of organizations and volunteers have continued in the 21st century. (TRAM 2008, 8.)

Most of the volunteering opportunities are often linked to charitable organizations. As the sector is growing fast, it's also evident that some of the organizations offering these opportunities are profit-making companies, and some purely commercial. (Benson 2011, 1.) The types of the organizations vary considerably. The role of these organizations is be a link between the volunteer and the host community, providing international support resources that might not be otherwise available. (Wearing & McGehee 2013, 12.)

It certainly can be argued that the volunteer tourism organizations play a key role in good practices of volunteer tourism. They have the potential to be a catalyst for positive socio-cultural change, facilitator of neo-colonialism and dependency, or some combination of both. The organizations that are profit driven, may have different impact on the community than NGOs. They might be more focused to satisfy their pri-

mary customer – the volunteer – than the host community. (Wearing & McGehee 2013, 51.)

As there are many organizations providing volunteer tourism services, there of course are all sorts of ways of businesses among them. Most of the organizations are working responsibly selecting the volunteers who they are sending out into the projects. Others are not as selective and send everyone who just want to go. (Berner 2015, C7.) Best way to develop and manage their programmes is to focus on precise volunteer selection, pre-departure preparation, on-site orientation and post-trip debriefings (Wearing & McGehee 2013, 51).

In her thesis Laine (2014) concluded that on the general feeling Finnish volunteer tourism agencies are acting responsibly, and have another meaning in their business than just financial. They base their ideology on helping the receiving host communities. All companies she interviewed mentioned their concern towards the negative impacts of the volunteer tourism and wanted to be transparent and sincere in the work they do. They put the host community's needs before business aspect and choose their volunteers carefully to be suited to the projects. (Laine 2014, 46-48.)

Although, tourism agencies are always profit seeking organisations and according to Manninen (2015) they can benefit quite a lot from people's desire to help. For example Kilroy Travels charges 700€ for a week in Laos working to help elephants when booked independently online the cost is 400€. (Manninen 2015.)

4.3   Volunteers

"Volunteers are crucial to the existence of community and charitable organizations" (Wearing & McGehee 2013, 70).

Although volunteers are range of all ages, genders, and backgrounds, a typical volunteer tourist is an under 30 year old woman. According to WYSE Travel Confederation survey, 60-70% of the travellers whose purpose for travel was volunteering were wom-

en. The volunteers also tended to be relatively young over 70% of them being between 20 and 25 years of age. (TRAM 2008, 49.)

As volunteering is by definition unpaid, the motivation of a volunteer to donate their time and money for a project is a very important factor (TRAM 2008, 32).

The motivation of the volunteers have interested researchers for decades. Van Til found in his 12-year research into volunteers' motivation five main points:

1. People volunteer for different reasons, including their own personal and social goals and needs.
2. The volunteers usually weigh alternatives before taking an action in volunteering.
3. Different organizational tasks appeal to different motivational forces.
4. Concern for others remains an important motivating force for much voluntary action.
5. The motivation to give and to volunteer is shaped and constrained by broader social realities.

(Wearing & McGehee 2013, 72.)

The studies have repeatedly found that the volunteers are motivated by personal reasons in addition to altruism (Singh, 2012, 154). The motivations of volunteers have moved beyond altruism to include self-development and personal growth. People usually volunteer to satisfy one or more needs. Volunteering and philanthropy are seen as more than mutual aid to help oneself and others. (Wearing & McGehee 2013, 72-73.)

Research has revealed eight primary motivations of volunteer tourists. Those include: altruism, travel, adventure, social interaction, self-development, professional development, cultural immersion, right time and place. None of these motivations is more common than other, but the core motivation of volunteering will vary depending on a person's values, personality and life stage. It is acknowledged that humans are capable of possessing more than one motivation at the same time and they can change over the time. (Wearing & McGehee 2013, 82-83.)

When confronted with suffering, poverty, cultures embedded with deep values devoid of materialism and consumerism, combined with the cheerfulness of the host communities amid the lack of basic needs, each volunteer underwent a life-changing experience (Benson, 2011, 91). Volunteer tourism experience made a significant impact on them at the time and their future choices and direction in life (Benson 2011, 100).

The volunteers work usually without any financial gain, but despite this lack of payment they take part in these activities expecting some kind of self-gain. That can be any personal need or desire, like work experience, access to the local culture, meeting like-minded people or take a trip that is 'ones in a lifetime' –experience. They might not instantly recognise it as a motivation. (Hannam & Diekmann 2010, 152.)

4.4   Volunteer projects

In the early 2000s the number of the volunteer projects was decreasing and the demand for them was increasing at the same time. This trend was recognised by volunteer organizations and they started marketing volunteering alongside with adventure travelling and language schools. (Wearing & McGehee 2013, 70.)

This new trend can raise some tension between attention to the priorities and needs of the volunteers, the organizations and the local communities. Of course, as there is a large variety of organizations and projects to choose from, the quality of them also vary largely. It's important to find a correct balance between these needs and priorities for project to be as successful as could be hoped. (Wearing & McGehee 2013, 84.)

Volunteer experiences may be organised in several different ways, including international internship programmes, development agencies, cultural exchange organizations, work camps, professional aid groups, schools and universities, religious institutions, commercial tour operators, and language schools. The volunteer programmes can have many different relationships to tourism, and cover many different forms of travel experiences. These include for example adventure, charity, communitarian, gap-year, and eco-tourism. (TRAM 2008, 13.)

Wearing and McGehee (2013) list two traditional approaches to the best practices in volunteer tourism projects. One is Weber's 'ideal type', which is mainly volunteer tourism as we want it. The other approach is more realistic and mainly volunteer tourism as it is often delivered. They also study Kenny's Volunteer Tourism Project Framework that will help to develop a successful volunteer tourism project. (Wearing & McGehee 2013, 85.)

The main points of this framework are:

- Information: Both formal and informal. This includes a broad understanding about the ways in which the local community works and how things could be done differently. What do we know and whose knowledge is it?
- Genuineness: The volunteer tourism organizations must accept the value of the ways of the host community and its people. Volunteering should start with the community. What do the host communities think and feel?
- Vision: Discussion of values and principles of the host community. What do we really want to achieve?
- Pragmatism: Practical values and attention to facts. Plans for getting to where we want to be. What are our choices?
- Strategy: Specific plans for getting to the goal. What are we going to do and who is going to do it?
- Transformation: Evaluation can be done when specific strategies and tactics for social change are successfully carried out. What changes have taken place and are they acceptable practices for the community.

These elements generally overlap and at time occur simultaneously. Sometimes some elements might be more clearly developed than others. (Wearing & McGehee 2013, 85-87.)

4.4.1 Host community

"Volunteer tourism is not possible without the active participation of destination's residents and communities." The residents and community representatives are the most

important individuals ensuring that volunteer tourism has a present and a future. Approval, commitment and involvement of the locals are essential in all stages of the volunteer tourism process. (Voluntourism.org 2015a.)

Many of the ideas that have supported the development of a community based approach to tourism have come about through the enormous impacts that tourism developments in the 1980's had on host communities. There is a growing awareness within small communities of the benefits to be derived from developing volunteer tourism as part of their economics, but not every community is suited for tourism development, nor is tourism suitable for every community. Because each community is unique, each must make its decision based upon local circumstances. What has worked in one community may not apply in another. (Voluntourism.org 2015b.)

4.4.2   Community development

The values, attitudes behaviour of the volunteer tourists are determined by their own social environment, cultural identity and way of life. These attitudes and behaviours can cause some miscommunications and conflict between volunteers and local community. Community development approaches offer to improve the interaction, which is essential for successful volunteer tourism and improvement of local community. (Wearing & McGehee 2013, 39.)

"An effective and fulfilling volunteer tourism experience cannot occur without a strong sense of philosophical and practical inclusiveness." For example in mass tourism lacks this inclusiveness. One way to reduce the misunderstandings between the volunteers and the locals is education. The volunteers should make an effort to learn the local culture to understand the people in it. This would also raise the quality of the volunteer tourism experience for both the volunteers and the locals. (Wearing & McGehee 2013, 39-40.)

The initial attitude towards tourism destinations in developing countries is typically an assumption that locals are not as modern, sophisticated, wealthy and technologically advanced as their 'western' guests. It is suggested that with alternative tourism the tour-

ists lean to behaviours that are beneficial to local communities, and their cultural and social environment. (Wearing & McGehee 2013, 40.)

Many local communities are looking to improve their conditions with tourism development. Number of problems can arise with the use of developing countries' environmental resources. The local communities might not be able to compete and their participation in the process withers, resulting the main share of the income 'leaking' out from the destination. (Wearing & McGehee 2013, 40-41.)

One of the alternative approaches to tourism is social value, in which tourism seeks to endorse local people and cultures. The idea is that local communities play a central role in the planning and managing tourism. It can both enhance the tourist experience and enrich the culture and identity of the local population. (Wearing & McGehee 2013, 41-42.)

"By definition, volunteer tourism takes place at the community level, with local people taking a leadership role." Wearing and McGehee (2013) quote Beeton when saying that with right approach and planning, tourism has a potential to act as a tool for sustainable community development and poverty reduction. Manyara and Jones studied the phenomenon in 2007 and found that the higher the community involvement was the greater benefits could be reatched. Al-Oun and Al-Homoud argue in their study in 2008 that a community-based approach to tourism is likely to be most successful in remote and rural environments, where people continue living in traditional ways. (Wearing & McGehee 2013, 43-44.)

4.5   Are we making a difference?

Volunteer tourism is traditionally seen as an optimal form of tourism and opposite of mass tourism. It supposedly isn't uncaring and hedonistic but benefits everyone involved. According to Daniel Guttentag, in Singh's (2012) book, volunteer tourism has remained untouched by criticism and remained its image as a caring, sustainable and the very best form of tourism. Numerous studies have shown the benefits of volunteer

tourism but Guttentag claims that the benefit were mostly accepted unquestioningly and without criticism. (Singh 2012, 152.)

In past volunteering was likely to be connected to political ambition to change the world, and today volunteering tourism is personal lifestyle strategy to make a difference to the world. Jim Butcher writes in his article, in Singh's (2012) book that the personal transformation for the volunteer is often seen as important as the benefits of the work to the host community. "A danger in this kind of thinking that the desire to make a difference is dismissed as naïve, self-centred or arrogant." (Singh 2012, 160.)

4.5.1 Measures to evaluate the impacts of tourism

A major difficulty in assessing the benefits of community development through volunteer tourism is evaluating the success factors. Fortunately, there are several practical community-based tourism development models available. These include for example Triple Bottom Line (TBL) approach which is a popular model and has been applied in a variety of tourism settings, including ecotourism, wildlife tourism, sustainable tourism and surf tourism. It employs classic auditing and accounting reporting tools to assess the economic, environmental and social implications of a business, government initiative, NGO programme or community. (Wearing & McGehee 2013, 44-45.)

The next model is known as TOMM (Tourism Optimization Management Model) and it was specifically developed for tourism. It builds on other sustainable land management strategies to incorporate a strong political dimension, and seek to monitor and manage optimum sustainable performance of tourism. It's designed to monitor and quantify the key economic, marketing, environmental, socio-cultural and experiential benefits, and impacts of tourism activity. (Wearing & McGehee 2013, 45.)

The third model is called Participatory Rural Appraisal (PRA). This classic approach to data collection requires placing the research participants at the centre of any development programme. It encourages local communities to value their knowledge and ideas in the management of their resources. Like in case of PRA applied to volunteer tourism, the researchers' aim would be to achieve, with members of the community, a

common and shared understanding of social reality. It could be used to facilitate an understanding of the lifestyle and activities of communities, their expectations of volunteer tourism or specific projects undertaken by volunteer tourists. (Wearing & McGehee 2013, 46.)

According to Zahra and McGehee (2013) community development incorporates nine forms of capital on which the impacts can be evaluated. These include: human, financial, political, cultural, social, natural, built, welfare and personal. They have modified Flora's 'Community Capital Model' by adding the two last capitals. (Zahra & McGehee 2013, 40.)

4.5.2   Benefits of volunteer tourism

"At best there will be cross-cultural learning and growing into a global citizenship" (Berner 2015). Volunteer tourism has a potential to offer benefits to both the host community and the volunteer (Benson 2011, 219).

McGehee and Andereck (2008) list some of the positive impacts of volunteer tourism on the local community. These include increased understanding for both groups, and improvement in the quality of life for host community. Volunteers provide services in areas that have no volunteerism among the locals, they are able to subsidize social programmes in areas with minimal resources and may have a more positive economic impact on host communities than mass tourism. Also, volunteering may better see the connection between local actions and global effects, and understand international issues, and be inspired to get more involved in organizations after returning home. (McGehee & Andereck 2008, 22.)

In their research Zahra and McGehee (2013) that the members of local communities appreciated the relationships they made with the volunteers. They felt the volunteers made them listen and learn from them, which made them work better as a community and take responsibility of their own future. (Zahra & McGehee 2013, 33-35.)

Volunteering experiences can change the attitudes of people. For Manninen (2015) as for many others volunteering was an eye opening experience and they go back home as ambassadors sharing their new found knowledge and teaching others about the wrongs in the world. They are also usually keener to help others and donate money for those in need. They also probably think their political and other choices in life from another point of view. (Manninen 2015.)

4.5.3 Challenges of volunteer tourism

Volunteer tourism is providing the volunteers with an opportunity to experience positive personal transformations, although it cannot be assumed the transformation will remain once the volunteers return to their previous lives (Singh, 2012, 155-156). Also Berner (2015) mentions this in her article: The volunteers fly to the destination, spend there for few months, and then clean the dust out of their pants and go home. "It's a sort of merit for some people that they have been volunteering." (Berner 2015, C8.)

For a form of tourism seen as a sustainable one, the long-term impacts and potential unintended consequences of the volunteer projects have received very little attention. In his article Guttentag is looking at some of these consequences. (Singh 2012, 153.) In his opinion an environment in which one privileged party donates their time, effort and finances to another unprivileged one, cannot provide particularly equal-power relationship (Singh 2012, 156). Close contact between the volunteers and the host community can produce also undesirable cultural changes as hosts are influenced by the foreign tourists (Singh 2012, 157).

For example, the host community might learn to rely on the volunteers and not to be self-sufficient. That makes the community vulnerable to any changes in the external support. It's also claimed that volunteers who are working for free are reducing the job opportunities for the local community or undermine confidence in local services. The volunteers may be assigned for a job they are not qualified or capable of doing. Also language and cultural differences may pose problems. (Singh 2012, 153-154.)

The project are not what the community really needs. The goals of the project operators might not match with the goals of the host. (Singh 2012, 155.) In some cases it is very difficult to determine if the provided help and assistance is what the community actually need or if the problem lies somewhere deeper or different 'department' (Lyons & Wearing 2008, 23.)

The founder of Community Learning International, Robert Anderson, isn't very fond of volunteer tourism. He says: "Volunteers from western countries come in but they don't want to use their expertise and share it with the project. Instead they want to do some physical labour even when they don't know how to use the tools. This takes a paid job away from a local worker." (Manninen 2015.)

Problem might also be in the attitudes of the volunteers. The host communities are seen as poor people who know no better, and play a role of a 'real life' experience for people from the rich countries. Many volunteers are romanticising and rationalising the poverty in the host communities. "This 'poor-but-happy' mentality can excuse poverty instead of inspiring opposition to it." (Singh 2012, 156-157.) Sometimes the volunteers inappropriately take on the role of 'expert' (Singh 2012, 165).

Berner (2015) indicates in her article that volunteer tourism has become a business in many destinations. The project organizers might be more interested and concerned about the needs of the volunteers and not the communities. Some volunteers are going to the destination to fill their dream to 'make a difference' but behaving as they were on a holiday in tourist resort and demanding that they can do what they like to do 'because they have paid for it'. "The projects are there to make money, not for volunteers to help people." (Berner 2015, C7-C8.)

Manninen (2015) had same concern in her article. When trying to please the volunteer and give them experiences the needs of the receiving individual might be forgotten. The volunteer might actually hurt the people and animals they think they are helping. For example when volunteering in elephant sanctuary the volunteers receive five minutes elephant ride every day. But in reality riding is not good for the elephants. Or

in animal rescue centre a baby monkey might be given to a volunteer to be fed from a bottle when in reality it would be better for the monkey to be as little in contact with people as possible. (Manninen 2015.)

In many places orphanages have risen as symbols of the problems in volunteer tourism. In some countries there was a business built around volunteer tourism and children might end up in an orphanage even though their parents were alive. Demand of volunteer placements created supply. (Berner 2015, C8; Manninen 2015.)

McGehee and Andereck mention in Lyons and Wearing's (2008) book Jay Wilson's view of benefits of volunteer tourism: "Volunteers have been coming to this part of the country for thirty years, I have been here for six years, and while I am sure that the volunteers reap benefits from the experience, I honestly don't see a change in the community. (Lyons & Wearing 2008, 21.)

When volunteering tourism starts to exploit the host community and the locals for tourists' needs and personal gain, it can no longer be seen as mutually beneficial form of tourism (Singh 2012, 162).

4.5.4 Finding a balance

According to Eliza Raymond, in Lyons and Wearing's (2008) book, "neither placement nor projects should be assumed as automatically benefiting both the volunteer and the host" (Lyons & Wearing 2008, 57). The benefits of volunteer tourism are not inevitable, but neither is the failure to provide these benefits. There are many concerns regarding volunteer tourism but sometimes the benefits are greater than those concerns. (Singh 2012, 158.)

Succeeding in volunteer tourism project is about getting the volunteers to fit in and match their skills with the needs of the community (Singh 2012, 162). Raymond claims that vital role that the sending organization can play to ensure the success in the project for both the volunteer and the host community is to practice careful consideration

in matching the placements of the volunteers and their skills (Lyons & Wearing 2008, 58).

According to Raymond, in Singh's (2012) book, the ideal approach would be 'bottom-up', where the host community's needs are first identified and after that suitable volunteers will be found. The volunteers should not be accepted into projects without considering what they can realistically contribute towards it. (Singh 2012, 162.) McGehee and Andereck argue in Lyons and Wearing's (2008) book, for 'less-is-more' approach: "Reduce the number of volunteer tourists and be more selective in terms of matching the skill set each possesses with the particular needs of the community." (Lyons & Wearing 2008, 22.)

Often the source of dissatisfaction of the volunteers is unrealistic expectations that they might have about the work they will be doing and what they will achieve with their contribution to the project. It's important the volunteer tourism organizations to prepare the volunteers for the facts of the work and that they won't 'save the world'. Instead the volunteers should adopt a role of learner and guest. (Singh 2012, 165.)

Anderson from Community Learning International does see some good in volunteering: "I appreciate people's desire to do good, but more good could be done by donating to a local organization. But if the person's interest is to develop themselves, then volunteering tourism is a good thing. You learn much more while working for a local cause than travelling around with your backpack." (Manninen 2015.)

Raymond quotes Comlámh and Simpson: "It's important for volunteer tourism organizations to develop strong, honest and equal relationship with host organizations." It's also crucial to maintain frequent communication between these two. (Singh 2012, 164-165.) According to Zahra and McGehee (2013) volunteers should build equal relationships with the host community members. Through these relationships the locals have higher self-esteem and more confidence to take responsibility after the volunteers go. The value to the community is that they are made to feel important in a non-patronising way. (Zahra & McGehee 2013, 39.)

4.6   Benefits vs challenges

In the next table (Table 1.) benefits and challenges are compared with each other. Volunteer tourism has real possibilities to have great benefits for all parties. However there are many challenges to be considered. Finding the balance between these two will ensure the benefits being greater than the challenges.

Benefits	*Challenges*
- Cross-cultural learning. - Increased understanding for both sides. - Improved quality of life for the host community. - Volunteers provide services that might not otherwise be available. - Locals are encouraged to take action for their future. - Volunteers are keener to volunteer and donate money.	- Undesirable cultural change. - Language and cultural barriers. - No equal-power-relationship. - Host community become dependent on the volunteers. - Volunteers take locals' jobs. - Focus more on pleasing volunteers' wants than on serving the community's needs. - Volunteers signed for unsuitable jobs. - Volunteers' selfish attitudes and too high expectations.

Table 1. Benefits vs challenges

5   Research Methods

Research methods have been divided in two main categories of research: Quantitative and qualitative research. As the names can reveal, quantitative research indicates quantity and qualitative research quality. These two categories have been divided again in subcategories. (Hirsjärvi, Remes & Sajavaara 2005, 151.)

For this thesis I have chosen case study. For data collection methods I have chosen qualitative, ethnographic approach with participant observation and interview.

5.1   Case study

"Case study research is a research approach that examines the relationship between people and structures, in which they work, live and learn" (Savin-Baden & Howell Major 2013, 168). "Case studies focus on one or a few instances of particular phenomenon". It has become widely used in small-scale social research. (Denscombe 2007, 35.) Wide interest in this approach is largely due to the flexibility of case studies and their ability to offer in-depth examination of a subject of the study (Savin-Baden & Howell Major 2013, 151).

There are many advantages in case study as a research approach. It is flexible, thorough and responsive. It allows in-depth investigation of the subject and has wide appeal. (Savin-Baden & Howell Major 2013, 162-164.) Using case study and focusing on one or a few instances allows researcher deal with the subtleties and intricacies of complex social situations. This approach allows the use of a variety of research methods which encourages the use of multiple methods. (Denscombe 2007, 45.)

Case study has received also some criticism. The challenges include dependence on a single case, eclectic nature of case study, and difficulty in predicting and managing boundaries of a case. (Savin-Baden & Howell Major 2013, 164-165.) Disadvantages can also be the credibility of generalization, producing 'soft' data, negotiating access, and possible 'observer effect' on the subjects (Denscombe 2007, 45-46).

5.2 Qualitative data collection

All data we are interested in cannot be measured by quantitative measures. In princible, qualitative research describes 'real life', and this includes a thought that reality is multi-farious. In qualitative research tries to study the issue as comprehensively as possible. (Hirsjärvi et al. 2005, 152.)

There are some typical characteristics in qualitative research and data collection. Research is comprehensive data collection from natural and real situations. The cases are handled as unique. A human factor is preferred as a data collection instrument, and the methods that highlight the 'voices' of the subjects are preferred. Target group is appropriately, and the research plan is developed while the research progresses. Inductive analysis is used. (Hirsjärvi et al. 2005, 155.)

"Qualitative research has an 'emic' perspective (describing behaviour or beliefs that are meaningful to the participant) which leads to choices in determining what might be meaningful for the participant" (Savin-Baden & Howell Major 2013, 12.)

5.2.1 Ethnography

"Ethnography is the study of people." It requires in-depth long term study and intensive fieldwork to gain a detailed and comprehensive view of a social group and its setting. Focus of the study is on everyday life and a particular field or setting. Engagement in the setting is for an extended period of time. Primary method for data collection is observation and the goal is to collect in-depth and unstructured data. The findings are presented from the participants' point of view. (Savin-Baden & Howell Major 2013, 196-197.)

One of the characteristic features of ethnography is the role of researcher's 'self' in the process of research. The researcher reflects the events and cultures reflecting them upon their personal background, experiences and beliefs. They need to go beyond this reflection and supply the reader with some insights into the possible influence of the researcher's 'self' on the interpretation of events or culture. (Denscombe 2007, 69.)

5.2.2 Observation

"Observation offers the social researcher a distinct way of collecting data. It does not rely on what people say they do, or what they say they think." (Denscombe 2007, 206.) With observation we can determine if people are really behaving and acting as they claim they do. Scientific observation is more than just seeing. It is monitoring the surroundings, and can be set with some requirements that separate it from everyday observation. Observation has been seen as common method for many science approaches, and many of them have their own observation methods. (Hirsjärvi et al. 2005, 201-202.)

Observation can be divided in two main types; systematic and participating observation. Systematic observation is conducted in strictly limited environment, like in laboratory, and the researcher is an outsider. (Hirsjärvi et al. 2005, 204.) Participant observation occurs when the researcher enters a setting they are observing and become involved as an active participant of this setting as well as observer (Shank 2006, 59). The key priority of participant observation is to preserve the naturalness of the setting. The principal concern is to minimize disruptions so the things will occur as they normally would. For this reason the participants are often unaware of research happening. (Denscombe 2007, 217.)

The benefit of observation is direct information from the target group that can be collected in natural environment and situations. It usually avoids the artificiality that is a problem in many data collection methods. Observing is an excellent method when studying interaction as well as unpredictable and quickly changing situations. It also reveals data that the subject is not willing or able to tell the researcher directly. (Hirsjärvi et al. 2005, 202.) Particularly participant observation's advantages are naturalness, insights, ecological validity, basic equipment and subjects' point of view (Denscombe 2007, 224).

The challenge in observation is that the observer might influence the situation, or get emotionally attached to the observed group or situation. This could decrease objectivi-

ty of the research. Observing takes time and this is a limitation for this method. Also there are ethical issues to be solved, like how much the observed people should know about the details of the observation. (Hirsjärvi et al. 2005, 202-203.) Disadvantages for participant observation particularly includes access issue, personal commitment, possible danger, reliability, problems of generalizing, and ethical issues raising with secrecy (Denscombe 2007, 225).

5.2.3 Interview

Interview is a unique data collection method as it facilitate a direct verbal interaction with the subject (Hirsjärvi et al. 2005, 193). "Interviews involve a set of assumptions and understandings about the situation which are not normally associated with a casual conversation" (Denscombe 2007, 173).

There are three main types of interview; constructed, semi-constructed and open. Constructed interview is conducted with a questionnaire that is readily prepared. Semi-constructed is a combination of constructed and open interview. Exact questions are not prepared but the themes of the interview have been decided. Open interview is most like a conversation. Thoughts, opinions and feelings are picked from a natural flow of dialogue. The theme of the conversation may change along the way. (Hirsjärvi et al. 2005, 197-198.)

Flexibility is seen as a main benefit of interview as a data collection method. It allows to get deeper answer to the questions and ask for closer definitions as needed. (Hirsjärvi et al. 2005, 194.) Advantages of interview include also depth of information, insights, simple equipment, informants' priorities, high response rate, and validity. Interview can also be a therapeutic experience for the interviewee. (Denscombe 2007, 202-203.)

Interview is like a coin, it has two sides. For every benefit there is a challenge. Interview can give deeper and more defined data but it takes time. It requires conscientious planning, and training which also takes time. The interviewee might experience the interview situation intimidating or scary, and might give the interviewer socially accepta-

ble answers rather than their real opinions. (Hirsjärvi et al. 2005, 195.) Disadvantages can also be data analysis, reliability, interviewer effect, inhibitions, and resources (Denscombe 2007, 203-204).

5.3 Planning data collection

For this thesis I have chosen observation and interview as data collection methods. I took part in a volunteer tourism project in Cuzco, Peru, and all data was collected during that time in the case destination.

5.3.1 Observation

When planning observation some factors must be considered. The researcher must decide what kind of role they take in the observed situation, how much involved they are in it. Also it should be thought of what will be observed, which factors are to be focused on. (Savin-Baden & Howell Major 2013, 394-398.)

Observation was planned to happen while participating in volunteering project and working as part of the group. For ethical reasons and to gain access to resources I decided to inform the project managers about the observation, and analyse the data completely anonymously. To get as real results as possible the observed people would not be shared with too much information. The plan was to record my findings in a journal that I would keep during the project.

I would keep my eyes open especially for interaction between the locals and volunteers, and volunteers and project managers. I would also have my focus on all possible benefits or challenges of volunteer tourism that might come up within the interactions.

5.3.2 Interview

To plan and prepare for an interview there are some steps to be taken: Topics for discussion have to be decided, informants to be chosen, authorization to be gained and venue to be arranged. (Denscombe 2007, 188-190.)

The plan was to get interviews from some of the locals as well as from the project managers. The subjects were meant to be chosen when in destination and discussing with the project managers about it. The interviews would be recorded by digital recorder.

For interview I decided that structured interview would be too stiff and might miss some valuable points of view. On the other hand the unstructured interview might be too spread out and it could be difficult to analyse. So I chose to do a semi-structured interview with chosen themes. I also had to decide themes for both interviews. The interview guide can be found as attachment 1.

5.4 Data collection in practice

The data was collected during a six weeks period that I was taking a part in a volunteering project in Cusco, Peru. The project was an afterschool program for unprivileged children. I have opened up the project more in the chapter 6.

In practice collecting the data didn't go exactly as planned as some factors were a little different than I was expecting. The structure of the project was a little different being strictly focused on the children and I didn't have any contact with the families of them. Therefore, I didn't have access to as many resources as I had hoped for.

The observation part was done more or less as planned. I kept a journal during my volunteering in the project and recorded all the things I saw or heard. I learned a great deal about the children and their families, as well as about the project and the fellow volunteers. I did grow quite attached to many of the children and that might have had some influence in my judgment or point of view. I am aware of this fact and have tried to record the data as objectively as possible.

I had planned to interview some locals and project managers for my thesis but as it turned out, I didn't have any access to the locals. The project rules denied me having any contact with the children or their families outside of the project. So I could not interview them. All I could do was to observe the children and possible encounter with

the people in the town. I got to interview a volunteer coordinator, Ms Chrysoula Iakovou, who shared some very interesting information with me and I am very delighted about that. Interview guide (Attachment 1) and the interview (Attachment 2) are available as attachments. She gave me a permission to use her name in this thesis. I was also hoping I could have interviewed the founder of the project, Yuri Valencia, but he was a very busy man with the project expanding so I didn't get the chance for that.

5.5 Data analysing

The collected data is qualitative. Primary data for this thesis is the data collected in the destination, the interview and the volunteering journal. As this is a case study and the data collected is limited to this particular case it cannot be generalized to cover all projects in the field. Therefore in addition to the primary sources in conclusions it is valid to take into consideration also the data collected from articles.

5.6 Reliability, validity and triangulation in case study

The idea of triangulation is to use two or more research methods to collect data in order to get fuller and wider picture of the subject. In qualitative research it is common to use only one method and triangulate the collected data with another form of data, or published or non-published documents. However, many qualitative research require triangulation in a way or another. (Myers 2013, 9-10.)
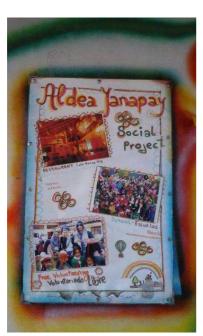
In qualitative research, measuring reliability and validity traditional ways is challenging as the terms have been created for quantitative research which as a method differs a lot from qualitative one. For example case studies are usually unique and no case is exactly like another. Validity of the qualitative research must be proved other ways, like explaining the process. (Hirsjärvi et al. 2005, 217-18.)

In this thesis triangulation has been done by using two data collection methods, interview and observation. The data collected by these methods have been triangulated with each other and conclusions drawn from them. I have also compared my results to some relevant articles about other volunteer projects.

6   Community project – Aldea Yanapay

Aldea Yanapay is a volunteer project that focuses on helping the local people, especially underprivileged cusqueñian kids, enrich their lives through different workshops and activities such as teaching English and writing, art projects, music, and more. Volunteers also help engage the locals in sporting activities and thus promote a healthier lifestyle. Volunteers help wherever they are most needed, though some might also specify an area they are most interested in. (Kilroy Travels 2015a.)

Alday Yanapay (Picture 3) was founded by Yuri Valencia in 2004. The name is mix of two languages. Aldea is spanish for society and Yanapay is Quechua language for help. Papa Yuri chose these words to unite two languages and cultures that have been rivalling for centuries. (Kuronen 20.11.2015.)

Picture 3. Wall art in Aldea Yanapay school

It started as a small alternative school. Next year the project had already over 160 children coming in every afternoon so the volunteer program was started in mid-2005. As the money was quickly running out Papa Yuri opened Yanapay house for the volunteers to stay in paying for their room and school could be funded by it. In 2006 he decided to open a Yanapay restaurant that would fund the next project in Lamai. (Aldea Yanapay 2015b.)

The mission in the project is "to provide opportunities for alternative ways of life love, ethics, discipline and responsibility, which are based in the material, cultural and spiritual resources we can find in every being and every community". The vision is "to succeed in expanding Aldea Yanapay to further geographical areas and preserve its ideology and its desire to be a source of new possibilities". (Aldea Yanapay 2015a.)

The project aims to be part of a big transformation through education and growth with love and responsibility. It offers the children, teenagers and adults the opportunity to discover new ways of life in Peru. It aims every day to create an environment where the values the world needs are naturally demonstrated through examples. It aims changing the society with responsible love that implies consciousness of consequences and teach responsibility. (Aldea Yanapay 2015a.)

6.1   Aldea Yanapay project

Aldea Yanapay project consist of many different parts. There are two schools for disadvantaged children. One of the schools is located in City of Cusco, hosting approximately 180 children at the moment and another in Lamai, hosting approximately 20 children. (Aldea Yanapay 2015a). School in Cusco (Pictures 4 and 5) has been running since June 2004 and one in Lamai since the summer 2015. They are completely free of charge for the children. (Aldea Yanapay 2015e.)

Picture 4. Aldea Yanapay school, Cusco, Peru

Addition to the schools there are some businesses founded to fund the school projects so the project is self-sustained. It's completely funded by these businesses and any possible donations. (Iakovou 11.12.2015.)

Picture 5. Inside of Aldea Yanapay school, Cusco, Peru

Yanapay Restaurant is located in the heart of Cusco and is part of economic self-sustainability concept. Its purpose is to be a good example of a fair economic system and fund the Aldea Yanapay school projects as well as attracting volunteers to the schools and visitors to the hostel. (Aldea Yanapay 2015d.)

The project also have a hostel called Villa Magica. Most of the volunteers stay there during their weeks in project but it is also open for normal visitors. Part of the profit is going to fund the Yanapay school in Cusco. (Aldea Yanapay 2015c.)

In Lamai there is also a hostel and a holistic and agricultural centre which provides holistic treatments and courses. All the profit is used to fund the school in Lamai. (Iakovou 11.12.2015.)

6.2   Volunteering opportunities

There are several different volunteering options at Aldea Yanapay. Most common are probably two schools that the project manages as only basic level of spanish is required and only one week minimum commitment. (Aldea Yanapay 2015a.) Although the founder and the coordinators of the project are planning to change this into one month minimum commitment (Iakovou 11.12.2015).

Picture 6. Play time outside

The school volunteering is divided in several subcategories. These are for example art workshops in which the task of the volunteers is to "carry out different activities that allow the children to develop their creativity and express their feelings through drawing and painting", and play centre in which volunteers "play games with the children that aim at building their skills and their psychomotor development". (Kilroy Travels 2015b.) Play time is visualised in Pictures 6 and 7.

Picture 7. Play time inside

In school the volunteers do a little bit of everything at the school from teaching to sweeping or cleaning. There is also a space called 'Expression' where volunteers can teach specific classes or workshops. The children go to this school before or after going to their formal school. At Aldea Yanapay, the children are divided into groups according to their age and they all participate in different workshops such as arts, reading, games, IT, after-school homework support etc. Volunteers coordinate these groups which they are assigned to according to their level of Spanish. (Kilroy Travels 2015c.)

Project provides also psychological and social assistance. For this department intermediate or fluent level of spanish is required as the volunteer has to be able to communicate with the children and the parents. Also profession or minimum two years of studies on the field is required for these positions as well as minimum of one month commitment. In addition to these opportunities volunteers can help with marketing and promotion as they so wish. (Aldea Yanapay 2015a.)

Unlike many other projects Aldea Yanapay doesn't charge for volunteering. The founder, Papa Yuri, believes that volunteering is an act of love and should not be a business. For him it's most important that volunteers donate their time. Donating money is optional. (Kuronen, 16.11.2015.)

Picture 8. Circle of love

7   Impacts of the volunteer tourism in the host community

There can be many different impacts, both benefits and challenges, of volunteer tourism in the host community. There are countless volunteer project all over the world and all of them are unique and very different from each other. For this thesis I studied one project and got results mirroring that particular project. However if I had chosen any other project to study, I probably would have gotten very different results.

Volunteering is a beautiful thing that one person does to another, to a community or to environment. We all have different motives to do it and we can always discuss about the selflessness and authenticity of those motives, but in the end the idea is to give your time and commitment to someone in need. In the best case scenario that's what it is all about. Helping the less fortunate. A successful volunteering project provides benefits for both the host community and the volunteer.

7.1   Results of the research

In this chapter I present the results of the research. Volunteer coordinator of Aldea Yanapay project, Chrysoula Iakovou was interviewed on Friday the 11th of December 2015 (guide as Attachment 1). This interview opened up the history and the present stage as well as the future of the project. It also allowed to review the impacts of the project as it was hard for me to see them myself in such a short time. Ms Iakovou has been in the project for a long time she has seen how things have been changing.

During my stay in Aldea Yanapay project, from 9th of November to 18th of December 2015, I kept a journal in which I recorded the results of my observation. In my volunteering diary I describe the days in the projects and any possible related incidents. I tell things I have seen and experienced as well as things other volunteers told me they have experienced. I have kept my eyes and ears open during the work days and meetings, and sometimes even on my free time. I describe the project in the volunteer point of view.

7.1.1 Background of Aldea Yanapay project

The interview opened up the history, current stage as well as future plans of the project. It has been going on for 12 years now and during that time it has grown from one afterschool programme to two, from only having few children to accommodating almost 200. Along the way there has been many plans and little by little they are coming to reality. (Iakovou 11.12.2015.)

For this project spirituality was one of the key factors. No one had to be spiritual in their own lives but we were expected to respect the choice of path Yuri had made for the project. I, myself am not a very spiritual person and for start I found it a little weird. But keeping my mind open I ended up learning a lot about myself and life around me. (Kuronen 2015.) Example of a daily spiritual routine in Picture 8.

7.1.2 Needs of the children

The children in the project came from quite harsh backgrounds. I could see that in my everyday work and it was confirmed by Ms Iakovou in her interview and by the records of the children I was able to look over. Their lives are shadowed by poverty, violence and many problems coming along with them. And most of them have very little opportunities for better future. (Iakovou 11.12.2015; Kuronen 2015.)

I observed the children every day during my work hours. I noticed that many of them were dirty and wearing dirty/broken clothes and had bad teeth from very young age. Poverty showed in many of their presence. Even though the children were mostly very well behaving, many times violence and rough upbringing pushed through. Many of them needed help in many ways and it broke my heart that I was allowed only to give my love and time. That was to protect both me and the children. (Kuronen 2015.)

7.1.3 Volunteers in the project

The project is mainly run by volunteers and they are highly appreciated. As Ms Iakovou said: "We would not be able to exist without you." The changing of the vol-

unteers can be challenging many ways but according to Ms Iakovou the children are mostly used to it.

Picture 9. Daily circle 1

Unlike many other volunteering projects Aldea Yanapay doesn't charge for volunteering. The founder Yuri believes that volunteering is an act of love and that we have the right mind to it when we don't pay for it. The project is financed by the side businesses and voluntary donations. (Iakovou 11.12.2015; Kuronen 2015.)

As a volunteer I saw this project like a family. We had quite a strong bond between us and even though we were all different in many ways, this beautiful thing we had come to do connected us (Pictures 9 and 10). We were there for each other and accepted one another as we were. (Kuronen 2015.)

7.1.4   Impacts of the project in the community

Ms Iakovou doesn't think one small project has much of impact into the whole big community around it, apart from the families. So the benefits of the project are limited to the children and their families, although for an individual the impact and benefits can be quite big. The official schools and the orphanage will allow the project have more access to the families and therefore most likely to make a bigger difference in the community. (Iakovou 11.12.2015.)

I wasn't staying for long enough time to see much change in the children. I did make some fiends and seemed to have had an impact in many of the kids' lives. From other volunteers who have been in the project for longer time, I heard some heart-warming success stories about children who have taken leaps in progress weather it is learning in school or opening up about their life and feelings. (Kuronen 2015.)

Picture 10. Daily circle 2

Ms Iakovou told in her interview how the children have changed during the 12 years of the project. When the project started 12 years ago the children were badly behaving, violent and non-cooperative. Today they are well-behaved and affectionate, smiling young people. According to Ms Iakovou some people have been amazed how well-behaved the children are but it is all because of the hard work for all these years. (Iakovou 11.12.2015.)

I myself didn't visit the other school in Lamai but Ms Iakovou told me the impacts of the project in the children in that community. They have improved a lot in just six months the project has been going on. In the beginning of the project the children were closed and untrusting. They wouldn't let anyone to come close or touch them. Today there still are problems but they take part now, hug the volunteers voluntarily and start opening up. (Iakovou 11.12.2015.)

All in all, I think that projects like this are definitely needed. The changes are difficult to see in such a short time that I spent in the project. However the volunteers who have been involved for longer can see the impacts of the project and recognise the changes in the children and in the community. In my opinion it all seemed to be very

open, transparent and honest. Yuri has created this project to help these kids and not to collect money from the volunteers/donors. (Kuronen 2015.)

7.1.5 Future plans to improve the project

Next big step will be opening official schools aside to the optional ones next year and later on the plan is to open an orphanage. The founder of the project is a dreamer in many ways, and Ms Iakovou believes that whatever he dreams with little help he can make it happen. (Iakovou 11.12.2015.)

The project is planning to increase the minimum stay into one month instead of one week as they feel that it would be more beneficial both to the children and to the volunteers. One week is too short time to make any kind of impact on either party. (Iakovou 11.12.2015.) I do agree on this matter. The first week for me was mostly getting know to the project and the children. The bond was built during weeks of volunteering.

7.2 Impacts of Aldea Yanapay project

Aldea Yanapay is only one project and its impacts on community are limited. As one single project it cannot make much impact in a community size of city of Cusco. Its impacts are seen mostly on the children in the project and in their families, and through that the project impacts on community. The work is slow but worth it. In a smaller community like town of Lamai the impacts of the projects are seen more clearly. And with the official schools opening the projects are able to impact the community better. (Iakovou 11.12.2015.)

This projects is a good example of working according to the needs of the community. In the project the children are the driving force and their needs are looked after before the volunteers'. The volunteers and their effort are much appreciated but they are considered more as staff than as customers in the project. The founder, Yuri Valencia, believes that people do volunteering out of love and goodness in their heart and therefore he is not charging for the experience. (Kuronen 2015.)

Picture 11. Big happy family

In big scale there might not be that much impact but on the individual level there are many benefits to be seen. People in Cusco know Aldea Yanapay project and talk very fondly of it. People are thankful to the volunteers helping the children. And when you have been in the project long enough you can see the change in the children. These, and so many other children have gotten a hard start to their lives and many of them don't know any better. This is why these kinds of projects are needed. Of course you can't save every child and change every life, but if you can make difference in one it is all worth it. (Iakovou 11.12.2015; Kuronen 2015.)

Aldea Yanapay project is slowly growing and with official schools opened they are able to impact the community more than with the unofficial schools. It is slow process but little by little, bit by bit they can make a change. (Iakovou 11.12.2015.)

During my time in the project I, as well as other volunteers, got quite attached to the children in the project (Picture 11). With some of them I built quite a nice bond, like that one 4-year old little girl with whom I had a special connection between us from the beginning. And when my time had come it was hard to say goodbye and leave. It made me wonder how it was for the children. How did they experience volunteers coming and going all the time? In the interview with the volunteer coordinator, Chrisoula Iakovou (11.12.2015), she said the children are used to it and they know the volunteers are here only temporarily. Of course they are sad and emotional at that moment but I'm sure they recover quickly.

To help that situation Aldea Yanapay has decided in the future to extend the minimum stay of the volunteers from one week to one month. I think that will be more beneficial in a project with children. Both to the children and the volunteer. In one week neither party really get anything out of the volunteering period. (Iakovou 11.12.2015.)

My chosen project I had many benefits for the children and through them to the community as we can see in Figure 1. The children in the project came from quite harsh backgrounds and without the project many of they would probably drop out of school and end up working in their family business staying in their unprivileged lives. Or in worse case they would end up to criminal activities. This project give them hope for the better future and loving adult support that most of them don't experience otherwise. (Kuronen 2015.)

Impacts of Aldea Yanapay project

Children:
- Tutoring for studies
- Official education soon
- Safe and positive adult authority
- Time to play

Families:
- Change in children's behaviour
- Change in families
- Better opportunities through education

Community:
- Well-educated citizes
- Good example with official school
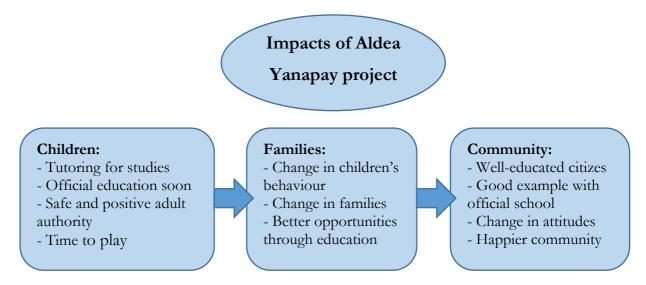- Change in attitudes
- Happier community

Figure 1. Impacts of Aldea Yanapay project

In this project everything was done according to the community's needs rather than accommodating the needs of the volunteers. The volunteers were not charged for volunteering, so their time was all that was requested from them. And as they hadn't paid for the experience, didn't have means to 'demand any extra services'. It was all about helping the children. In many ways I was lucky to pick a project like this. (Kuronen 2015.)

7.3   Other impacts of volunteering tourism

Before I started my volunteering in Cusco, I spent some time in Venezuela and took a little part in a local community volunteering project in a small village on Caribbean coast. It provides spanish classes and adventures for international volunteers. That project also had many benefits to the community providing english classes and sports for children and also activities for adults too. (Jakera 2016.)

The community has benefitted largely from the project. It has brought into the village tourist/volunteers who bring in money to the local businesses. English classes provide opportunities to better life for children and sports and activities move the whole community making their lives healthier. The project has also built a little 'town house' for villagers' activities and meetings, and a sports ground for children to play at. The project has sister projects also in Merida, Venezuela, and opening a new one in Cuba. (Jakera 2015.)

Unfortunately all the impacts are so not beneficial to the community. Tourism is always burdening the local environmental and cultural capital. And even how good the intentions the travellers have they are still tourists. It is important to find a balance where the benefits are bigger than the burden. The project in Venezuela has a stronger tourism aspect than in the project Peru. Also the community itself is much smaller and less touristic than Cusco. Therefore the burden of tourism is a bigger risk in there.

Also as volunteering is a quickly and strongly growing trend in tourism, it tempts also not so sincere operators. Lately there have been some articles discussing about volunteer projects that might be more interested in accommodating the needs and wants of the volunteer tourists than the needs of the community. Their agenda is to get as many volunteers as possible into the project, and in some cases even create the need for all of them. These projects are rarely concerned how many and what kinds of volunteers are needed. (Berner 2015; Manninen 2015.)

Being a trend, volunteering might also attract tourist with wrong attitude and more selfish motives. It is also argued that in some cases the volunteers are taking jobs away

from the local people. Most of the time volunteers have good intentions and think they are doing good but without proper introduction and training they might actually do more harm. (Manninen 2015.)

8   Conclusions

During my thesis project I have learned many things. I have gotten confirmations to some facts I already knew and been proved wrong in things I thought I knew, as well as learned some things that I had never thought about before. I have gotten a new perspective of myself and the world around me.

Many people say they would like to go volunteering. I was always one of these people. Some of us leave it to that, as a dream, for a reason or another never doing it. Others follow up that dream and contribute some of their time and effort to do some work for free for someone in need. During this process I got to make this dream of mine come true and it was very much like what I expected and at the same time nothing at all what I expected.

We all have our own motives to do volunteering. Many times they are quite selfish even though we have good intentions. Before we actually do it it's more about us feeling good about ourselves than making an impact on the community who is receiving us. (Hannam & Diekmann 2010, 152.) I admit I might have been thinking a little more about making my dream come true before I entered into the project, and after that it became all about the children.

For many volunteers, including myself, volunteering is an eye opening experience. Living in the community and seeing the life and the challenges of it for yourself makes you realise how little you actually know about it all. It makes you feel lucky to have the life you were born into and responsible to share from what you have with ones who are not as lucky. (Manninen 2015; Kuronen 2015.)

Volunteering experience surely has a great impact on the volunteers, and studies about their motives and how it impacts on them have been made widely in past few years. Much less has been paid attention to the impacts on the receiving community. (Singh 2012, 152.) Volunteering has many impacts on the receiving community. Most of them are beneficial but there are also challenges of some not so beneficial impacts to be con-

sidered. Volunteers, especially short-term volunteers, are also tourists, foreigners in a strange community. And tourism has always an impact on community.

Volunteer tourism is a growing trend worldwide and every sector wants to have a share of it (Lyons & Wearing, 2008, 6). Rising demand for volunteering brings some problems and ethical dilemmas along. All volunteers might not have so selfless motives for their volunteering. It might be more about their experience than the cause they are volunteering for. They might have and attitude that "I have paid for this, so I should get to choose what I do, and when and where I do it." (Berner 2015, C7-C8.) That creates a pressure for the volunteer projects to keep the volunteers happy and sometimes it can be tempting to satisfy their needs over the community's. (Wearing & McGehee 2013, 51.)

As in any business, it is a battle against greed (Manninen 2015). When there is a demand for a product and people are willing to pay for it, it is natural to want to provide that product. We have to be careful not to lose ourselves to it because it is so easy to lose our genuine mind. The volunteering projects should from time to time to stop and ask themselves "Who are we doing this for? Who is our main customer? Is their needs being listened to?"

The goal of this thesis was to find out the benefits as well as challenges volunteer tourism brings to the community. Every volunteering project is unique and different and one project cannot give an overall picture (Voluntourism.org 2015b).

A successful volunteering project provides benefits for both the host community and the volunteer (Benson 2011, 219). Volunteers can choose from all kinds of projects and do many different kind of work. Everyone can find a project to suit their wishes. Among the projects you can find both genuine and not so genuine ones and when choosing the right project for them, volunteers should check the backgrounds of the projects carefully. This way they can be sure their money and effort go where intended.

When done right with right kind of attitude and on terms of the receiving community, like in my chosen project, volunteering tourism can benefit the community very much. With the help of the volunteers the community can rise from poverty and have a richer (not meaning only money) living and social capital. In best case scenario people can learn to develop their own community and not to be dependent on the volunteer project and volunteers (McGehee & Andereck 2008, 22).

Done poorly, volunteering tourism can do more harm than good in the community, like discovered in Berner's (2015) and Manninen's (2015) articles. The people can become dependent on the volunteer project and in worst case scenario the project takes the paid jobs away from the people in the community. In order to please the needs of the volunteers the project might create some new problems in the community. The volunteers who think they are helping might not help at all but instead create more problems by their actions. (Manninen 2015.)

Therefore it is important for volunteers to do their background checks and familiarize themselves with the project and the culture of the receiving community before starting in the project. It is also important to have an open mind and be flexible with the work to be done. Volunteering means donating your time and effort to a chosen cause. It doesn't mean that you can pick the jobs you like just because you have paid for it. Primarily the needs of the community should come first.

With a right attitude and careful preparation the expectations for the volunteering experience will match better the reality and there won't be unpleasant surprises when in the project. That way we can focus in giving our effort to the important cause and enjoying the experience.

The volunteering projects should pay attention to the needs of the community. "What do the community need and how could we best help them?" They should screen the volunteers and assign right kind of people in right kind of tasks (Lyons & Wearing 2008, 58). Of course it is important to make sure of the safety and wellbeing of the volunteers but keep in mind what is the best for the community. It is also important to

brief the volunteers beforehand into the work and culture of the community, so they would know what is expected from them and what they can expect from their volunteering period (Singh 2012, 165).

With these advises in mind we can ensure that the volunteering experience is beneficial and pleasant for both, the volunteers and the community receiving them.

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Attachments

Attachment 1. Interview guide

Theme 1: Background information of the interviewee

1) Name, origin, and 'civil' profession (not mentioned in thesis if so wished)
2) Spent time and position in the project. The description of the position.
3) Reason to choose this project and to stay in it

Theme 2: About the project Aldea Yanapay

4) When, how and why Aldea Yanapay got started?
5) Which separate projects are included to the project (schools, restaurant, hostel, etc.)? Little bit of background information of each (When started? What is the purpose? etc.).
6) The schools are the main focus of the project and mainly run by the volunteers. How many if any paid staff members work for the schools?
7) How are the children selected to the school?

Theme 3: The volunteers and their impact in the community

8) The volunteers stay different lengths of time. How long do they stay mainly?
9) The volunteers seem to be very diverse by age, origin, gender, profession, etc. Is there any specific thing/feature that most of them share, except the desire to help and do good for others?
10) What is the volunteer policy of the project like? How the volunteers are seen in the project?
11) Most of the volunteers stay for a relatively short time (few weeks). How do you see their impact in the project and in the community?
12) How do you see the changing of the volunteers impacting the children?

Theme 4: Benefits for the community

13) The kids in the project come from quite harsh backgrounds. For many of them the future doesn't look much brighter. How does this project help these children?
14) Have you seen changes in some particular children since you started in this project?

15) What kinds of benefits the community has from these kinds of projects? Have you seen or are you aware of any benefits that has been achieved since the project started?

16) How much the school is connected with the families of the children? Is the family being given any kind of support apart from what the child gets from the school?

Theme 5: Future of the project

17) What kinds of future plans there are for the project? How you would see it evolved in the next few years?