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the Millennial traveler

**Student Name:** Alba Roca

**Student ID no:** 13255

**E-mail address  
(HTSI):** alba.roca@aluhtsi.url.edu

**Lecturer:** Emili Valdero

**Lecturer E-mail  
address (HTSI):** emili.valdero@htsi.url.edu

## **Abstract**

Volunteer tourism is an emerging trend growing fast among Millennials around the world. This project involves an insight of what volunteer tourism is, which are their main typologies as well as the main implications. Furthermore, the main characteristics of the Millennial volunteer travelers are identified likewise their travel behavior. Besides, through the literature and two data collection techniques, which are interviews and surveys, the needs and travel motivations of the Millennial tourists involved in volunteer tourism are studied and the role played by NGOs in volunteer tourism. The aim of this research is to determine whether the volunteer tourism products that are currently in the market are designed taking into account the needs and travel motivations of the Millennial traveler. The results of this study suggest that there is no such approach but it has been observed that the actual volunteer tourism offer is aligned with the travel requirements of the Millennial traveler.

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# 1. Introduction

## 1.1. Content of the research

In today's world we are continuously seeking new tourism products and we are more attracted to those types of tourism that are linked with experiences, education and authenticity (Reisinger, 2015). What we humans do is to travel to escape from our routines and our day-to-day life to rest (Graburn, 1989); traveling is like a sacred journey.

Tourism is an expanding industry that increases its figures year by year, 1.1 billion in 2014 and 1.2 billion in 2015 (UNWTO, 2016). However, it has been clearly known that tourism is not always meeting the needs both of the travelers and the communities that are visited. It is also true to say that in some cases tourism is not as advantageous for the hosts as it is for the guests (Smith, V.L., 2012). Since in the world there are numerous inequalities between countries and this has mainly been attributed to "social, economic and political order that places interests ahead of people that has dominated the globe and worsened over the past decade" (Wearing, S., 2001). It is then when some alternative tourism ways have been created and developed in order to let travelers make their choice.

The main focus is regarding a way of traveling which is volunteer tourism which is an increasing trend in the global tourism market mainly followed by the youth travelers in society: Millennials. They are the well-known Millennial Generation or Gen Y and they think that traveling is a right and not a luxury and they tend to be more travel oriented than any other generation before (MDG Advertising, n.d.). Traveling is a new opportunity to learn something new for Millennials and they prefer visiting less traditional destinations mainly in Asia, South America and Central America than older travelers (Travel Agent, 2015). They are natural travelers seeking authentic experiences always accompanied by their smartphones and present in the social network.

Therefore, as a result of the importance of the Millennial generation in the current society, this research analyses if there is a possible link between the volunteer products that are being offered in the market and the Millennial generation travel preferences and needs. However, before getting into the subject itself there will be some literature regarding tourism and its origins explaining how volunteer tourism turned into the ultimate alternative tourism. In addition, Millennials are directly linked to volunteer tourism, as they are the greater part of the society that practices it. Finally, there will be a relation regarding their motivations and

needs to see if they are linked with the products that travel agencies and NGO's are offering and if those are built up taking into account the Y Generation.

## **1.2. Identification of the research problem**

On the one hand, here have been many books and articles written and case studies done regarding volunteer tourism talking about the experiences, the different types of volunteering that can be found, the impact on local communities, the motivations of travelers in order to conduct a likewise trip, among other subjects. On the other side, as Dan Schawbel (2013) has already stated, by 2025 Millennials will account for 75% of the global workforce and that means they will be the ones having more purchasing power than they do now. Furthermore, this generation is all about looking for new life-changing experiences, sharing and helping their peers. There is actually no specific study on these two subjects combined and it would be very interesting to discover if there is any link between them. In addition, Millennials are already the ones more prone to do voluntourism and they are the new emerging generation of the society, companies should start to put their spotlight on them when creating new products.

Therefore, the research question is the following: **“Are there any volunteer tourism products in the market made taking into account the needs and motivations of the Millennial traveler?”**

## **1.3. Originality and contribution to knowledge**

A lot has been said about volunteer tourism and the literature review will show that. Nevertheless, it is true to say that it is now a type of tourism in which a lot of people are interested in. Furthermore, Millennials are the trending topic of society and they are the limelight of recruiters and marketing departments when a product has to be created. It would be very interesting to study which are the main motivations and needs when traveling excluding what it has already been said about the need of Wi-Fi and smartphone connection all day long. The main focus will be on analysing Millennials regarding their concerns, fears, ambitions, and motivations in the tourism industry. That will be done in order to see if it is true that as their way of traveling is different from Baby boomers and that some volunteer tourism products are tailor-made for this Y Generation.



## 1.4. Aim and objectives

The aim of this study is to get to know the different volunteer tourism products offered by Catalan NGOs and discover which are the needs and the motivations as well as the profile of the Millennial traveler that has already participated in a volunteering trip.

The main research goals are the following mentioned below:

- **To make an objective analysis of some of the NGO's in Catalonia that offer volunteer tourism products**

By identifying the main organizations that were in the scope of study, it was possible by interviews to managers to get to fully know their volunteer products. Moreover, it was also possible to ask them if there was a relationship between the type of volunteer trip and the Millennial generation.

- **To identify the main needs and motivations of the Millennial traveler**

This was done through some questionnaires to Millennials that have been abroad doing a volunteer trip.

- **To study if the needs and motivations of the Millennial traveler are linked to the volunteer products offered in the market**

In other words, it was challenging to see whether after having done a volunteer trip, their expectations were fully satisfied and if the product itself covered their needs.

## 1.5. Structure of the study

In Chapter 2 there is a summary of the literature that has been found briefly explaining the origins of tourism and then mainly focusing on volunteer tourism. In this part, many authors appear talking about the different visions, types and benefits of doing this type of tourism as well as the pursuit of self during this kind of trips. In addition, the subject of Millennials also comes up and their motivations, ambitions and needs are explained as well as their way of traveling. Lastly, a connection between these two topics is made in order to see if the literature coincides in some aspects of the volunteer tourism main characteristics and the Millennials profile.

In Chapter 3 the methodology used in the research is explained to be able to analyze the collected information from the interviews to NGO managers as well as the questionnaires made to those Millennials who have already participated in any kind of volunteer tourism trip.

In Chapter 4, all the findings concerning the data collected from the interviews and the questionnaires are analysed and discussed. In other words, with all the data that has been collected there was the possibility to confirm or reject the conceptual framework established in the literature review. Furthermore, it would be possible to establish if the research question could be positively or negatively answered regarding the possible existence of volunteer tourism products especially created for Millennials.

In Chapter 5, the main conclusions about the research are developed explaining the relationship between the main findings obtained from the data analysis and the conceptual framework used. Moreover, there are also some recommendations for future researchers that would like to study a comparable topic. These recommendations are be directly made taking into account the findings from chapter 4. Lastly, there is a brief explanation about the limitations of the research to exactly see and prove if a related study could still be more developed taking a more extensive sample of the society, for instance.

Finally, there are the main references used in order to carry out this research and the appendices in which the ethical form, consent form for the interviews and the interviews themselves are found.

## 2. Literature

### 2.1 Literature review

#### 2.1.1. VOLUNTEER TOURISM

##### 2.1.1.1. Preface

It is true to say that tourism is nowadays the largest industry in the world. It accounts for 10% of the world's GDP, a 6% of the global trade and one in eleven jobs in the world. In 2015 there were 1,184 million tourists traveling the world while there were 1,135 in 2014 and 980 million in 2011. There growth from 2014 to 2015 regarding tourists traveling was of a 4% or 50 million (UNWTO, 2016).

As per Gordon (2012) tourism is defined as the expression of curiosity from people who are willing to travel. It is about the expression of the aesthetic values; people travel to be able to see the beauty form the place in question as well as the desired and the interesting. Furthermore, regarding Graburn (1989) tourism, as form of mobility, suggests that there are some places that have received the adequate cultural approval that make people leave their home and their country with the purpose of traveling. He also adds that people travel in order to escape from the profane of their everyday life, such as work, in order to discover the non-ordinary, the sacred by traveling. In addition, for Smith (1977) a tourist is a person that has free time during a determined time that uses it to travel somewhere far from their place of residence with the aim of experiencing a change while altering their environment.

Historically, some of the origins of tourism lead back to the middle ages when Christian pilgrimages were done, however, 'travel was still generally considered to be a dangerous and uncomfortable experience that was best avoided if at all possible' (Weaver & Opperman, 2000: 61 in Wearing, S.N. & McGehee, 2013a). Later on, it was the Gran Tour which was a key phase regarding the tourism history. It was during the 18<sup>th</sup> century that it becomes popular when the wealthy social elite did a Western Europe circuit with three main purposes, which were culture, education and pleasure (Towner, 1985). Since then, there were so many transport improvements such as boats, railroad and cars that lead to the commodification of tourism and economies of scale started to appear (Wearing, S.N 2013a). According to Hall (1995: 38), in the 19<sup>th</sup> century and especially in 1841 it is said that the starting point of mass tourism took place with Thomas Cook's first organized trip. Tourism was actually seen as a way of escaping from the everyday life by visiting extraordinary places that had nothing to do with the current

surrounding (Larsen, 2008 in Wearing, S.N. & McGehee, 2013a). Nevertheless, it was during the 19<sup>th</sup> and 20<sup>th</sup> century that the expression mass tourism started to be commonly used as the number of international tourists doubled in number every year. This was mainly due to the political and economical stability after the II World War, the low flight ticket prices, the appearance of new cheap cars and the paid holidays for employees, among others.

It was between 1950 and 1998 that the number of international tourists increased 25 times from 25 to 650 millions. In addition it is also estimated that in 1997 4 million tourist trips were done in the world. Tourism at the beginning it started to being seen as a way of escaping from the day-to-day life and seeking new experiences away from the mundane world. Nevertheless, in opposition to its origins, where travelers were looking for the unknown, when mass tourism started to appear it was rapidly becoming a home away from home and tourists did not have to face the dangers of getting to know the host community. It was since then that “group sizes and frequency of excursions increased, thus giving literal weight to the term ‘mass tourism’” (Wearing, 2013a).

#### **2.1.1.2. Concept**

##### **I. Origins**

After the mass tourism took the leading role in the tourism industry, some other ways of doing and perceiving tourism started to appear in order to satisfy everyone’s needs. In other words, society has undergone profound income, mobility, leisure time and technology in which tourism has bloomed and spread out entailing a wide variety of travel behaviors (Lyons, & S. Wearing 2008). As per Wearing (2001), it was alternative tourism the one that paved the way in the diversification process and characterized the late 20<sup>th</sup> century. It is described as the form of tourism that reprimands mass tourism and the consumptive mentality offering instead an alternative, socially and environmentally sustaining tourist experience.

There was an interest for searching new ways of tourism that differed completely from the original idea of mass tourism. It was at that time when some types of alternative tourism started to appear such as backpacking, adventure tourism, ecotourism and volunteer tourism or voluntourism (Wearing, S.N. & McGehee, 2013a).

## II. Definition

A lot has been said regarding volunteer tourism but the main definitions that can be found among the literature are the following ones: Wearing (2002) defines volunteer tourism as 'those who volunteer in an organized way to undertake holidays that may involve the aiding or alleviating the material poverty of some groups in society, the restoration of certain environments, or research into aspects of society or environment' (p. 240). Nevertheless, this definition is based on the experiences that take place within a period of holidays. Another definition is from Uriely *et al* (2003) talks about a more macro-approach explaining that volunteer tourism is about the growing appeal of several ideas such as alternative, real, ecological and responsible forms of tourism. In addition, according to Lyons K.D & Wearing (2008) volunteer tourism is seen as a form of contested alternative tourism.

### 2.1.1.3. Main features

#### I. Characteristics

It is true to say that volunteer tourism is one of the fastest-growing forms of alternative tourism and that is marketed by governments, non-government agencies and private-commercial operators globally as a creative and non-consumptive solution (Lyons, K.D & Wearing, 2008). This type of tourism has dramatically grown due to the fact that people are looking for a more responsible, sustainable and interactive experience rather than conforming to the commoditized and leisure-based pattern of mass tourism (Wearing, 2001).

When talking about volunteer tourism it is also important to remark that one of the main drivers is the question of sustainability. In other words, there is an attempt to make sure that the resources and the possible impacts on the destination are diminished. Furthermore, some other aspects are also taken into account such as the host community, biodiversity and the avoidance of some irreversible environmental changes (Wearing, 2001).

Regarding Keese's (2011) work, it is true to say that volunteer tourism is inspired by altruism and the aim of making a difference in the world trying to help people that are in need. Volunteer tourism is mainly known by volunteering abroad especially with a non-profit organization engaging oneself in some kind of development work such as conservation or community work among others.

Tourists that practice volunteer tourism are mainly from USA, Canada, Europe, Australia and Japan and they travel to less developed countries. Their volunteering lasts from one to four

weeks or even more and in addition, they also make the most of their experience by traveling within the destination doing adventure activities or sightseeing. For that reason, volunteer tourism is a mixture between helping the communities by development work, education and tourism.

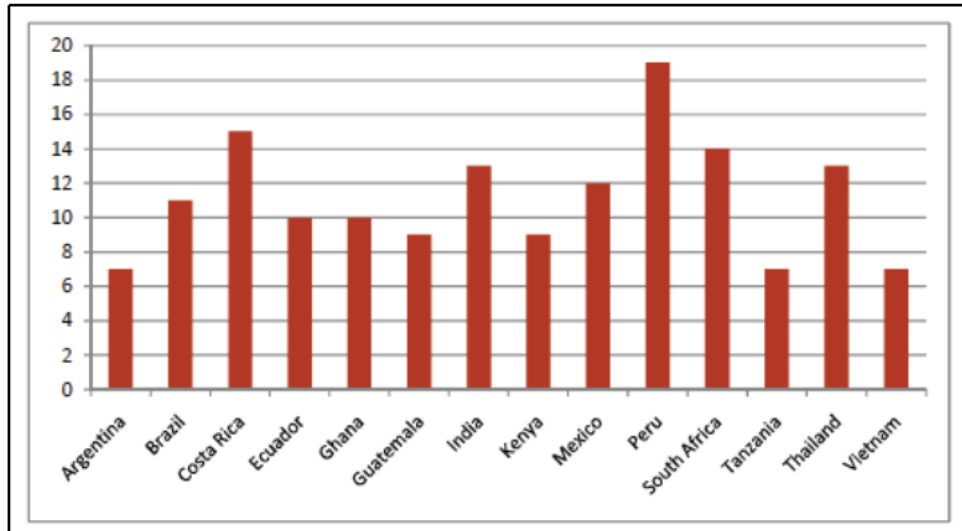
Lyons & Wearing (2008) stated that NGO's are the main promoters and implementers of volunteer tourism. Undoubtedly, according to Keese (2011), NGO's have played an important role in distributing international aid and development assistance in the most impoverished countries of the world. They have also been key factors in this process due to the fact that they have been able to create a bridge between the countries, regions and communities in need and the volunteers of the world.

## II. Destinations

According to Wearing (2006), the destination is a key factor within the volunteering process. When volunteers have to choose a destination in order to carry out their volunteering trip they really focus on the typical features and allures of the destination as well as the activities associated to it. Keese (2011) also emphasizes that volunteers are attracted by destinations in which they can be useful for the community by helping others and at the same time learning about global issues. Moreover, they are also interested in exotic areas where they can escape from their everyday life while having fun and some adventure. Volunteers to get off the beaten track however, they have the need of feeling comfortable and free from harm; "they seek in-between spaces that are both different and familiar" (Keese, 2011).

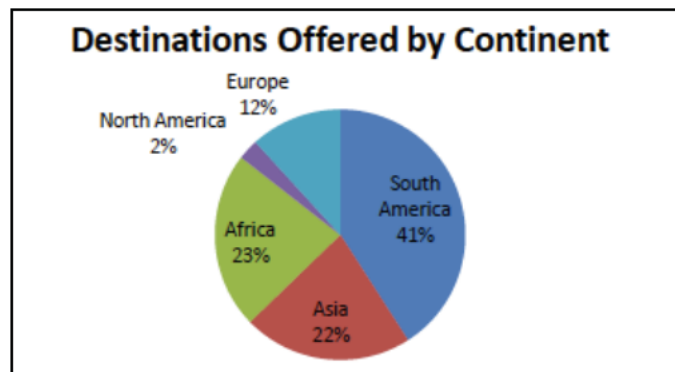
There is some data from Volunteer Abroad (2009) regarding a study that had been carried out with American volunteers and 28 companies that had sent these volunteers abroad. Therefore, there is some data that can be extracted as an example of their study regarding the destinations that were most offered (Figure 1 and 2) as well as the volunteer typologies developed (Figure 3).

**Figure 1.** Number of organizations sending travelers to different countries



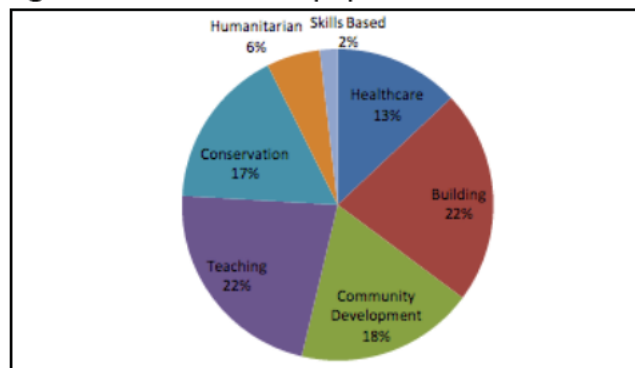
Source: *Volunteer abroad (2009)*

**Figure 2.** Chart of destination offered by continent



Source: *Volunteer abroad (2009)*

**Figure 3.** Chart of most popular volunteer activities



Source: *Volunteer abroad (2009)*

Looking at Figure 1, unquestionably, Costa Rica, Peru and South Africa are the countries where companies offer more volunteering trips. In Figure 2 it can also be seen that the majority of volunteer projects are offered in South America in the first place and Africa and Asia in the second and third place respectively.

In figure 3, the most popular volunteer activities carried out in a volunteering trip can be seen. The podium is for building (22%) and teaching (22%) equal interest, community development (18%) and conservation (17%).

#### **2.1.1.4. Involvement**

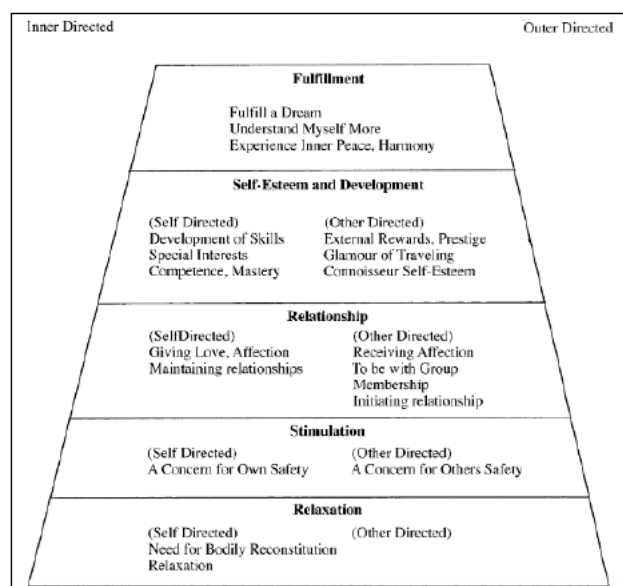
##### **I. Motivations, goals and rewards**

The tourism motivation framework that was actually established by Pearce (1988) through his Travel Career Ladder (Figure 4) talks about how different motivations lead to different types of travel experiences: In other words, when people travel and acquire experience, their needs and motivations start changing and they aim to keep climbing up the ladder until arriving to the last step, the fulfillment. In addition, Pearce (1993) also deepened in this subject with the idea of Maslow's hierarchy of needs. It all actually lies on the type of tourist that is being analyzed: a 'casual leisure' tourist is much more concerned with relaxation and lower-level demands of relationship when, in fact, the volunteer tourist is aiming growth, attainment and self-education. However, the spotlight in volunteer tourism directly lies on the community development especially instigated by the degree of education in a destination as well as the understanding of the environment. Evidently, volunteer tourists are more interested in the self-actualization and idea of fulfilling a dream added to higher-level needs than the ones identified in Maslow's hierarchy.

Wearing (2004) also makes his point stating that 'curiosity, exploration and desire to learn and understand are pursued at even a great cost to the individual's safety'.



**Figure 4. The Travel Career Ladder (TCL)**



**Source: Pearce (1988)**

According to Wearing (2001) the main goals of volunteer tourism are in most cases to provide a 'sustainable alternative travel that can assist in the community development, scientific research or ecological restoration'.

It is also true to say that when volunteer tourists are ready for a volunteering trip; they create an image of the destination as well as some expectations that they take for granted they will be accomplished. When the local community has taken the position of having understood the volunteer tourists' motivations they will be more able to satisfy their needs and expectations. This also happens vice versa, as when the volunteer tourists have already understood the local community needs, they will be more prone to understand and satisfy their expectations. Therefore, it stands to reason that there is a need of tailoring the volunteer products that are being offered taking into account the motivations of the volunteer tourists. It is undoubtedly important to provide products in which the impacts on the local community are reduced and with an interest of an educational component. 'Motivation alone exemplifies differences between volunteer tourists and mainstream tourists and the way the ideas of serious leisure and volunteering can help expand a particular area' (Wearing 2004).

In Zahra & McIntosh's (2006) work it is emphasized that volunteer tourists are driven by intrinsic satisfactions such as the ability to change the participant's approach about society, values, daily lives and personality. These two authors carried out a survey with some volunteer tourists and they found out some interesting points. The first one is that all volunteer tourists were proud of the project they had carried out talking about a sense of enjoyment and

challenging experiences that brought emotions. Volunteer tourists had also stated that their experience left a lasting mark in their lives especially after having confronted suffering and acknowledging the community members difficulties and their everyday problems due to impoverished circumstances. It is certainly true to say that the participants experienced a great sense of satisfaction as well as benefits extracted from their volunteer work.

Wearing (2004) affirmed that the main important aspect of a volunteering trip is that the satisfaction of the tourist is not essentially coming from the experience itself but from the extrinsic benefit of having devoted to the society's advancement, sustainable travel and the input to the destination.

## **2.1.2. MILLENNIALS**

### **2.1.2.1. Who are they?**

#### **I. Profile**

It has lately been said that a new generation is now rising and it is undoubtedly true, it is the Millennial Generation or Generation Y. This generation is characterized by being born between the early 80s and the late 90s and being larger in number, wealthier, greater educated as well as more ethnically diverse than were previous generations (Gilbert, 2011). Benckendorff et al (2009) also named Millennials to be a hero generation.

Furthermore, they are tech savvy, they have confidence in themselves, they are full of energy and they can do more than one thing at a time. They also have great expectations and they will work in teams rather than by themselves. Millennials are constantly on the track ready to go seeking new challenges for them, however they are also very concerned about finding a stable work-life balance. Doubtless, they are in constant need of social interaction especially with their peers and they are continuously looking for instantaneous results in their work as well as accelerated promotion (Gilbert, 2011).

As Howe (2000) stated, Millennials have a 'better on-the-job attitude than Generation X did' and they also have a powerful can-do attitude. Ng, E.S.W et al (2010) also made his point talking about the Millennials when saying that they are interested in making important contribution to society as well as having a meaningful job while being characterized by a "want it all, want it now" generation. Unquestionably, the Generation Y is currently the largest age group after the baby boomers and it stands to reason that Millennials will account for the 50% of the global workforce by 2020 (Mc Lay, 2015).

### 2.1.2.2. Millennials and tourism

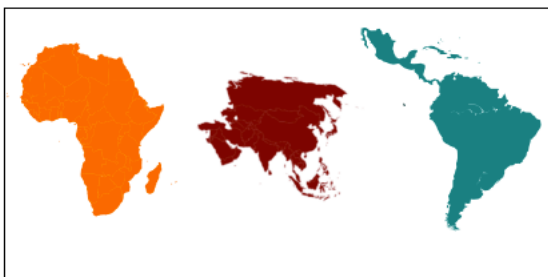
#### I. Main features

According to WYSE Travel Confederation (2015, 2016) in 2015 there were 23% of international arrivals, that represented 270 million international travelers and \$283 billion spent. The Generation Y accounts nowadays for the 30% of the world's population and there is a forecast that in 2020 there will be 368 million international travelers, almost 100 million more than in 2015. In addition, the Millennial Generation is mainly known to stay longer in the destinations and spend more than other travelers; since 2007 their spending increased 40% (WYSE, 2015).

The main places Millennials are interested in visiting are South Africa, Asia and South America (Figure 5) and in Figure 6 it can be seen the different types of trips they normally do and the most popular ones, in this case flashpacker is the number 1 and travel as a tourist the last one.

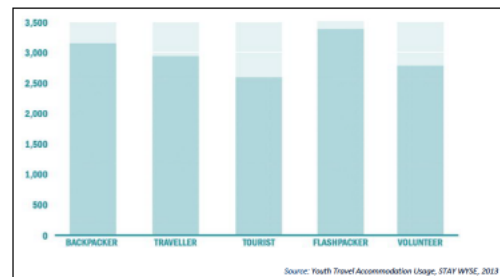
In Figure 7, the number of international youth (15 to 29 years old) arrivals is shown seeing a huge increase in interest of visiting South Korea, Macau and Japan. Finally, in Figure 8 the number of Millennials long trips over their lifetime is represented showing that Millennials from Europe and North America are the ones that travel the most.

Figure 5: most visited countries



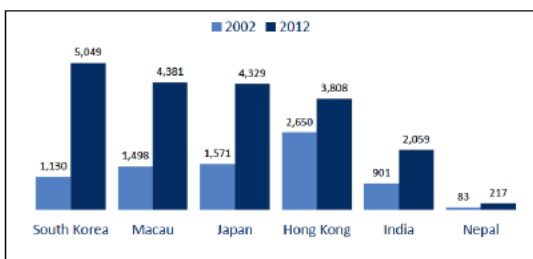
Source: *New Horizons III, WYSE 2013*

Figure 6: Total trip spend by traveler type (€)



Source: *Youth Accommodation, WYSE 2013*

Figure 7: International youth arrivals



Source: *WYSE and UNWTO, 2015*

Figure 8: Number of long trips over lifetime



Source: *WYSE and UNWTO, 2015*

## II. Ways of traveling

According to Benckendorff et al (2009), it is not completely true to say that the Millennial Generation travels more than previous generations as the data collected from their research is not enough to prove it. However, what it is undeniably true is that the Y Generation is interested in living real experiences, they travel more frequently and they do it to a broader extent of destinations. In addition, WYSE (2016) adds that Millennials normally use hostels and hotels for their accommodation and that they always have a purpose for traveling and living experiences. In other words, they are interested in living like a local wherever they go as well as making a great difference in the world.

Besides, more results from Benckendorff's et al (2009) study has also proven that Millennials are looking forward to experiencing social and cultural involvement and that they are constantly using the Internet in order to get information from their travels as well as making their bookings. Furthermore, Millennials are attired to those types of holidays in which they can focus on self-indulgence. Particularly, they are interested in 'shopping and fine dining, attending music events, outdoor sports activities, independent travel and traveling closer to home' (Benckendorff et al, 2009). In this study it was also emphasized that Millennial business travelers are more likely to choose homely, occasional, self-service options when it is about making the right choice for a hotel.

As it is stated in Benckendorff's et al (2009) research, it has been said that volunteer tourism has had a considerable growth during the past years and this is due to the interest from Millennials.

### **2.1.2.3. Millennials and volunteer tourism**

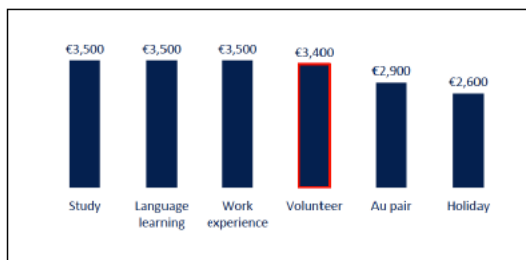
Millennials are said to have a positive attitude towards adaptability, diversity and social conflicts that is the reason why their interest in volunteer tourism is currently increasing. This generation is concerned about sustainability and their impacts when traveling and they are more prone to choose a local culture based experience rather than standardized tourism package. In addition, they are also involved with the idea of 'social interaction is a key element to positive travel experiences' (Benckendorff et al, 2009).

Without a doubt, Volunteer Millennials are seeking to prosper personally as well as improve their professional skills, both soft and hard. In addition, Millennials that have already done a volunteer are better considered for managers when looking for a job as volunteering has

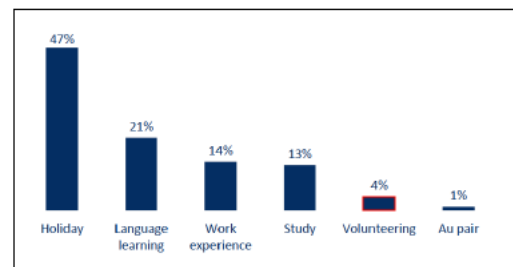
become very valuable for companies as they see it as a valuable asset in candidates. Indeed, it is a general trend that, when Millennials graduate there are several qualities they possess such as personal integrity, adaptability, expertise and uprightness among others that sometimes can't be noticed by managers. Nevertheless, the opportunity to bridge this gap and show the employees that Millennial applicants have what it takes, volunteering is a great option (McLay, 2015).

In Figure 9 it can be seen that after study, language learning and work experience, all three of them with an average spending of \$3500; volunteer tourism positions itself in the next position with an average spending of \$3400. In addition, in Figure 10 the percentage of Millennials doing different types of tourism can be seen. The winning one is holiday tourism and the following positions are language learning, work experience and study, leaving volunteering on the 5<sup>th</sup> position with a 4% of the Millennials traveling abroad.

**Figure 9: Money spent by Millennials in different types of trips**      **Figure 10: Type of traveling Millennials do**



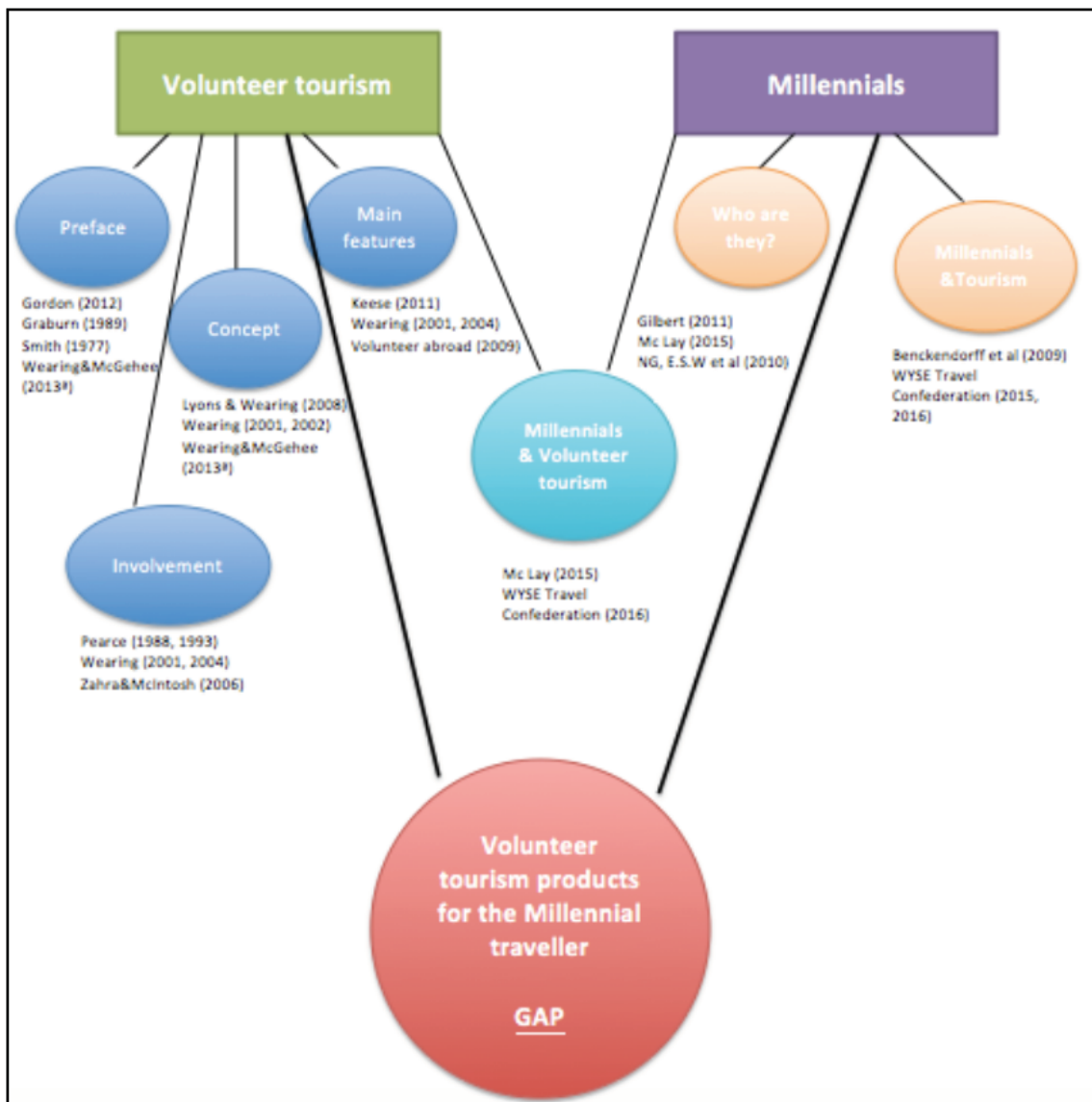
Source: *New Horizons III, WYSE 2013*



Source: *New Horizons III, WYSE 2013*

## 2.2 Literature map

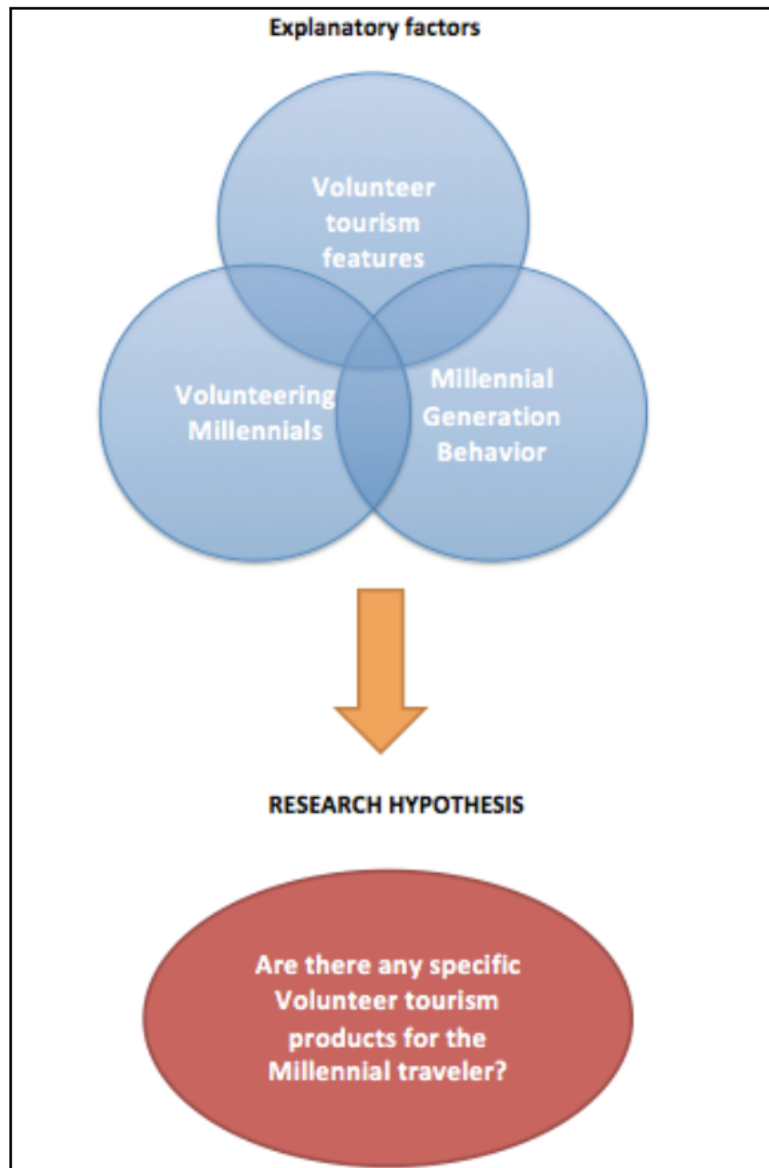
Figure 11. Literature map



Source: Own

## 2.3 Conceptual framework

Figure 12. Conceptual framework



Source: Own

The three main explanatory factors are the main volunteer tourism features, the Millennial generation behavior and the Volunteering Millennials. Those three factors combined and with the information gotten from the literature review of all them, as well as from the different data collection techniques it is possible to determine if the research hypothesis about the existence of specific volunteer tourism products for the Millennial traveler, can be confirmed or rejected.

## 3. Methods

### 3.1. Overall research design

The philosophy that is going to be used in this project is phenomenology “a method that is concerned with methods that examine people and their social behavior” (Gill and Johnson, 1997) because this project is looking for a first person point of view based on experiences, personal opinions, sensations, feelings and perceptions; it has to be understood what is going on in society. On the one hand, that is the reason why the method is going to be qualitative due to the fact that conversation with human beings will be fundamental. On the other hand, the qualitative method has been chosen because there are issues about ‘objectivity’, it is not generalizable and it is about words and not numbers (Altinay, L., Paraskevas, A., 2011: 7). The whole research was done through the induction approach which is “a process whereby from sensible singulars, perceived by the senses, one arrives at universal concepts and principles held by the intellect” (Johnson-Laird and Byrne, 1991: 16).

The data that was collected in both cases was primary data. The research strategy that was applied was combination, in other words, a mixed method. A qualitative method was used to analyze the main features of the project through interview to experts on the field. So, studying a specific group of people that allows extracting relevant information to finally obtain a conclusion about the topic that is being studied. Furthermore, the quantitative method based on questionnaires was also used in order to obtain some statistics and key data of the Millennial travelers regarding the volunteer tourism products they have consumed.

When it comes to the strategy chosen for this research there is a qualitative approach that is done through interviews to professionals in order to get information to be complemented with surveys and be able to answer the research question.

In addition, the research strategy that has been chosen it is survey research and particularly descriptive surveys as they are intended to study the specific characteristics of a specific population as well as getting to know what do they do and think (Altinay, L., Paraskevas, A., 2011: 82).



### 3.2. Data collection techniques and research instruments

The data collection techniques will be mainly two and in both of them the collection is of primary data.

The first technique will be an **interview**. This technique has been chosen due to its efficiency in understanding how things are done in different context and as well as because it is a method in which a “range of experiences, situations and knowledge, and provides the opportunity to explore issues according to your research purpose” (Altinay, L., Paraskevas, A., 2008). Nevertheless, it is true to say that there are some difficulties specially denial from companies due to busy schedules. The main idea for this technique was to prepare structured interviews so that the main questions are being answered and the main topics are covered during the whole session (Altinay, L., Paraskevas, A., 2008) and have the specific answers for the questions designed. There were 6 interviews carried out to different NGO’s offering volunteer tourism products, as the information perceived by 6 companies could be enough in order to extract relevant conclusions regarding the topic studied. All the questions were directly connected to the research topic so that there was no waste of time and all the inputs received lead to a positive and pertinent outcome. However, only 5 interviews were used in the end.

The second and last technique that was used was the **questionnaire**. It is true to say that it is a very effective technique in order to “collect information from a large number of people, at a low cost” and they are also efficient when you know what to ask so that everyone is able to understand the questions and respond to. The questionnaire was designed through the online platform Survey Monkeys in order to get instant answers on the computer as well as statistics from the answers that were made automatically. There were 100 answered questionnaires, even though, according to Altinay, L., Paraskevas, A. (2008) book it is said that there should have been 350 questionnaires done nevertheless, due to the time constraints and unavailable budget, it was not possible.

### 3.3. Research context and participants

There will be two different types of participants in order to carry out this research.

Firstly, there will be the managers of several NGOs from Catalonia offering volunteer tourism products abroad who will be interviewed in order to have a more professional point of view from the subject. The selection criteria it is true that it was not that much of objective as it was through their Internet visibility. Secondly, Millennials that have already done a volunteering trip through any NGO’s and/or travel agencies will complete an online survey through Survey Monkeys.

For the interviews, there have been several NGOs chosen (see table 1). Nevertheless, as it can

be seen in table 1 below, the companies that have been chosen mainly NGO's that offer volunteer trips and that have a significant importance in Catalonia and they do not get any monetary compensation for it. The person of contact in the several organizations has mainly been the director, manager or the volunteer coordinator in order to get a better vision and meaningful data for the research. All the interviews have been sent by email and answered through the same channel. In table 1, the days in which the different companies were contacted, the interview was sent by email and the answer was received are stated. Furthermore, there are several companies that due to non-response or different volunteer approaches have been rejected. In particular, there was an interview made to a NGO called Proactiva Open Arms, which was rejected, as their volunteer programs did not match with the overall research regarding volunteer tourism; they were only focused on maritime rescue and they operated in only two destinations.

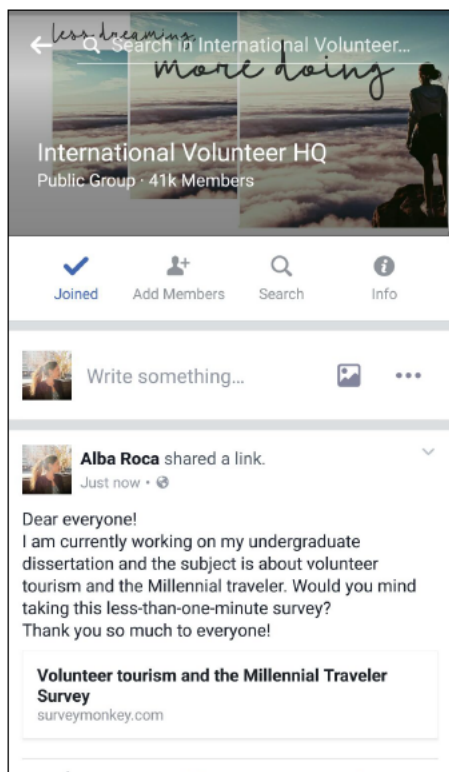
**Table 1.** Interview schedule and information of each company/NGO contacted

*Source: Own*

For the surveys, the sample has been Millennials that have already taken part in volunteer tourism trips. The sampling that has been used is non-probability sampling, which according to Altinay, L., Paraskevas, A., (2008), it is the right method of sampling for this research as the sample has been purposively selected with the aim of reaching members that are difficult to identify. This sampling is obtained from the Facebook groups:

- **International Volunteer IQ** with 41 000 members (see figure 13 for the post)
- **Weltwärts Kenne, Suche, Biete** with 8 5000 members (see figure 14 for the post)

Figure 13. Facebook post 1



Source: Own

Figure 14. Facebook post 2



Source: Own

Following Altinay, L., Paraskevas, A., (2008) the sampling technique used is a mix between judgmental and self-selection sampling. On the one hand, it is judgmental because the participants that have been chosen are Millennials that have already taken part in a volunteer trip therefore, only this part of the population is more appropriate for this research than current population without making any difference regarding their age or if they have taken part in a volunteering project or not. On the other hand, it is self-selection sampling as the individuals have shown their interest and wish to participate in the survey as they have seen the invitation to participate on several groups on Facebook. The two Facebook groups that

were picked, which have been listed above, are formed by people from all over the world that have been doing different types of volunteer programs abroad. This has also been a critical choice as the questions that have been asked in the research are of high importance regarding the research topic and the target population has answered.

The survey was created through the platform Survey Monkeys on April 21<sup>st</sup> by 10pm and in less than 24 hours the goal of getting 100 answered surveys was accomplished thanks to the popularity among the Facebook groups in which it was published.

### **3.4. Data analysis**

For the interviews, all the questions asked have been the same for all NGO's and this was helpful while doing the analysis, as it allowed comparing all answers from all interviews.. As it has been said before, the data gotten from the interviews is **qualitative**. Furthermore, this approach focuses on the feelings and emotions and offers a better vision of people's experiences and beliefs (Altinay, L., Paraskevas, A., 2008). In order to analyze this data, there will be a complementary method used called content analysis which according to Altinay, L., Paraskevas, A., (2008) consists on "analyzing meanings and relationships of certain words or concepts within texts, and making inferences about the messages". In order to do this a table was created with a brief summary of each question (Table 2) in order to get the main idea of the information each NGO gave. Therefore, a color tagging technique has been created with the words that are related to a theoretical context as well as the ones that were repeated. The yellow tag is for words that are related to describe the impact of volunteering; light blue for the times volunteer tourism was categorized as an "experience"; red for the type of products; fuchsia for the destinations; light green for the sex; dark green for the studies and especially the "university" word repeated and lastly grey for the words related to the professional world.

For the questionnaires, the software Survey Monkeys will be used, as the time constraint and difficulty of doing it in paper is not helpful, to collect the data and through the main topics dealt in the interviews there will be some questions asked that will be able to be analyzed using the Likert Scale regarding their motivations as well as straightforward questions with multiple choice answers. From this point, it will be possible to extract conclusions as well as graphs and some statistics. Furthermore, the technique used in order to analyze the data extracted from all the surveys is **quantitative** as it aims to determine how one thing, in this case volunteer tourism, affects a part of the population, in this case, Millennials that have taken part in a volunteer trip. The research design used in this research is descriptive as the main goal is to assess the sample at one specific point of time (Altinay, L., Paraskevas, A., 2008). In addition, according to Altinay, L., Paraskevas, A., (2008), in order to analyze the

survey questions, there are different types of scales used, firstly, **nominal** 'key characteristics of individuals' in questions 1 (sex), 2, 3, 5, 6, 7 and 8 (organization used); **ratio** 'absolute value or size' in question 1 (age) and 8 (weeks and money) and finally, **interval** scale 'measuring variables based on a point' in questions 4, 9 and 10.

### **3.5. Ethical considerations**

All the data collected from the surveys are confidential and the participants will remain in their anonymity. However, for the interviews, the interviewed people from the NGO's had the possibility to complete the interview with their names and position in it, however, this name will never be published unless the participants allow it. Furthermore, the interviewed will have to sign the consent form in order to agree with the information that they will provide and to make sure that it is only used for research purpose. The purpose of this project is just to do a research and to investigate about the topic that is being dealt with; there is no commercial intention behind of wanting to create a volunteer tourism product with the information obtained without telling the participants. The only purpose of the information and data collected is to contribute to knowledge. Furthermore, the interviews were done from an unbiased approach regarding the questions; in other words, the exact questions were provided in order to get the information that was relevant to the topic of this research. There weren't questions with an affirmation but rather open questions in which the interviewees were able to answer depending on their experience in the volunteering area. Lastly, the risks considered in the ethical form regarding both the interviews and questionnaires were fully tackled in the ethics form as it was possible to find human participants for both techniques, NGO's signed the consent document for the interviews and agreed to confidentiality, anonymity and possible publishing as well as the participants in the surveys which remain in their anonymity.

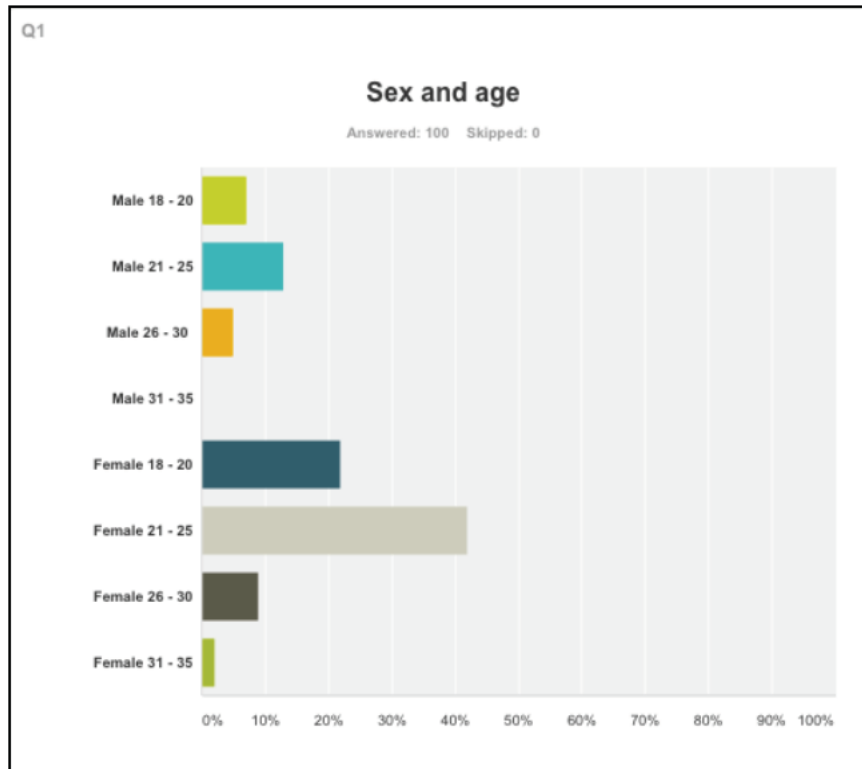
### **3.6. Evidences of data collection**

The names of the people interviewed in the NGO's are written down on the interview itself, as well as their position in the company, their main way of contact- phone and/or email- and the date in which the interview has been carried out; however, these last two can be found in Table 1. All the full answers of the interviews can be found in the Appendices chapter either in the original language as well as translated in English. Regarding the surveys, there will be a digital record of all the ones that have been carried out as the surveys will be done online through Survey Monkeys, it will be more sustainable to keep them there instead of printing them. There is a link in which the answers of the interviews, not only as a whole but also individual answers, as well as their graphs can be found - <https://www.surveymonkey.com/results/SM-RVY7B36G/> -.

## 4. Findings and discussion

### 4.1. SURVEYS

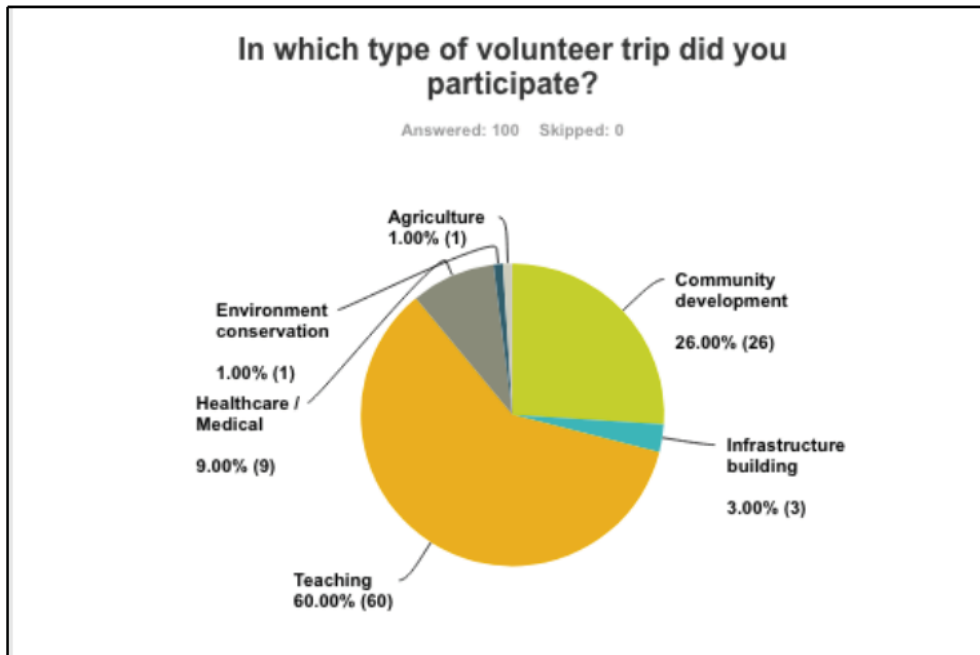
Figure 15. Q1-Sex and age



Source: Own

The first question was about the sex and the age. It is true to say that the majority of participants in a volunteer trip are women from 21 to 25 years old. Furthermore, if all the answers from women are summed it is true to say that the 75% of Millennials taking part in a volunteer tourism experience are women while only 25% are men. In addition, the majority of men participating in it are 21 to 25 years old too.

Figure 16. Q2-Type of volunteer trip in which Millennials participated

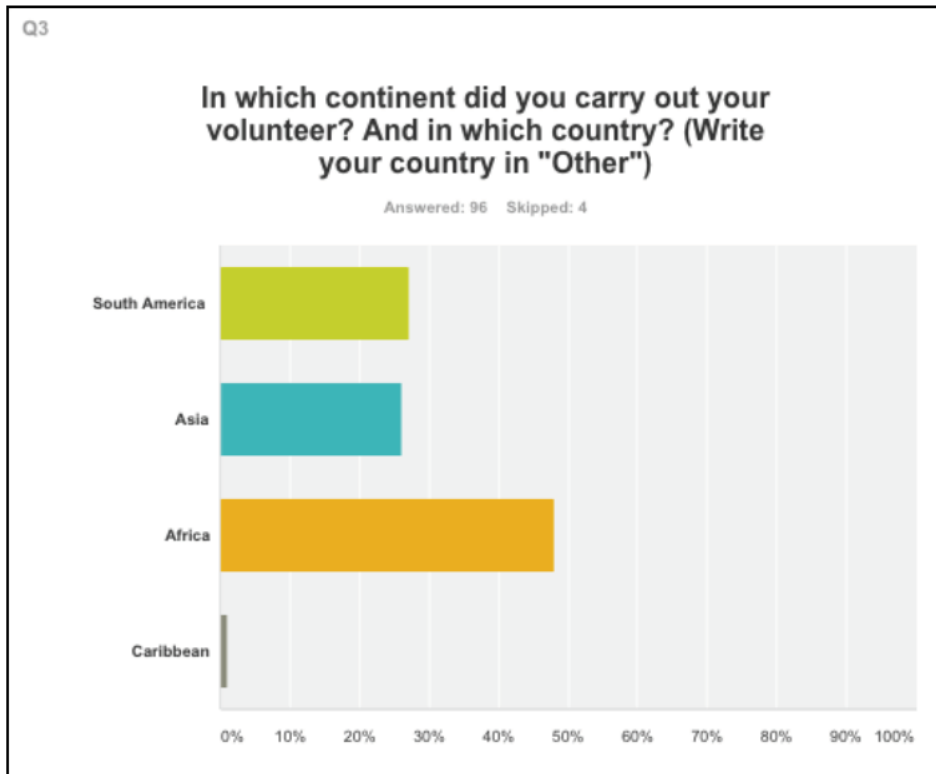


Source: Own

The most common type of volunteering trip in which the Millennials surveyed participated is undoubtedly teaching with a 60% of relevance followed by community development with a 26%. After having seen this, it can be directly related to the findings from Volunteer abroad (2009) in which it said that some of the most common types of volunteer program that Millennials chose were those two as well.



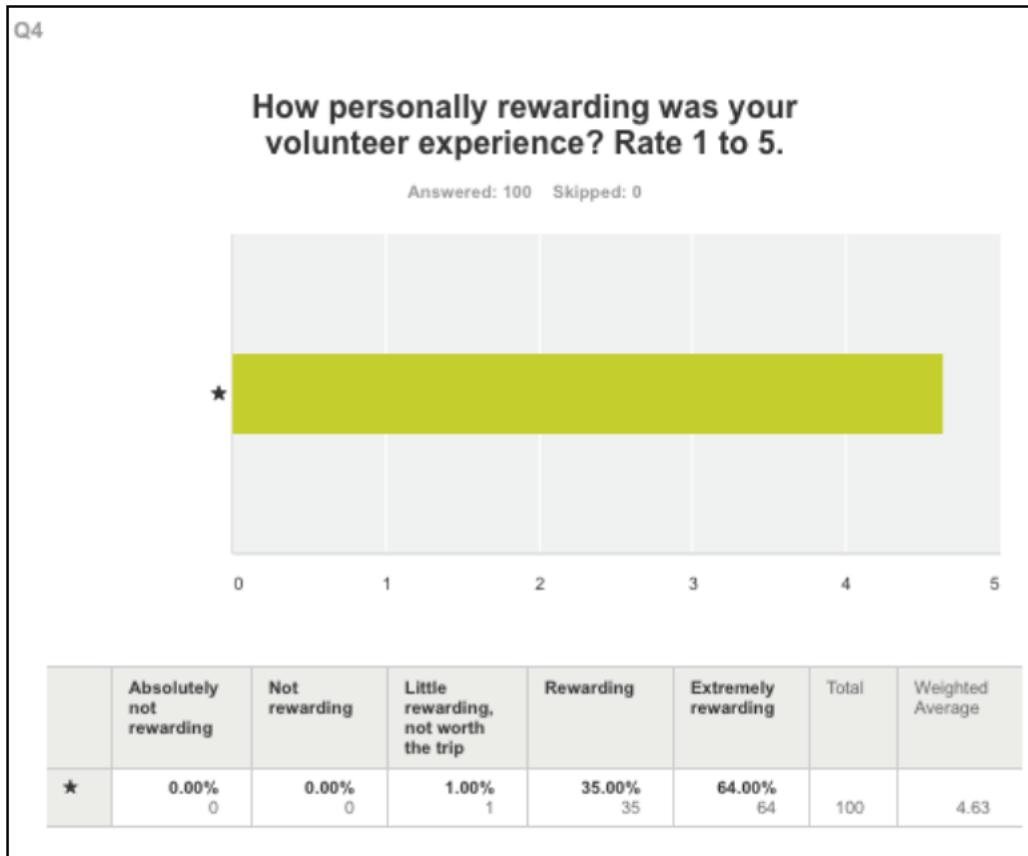
Figure 17. Q3-Continent in which Millennials carried out their volunteer



Source: Own

Moreover, the continent Millennials choose the most is Africa (47,9%) followed by South America (26%) and Asia (26%). Looking now at the results from Volunteer abroad (2009), they had also found out that Asia (22%) and Africa (23%) were prominent continents in which Millennial volunteers undertake their volunteering trips, however, their sample was more prone to travel to South America (40%).

Figure 18. Q4-From 1 to 5 how personally rewarding was the volunteer experience



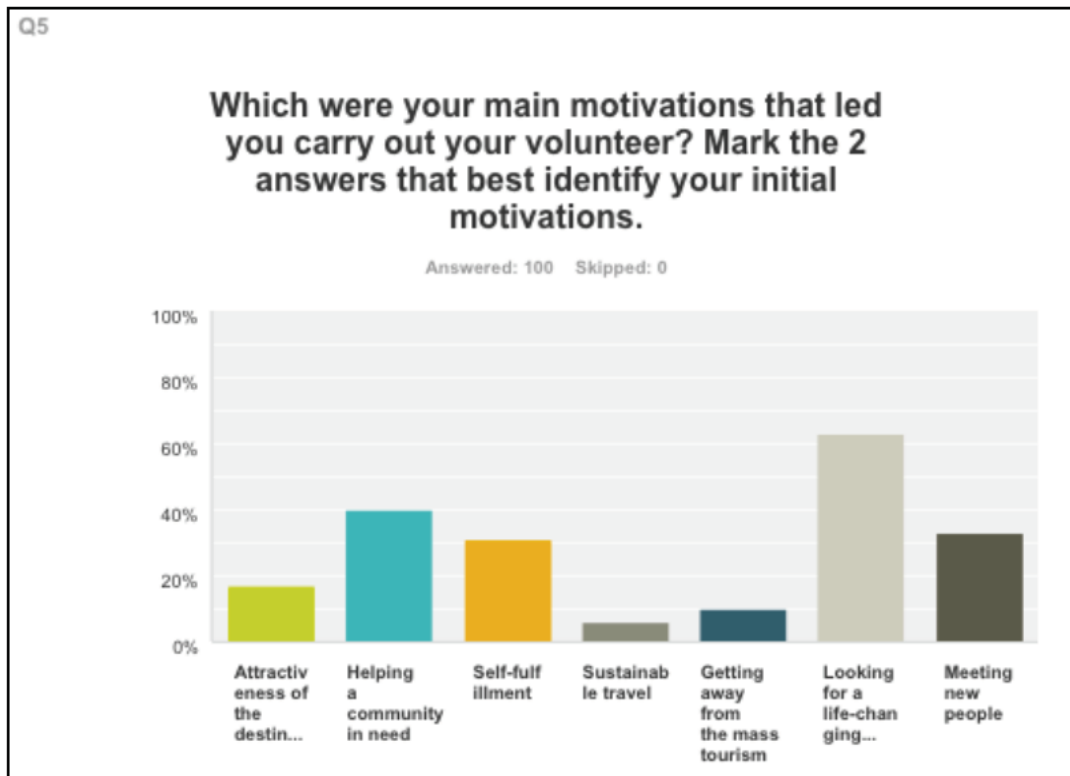
Source: Own

Regarding the overall volunteering experience, Millennials said that 1 to 5 in which:

1. Absolutely not rewarding
2. Not rewarding
3. Little rewarding, not worth the trip
4. Rewarding
5. Extremely rewarding

Their experience was 4.63 rewarding. Concretely, 64% said that it was extremely rewarding (5/5) and a 35% said that it was rewarding (4/5). Undeniably, Zahra & McIntosh's (2006) work emphasized that volunteer tourists are mainly driven by an intrinsic satisfaction, which comes from a change of approach about society, the volunteers' values as well as their personality. Furthermore, they also state that participants experience a sense of enjoyment that derives to a beneficial experience.

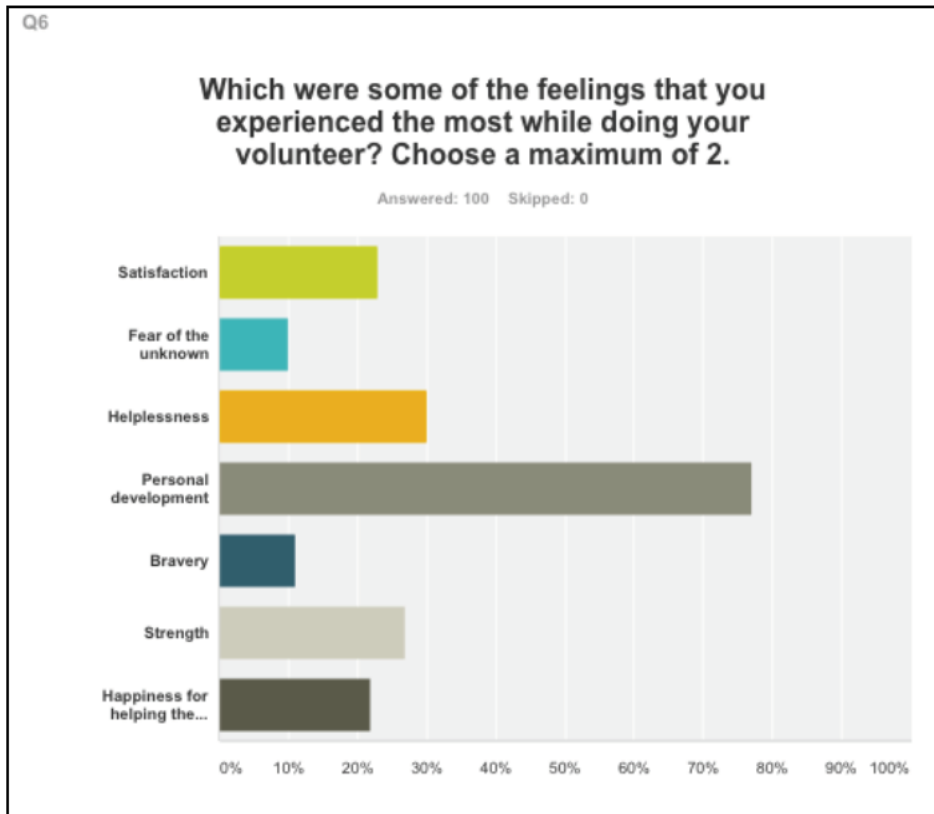
Figure 19. Q5-Main motivations to carry out the volunteer



Source: Own

Besides, talking now about the motivations that led Millennials choose to do a volunteer trip – taking into account that participants could choose 2 motivations –, they all coincided in looking for a life-changing experience (63 people) and this can be directly connected to Zahra & McIntosh’s (2006) work as they state that volunteer tourists remarked that their volunteering experiences marked a before and an after in their lives; the second one, wanting to help a community in need (40 people); having the desire to meet new people (33 people), as Benckendorff (2009) had already stated saying that Millennials are in constant need of a social interaction; and self-fulfillment (31 people) that can be also related to the fact that volunteer tourists go beyond and one step further from Maslow’s needs pyramid.

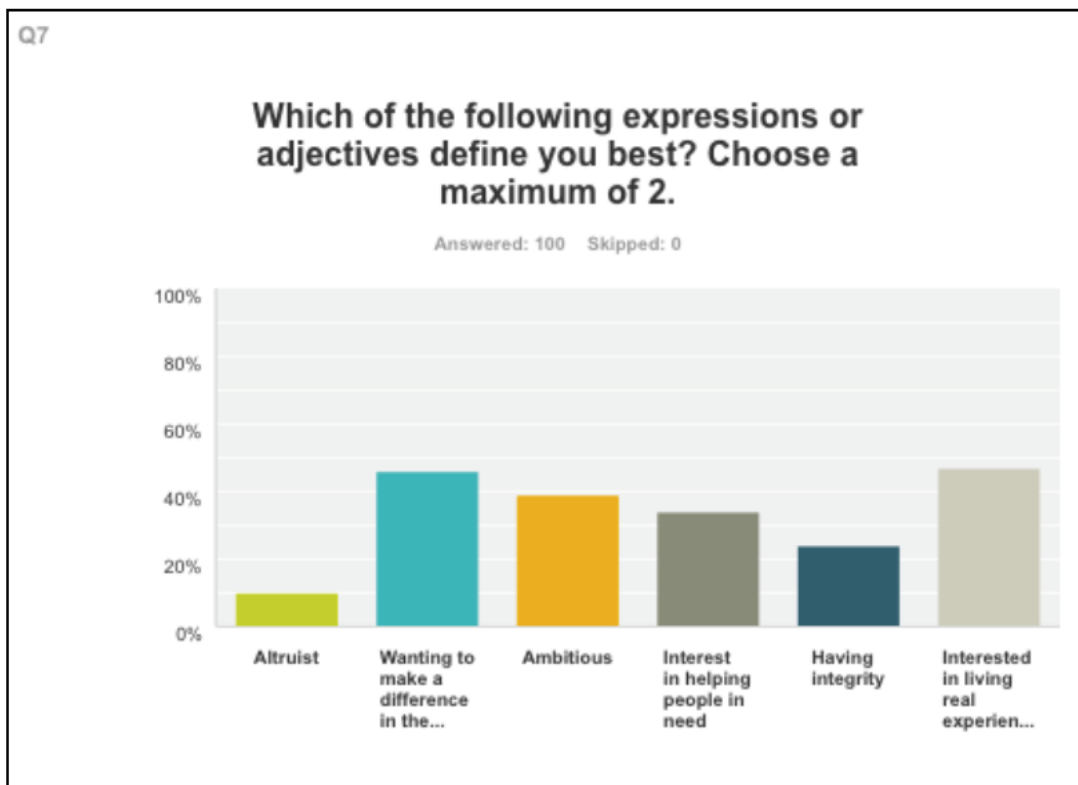
Figure 20. Q6-Feelings that Millennials experienced while doing a volunteer



Source: Own

Some of the main feelings Millennial volunteers experienced while their volunteer trip lasted – taking into account that participants could choose 2 motivations –, was by far personal development (77 people), as McLay (2015) stated, Millennials are in constant need of prospering personally and that is why they look for different experiences in order to accomplish that; helplessness (30 people) and strength (27 people).

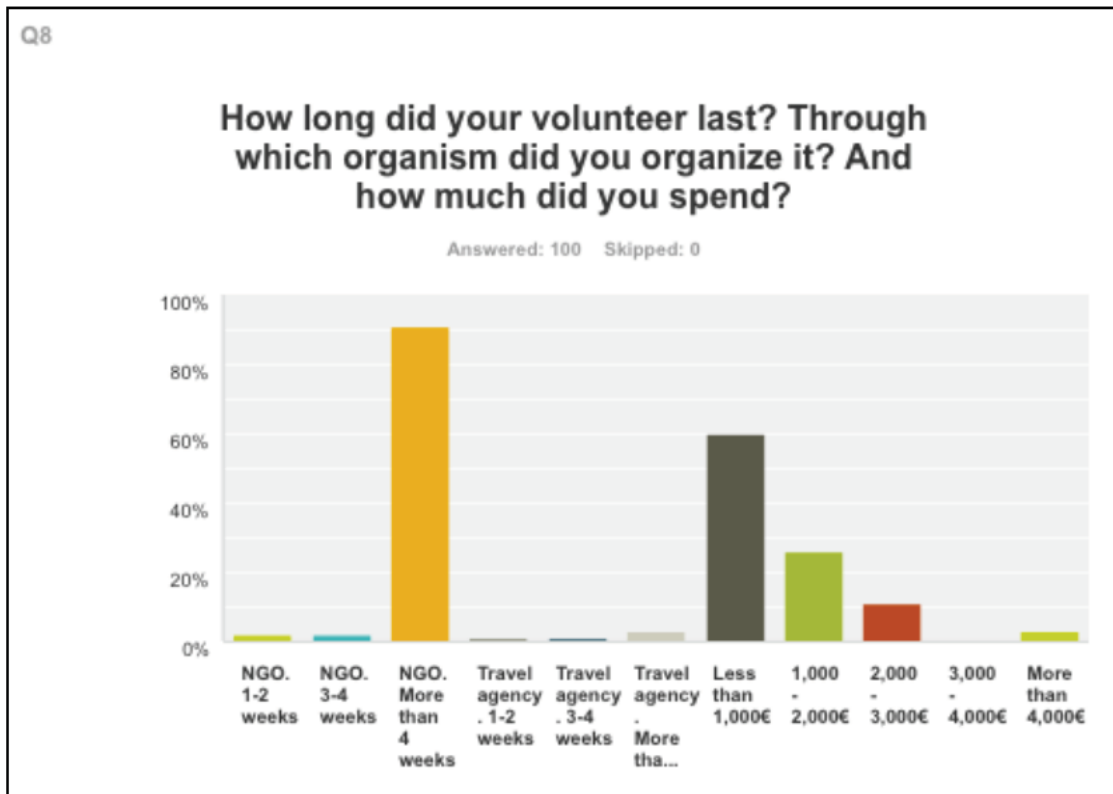
Figure 21. Q7-Adjectives and expressions that better define Millennials



Source: Own

Furthermore, Millennials mostly define themselves – again taking into account that participants could choose 2 motivations –, by being interested in living real experiences (47 people), as Benckendorff (2009) and WYSE (2016) previously stated, Millennials are looking for living like locals and mixing with local people in order to live a genuine experience; wanting to make a difference in the world (46 people), according to Ng, E.S.W et al (2010) and WYSE (2016) both affirmed that one of the Millennial generation’s most important value is the willingness of wanting to make great and significant contributions to society; and ambitious (39 people) as Ng, E.S.W et al (2010) refer to Millennials as a “want it all, want it now” generation. All this data gotten has been critical in order to accomplish one of the research objectives, which was identifying the needs and motivations of the Millennial traveler.

Figure 22. Q8-Length of the volunteer and organizer organism



Source: Own

Regarding the organization of the volunteer, all participants coincided in the fact that they organized their volunteer trip through a NGO and that it lasted more than four weeks. Contrary to what WYSE (2013) has stated in its study, almost 70% of them agreed to had spent less than 1,000€ for their volunteer and not more than 3,000€ as they said. This can actually be a difference of how the money spent is count, WYSE (2013) took into account the whole volunteer experience in the place as well as their possible travels while doing their volunteer trip. Nevertheless, in this survey, only the implicit volunteer aspects were taken into account such as flight tickets and/or possible meals.

Figure 23. Q9-From 1 to 5 how would Millennials recommend their experience



Source: Own

In this question, Millennials were asked to evaluate from 1 to 5 how much would they recommend their experience in which:

1. Absolutely not recommend
2. Not recommend
3. Neither recomed not not recommend
4. Recommend
5. Extremely recommend

The 88% of the surveyed Millennials recommend their volunteer experience in which a 58% would extremely recommend the experience and a 30% would just recommend. As it will be seen in the following question, Millennials are completely devoted to the cause they are participating in as well as having contributed to the society's advancement (Wearing, 2004) that will recommend this experience without any hesitation.

Figure 24. Q10-From 1 to 5 how much has this volunteer experience changed the way of seeing the world and had a great impact in Millennials' lives



Source: Own

Lastly, when asked how the volunteer impacted in their lives and if it changed their way of seeing the world Millennials had to punctuate from 1 to 5 the experience in which:

1. Absolutely no impact
2. No impact
3. Little impact
4. Meaningful impact
5. Extremely significant impact

A 59% agreed that it had an extremely significant impact while a 37% said it had a meaningful impact in their lives. It is undoubtedly true that, according to Zahra's & McIntosh's (2006) research, volunteer projects have a great impact on people's lives as it leaves a deep-rooted impression that can't be easily forgotten.



Looking at the results from the surveys it is true to say that the volunteer tourism are quite aligned with the needs and motivations of the Millennial traveler as the experience and the comments received are very positive. It is true to say that the most important aspect for Millennials is regarding the education and they feel it is critical to spread knowledge among the ones that do not have this asset.

## **4.2. INTERVIEWS**

A structured interview with 6 questions was designed in order to extract the information needed for the research.

The questions that were asked in all the interviews were the following:

**Q1.** Which kind of volunteer tourism products does your company/entity offer?

**Q2.** Which are the main destinations in which you operate?

**Q3.** Which is the profile of the volunteering Millennial that participates in any kind of volunteer trip through your entity?

**Q4.** Where do Millennials prefer to go and which is the main volunteer tourism product they choose?

**Q5.** Which is the feedback from Millennials that have taken part in a volunteer trip abroad?

**Q6.** Do you think that volunteering is a life-changing experience for Millennials? Why?

**Table 2.** Summary of the interview answers

Interviewed NGO	Q1	Q2	Q3	Q4	Q5	Q6
Organization 1	Community development and teaching are the main ones. Healthcare and animal caring	Australia, New Zealand, USA, Canada, India, Nepal, Sri Lanka (Asia), Zambia, Zanzibar (Africa), Costa Rica	University students (summer) and professionals (leave of absence). Women 60% - men 40%. It will be critical when applying for a job.	Costa Rica and USA. Community development	Get oxygenated, relocate values and live unforgettable experiences	They contribute their grain of sand. Not a real life-changing experience but after the volunteer they appreciate things more
Organization 2	Educational (teaching), infrastructure	Madagascar, Lebanon, Peru and Guatemala	80% women – 20% men. Social studies, educational field. Studying at the university. Living with their parents or sharing flat	Africa and South America	Fraternity with the local community	Transformative experience but not as much as desired. Personal growth, better people and sensitivity to global justice

<p>Organization 3</p> <p>██████████</p> <p>██████████</p>	<p>Solidarity camps. Create awareness of the inequalities of the world especially North-South by educational projects</p>	<p>Africa and South-America</p>	<p>University studies. Middle - upper class. Get to know other ways of life, other realities and struggles. 80% women – 20% men</p>	<p>Everywhere but very interested in Africa and South-America</p>	<p>There is a before and an after. Creates a critical consciousness. Personal level changes.</p>	<p>Life-changing experience. Lived from one's perspective.</p>
<p>Organization 4</p> <p>██████████</p> <p>██████████</p>	<p>Environmental, educational, community development</p>	<p>Europe, Asia (Japan, Korea, Taiwan and Hong Kong), Africa, South-America, USA, Canada; and Turkey</p>	<p>Variety of socio-economic profiles. Interested in peace and sustainability. Studying at university. Around 800 volunteers per year.</p>	<p>Asia and Africa. But, younger ones stay in Europe</p>	<p>Great experience. Repeating volunteers</p>	<p>Volunteer tourism as a personal transformational tool</p>
<p>Organization 5</p> <p>██████████</p>	<p>Subsidized project. Educational</p>	<p>EEUU and some neighbour countries</p>	<p>Different economic profiles. Better CV, get out from comfort zone, be helpful, live different experience. 60% women – 40% men</p>	<p>Europe + surroundings. Education and teaching</p>	<p>Unforgettable experience that provides a great personal growth, great tool for teamwork and self-knowledge.</p>	<p>Added value, new competencies for useful in the personal and professional fields, different environment, being able to adapt.</p>



Certainly, regarding all the interviews done, the most common volunteer tourism product is related to the education and teaching. Actually, all five NGOs answered that it is one of their main products offering for volunteer tourism. As shown in figure 3, teaching is by far the predominant volunteer activity. Nevertheless, there are also other types of activities offered which are community development and projects related to infrastructure and the environment. Undoubtedly the two predominant destinations that NGOs offer are Africa and South-America and in second and third place Asia and USA respectively. As shown in figure 2, the predominant destination offered is South-America even though Africa and Asia have had a great importance in the interviewed companies. However, some of them have also pointed out key countries offered which are Costa Rica, Peru, India and Guatemala that appear in Figure 1 about the number of organizations sending travelers to such destinations.

It is undoubtedly true to say that women are the ones participating more in volunteer trips as also from the NGOs the same information has been received. Doing an average of all answers, around more than 70% of volunteer Millennials are women while men are only 30%. As discussed earlier, this can be directly related to the results from the survey in which 75% of volunteer Millennials were women while only 25% were men. Furthermore, it is also true to say that 4 out of 5 interviewed NGOs mentioned that the Millennials doing volunteer trips are still or have already been at university so that is also an important component for the segmentation of the volunteer Millennial traveler. In addition, some organizations had also mentioned the importance of doing a volunteer relating it to the process when applying for a job and how this would look in their CV. Clearly, what has been stated by McLay (2015) can be connected with these findings as she said that managers that found out candidates did a volunteer, were better considered for the position.

According to the destination, which Millennial preferred, there is certainly a choice for South-America and Africa. Nevertheless, according to the survey, the top number one destination is Africa while South-America and Africa are in the second and third place. This might have been due to a bias of the results due to sampling technique, especially because these organizations might not be specifically oriented to offering volunteers in Africa. However, in figure 5, it can also be seen that the countries which are most visited are Africa, Asia and South-America which can be related to the interest in Millennials of choosing such destinations.

Evidently, as per Wearing (2004), the interest in the educational component of volunteer tourism is crucial and this can be directly related to these findings both from the questionnaires and the interviews in which teaching was the first option by far. Besides, the

main outcome of this experience is completely positive and most of the organizations tag it as an unforgettable experience as well as a life-changing experience including a lot of personal components especially personal growth and changes in the personal level. According to Zahra's & McIntosh's (2006) work, they say that volunteering trips had a great impact on people leaving a lasting mark and providing benefits not only regarding some of the emotion they had during this project but also the satisfaction and self-improvement they lived.

It is true to say that another objective has been accomplished with the interviews as there has been the possibility to make an analysis of some of the NGOs in Catalonia offering volunteer tourism products. However, the results of this study may have been biased due to the fact that the sampling technique has not been the best one as the organizations should have been chosen in a different way.

## 5. Conclusions

### 5.1. Conclusions

The aim of this study of getting to know the volunteer products NGOs offered and their approach regarding the volunteering experience as well as getting to know the needs and motivations of Millennials that have done a volunteer trip, has been accomplished. Regarding the three objectives set at the beginning of the research, it is true to say that the needs and motivations of Millennials according both to the interviews and surveys are wanting to make a difference in the world, they like meeting new people, they are looking for unforgettable and life-changing experiences and they are concerned about personal growth and self-fulfillment. For the second objective about the objective analysis of the NGOs, unfortunately the results of the interviews may have been biased due to the sampling technique as it has been previously said. Lastly, it is also true to say that the main needs and motivations of the Millennial traveler coincide with the products offered in the market.

There are five main conclusions that can be drawn from the research findings:

#### **1. Volunteer tourism is a life-changing experience for Millennials**

Not only from the Millennial approach in the surveys when they answered that their main motivation was to have a life-changing experience but also professionals answered in the interviews that all volunteer trips lead to a successful and transformative way of travel. Zahra and McIntosh (2006) are also right about their statement regarding volunteer tourism that says that it leaves a lasting mark in everyone's life. This can also be seen and related to what have Millennials answered in the survey when asked if their volunteering experience changed their way of seeing the world as well as if it changed their lives; the result over a 100 people is that 96 of them consider that it has had a meaningful or extremely meaningful impact. Besides, Keese (2009) and WYSE (2006) also talk about the willingness of Millennials of wanting to make a difference in the world by doing a volunteer trip, in fact, Millennials describe themselves this way as it can be seen in the survey.

#### **2. The main volunteer activity developed by Millennials is teaching**

Both in the surveys and interviews it is true to say that there was a significant choice of teaching as the volunteer tourism that was offered the most as well as the one in which Millennials participated the most. As per Benckendorff et al (2009), Millennials are really focused on their social involvement, as they are completely oriented and concerned about people. Furthermore, Zahra & McIntosh (2006) had already stated that one of the greatest satisfactions of Millennials that have participated in a volunteer trip have a huge satisfaction

for having contributed to helping others. Lastly, Wearing (2004) also makes his point when he says that people participating in a volunteer project is completely devoted to the society's advancement and this can clearly be seen in this conclusion with the concern of Millennials of wanting to make a better world by spreading knowledge.

### **3. Women are the predominant sex of volunteer tourism**

Certainly, both from the interviews and surveys it can be said that women are the ones that do participate more in volunteer tourism than men. The average of both techniques can be settled at around 70% of women participating in volunteer tourism projects while for men it is only 30% or less.

### **4. NGOs are the main volunteer tourism trips organizers**

It is also true to say that NGOs are the organizations used the most in order to organize volunteer trips. Lyons, K.D & Wearing, S (2008) had already stated that NGOs are not only the main promoters but also the main implementers of this kind of trip. Therefore, both in the surveys and interviews it can be seen that 100% of the organizations interviewed are NGOs and that the type of organization used the most by Millennials in order to organize their volunteer experience are NGOs.

### **5. There are no volunteer tourism products specifically designed for Millennials**

It is therefore true to say that while most of the results of the survey as well as of the interviews match with the literature review. However, regarding the theoretical gap that was found at the beginning of the research, the conceptual framework has to be rejected. There are no specific and tailor-made volunteer tourism products made taking into account the Millennial traveler needs and motivations. However, it is true to say that their ambitions and requirements match perfectly with the existing products that are being offered in the current market from NGOs. In other words, the existing products fit good with the Millennial volunteers motivations and needs.

## 5.2. Recommendations

A recommendation appointing the industry would be to stimulate men to participate more in volunteer tourism by maybe creating products that are more attractive to them. It is true to say that women are the ones doing more volunteer trips and according to the results of the survey as well as the interviews, teaching is not only the predominant activity but also the one offered the most. It would be interesting to offer in greater quantity other types of volunteer activities such as infrastructure building or agriculture in which men could be more interested.

It will be also interesting to find out more data regarding the different type of volunteer activities Millennials choose when doing a volunteering trip, the different percentages between men and women participating in them as well as the relation between the type of the volunteer activity done depending on the sex of the subject.

Talking now about a recommendation pointing out the researchers, it is true to say that due to the bias of the qualitative data, researchers doing a similar topic in the future, they could try to better focus their techniques in order to get valid and significant results.

Lastly, it is true that even though there are no specific volunteer tourism products for the Millennial traveler, the volunteering world should keep evolving not only with the new generations but also with the existing ones in order to keep fulfilling their needs knowing exactly which their motivations are.

## 5.3. Limitations and further research

If the time for this research would not have been limited and the sampling technique would have been different, the results obtained would have been very representative. Therefore, the sampling technique could have been improved by getting a list from *Cambra de Comerç de Catalunya* regarding all the NGOs in Barcelona, then depending on the total number of NGOs a number would have been fixed in order to get representative results and lastly, NGOs could have been chosen by a random choice of counting and selecting each one every 10. It is then true to say that the sample gotten for this project is not specifically representative.

In order to continue with researches similar to his one and further knowledge, researchers should try to do an extensive research with better selecting the sample in order to get a more objective result as well as in-depth studies regarding volunteering Millennials as it is an emerging trend growing fast.



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## 7. Appendices

### Appendix A

#### ▪ ETHICS FORM



#### Ethics form

It is important that you are sufficiently prepared to collect data doing fieldwork with 'human participants.' Your supervisor will support you in completing the Ethics Form.

The Ethics Form MUST BE COMPLETED BY YOURSELF AND SIGNED OFF BY YOUR SUPERVISOR BEFORE UNDERTAKING RESEARCH.

THE SIGNED ETHICS FORM MUST BE INCLUDED IN THE FINAL UNDERGRADUATE DISSERTATION.

Risk checklist – Please answer ALL the questions in each of the sections below.

Risk category 1	Yes	No
Use any information OTHER than that which is freely available in the public domain?		X
Involve analysis of pre-existing data, which contains sensitive or personal information?		X
Involve direct and/or indirect contact with human participants?	X	
Require consent to conduct?	X	
Require consent to publish?	X	
Have a risk of compromising confidentiality?	X	
Have a risk of compromising anonymity?	X	
Involve risk to any party, including the researcher?		X
Contain elements which you OR your supervisor are NOT trained to conduct?		X
Risk Category 2		

Require informed consent OTHER than that which is straightforward to obtain to conduct the research?		X
Require informed consent OTHER than that which is straightforward to obtain to publish the research?		X
Require information to be collected and/or provided OTHER than that which is straightforward to obtain?		X
<b>Risk category 3</b>		
Involve participants who are particularly vulnerable?		X
Involve participants who are unable to give informed consent?		X
Involve data collection taking place BEFORE consent form is given?		X
Involve any deliberate cover data collection?		X
Involve risk to the researcher or participants beyond that experienced in everyday life?		X
Cause (or could cause) physical or psychological negative consequences?		X
Use intrusive or invasive procedures?		X
Include a financial incentive to participate in the research?		X

**IF APPLICABLE:**

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2:

.....

**Student Declaration:** I confirm that I will undertake the Undergraduate Dissertation as detailed above. I understand that I must abide by the terms of this approval and that I



may not make any substantial amendments to the Undergraduate Dissertation without further approval.

Name: ALBA ROCA FERNÁNDEZ

Signed:

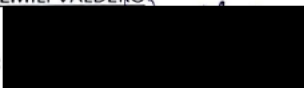


Date: March 10<sup>th</sup> 2017

Agreement from the supervisor of the student:

Name: EMILI VALDERO

Signed:



Date: March 14<sup>th</sup> 2017

**Risk Category 1:** If you answered NO to all the questions, your study is classified as Risk Category 1. In this case:

- The supervisor can give immediate approval for undertaking the field work for the Undergraduate Dissertation.
- A copy of this signed Form MUST be included in the Undergraduate Dissertation.

**Risk Category 2:** If you answered YES only to questions in Risk Category 1 and/or 2, your study is classified as Risk Category 2. In this case:

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt with before taking off with the field work.
- Once clarified, the actions taken must be stated in the Form. Then the supervisor can guarantee approval for the field work for the Undergraduate Dissertation.
- A copy of this signed Form MUST be included in the Undergraduate Dissertation.

**Risk Category 3:** If you answered YES to questions included in Risk Category 3, your study is classified as Risk Category 3. In this case:

- You must discuss with your supervisor how to re-direct the research and data collection thesis to avoid risks mentioned in Category 3.
- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained.
- A copy of this signed Form **MUST** be included in the Undergraduate Dissertation.

A copy of this signed form **MUST** be included in the Undergraduate Dissertation.