


# A CRITICAL ANALYSIS OF ETHICAL COMPLEXITY IN VOLUNTEER TOURISM



## OBJECTIVES

- 1) TO EXPLORE THE COMPLEXITY OF ETHICS WITHIN THE VOLUNTEER TOURISM SECTOR.
- 2) HOW ARE ETHICS IN CAMPS CONCEPTUALISED INSIDE AND OUTSIDE THE ORGANISATION?
- 3) EXPLORING THE POSITIVES AND NEGATIVES OF THE ETHICS, IMPACT AND AIMS OF VOLUNTEER TOURISM THROUGH THE SOCIAL ENTERPRISE CAMPS INTERNATIONAL.

## FIELD OF STUDY

THE RESEARCH WAS CONDUCTED AT CAMPS INTERNATIONAL - A UK SOCIAL ENTERPRISE THAT ORGANISES VOLUNTEER AND CULTURAL EXPEDITIONS FOR STUDENTS AGED 16-18 - THEY SPECIALISE IN FOUR-WEEK EXPEDITIONS THAT TAKE PLACE MOSTLY OVER THE SUMMER. THE STUDENTS WORK WITH THE LOCAL COMMUNITY ON A DEVELOPMENT PROJECT AND LEARN ABOUT THE CULTURE AND THE COUNTRY THROUGH EXCURSIONS AND ACTIVITIES.

## METHODOLOGY

THE RESEARCH WAS DONE THROUGH A 3-MONTH INTERNSHIP AT THE CAMPS INTERNATIONAL OFFICE IN THE UK. PARTICIPANT OBSERVATION WAS UNDERTAKEN DURING THE ENTIRETY OF THE INTERNSHIP. 16 SEMI-STRUCTURED INTERVIEWS WERE UNDERTAKEN WITH DIFFERENT MEMBERS OF STAFF AT CAMPS.

## RESEARCH FINDINGS

ANALYSING THE WORK OF CAMPS FROM PRACTISES WITHIN THE ORGANISATION TO HOW THEY PRESENT THEMSELVES ON THE OUTSIDE IN RELATION TO KEY DISCUSSIONS AND CRITICISMS WITHIN THE VOLUNTEER TOURISM SECTOR HIGHLIGHTS THE COMPLEXITY OF ETHICS WITHIN THE SECTOR.

HOW DO WE JUDGE WHAT IS ETHICAL AND WHO DECIDES WHAT BEING ETHICAL MEANS WITHIN THE SECTOR?

ANALYSING CAMPS THROUGH AN ORGANISATIONAL LENS HELPS TO EVALUATE THEIR CHOICES IN RELATION TO ETHICS SUCH AS

- 1) INTERNAL POLICIES - MARKETING CHOICES, VOLUNTEER RECRUITMENT, COMMUNITY RELATIONSHIPS
- 2) LOCAL COMMUNITY INVOLVEMENT IN PLANNING OF A CAMP
- 3) VOLUNTEER PREPARATION BEFORE A TRIP
- 4) THE STRUCTURE OF VOLUNTEER TRIPS - WHO BENEFITS THE MORE?

SOME KEY CONCEPTS WITHIN THIS DISCUSSION ARE: NEO-COLONIALISM, WHITE SAVIOURISM, ANTHROPOLOGY OF DEVELOPMENT AND ETHICS.

CAMPS MAKE SPECIFIC CHOICES WITHIN THEIR ORGANISATION TO BE 'ETHICAL' BUT WHY AND HOW HAVE THEY CHOSEN TO DO THIS AND WHO DECIDES THAT IT IS ETHICAL?

BUT WHEN YOU LOOK AT A DIFFERENT FORM OF TOURISM SUCH AS ETHICAL TOURISM - ITS ETHICS CAN ALSO BE QUESTIONED - SO HOW DOES ONE CONCLUDE WHAT BEING ETHICAL MEANS IN THE TOURISM SECTOR?

WHAT DOES THIS AMBIGUITY MEAN FOR THE TOURISM SECTOR?

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