‘An investigation into the extent in which Poverty Tourism benefits the local communities’

By Aisling O’Halloran

Student Number: 16393163

Bachelor of Arts (Honours) In Business

Supervisor: Robert MacDonald

National College of Ireland

Submitted to National College of Ireland, July 2019

Abstract

Poverty tourism is defined in this paper as “cases in which financially privileged tourists visit impoverished communities for the purpose of witnessing poverty firsthand” (Outterson and Selinger, 2012 pp.38). As a highly popular and fairly new phenomenon, the amount of analytical work and research done on this topic is rarely holistic and minimal. This practice has been critiqued recently for exacerbating global inequities particularly power and health. This paper examines both the positive and negative implications of this form of tourism and aims to contribute to the academic debate on this subject. Ultimately the paper seeks to ask is poverty tourism more positive or more negative? One problematic aspect of studies so far is that little investigation is done on the host communities themselves. From my research an argument was established that rather than approaching community development internationally from a touristic standpoint reflecting neocolonialistic tones the sector must shift focus from the satisfaction of the customer towards the creation of sustainable solutions and education. I therefore propose introducing more effective approaches of engaging the youth in international education and community development through practices such as the expansion of their consciousness from transformative learning. This learning providing experiences which are both equitable and socially responsible. As a result of these factors poverty tourism while not malicious in its intent will require a broad shift in its framework to rid its negative tendencies.

Submission of Thesis and Dissertation

National College of Ireland

Research Students Declaration Form

(Thesis/Author Declaration Form)

Name: Aisling O'Halloran

Student Number:x16393163

Degree for which thesis is submitted: Bachelor of Arts (Honours) In Business

Material submitted for award

(a) I declare that the work has been composed by myself.

(b) I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.

(c) My thesis will be included in electronic format in the College Institutional Repository TRAP (thesis reports and projects)

(d) I declare that no material contained in the thesis has been used in any other submission for an academic award.

Signature of research student:

Aisling O'Halloran

Date: 19th of July 2019

Submission of Thesis to Norma Smurfit Library, National College of Ireland

Student name: _____Aisling O'Halloran_____ Student number: _X16393163_____

School: __National College of Ireland_____ Course: _Bachelor of Arts (Honours) In Business__

Degree to be awarded: _Bachelor of Arts (Honours) In Business_____

Title of Thesis: _'An investigation into the extent in which Poverty Tourism benefits the local communities'__

One hard bound copy of your thesis will be lodged in the Norma Smurfit Library and will be available for consultation. The electronic copy will be accessible in TRAP (http://trap.ncirl.ie/), the National College of Ireland's Institutional Repository. In accordance with normal academic library practice all theses lodged in the National College of Ireland Institutional Repository (TRAP) are made available on open access.

I agree to a hard bound copy of my thesis being available for consultation in the library. I also agree to an electronic copy of my thesis being made publicly available on the National College of Ireland's Institutional Repository TRAP.

Signature of Candidate: Aisling O'Halloran

For completion by the School:
The aforementioned thesis was received by_____ Date:_____

This signed form must be appended to all hard bound and electronic copies of your thesis submitted to your school

Acknowledgements

Firstly, I would like to thank my supervisor Robert MacDonald of National College of Ireland whose patience, advice and enthusiasm was invaluable to me over the past year.

I would also like to show my gratitude and gratefulness to my parents, family and friends. Without their continued encouragement and support none of this would have been possible.

I would like to thank my classmate Elaine O'Grady who made the adventure into this research paper all the more enjoyable.

Finally, I would like to thank my interviewees who kindly gave up time from their busy working day to answer my questions and provide me with opinions and knowledge which I needed to conduct this research.

Table of Contents:

Abstract ……2

Submission of Thesis and Dissertation ……3

Submission of Thesis to Norma Smurfit Library, National College of Ireland ……4

Acknowledgements ……5

Table of Contents ……6

List of Appendices ……8

1.0 Chapter 1: Introduction to the Study ……9

1.1 Research Objectives ……11

2.0 Chapter 2: Literature Review ……13

2.1 Evaluating Tourism firm's engagement in Poverty Alleviation ……13

2.2 Is Slum Tourism contributing to the fight to reduce poverty? ……15

2.3 Critical issues regarding slum tourism ……15

2.4 The motivations behind tourists visiting these slums ……16

2.5 Slum tourism case study: Rocinha Favela, Rio de Janeiro, Brazil ……17

2.6 An Emerging trend, Voluntourism ……17

2.7 Volunteer tourism, More Harm or More Good?……19

2.8 Perpetuating the outdated idea of a Third World ……20

2.9 Using Pro-poor tourism as a poverty alleviation strategy ……21

2.10 Reinforcement of stereotypes and Neo-Colonialism ……23

2.11 Reinforcement of stereotypes ……24

2.12 Neo-colonialism ……25

3.0 Chapter Three - Methodology: ……..27

3.1 Research Design ……27

3.2 Research Philosophy ……27

3.3 Interview Design ……28

3.4 Qualitative interviews ……...29

3.4 Qualitative content analysis ……32

3.5 Data collection ……34

3.6 Limitations ……35

4.0 Chapter Four - Research Findings and Analysis: ……36

4.1 An Emerging trend, Voluntourism ……36

4.2 Unprepared, Untrained, Unskilled ……38

4.3 Customer Satisfaction ……38

4.4 Is Slum Tourism contributing to the fight to reduce poverty? ……41

4.5 Neo-Colonialism ……43

5.0 Chapter Five- Conclusions and Recommendations: ……44

5.1 Conclusion ……44

5.2 Recommendations ……45

Bibliography ……47

APPENDICES ……53

List of Appendices

Appendix 1. Email Invitation to participate in Interviews.

Appendix 2. Consent form to participate in research.

Appendix 3. Questions for Slum Tour Organisations.

Appendix 4. Questions for Volunteer Tourism Organisation.

Appendix 5. Interview (1) with Global Crossroad.

Appendix 6. Interview (2) with Beyond the Orphanage.

Appendix 7. Interview (3) with Favela Tour.

Appendix 8. Image displayed on GVI''s Website.

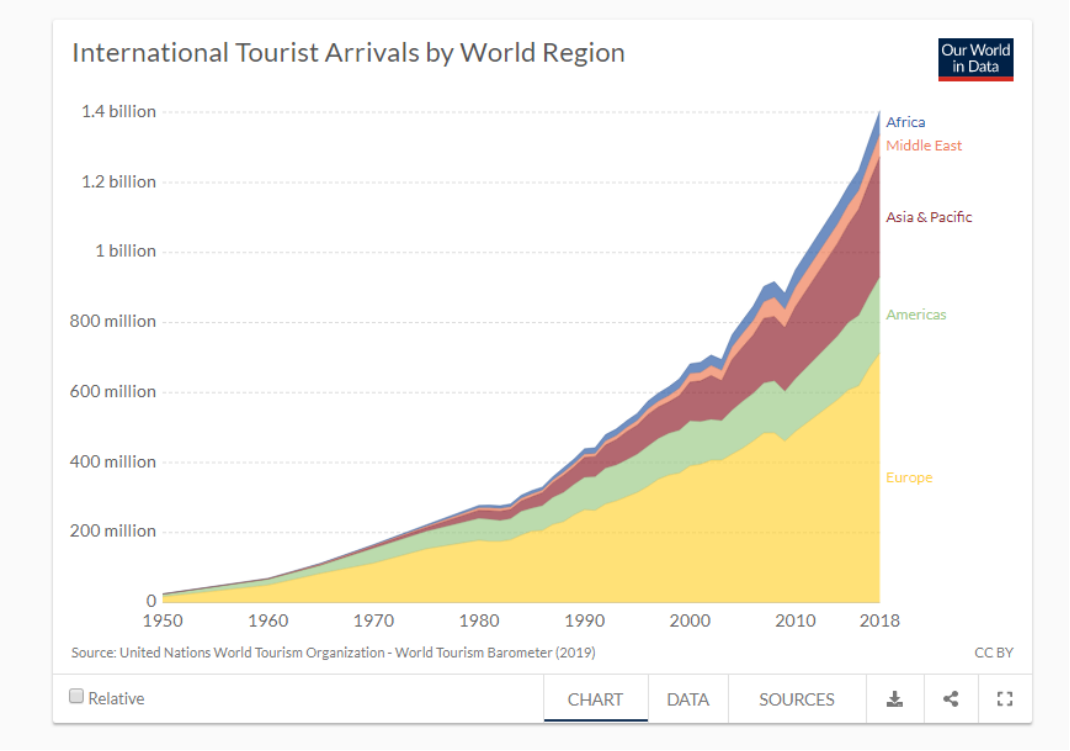
Appendix 9. GVI'S Website Homepage.

Appendix 10. Kibera Tours Website Homepage.

1.0 Chapter One: Introduction

Tourism has historically, been one of the globe's economic success stories. Because of tourisms complexity its undertaking makes it difficult to define. The United Nations World Tourism Organisation estimates that in 1950 there were just 25million tourist arrivals internationally. 68 years later international arrivals have increased to 1.4 billion per year. The major growth in tourism confirms this sector is economically one of the most powerful drivers of growth and development (Www2.unwto.org, 2019) (Figure 1.). Tourism diversification has increased recently with new emergent destinations resulting in many countries with low incomes experiencing a major increase in the arrival of tourists. The expansion in consumer interest in *Poverty Tourism* has resulted in the need for increased academic attention in this area. The academic discussions which have been conducted regarding this form of tourism look through a lens of a moral dilemma where benefits to the poor are derived from the demands of tourists (Blakeman, 2015).

Figure 1: Graph displaying data on International Tourist Arrivals by World Region



(Our World in Data, 2019)

Tourism is reported as the world's largest voluntary transfer of resources such as capital, from the rich to the poor (Ashley and Mitchell, 2009). Tourism is the leading player among a number of sectors which have the ability to raise a countries national GDP growth rate. These sectors include financial services, agriculture and livestock, manufacturing, wholesale and retail (O. Magio, 2013). Thus, the contribution from the tourism industry to developing countries is extremely important. Despite economists' sociologists and geographers conducting extensive research on the output [1] tourism brings there is still a limited understating on the true impact tourism is having on poverty in countries with low levels of incomes. Therefore, this project aims to contribute to the limited research of poverty tourism globally while at the same time challenging the existing understanding of poverty tourism while exploring new patterns and perspectives. This paper will also provide a deeper understanding while providing new insights into this emerging form of tourism while moving beyond conventional understandings.

My Hypothesis argues that tourism does not benefit countries with low incomes, although I would like to prove myself wrong. A broad range of effects, non-financial and financial, dynamic and static and, indirect and direct will be examined. Furthermore, I aim to closely look at tourisms impacts which are non-economic and what they bring to the local people living in these impoverished areas.

[1] *Output is the economic measure of the value of all sales of services and goods. It is the sum of the intermediate inputs and final purchases (Scheuren, 2014).*

1.1 Research Objectives

The main research objectives are to:

1.Analyse how tourism can contribute in the fight to reduce poverty.

2.Explore what effect tourism is having on the livelihoods of the residents in the local communities.

3. Determine how tourisms positive impacts can be enhanced.

For the past 30 years the pros and cons of tourism have been widely discussed. Both practitioners and tourism academics such as Jonathan Mitchell and Caroline Ashley researchers at the Overseas Development institute in London are knowledgeable to the fact tourism can contribute to income generation, employment, inter-sectoral linkages and entrepreneurship and at the same time can lead to negative impacts such as increased inequalities, displacement of communities and rise conflict because of scarce resources. Academics frequently voice their pessimistic view about tourisms role of development in impoverished areas (Meyer, 2009).

To date, the debate regarding sustainable tourism does not take into consideration the link between poverty, development and environment. By focusing on these other issues and not human rights, tourism today is yet to adopt corporate socially responsible practices (Muhanna, 2006). Despite the fact that the tourism industry's contribution is critical to the economies of developing countries, of the revenue generated in the areas there are high levels of financial leakages going to rich and middle-income groups. For this reason, there is without doubt a gap in knowledge which if filled could encourage a code of ethics for tourism globally to maximise not only its economic contribution but minimize the negative impacts at the same time (Tepelus, 2007).

The definitions of poverty vary greatly between different approaches. It is defined as relative or absolute, as multi-dimensional or as material to acknowledge the most vital perspectives. Fields

defines poverty as “the inability of an individual or a family to command sufficient resources to satisfy basic needs” (Fields, 1994, pp.88). Today poverty alleviation is a universal aim, a political and enshrined ethical target around the world regardless of the situation or context. Nevertheless, Poverty appears to result from political and economic arrangements that are supported and defended broadly. Therefore, poverty alleviation goes further than a political question with a digressive history as a social question which is growingly debated globally and opened for a space where there are fierce political debates (Arendt, 2006).

2.0 Chapter Two Review of the literature:

Introduction

The aim of my literature review is to clarify what tourism brings to areas with low incomes and both the positive and negative aspects that come with it. Identified in the review is that tourism as an economic sector is growing considerably particularly in countries experiencing high levels of poverty.

2.1 Evaluating Tourism firm's engagement in Poverty Alleviation.

With rich cultural heritage, abundant biodiversity, warm climates and inspiring landscapes these features give developing countries a comparative advantage in the tourism sector. As the industry is relatively labour intensive it opens job opportunities to many such as minorities, women and young people. It brings connectivity and links sectors bringing consumers to producers. Numerous economic sectors directly benefit as tourists purchase a variety of services and goods (Hurtt, 2019). The United Nations World Tourism Organisation have stated that today more money is spent in poor countries by international tourists rather than development agencies (Www2.unwto.org, 2019). But as suggested by Caroline Ashley can lying on a sun lounger by the swimming pool really contribute to the fight for poverty reduction?. In her investigation she describes how international tour operators, foreign owners and the high import tendency of tourism has resulted in the benefits leaking out from these poor areas. The majority of analyses conducted on the economic impression tourism is having on local economies is broad with little or no focus on the impact it is having on the poor. Boyd and Goodwin (2000) highlight this problem in their journal article *'Pro-Poor Tourism- Putting Poverty at the heart of the tourism agenda'*. They state national governments and donors are generally only concerned with foreign exchange, private sector investment and macro-economic growth. The needs of the poor and potential opportunities are rarely taken into account in tourism development (Boyd and Goodwin, 2000). Although it brings employment the work is low paying, exploitive and often seasonal. Their communities' natural resources are depleted and wildlife damaged, benefits are decreased, and social costs increased (Ashley and Mitchell, 2009).

Ashley and Mitchell (2009) break the impact of tourism into three pathways. The first pathway regards the direct effects. This concerns the livelihoods of these people being affected where no financial transaction has occurred. People who are reliant are put at risk, an example of this is new developments on tourist beaches which cause obstruction to local fishermen. Pathway two looks at indirect effects using the overexploitation of natural assets as example of these secondary effects. They use the case of the Philippines to highlight this, the coastal communities here suffered from malnutrition when the fish stocks collapsed as a result of the demand for tourists. The third pathway which is less tangible than pathway one and two looks at the dynamic effects. It regards how the livelihoods of the people who do not engage in the tourism sector of an economy are undermined (Ashley and Mitchell, 2009).

The World Tourism Organization widely promotes the view that tourism is in-fact an economic development driver to lessen poverty. Paul Winter (2013) argues against this claim stating that there is a lack of empirical evidence which proves the magnitude of this connection asserting that there is insufficient analysis provided by tourism researchers to fully establish the tourism and poverty links. He expresses that the benefits that come as a result of the receipt of tourism impact the local communities and therefore itself is not a development objective. He goes on to question actually how linked the tourism economy is to the local economy articulating his concerns of the high leakage of the expenditure from tourism to foreign regions. This raises the question of the true value tourism is having on the alleviation of poverty and development locally in these areas with low incomes (Paul Winters, 2013).

Leakages arise when a country imports goods and services from a foreign location when the items are paid for it causes the money to leave the country. Transportation, skilled labour, luxury products and marketing are a number of expenditures which can come from outside the country (Ashley, 2006).

Hugo and Nyaupane (2010) express that tourism should not be the only form of employment and revenue for a country. Instead they explain it should be used to expand employment opportunities for the people living in these areas. By linking jobs which already exist they can create these opportunities. They use farming as an example explaining that they would have the capability to still participate independently in the job if the tourism industry was to fail. Rather than substitution of jobs diversification is needed instead so a dependency on foreign tourists is not created. They argue that its poor planning which is causing these leakages. Suggesting amending this problem with the use of local products for example using local agriculture businesses which will link the two industries together (Hugo and Nyaupane, 2010).

2.2 Is Slum Tourism contributing to the fight to reduce poverty?

The Favelas in Brazil, the homes of India's street children in Mumbai's Dharavi slums, Soweto township in Johannesburg are a small number of prime locations across the world where you can find slum tourism a niche industry where the world's worst slums have been commodified for profit and fun. These organised excursions allow tourists to experience daily life in these poor communities. The seeds of modern slum tourism were sown as far back as the mid-19th century when well off Londoners would take trips to leer at the downtrodden in the city's East end (Richard, 2017).Present day films such as Slumdog Millionaire has aided the exponential growth of these tours bringing people in their tens of thousands. When the Instagram pictures have been posted and the tourist return to their luxurious accommodation it is the residents of the slums who are left with the substantial sting of exploitation (Richard, 2017).

2.3 Critical issues regarding slum tourism.

Frenzel (2013) discusses claims made by slum tour promoters' tourists and tour providers that this sort of tourism aids development in these slums as they create a range of potential income

sources and other non-physical benefits. Local governments in slum tourism locations which are more developed support the use of it as a development strategy. He explains how the economic benefit is evoked most frequently in the ethical debates regarding slum tourism. Frenzel taps into the claim tourism can be used as a solution to poverty and underdevelopment of low income countries. He critiques and contests this pointing out the limits of using tourism as an anti-poverty and development strategy. Frenzel first highlights that a large number of tour organisations are owned by non-local operators. This results in the foreign exchange earnings being channelled out of the local areas and back to developed countries. Entrepreneurs and organisers keep the profits and leave little to local residents. Another issue he addresses is the income differences between hosts and visitors. This creates a competitive pricing destination. He then brings light to some critical questions in his research, beginning with "Does slum tourism perhaps deal with the problem of poverty by making poverty unproblematic?" (Frenzel, 2013 pp. 118). He expands on this question arguing that slum tourism is somewhat normalising poverty and making it acceptable. Emphasis is made on the gap in quantitative measures of slum tourism's role in poverty alleviation has caused a range of problems in research as these quantitative measures do not exist (Frenzel, 2013).

2.4 The motivations behind tourists visiting these slums.

Discussing the question of what motivates tourists to participates in these tours appears useful to understand the slum tourism phenomenon. The images, associations and concepts tourists have about destinations of where these tours take place, it is plausible to assume, are the reason why these tours are so attractive. A question posed to respondents in Rolfes (2009) study asked interviewees what image slum tourists had about these slums? A majority of respondents indicated they wanted to distance them self from everyday life and see something different (Rolfes, 2009). Meschkank (2011) discussed how this form of tourism allows tourists to experience poverty momentarily and then allows them to escape from it permanently, thus

turning poverty into a form of entertainment (Meschkank, 2011). Dwellers of the slums become a product/service in the tourism industry essentially turning them into a commodity (Lefevre, 2010)

2.5 Slum tourism case study: Rocinha Favela, Rio de Janeiro, Brazil.

Frenzel reports A common problem that exists and uses Rio De Janeiro's Rocinha favela as an example. The majority of the cities slum tourists are channelled here resulting in the population having a broad range of wealth. This slum is relatively rich compared to Rios other favelas. Pointing out that Tours are not visiting the poorest slums but the one with the more popular known name (Frenzel, 2013).

Freire-Mederios further reports this exploitive situation in Rio de Janeiro when he states that private businesses from outside the favela are running these tours. There is also minimal political influence by favela residents on the decision-making process of these excursions (Freire-Medeiros, 2012). Frenzel Further discusses this in his research pointing out that in-fact, little or no money is directly channelled back to the slums. The amount of people visiting and their spending while there is insignificant to the true resources needed. He touches on another form of tourism which is regularly brokered by tour operators and that is, Volunteer tourism. Volunteering on a gap year is now a rite of passage for young people (Frenzel, 2018).

2.6 An Emerging trend, Voluntourism.

Volunteer tourism as a practice has experienced a rise in participation and popularity recently which has unearthed a need for research into its effectiveness. Voluntourism short for Volunteer tourism, is a rather new niche within the tourism industry. Voluntourism is used to define short term international volunteer trips operated by organisations as an alternative form of tourism where tourists as part of their trip take part in service projects in developing countries. Programs include tasks such as teaching, construction or conservation. These programs establish temporary interventions to address health, economic, education and environmental issues in

locations with poor resources. Volunteers who participate are usually tourists, students and clinical professionals coming from affluent countries (Smith, 2015). These participants tend to express their altruistic motivations behind their travel desires. Various forms of volunteer work are then paired with conventional touristic activities. Garrison (2015) suggests that in contrast to the belief that this form of tourism is mutually beneficial to those involved it also exhibits ineffectiveness, egocentrism and damaging behaviour to the host communities (Garrison, 2015).

1.6 million tourists donate money each year to its profit and non-profit organisations making it a billion-dollar industry. Sadly, the negative aspects of this field are often ignored with most travellers having little knowledge of the specific volunteer area and are only aware of the benefits of this activity. Often it is marked as a form of mutually beneficial tourism form however Hanson-Pastran (2014) explores the debate which has risen in recent years challenging how valid this assessment is. It also questions the ethics and efficacy behind the use of *voluntourism* as a tool for development. In her piece she refutes the claim from critical scholars that voluntourism is a form of neocolonialism. The term neocolonialism is when a strong nation uses dominance over a weak nation not by political control but by cultural and economic influence. She explains that this is because between tourists and hosts it reinforces unequal power relationships. It actively promotes the western- saviour ideology. Hanson-Pastran does not deny that volunteer tourism is a broad category with a diverse set of activities places and actors so it is inevitable some of these voluntourism ventures will challenge her neocolonialism argument. She emphasises sceptical opinions scholars have about the positive impacts (Hanson Pastran, 2014).

Andres Fredius characterises these appeals as alarming as they have attracted an increasing number of amateur humanitarian workers or student volunteers whose ability and skills to alleviate poverty or support vulnerable children is very limited. Her research worryingly suggests that in-fact students participating in these programs are contributing to the mystification of larger systems which produce poverty, patterns of disease distribution,

inequality and various forms of violence. The design of these programs leads to superficial engagement from the volunteers and stopping them from doing anything to solve the structural issues which create the humanitarian crises in the first place (Freidus, 2017).

2.7 Volunteer tourism, More Harm or More Good?

Tuovinen (2014) discusses some shocking statistics in her research study '*Shadows of voluntourism and the connection to orphanage business in Asia and Cambodia'.* She discusses how it is recommended globally to not authorise volunteering in orphanages as there is much evidence that there is an abundance of orphanages not working in the best interest of the children but rather as a profit-making business. This form of tourism has aided the exploitation of children and unnecessary family separations. Inflicting lasting development issues trauma and injuries on the children involved. If these company's initial objective is to make a profit this can result in them wanting to satisfy volunteers prioritising them before the local communities. Organisations in some situations can choose volunteers over locals to do work because they are cheap and will work without any salary. The volunteer's good intentions are supporting institutions that shouldn't exist and are making more of a problem rather than a solution. Tuovinen also sheds light on the fact parents can rent their children to false orphanages in Cambodia to meet visitor demands keeping them out of school to entertain tourists instead (Tuovinen, 2014).

Tourists need to think in the long term what the destiny for the people in these locations will be. Particularly the children being exploited in orphanages. When they must leave the orphanages as young adults they have been stripped of their education and now face homelessness, trafficking, drug abuse and further exploitation setting them up for a life of hardship and trapping them into poverty. Awareness and consciousness of the dark side of

voluntourism needs to be raised. This field is still yet to be critically analysed by many, as individuals can only see the benefits. This has resulted in a gap in the literature. It is clear to see that just because volunteer work is hosted by a community doesn't mean that the community actually benefits from it. Volunteering is without doubt an important act of communities reaching out to each other and coming together to bring change. It is essential that volunteers take the time to improve their skills and treat the project seriously in order to solve the desired change (Chouhan, 2017).

Volunteers leave these programs with a sense of self satisfaction, future goals and increased awareness. But it is the local communities who have to host a cycle of volunteers which is constantly rotating likely having inferior knowledge and unmatched service abilities. They are expected to entertain the role of a grateful subject with the work being done often ineffective or redundant. For this reason, it is without doubt the actions attitudes and behaviors of voluntarists which contribute to the outcome of the future public wellbeing in poor locations. These short-term programs being offered to volunteers are not sustainable or suitable. Full time staff are taken from their duties to train each batch of new volunteers. The short stay means volunteers don't get to truly understand the concerns and needs of the communities. They lose the communities support as the activities they teach each cycle of new volunteers is repeated. Volunteers feel accomplishment after demonstrating beneficial information but in reality, it is often a waste of time and resources. This loses the interest of community members getting involved (Smith, 2015).

2.8 Perpetuating the outdated idea of a Third World.

Smith highlights the most concerning result of voluntourism which is the effect from a perception standpoint globally. Volunteers return home boasting stories about their experiences with extreme poverty. The 'needy' are given no choice and have to conform to the role to secure goods and services which are much needed. These communities are ultimately represented as hopeless sufferers and victims rather than the focus being on the geopolitical situation which

created the circumstances, she describes how little can then be done to create much needed significant change for these communities when the attention is shifted away from the true concerns of the people (Smith, 2015). A common occurrence after volunteers have participated in these programs is to post photos of their life changing experience on social media sites. In western countries photographing patients or even taking photographs of the inside of medical facilities is something which is not tolerated. When volunteering somewhere in these exotic locations it seems to be completely acceptable. Taking these pictures puts the people in these locations at the risk of being dehumanised and reduces them to objects and coopting their photos for our own use (Mujumdar, 2016).

2.9 Using Pro-poor tourism as a poverty alleviation strategy.

Telfer DJ and Sharpley R (2015) discuss the push to reverse the strongly critiqued opinion about tourism. Pro-poor tourism was first introduced in 1999 in development literature as a suggestion, to use globalisation to benefit the poor. The word "pro poor" is used by policy makers and development economists to differentiate general economic development and forms of development which positively impact the lives of impoverished people aiding them to rise out of this poverty (Sharpley and Telfer, 2015). It is described as an overall approach which is designed to unlock favourable circumstances for the poor.

Jamieson (2004) highlights the circumstances that make tourism pro poor:

- Economic gain is created through full/part-time work or development of small and medium sized enterprises (SMEs) opportunities from sales to tourists of tourism businesses.
- Roads, potable water and other livelihood benefits which bring advantages to poor producers through improved education and health and improved access to health care.
- Capacity and opportunities for the poor to engage in decision making so they secure access to tourism enterprises and tourists and improve their livelihoods.

He argues that we need to move further than the multiplier language like 'trickledown' and truly identify specific benefits to poor communities and individuals: (Jamieson, 2004 pp.3).

Scheyvens discusses the harsh reality behind pro-poor tourism in her research titled '*Pro-Poor Tourism: Is there Value Beyond the Rhetoric?'.* She highlights that we need to realise who is endorsing the pro-poor tourism movement which is mainly tourism organisations who do it out of self-interest to promote the tourism industry and development agencies who see it fitting in with a broader pro-poor agenda for growth. She suggests we need to use the available data to show that instead of curing poverty tourism has impacted the lives of the poor negatively. To further her claim, she states that tourism has been unsuccessful in reducing poverty in 10 out of 13 countries where 80% of the world's people who are in extreme poverty live. Therefore, we must look closely at those who advocate pro-poor tourism and how they portray statistics. There is a danger that exists that pro-poor tourism will be used as a fad and just a different way for the tourism industry to regain credibility. They want to be seen as not just a growth engine but an industry that is environmentally benign and socially beneficial. This was seen in the 1990s with the concept of ecotourism. Due to the rising climate change, the industry put on their green lenses reviving their interest in the environment. In the first decade in the new millennium we see poverty reduction as their new key focus in the industry (Scheyvens, 2009).

Her argument is that most tourism organisations and businesses are solely attracted to the rhetoric of pro-poor tourism. They are only interested in whatever will work for the global tourism industry to enhance its image and continue to stimulate increases in tourism and travel (Scheyvens, 2009). Higgins-Desbiolles (2006) backs up this claim that it is not a transformative type of tourism but instead a "program of minor reforms for a marketized tourism sector to deflect criticisms and prevent unwanted regulation" (Higgins-Desbiolles, 2006). When the main concern of the major players of any industry including the tourism industry is profit maximisation it makes us question why we would assume they might have an ethical commitment to assure

their business makes a contribution to poverty alleviation? Scheyvens highlights an important question that can, promoting the expansion of a global industry that is founded on inequalities serve the interests of the poorest members of humanity?. When any development does occur the majority of the benefit are often captured by the elites, and businesses strive to meet the markets interests not the poor's. It will be very difficult to truly proclaim if tourism is making a contribution to eliminating global poverty until we have an adequate response to these concerns (Scheyvens, 2009).

Meyer challenges Scheyvens argument in her study '*Pro-Poor Tourism: Is There Actually Much Rhetoric? And, If So, Whose?*' when she states that tourism organisations are not development agencies so why should they act like them. The industry is fiercely competitive with a highly competitive environment, tight profit margins and a plethora of small owner operated enterprises. Tourism businesses are met with a list of demands such as health and safety issue, reduction of carbon emissions and respecting human rights. All this comes on top of aiding countries to get out of poverty which Meyer questions is this not a governance issues rather than a responsibility of the tourism industry (Meyer, 2009).

2.10 Reinforcement of stereotypes and Neo-Colonialism-

Postcolonial academics make common points for the neocolonial assumptions behind volunteer tourism. The Overall reoccurring ways in which the practice reinforces neo-colonialism discussed by scholars include privilege, structures of power and oppression. Instilled in volunteers is the notion that they are traveling across the world to participate in these programs with the mission to save people. This is where the origin of the reinforcement of stereotypes and Neo-colonialism develops from. Volunteers adopt the role of saviour in these poor communities while caring for children or working on sustainability farms. From this mindset on the fixation of acting the hero,

volunteers exhibit behaviours of the reinforcement of stereotypes and neo-colonialism. Garrison (2015) highlights the facts that volunteers leave these countries with little understanding of systems of inequality and systematic poverty. Instead they leave with deepened dichotomies of "them and us" between the locals and volunteers (Garrison, 2015).

2.11 Reinforcement of stereotypes

It is most likely volunteers first time experiencing extreme poverty when they visit the poor communities involved. Participants assumptions about the conditions of these areas and the character and nature of the people living here will have already been preconceived. Hall and Raymond highlight that volunteer tourism can allow these previously conceived ideas to be confirmed rather than questioned. Organisations providing these volunteer programs impose a generalisation of these destination communities in their promotional materials. They highlight a view of 'the other' and they use this difference as a selling point (Hall and Raymond, 2008).

A structure of idolisation can be created by the wealth of individuals participating in these forms of tourism. Palacios discusses this notion stating that locals will see the status and wealth of the tourist and use it as an ideal to aspire to. Thus, assisting cultural imperialism. Children in particular are impressionable and when volunteers work with children the unequal power dynamic can create problems. Children see the wealth of volunteers and the glamorous western world they live in. They grow up instead of wanting to develop their own country they desire to travel to western countries. This desire is described as inherently not negative but it does conceive a power structure that volunteer's possess over those who they work with which shows signs of neo-colonial motives (Palacios, 2010).

2.12 Neo-colonialism.

Volunteer tourism is said to further represent a form of imperialism or neo-colonialism where power inequalities are reinforced inadvertently by volunteer tourists between developing countries and developed. Cambridge Advanced Learner's Dictionary & Thesaurus (2019) defines Neo-colonialism as "political control by a rich country of a poorer country that should be independent and free to govern itself" (Dictionary.cambridge.org, 2019). Hall and Raymond noted that when volunteers take on roles inappropriately, of 'teacher' or 'expert' regardless of their qualifications or experience this can in fact represent the neo-colonial construction that westerners are culturally and racially superior (Hall and Raymond, 2008). The underpinning neocolonial assumption is that westerners who are unskilled and inexperienced can bring development to these countries. This assumption is demonstrated by the statistic that less than 10% of volunteer teaching jobs require any formal training as reported in the Callanan and Thomas database (Callanan and Thomas, 2007).

Another strong point made by volunteer tourism critics is concern regarding the structural inequality which is reproduced with each volunteer tourism encounter that is made. In its nature this form of tourism brings together volunteer tourists who are economically powerful as they can afford this trip discretionally to go abroad and volunteer with the host communities who are less powerful and deemed poor enough to put them in a position to need help from volunteers. This extremely unequal relationship could not possibly be ameliorated in the short amount of time that most of these volunteer ventures last (Hanson Pastran, 2014). Andereck and Mcgehee state that "this relationship in itself shatters any notion of human emancipation, and in fact can perpetuate inequality" (Andereck and Mcgehee, 2008).

Palacios suggests that a new form of colonialism may be portrayed by young volunteer tourist's unethical behaviour. The power dynamics which are embedded within this industry alongside, socioeconomic privilege, colonial history and racial tensions aid the potential for volunteer tourists to be neo-colonialists (Palacios, 2010). Lough makes a similar argument stating

that volunteer tourism can create dependencies and contribute to advances of the volunteer's interests over those of the host communities (Lough, 2008)

3.0 Chapter Three - Methodology:

3.1 Research Design

The following chapter presents and discusses the methodological principles underpinning the research design of this project. The researcher begins with a discussion of the stance from which this inquiry was approached. Next the practicalities and principles of the course chosen to gather analyse and present this research is considered. It is then concluded by reflecting upon the possible limitations and methodological challenges of the study design. Any assumptions held by the researcher will be explained in order to clarify choices made in terms of both the nature of what the researcher is studying and how they have studied the effect poverty tourism has on the local communities.

3.2 Research Philosophy

Individuals perceptions of Poverty Tourism tend to be complex, therefore the researcher chose to adopt a phased method approach. This meant that the research initially built one method to gather information, as there was a lack in responses from this method an alternative approached was chosen and phased into. The research's overarching methodology was to investigate and establish the authenticity, intentions and motivations behind a number of firms who provide these poverty tourism experiences. As established in the literature review a large number of tour organisations are owned by non-local operators. This results in the foreign exchange earnings being channelled out of the local areas and back to developed countries (Frenzel, 2013). To gain a comprehensive understanding of the principles and morals behind these organisations and what they stand for the researcher decided to undertake an Interview method. Email interviews were conducted with internationally recognised organisations who provide slum tours. These questions sought to address the criticisms about slum tourism. In addition to this, a content analysis was conducted into the information a number of International volunteer programs displayed on their websites giving insight into their projects. This study's Literature review of books and journal articles provided background information and guided my qualitative research,

which helped me to focus on the two growing areas of poverty tourism which are volunteer programs and tours of slums.

3.3 Interview Design:

Firstly, the use of a structured qualitative interview was undertaken. Often referred to as in depth interviews the semi structure interview retains for the researcher control in the interview direction. The open-ended questions give participants free range to elabourate and take the interview in new directions that are still relevant. This without predetermining the results of the interview still allows for in depth knowledge on the specific topic. A casual conversational method was also used to facilitate informality and openness. The open-ended questions were used as an attempt to receive as much information as possible to identify common patterns of responses. These recurring themes would then be developed upon. By using open-ended questions, the researcher was able to steer away from forcing interviewees to agree with the statement they proffered. Respondents were instead given the opportunity to tell the researcher what was on their mind in respect to the topic being discussed. It also allowed for the opportunity of respondents going further in their answers and providing useful additional information. This easy technique meant the researcher could learn important and unexpected things. The researcher understood some organisations may not be entirely comfortable with answering all the questions proposed which meant that closed-ended questions would limit the potential information. If respondents were given a Yes or No option to answer with, slightly uncomfortable questions would have been easily avoided. However, the opened ones gave organisations the option to explain their answer.

3.4 Qualitative interviews.

The purpose of these interviews was to gain insight and knowledge into the work of the chosen organisations and how they go about it. The researcher hoped these interviews would uncover if these organisations were aware of the potential that they may be contributing towards the humanitarian crisis and adding to the mystification of greater systems which produce poverty and inequality with the work they do. The researcher also hoped these interviews would challenge the studies hypothesis '*that it does not benefit countries with low incomes'* and optimistically shine some light on the positive acts of these organisations. In total forty-five (45) interviews were sent via email to slum tour operators in both India and Brazil. Contact was made through email outlining to the participant the nature of the study and the research question. The email concluded by urging the potential interviewee to make contact with the researcher if they were happy to get involved. As the research question revolved broadly around poverty tourism this study was not designed with a particular host country in mind. However, India and Brazil both have a large number of organisations which widely offer these slum tour experiences. The interviewees were chosen based on their location. Slum tour operators in the Dharavi slum in India, and Rocinha slum in Brazil were contacted as these are the largest slums in their country. Being so large in size means the possibility of exploitation is extensive. Tour operators in these areas could possibly be more difficult to regulate as large populations mean more room for new tours to set up. As these slums are known worldwide it means they also have the demand from tourists, which less known slums might not. These email addresses were found on the organisations webpages after conducting multiple google searches and searching the popular travel app TripAdvisor. The interviews were conducted through email and not face to face due to their distant locations. The limited time and non-existent funding the researcher had to conduct this study meant it would have been impossible to visit these locations and obtain the information firsthand. The Interview consisted of 13 structured questions which had a degree of flexibility (Appendix 3.). A mix of both open and descriptive questions were used. Before answering any questions, a consent form which was prepared by the researcher in order to document the interviewee's consent for sole use of the interview in the research project

(Appendix 2.). The advantage of this is that respondents are given the opportunity to be informed fully about the nature and implications of their participation from the very beginning. In addition to this the researcher is also protected against any potential future results. However, these interviews were not as successful the researcher had hoped. A large number of participants in the Slum tour sector were reached out to by email. But disappointingly only one (1) response was received. Of the Individuals who did reply expressing interest in taking part in this email interview, the total responders decreased once again upon receiving the interview questions. Starting the interviews with a signed document may have served as a conversation stopper. Rather than comforting the respondents the forms may have in fact induced concerns causing them to reconsider and decline participating. After seeing the descriptive consent form, these busy organisations perception of the interview may have changed to seeing it as a time-consuming burden adding to their workload. Contacting organisations abroad also created the opportunity for there to have been a language barrier and misunderstanding of how the research will be used and what their role will be, which may have influenced some individuals to withdraw from the study. This dilemma could not be avoided as having informed consent from the interviewee is an inevitable requirement of research that involves a human.

To compensate for this, the interview questions were modified, and additional emails were sent out in attempt to conduct new possible interviews but on this occasion with organisations who provide International volunteer programs. The second interview consisted of 15 questions (Appendix 4.). Unfortunately, the same challenge was faced in getting organisations participate and answer the proposed questions. Once again it did not go as planned. Several responses came back from Organisations willing to participate but once the questions were sent out only one or two replies were received. The researcher found this interesting as the replies received, came from organisations who have strict precautions in place to protect the individuals living in these impoverished communities. Here another assumption was formed by the researcher that perhaps these organisations were choosing not to get involved as the danger of uncovering some of the untold harm they cause of a result of their programs. This in turn may have damaged their businesses reputation. Preparing the interview, consent form and emails and

then waiting for a response to send a follow up email with the questions took a large amount of time from the very limited time allocated to complete this study. Due to this reason no follow-up interview was included to the interview responses which were received. From both sets of interview questions sent out a total of 3 Interview were completed. A brief introduction to the organisations interviewed and an overview of their missions and work is provided in Table 1.

Participant profile:

Name:	Description of Organisation:
Beyond the Orphanage	Nonprofit organisation who support orphaned children in Nepal and Kenya, two developing nations. They offer Kinship care/foster care programs finding foster families and homes for orphans. They take in carefully selected volunteers to help them with their work (Beyond the Orphanage, 2019).
Global Crossroad	Offers volunteer abroad programs including teaching, conservation orphanage work or health awareness in 18 countries across the world in disadvantaged areas in Asia, Latin America and Africa. Programs start at $140 dollars per week. Most programs do not require any qualifications or skills for individuals to participate (Global Crossroad - Meaningful Volunteer Abroad Program, 2019).
Favela Tour	Small company who offer tours of the Rocinha favela in Rio de Janeiro. It is 100% run by

	residents of this favela and their purpose is to educate tourists about the great things which go on in their community (FAVELATOUR.ORG, 2019).

Table 1: List of Organisations Interviewed.

Full interview transcripts attached in (Appendix 5-7)

3.4 Qualitative content analysis:

Quite a few responders expressed the fact that a number of the researchers' questions had already been previously answered on their websites. As a result of this a content analysis was used to explore their proposed intentions and self-presentation in the hope of answering the questions the researcher would have liked to have been answered in the Interviews. This project had to steer away from the reliance upon primary sources and employ an explorative content analysis approach. By building its foundations on alternative sources the Researcher aims to meet the objectives and understand the research question put forth.

Organisation profile:

Name:	Description of Organisation:
PlanMyGapYear	Volunteer travel organization with ten years of experience, programs range from 1-40weeks. Projects options include teaching, childcare, medical and mental health programs (Plan My Gap Year, 2019).

Projects Abroad	Projects Abroad is categorized in the multi-million-dollar region and to date is one of the oldest and most established volunteer program organization. Projects include conservation, social work, medicine (Projects-abroad.ie, 2019).
GVI	GVI offer Volunteer and Intern Abroad programs for 1week- 6months to all ages across Latin America, Asia, Africa and Europe. Programs include animal care, teaching, healthcare, women empowerment (Gvi.ie, 2019).
Kibera Tours	Dutch-Kenyan run organization which provides slum tours of Kibera East-Africa's biggest slum (Kibera Tours, 2019).

Table 2: List of Organisations who's websites were analysed.

An online search was conducted using terms such as ''volunteer abroad programs" and "slum tour experience" through the search engine Google. Websites which were found as a result of these searches were reviewed and a handful of ones which were deemed the most relevant were short listed. A description of these organisations and their associated characteristics can be found above in table 2.

The researcher's analyses of these organisations' websites became an important feature of the study as they demonstrated how the use of specific rhetoric was used on multiple sites to gently smooth over any aspects which were ambiguous. In addition to this it further demonstrated how they provided a framework in which participants could interpret their experience. This thesis builds on data collected from the websites of 'Projects Abroad' and 'GVI' two organisations known globally who offer tourism volunteer programs. Key phrases and marketing slogans such as "making a difference" and "giving back" were present and recurring across websites assuming in the hope of impacting the perceptions of potential volunteers about their possible experience. The researcher used this to explore their proposed intentions and self-presentation. Examining the marketing of these Poverty tourism experiences play a significant role into uncovering the intentions behind these organisations and if they reinforce the critiques of this industry's practice or challenges them. By uncovering their motivations, the researcher hopes to answer the researches question, whether they are trying to benefit the local communities through tourism or not or is it purely for business and monetary purposes. Therefore, examining their websites mission statements and related text was deemed very valuable for this study.

3.5 Data collection:

The longitudinal research design of the study builds on multiple data sources. The main data source being the structured interviews followed by a content analysis to establish a contrast between the various sources and strengthen the findings reliability. By looking at both slum tours and volunteer programs and triangulating the various data present on a number of websites this contributed to a broader understanding of these tourism experiences and perceptions. The researcher was able to identify any similarities between the two organisations sectors. This allowed the researcher to gain a more in-depth analysis into the representation and perceptions of both these forms of poverty tourism. Although a rich and relevant description was provided from the interviews the researchers understanding of these forms of tourism was enhanced by the additional content analysis which reflected companies who were unwilling to take part in the interview process.

3.6 Limitations:

This project takes an exploratory approach due to the limited research on Poverty Tourism. Due to the distant locations of the subject matter the Researcher was unable to engage in face to face interviews and was forced to use an email alternative as a data- gathering technique to get the information needed. Lack of funding and the limited time allocated to the researcher to complete this study also hindered the depth of this project. The timescale proposed will restrict the research limiting the researcher to closely investigate just a small amount of countries. Finding organisations who were willing to participate proved extremely difficult due to hesitation in willingness to participate.

4.0 Chapter Four - Research Findings and Analysis:

Introduction:

This Foregoing analysis and findings chapter will go further in more depth with data in an attempt to deconstruct and investigate poverty tourism to a greater degree. Poverty tourism's silences and paradoxes will be highlighted in this chapter by challenging the contemporary understandings of poverty tourism being a distinct unified phenomenon. The format adhered to in the literature review will be mirrored in this section using same subheadings in order for a structured overview of the findings to be provided while concurringly relating them to the theoretical framework established. Coherence and Consistency is an advantage of this approach.

There is no precise definition for poverty tourism as mentioned in the introductory chapters, which makes it a wide-ranging term. This also applies to additional terminologies used such as voluntourism. As this research's fieldwork engaged with different poverty tourism experiences in a number of locations globally it resulted in a diverse variety of interviewees. As a result of this reaching a general conclusion the organisations efficiencies becomes challenging.

4.1 An Emerging trend, Voluntourism.

Globally volunteer tourism is a multi-billion-dollar trend which is growing rapidly meaning every sector wants a share of it. The institute for Sustainable Development estimated in 2018,1.6 million people volunteered while on holiday, spending approximately $2 Billion that year (The Institute for Sustainable Development, 2019). As discussed in existing literature, voluntourism works largely to distinguish itself from mass tourism. Garrison describes the modern tourist who wants an authentic experience different from your average getaway. Volunteer tourism sets itself apart from mass tourism by putting emphasis on the social and economic benefits it has on developing countries. Garrison discusses how sadly many participants are drawn to this form of tourism for personal advantage and display egocentric behaviors (Garrison, 2015). Interviewees expressed beliefs supporting this perspective of distancing themselves from mass tourism. Beyond the Orphanage (BTO) for example stated that *"We don't offer tourists any programs as*

such as we are a small organisation. We do have volunteers, but we keep our volunteer base very small" (Appendix 6.).

This emphasises the fact they don't like to label their volunteer programs as a form of tourism, and they distance themselves from this sector. Being an ethical business in today's market and credibility it brings can be extremely profitable. Volunteer tourism organisations aspire to portray themselves in that way. Although they do not directly claim to be non-touristic their statement expresses a level of distancing themselves from organisations who do offer volunteer programs as a form of tourism. In contrast to this Global Crossroad (GC) declared *"If volunteers have an interest, anyone can join"* (Appendix 5.)

GC are undoubtfully less selective sending everyone who just want to go. BTO go on to further discuss the strict checks they conduct when selecting volunteers*"volunteers who have gone to our programs are required to have working with children checks which are registered with the relevant authorities of the specific country they originate from"* (Appendix 6)

This organisation clearly acts responsibly suggesting that they have another meaning in their business other than just financial. Businesses which are profit driven in this sector have a different impact on the local communities than non-profit organisations. They may be more focused on satisfying their customers the volunteer rather than the hosting community (Wearing and McGehee, 2013).

In contrast to this the commodification of volunteer tourism can be seen within seconds when reaching *Projects Abroad's* webpage. The website promotes a 'unique' experience for their customers rather than focusing on the host communities' development. Their home page seems no different than a commercial tourism website. Potential volunteers can search through projects on its webpage with questions such as "Where can I go?", "what can I do?". If volunteers are going to make a difference in a community should their questions not be expressed as Where are you needed? Or what are your skills?

4.2 Unprepared, Untrained, Unskilled:

The reality of these programs is that volunteers have no prior experience or training in regard to the work they attempt to accomplish in these communities. This being counterproductive to the entire process and contradicts the purpose of the volunteer's presence (Garrison, 2015). GC discussed what they look for in potential candidates *"medical projects require medical skills. But something like childcare teaching etc... if volunteers have a interest, any one can join"* (Appendix 5).

GC will take anyone on to their programs regardless of their transfer skills or knowledge in the activities they will take part in. When volunteers have no experience in education innumerable problems arise. Unskilled and untrained volunteers may even cause unintentional harm in some circumstances (Garrison, 2015). On the other hand, BTO discuss the completely different approach they take in their interview. Their volunteers' must*"have a skill relevant to the programs we offer and/or relevant to the children we have in our programs" (Appendix 6)* "We ask them to be very clear about their skill base and what they would bring to the program should they come to volunteer" (Appendix 6)

4.3 Customer Satisfaction:

As previously stated, it is clear that advantages and disadvantages both exist with volunteer tourism and when attempting to determine if the positive effects can outweigh the negative one's, conflict arises. As understood through the literature review many participants are drawn to this form of tourism for personal advantage and self-discovery. This has made researchers question if voluntourism exists equally for the volunteer and local communities, or if it's driven primarily in self-interest. Egocentrism motivations therefore has become a large issue criticized by many regarding volunteer tourism. These criticisms are not made to generalise all individuals who take part in this form of tourism as selfish (Garrison, 2015). When asked in the interview what GC hoped volunteers would get from their experience their response was that they would receive *"A fulfilling and rewarding experience helping in the area they are most interested in as*

well as provide them with a comfortable and hassle-free stay" (Appendix 5). It is clear to see companies can market their programs in according with what draws participants being personal fulfilment. Offering hassle free and comfortable stay identifies the shift towards meeting the wants of volunteers rather than the developing community's needs. A large number of organisations who rely on short-term volunteers, design their programs to satisfy and appease foreign volunteers. These people and communities are already vulnerable, when organisations then refocus their time and energy towards the satisfaction of short-term volunteers this perpetuates their poverty and many of the issues that contributes to it (A. Garrison, 2015).

Common techniques used by volunteer organisations to sell themselves to potential customers emerged across all websites investigated. Ensuring affordability, safety and promising a quality experience are just a number of key words which were prevalent.

> *we work hard to ensure that our volunteering opportunities are truly affordable. Our structured programmes create the perfect platform for you to see the world, meet like-minded people. Furthermore, every project is regularly risk-assessed by our management team to ensure our set up is safe*
>
> *(PlanMyGapYear, 2019).*

It is clear to see the volunteer has been made the organisations priority, appealing to their motivations to attract them and help sell their product. It was common among organisations to make these personal interests their marketing's primary focus. The focus on security as a marketing strategy can also further reinforce the mentality and 'us and them'. Separating volunteers from the community and creating the idea that they need to be protected from the locals, inherently once again indicated the power imbalance implying that volunteers are superior to their host community (Wilkinson and McCool, 2014).

Projects Abroad goes further in emphasising the personal gain volunteers will experience stating *"use the work experience you gain to give your CV an extra edge. It will help your CV stand out from the crowd in university or job applications" (Projects-abroad.ie, 2019).* It is clear their underlying values are solely rationalising volunteers engaging in these projects for personal

interests rather than selfless ones. Using buzzwords to promote the goals of these programs is also common across all organisations many describing their programs as “worthwhile” or a “rewarding experience” but the meaning of these words are unclear and ambiguous as to whether they mean in terms of a selfless motive of helping others or a selfish motive like improving your CV. This makes us question whether these programs have been created to assist people in need or are they designed to benefit the elite community creating bountiful resumes all in self-interest. When reading further the organization fails to explain what the goal means. When organisations shift their focus to catering to the motives of volunteers the host communities are put at a disadvantage. Their focus and attention is no longer on what is really important which is their humanitarian goals. The shift to pleasing their customers comes at the expense of exploiting the less fortunate.

When arriving to GVI’s home webpage you are met by flashy images of beautiful coral reefs and volunteers in classrooms with groups of ethnically diverse children (Appendix 8). The organization successfully frame the locations which are ‘in need of help’ from volunteers as exotic destinations inhabited by communities who are ‘different’ from our part of the world which we are free to travel to and alter (Appendix 9). As Heron suggests we decide that we as foreigners then deserve to enter and have access to these foreign cultures altering their daily lives merely because we can afford it and it being under the name of doing something good make it acceptable. GVI has created an exotic altruistic endeavor and possible by using false misconceptions are successful in drawing in their target market (Heron, 2007).

It is clear that organisations such as PlanMyGapYear, Projects Abroad and GVI all use media to show volunteers what they want to observe. These organisations don’t go into depth about what really needs to be done for the countries involved. By displaying images of people in need, volunteers are given justification for their trips

4.4 Is Slum Tourism contributing to the fight to reduce poverty?

As with any business, there is a battle against the overwhelming desire for more. When people are willing to pay and there is a demand for a service a natural response is to want to provide that commodity. For this reason, we have to be careful to not lose ourselves over it. Organisations who provide slum tours need to stop from time to time and ask themselves who is it we are doing this for? Who are our main customers? Are we listening to their needs? (Kuronen, 2016). Favelatour (FT) highlighted in their interview that *"The biggest complaint is against outside tour companies who tell lies about the community and don't contribute back to the community in anyway"* (Appendix 7). The contributions these communities need are not solely financially based. The people living in these slums need for example social facilities, infrastructure and ownership of land. This puts focus as discussed that among slum tours both genuine and not so genuine organisations can be found. This leaves it down to the responsibility of the tourist engaging in this form of tourism to check the backgrounds of organisations carefully before handing over their money so they can be sure it is going where intended.

Rolfers (2009) carried out a study which showed that the Soweto slum community in South Africa have been supported by the slum tours which take place there. Residents here are eager to come in contact with tourists to talk about their life situations and personal experiences. These exchanges have served an important purpose of improving and correcting the negative image which the media conveys of the slums. His study concludes with the view that the developing market of slum tourism could create better income opportunities and employment for the slum communities (Rolfes, 2009). FT made a similar point in their Interview stating that they

> *wanted to give visitors an accurate and honest experience of life here. The media shows favelas to be places of misery. There are challenges of course, of living here but the good outweighs the bad, like any community*
>
> (Appendix 7).

FT is without doubt developing a humane and nuanced understanding to these areas. Their tours are helping to demystify some of the existing negative perceptions of the marginalized community and deprived area.

As reviewed in the literature one of slum tourisms biggest challenges is that individuals feel it is an invasion to the local community's privacy and that they might not benefit from it (WANJIKU CHEGE, 2012). FT discuss how they have overcome this problem stating that "*Before, I started the tours I asked permission from the locals and wanted their ideas on how this kind of tourism could benefit the community. I wanted to first do it in a way that at all times shows RESPECT to the locals"* (Appendix 7). They go on further to state *"I have always have the belief that the community needs to benefit in some way. If not, then it is exploitation"* (Appendix 7).

Another critique of slum tourism explored in the literature was how poorly run tour providers promoting the 'otherness' of the people living in these deprived areas as a selling point. The images these companies use misrepresent the slums and in fact can depoliticise and aestheticise poverty. Residents of these areas are critical of how these tours are being run and that there is a lack of concern from tour operators (Monroe and Bishop, 2016). FT express how they "*Don't allow guests to take photos of the local people without permission. This is the biggest one as we don't want locals to feel like animals in a zoo"* (Appendix 7). Here we can clearly see that this organisation prioritises the needs of the community over the businesses of tourism opposed to the ones criticised against in the literature review. FT are ensuring to steer away from the explosiveness and invasion of privacy that comes along with presenting peoples living conditions as a tourist attraction.

Kibera tours markets its company their website as "The friendliest slum in the world" (Kibera Tours, 2019), the use of the word "friendliest" makes this form of poverty tourism seem benign. Their uplifting and light approach to marketing their tours steers tourists away from the reality and severity of poverty in this area. The webpage also states that "A security-guard, well-known in Kibera, will come on the tour to make you feel even more safe" (Kibera Tours, 2019). Once again, we see another organisation prioritising the needs of the tourist rather than the local

community. The term “Friendliest slum” also become misleading after reading about the presence of a security guard, as if it was as “friendly” as described one would wonder why security was needed (Appendix 10).

4.5 Neo-Colonialism

Across poverty tourism organisations a common marketing technique which was found was the portrayal of host communities as the ‘other’. In Simpson’s (2004) study she analysed commercial organisations marketing materials in order to explore how the ‘third world’ and development are presented and then ‘sold’ to these gap year participants. In her findings she presented how homogenous descriptions were used about host communities summarizing entire nations into pairs of descriptors which were intended to be clearly recognizable to western individual’s imaginations. The stereotypical language used across numerous websites reinforces a neo-colonial narrative by depicting host communities as the ‘other’. By portraying a simplistic version devoid of people and history these organisations are validating the neglect of local’s culture and opinions (Simpson, 2004)

GVI promotes that their programs *“facilitates meaningful cultural exchange between the local communities and the volunteer”* (Gvi.ie, 2019) using this logic they are highlighting the positive social benefits of cross –cultural understanding and how it increases ones understanding of the world. This aspect sounds extremely positive but Ossub Mohamud discerns this. He states that these relationships are in fact superficial and condescending and are based on perpetual inequalities within the volunteer tourism sector. He explains that this is as a result of unequal power dynamics which have been caused by socioeconomic status and privilege differences (Mohamud, 2013). People return home after experiencing a glimpse of life in these countries and speak of the “beautiful people” (Kass, 2013) they’ve encountered which carries a sinister colonialist overtone. They casually dismiss an entire nation and culture.

5.0 Chapter Five- Conclusions and Recommendations:

5.1 Conclusion

The research project's aim is grounded in pragmatism and delves into the interactive construction of poverty tourism from producers of poverty tourism experiences perspectives. This Chapter incorporates the field researches findings and discusses them in light of the established themes in the literature review.

The motivation of this study was derived from the incentive of growing a broader understanding of poverty tourism globally. This project took a qualitative and exploratory approach due to the limited research on poverty tourism. In the past poverty tourism has remained untouched from criticism and retained the image of a sustainable caring form of tourism benefitting everyone involved. Unfortunately, as time has progressed it has unfolded that the impacts are not always so beneficial to the local communities. As a result of this study it is clear to see that individuals who engage in poverty tourism are in a position which is unique. They have the potential to do good, but also have the potential of creating harm. Poverty tourism is not automatically negative, what is incredibly detrimental about this industry is not understanding the concerns and potential to harm the local communities involved. Tourism will always be a burden on cultural capital and the local environment no matter how good the intentions of travellers they are still tourists. When poverty tourisms criticisms are discussed the blame is often put on the individual taking part in these forms of tourism. However, from this study it is clear the providing organisations need to also be held accountable.

The overall conclusion from this piece of research is that is important to find the balance where the benefits are greater than the burden.

Future research designs much steer away from the one notion that monetary valorization from tourism is a solution for poverty relief. This means in economic terms that monetary revenue exchanges from tourism will magically reduce poverty. Some criteria must be developed in which the valorization process is multidimensional. Included in this criteria should be notions

of participation, opportunity, empowerment and security and how they are hindered or fostered in this process.

5.2 Recommendations

It is clear to see there is a need for poverty tourism but only when practiced responsibly will the benefits be seen. Therefore, the researcher's main recommendation of this paper is for a global accrediting body to be established for both profit and non-profit organisations who are involved in Poverty Tourism. This accrediting agency working under the United Nations should include guidelines and standards organisations need to adhere to before being able to promote themselves as 'sustainable' or 'responsible'. Also included should be a standardised curriculum for tourists' pre-departure which will insure that they are knowledgeable and equipped regardless of what organisation they volunteer with. This would allow tourists to rather than follow their own instincts understand host communities and their cultures, teaching them to be aware of ethical concerns which would improve cross cultural relationships.

As discovered in this study organisations rules and regulations vary in regards to who can participate in volunteer programs. Standardised practices, customs and analogy in law must be brought in across all countries as a regulatory measure. Companies such as GVI and Projects Abroad need to strictly monitor and regulate high risk activities they provide to tourists such as working with children. Volunteers who work with children should have mandatory criminal and background checks.

Despite the numerous different concerns raised in this study such as power structures, neo-colonialism, lack of continuity and created dependency there is still an unclear argument as to if poverty tourism should ethically continue despite the potential for harm. On the tourist's side there is a potential benefit of personal development and global citizenry. On the host communities side there is the potential for cultural capital increase and economic gain. It is clear to see that both sides have the potential to benefit, yet countless times there seems to be more naivety and negativity in relation to these forms of tourism. As poverty tourism continues to proliferate across the world, optimistically the consciousness of the tourist will grow in parallel

to this which would insure the mutual potential benefit in this industry between host communities and tourist.

Bibliography

Andereck, K. and Mcgehee, N. (2008). Exploring the complex relationship between volunteers and the voluntoured. Journeys of Discovery in Volunteer Tourism : International Case Study Perspectives ., pp.pp. 12-24.

Arendt, H. (2006). *On Revolution*. New York: Penguin Classics.

Ashley, C. (2006). Participation by the poor in Luang Prabang tourism economy: Current earnings and opportunities for expansion. *Overseas Development Institute*. [online] Available at:https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/82.pdf [Accessed 13 Feb. 2019].

Ashley, C. and Mitchell, J. (2009). *Tourism and Poverty Reduction*. 1st ed. London: Routledge.

Beyond the Orphanage. (2019). Beyond The Orphanage | Learn about us and what we do!. [online] Available at: https://beyondtheorphanage.org/about/# [Accessed 18 Apr. 2019].

Blakeman, S. (2015). Explorations in Slum Tourism, A new perspective to the contemporary understanding. Tourism Master's Thesis. Aalborg University.

Boyd, C. and Goodwin, H. (2000). Pro-Poor Tourism- Putting Poverty at the heart of the Tourism Agenda. Natural Resource perspectives, [online] 51. Available at: https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/2861.pdf [Accessed 19 Jun. 2019].

Outterson, K. and Selinger, E. (2012). Poverty Tourism, Justice, and Policy, can Ethical Ideals Form the Basis of New Regulations? Public Integrity, 14(1), p.39.

Callanan, M. and Thomas, S. (2007). Volunteer Tourism- Deconstructing Volunteer Activities within a dynamic environment. Oxford: Routledge, pp.183-200.

Chouhan, S. (2017). The dark side of voluntourism. [online] Available at:https://www.redpers.nl/2017/06/28/the-dark-side-of-voluntourism/ [Accessed 26 Feb. 2019].

Dictionary.cambridge.org. (2019). NEOCOLONIALISM | meaning in the Cambridge English Dictionary. [online] Available at: https://dictionary.cambridge.org/dictionary/english/neocolonialism [Accessed 29 May 2019].

FAVELATOUR.ORG. (2019). FAVELATOUR.ORG. [online] Available at: http://www.favelatour.org/?fbclid=IwAR2OIIsubZ90bjpUnnzLflHMRilvxvzFje5lGNESII6_dH6unstqRj3cs2U [Accessed 18 Mar. 2019].

Fields, G. (1994). Data for Measuring Poverty and Inequality Changes in the Developing Countries. Journal of Development Economic, [online] 44(1), pp.87-102. Available at: https://digitalcommons.ilr.cornell.edu/articles/1117/ [Accessed 14 Jun. 2019].

Freidus, A. (2017). Volunteer tourism: what's wrong with it and how it can be changed. [online] Available at: https://theconversation.com/volunteer-tourism-whats-wrong-with-it-and-how-it-can-be-changed-86701 [Accessed 2nd Feb. 2019].

Freire-Medeiros, B. (2012). Favela tourism: Listening to local voices.

Frenzel, F. (2013). Slum tourism in the context of the tourism and poverty (relief) debate. *Journal of the Geographical Society of Berlin*, [online] Vol. 144,(No. 2). Available at: https://d-nb.info/104517937X/34[Accessed 24 Feb. 2019].

Frenzel, F. (2018). *Slumming it: how tourism is putting the world's poorest places on the map*. [online] The Conversation. Available at: http://theconversation.com/slumming-it-how-tourism-is-putting-the-worlds-poorest-places-on-the-map-61320 [Accessed 19 Feb. 2019)

Garrison, H. (2015). *A CRITICAL ANALYSIS OF VOLUNTEER TOURISM AND THE IMPLICATIONS FOR DEVELOPING COMMUNITIES*. A Thesis Project. Western Kentucky University, pp20-24.

Global Crossroad -Meaningful Volunteer Abroad Program. (2019). Volunteer Abroad Starts $140- Trusted By Thousands Since 2003. [online] Available at: https://www.globalcrossroad.com/ [Accessed 18 Apr. 2019].

Muhanna, E. (2006). Sustainable Tourism Development and Environmental Management for Developing Countries. Problems and Perspectives in Management, 4(2).

Hall, M. and Raymond, E. (2008). The Development of Cross-Cultural (Mis)Understanding Through Volunteer Tourism. Journal of Sustainable Tourism, 16(5), pp.532-537.

Hanson Pastran, S. (2014). Volunteer Tourism: A Postcolonial Approach. *University of Saskatchewan Undergraduate Research Journal*. [online] Available at:https://usurj.journalhosting.ucalgary.ca/usurj/index.php/usurj/article/download/30/26 [Accessed 18 Feb. 2019].

Heron, B. (2007). Desire for Development Whiteness, Gender, and the Helping Imperative. Wilfrid Laurier University Press.

Higgins-Desbiolles, F. (2006). More than an ''industry'': The forgotten power of tourism as a social force.*Tourism Management*, [online] 27, p.1201. Available at:https://pdfs.semanticscholar.org/5cd0/5302c0964bbd1f245e34ca3bc083c49e7493.pdf [Accessed 10 Feb. 2019].

Hugo, N. and Nyaupane, G. (2010). Poverty Alleviation in Third World Countries through Tourism Development: A Comparison Study of Costa Rica and icaragua. *Advancing Tourism Research Globally*, [online] pp.6-7. Available at: https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1464&context=ttra [Accessed 11 Feb. 2019].

Hurtt, H. (2019). *Pros & Cons of Alleviating Poverty Through Tourism*. [online] The Borgen Project. Available at: https://borgenproject.org/alleviating-poverty-through-tourism/ [Accessed 10 Feb. 2019].

Richard, M. (2017). *Touring the World's Worst Slums for Fun and Profit*. [online] Themanual.com. Available at: https://www.themanual.com/travel/slum-tourism/ [Accessed 19 Jun. 2019].

Jamieson, W. (2004). Pro-Poor Tourism and the challenge of measuring impacts. *the Travel Industry Management School at the University of Hawaii*. [online] Available at:http://haroldgoodwin.info/resources/povertyalleviation.pdf [Accessed 13 Feb. 2019].

Kass, J. (2013). Voluntourism: Exploring Ethical Challenges and Critical Tensions within the Pay-to-Volunteer Industry. Senior Thesis. Brandeis University.

Kibera Tours. (2019). Kibera slum tours. [online] Available at: https://kiberatours.com/kibera-slum-tours/ [Accessed 29 May 2019].

Lefevre, N. (2010). Slum Tours: Awareness----Raising or Voyeurism?. Contemporary Geographies of Leisure, Tourism and Mobility. [online] Available at: https://www.researchgate.net/profile/Malte_Steinbrink/publication/236893153_Slum_Tourism_Poverty_Power_and_Ethics/links/56c58cc308ae7fd4625ad5db/Slum-Tourism-Poverty-Power-and-Ethics.pdf [Accessed 22 May 2019].

Lough, B. (2008). Effects of International Volunteering and Service: Individual and Institutional Predictors. International Journal of Voluntary and Nonprofit Organisations, 19(4), pp.395-421.

Meschkank, J. (2011). . Investigations into slum tourism in Mumbai: Poverty tourism and the tensions between different constructions of reality. GeoJournal, [online] 76(47-62). Available at: https://www.researchgate.net/publication/226154568_Investigations_into_Slum_Tourism_in_Mumbai_Poverty_Tourism_and_the_Tensions_between_Different_Constructions_of_Reality [Accessed 22 Mar. 2019].

Meyer, D. (2009). Pro-Poor Tourism: Is There Actually Much Rhetoric?And, If So, Whose?. *Tourism Recreation Research*, [online] 34(2), pp.197-199. Available at: http://www.academia.edu/26029170/Pro-poor_tourism_is_there_value_beyond_the_rhetoric [Accessed 20 Feb. 2019].

Mohamud, O. (2013). Beware the 'voluntourists' doing good. Debate: In defense of 'voluntourism'. [online] Available at: https://www.theguardian.com/world/2013/feb/13/beware-voluntourists-doing-good [Accessed 15 Jun. 2019].

Monroe, E. and Bishop, P. (2016). Slum tourism: helping to fight poverty …or voyeuristic exploitation?. Tourism Concern report. [online] Available at: https://www.tourismconcern.org.uk/wp-content/uploads/2016/02/Slum-Tourism-Report-print-web.pdf [Accessed 22 Apr. 2019].

Mujumdar, V. (2016). Voluntourism perpetuates this outdated idea of a 'third world.' Here's why. [online] Available at: https://matadornetwork.com/bnt/voluntourism-perpetuates-outdated-idea-third-world-heres/ [Accessed 21 May 2019].

O. Magio, K. (2013). THE ETHICAL AND LOCAL RESIDENT PERSPECTIVES OF SLUM TOURISM IN KENYA. An International Journal of Akdeniz University Tourism Faculty, [online] 1, pp.35-57. Available at: http://www.ahtrjournal.org/issues/volume1_issue1/37_57.pdf [Accessed 21 May 2019].

Our World in Data (2019). International Tourist Arrivals by World Region. [image] Available at: https://ourworldindata.org/grapher/international-tourist-arrivals-by-world-region?stackMode=relative [Accessed 30 May 2019].

Palacios, C. (2010). Volunteer tourism, development and education in a postcolonial world: conceiving global connections beyond aid. Journal of Sustainable Tourism, 18, pp.861-878.

Paul Winters, P. (2013). Assessing the Role of Tourism in Poverty Alleviation: A Research Agenda. *Development Policy Review*, 31(2), pp.177-202.

Plan My Gap Year. (2019). Plan My Gap Year, Affordable & Trusted Volunteer Abroad Programmes. [online] Available at: https://www.planmygapyear.co.uk/ [Accessed 30 May 2019].

PlanMyGapYear. (2019). Affordable & Trusted Volunteer Abroad Programmes. [online] Available at: https://www.planmygapyear.co.uk/ [Accessed 1 Jun. 2019].

Projects-abroad.ie. (2019). Volunteer Abroad, Gap Years, and Internships | Projects Abroad. [online] Available at: https://www.projects-abroad.ie/ [Accessed 2 Jul. 2019].

Projects-abroad.ie. (2019). Work Experience Abroad | Project Abroad. [online] Available at: https://www.projects-abroad.ie/work-experience-abroad/ [Accessed 28 May 2019].

Richard, M. (2019). *Poverty Porn: Touring the World's Worst Slums for Fun and Profit | The Manual*. [online] The Manual. Available at: https://www.themanual.com/travel/slum-tourism/ [Accessed 23 Feb. 2019].

Rolfes, M. (2009). Townships as Attraction. An Empirical Study of Township Tourism in Cape Town. [online] Available at: https://publishup.uni-potsdam.de/opus4-ubp/frontdoor/deliver/index/docId/2908/file/pks46.pdf [Accessed 21 Apr. 2019].

Scheyvens, R. (2009). Pro-Poor Tourism: Is There Value Beyond the Rhetoric?. *Tourism Recreation Research*, [online] 34(2), pp.191-196. Available at: http://www.academia.edu/26029170/Pro-poor_tourism_is_there_value_beyond_the_rhetoric [Accessed 11 Feb. 2019].

Sharpley, R. and J.Telfer, D. (2015). *Tourism and Development: Concepts and Issues*. 2nd ed. ClevedonUK: Channel View Publications.

Simpson, K. (2004). 'Doing development': the gap year, volunteer-tourists and a popular practice of development. Journal of International Development, 16(5), pp.681-692.

Smith, M. (2015). The Cost of Volunteering: Consequences of Voluntourism. *Anthropology Senior Theses*. [online] Available at: https://repository.upenn.edu/cgi/viewcontent.cgi?article=1007&context=anthro_seniortheses [Accessed 26 Feb. 2019].

Tepelus, C. (2007). Social responsibility and innovation on trafficking and child sex tourism: Morphing of practice into sustainable tourism policies? *TOURISM AND HOSPITALITY RESEARCH*, [online] VOL. 8(2). Available at: https://journals.sagepub.com/doi/pdf/10.1057/thr.2008.10 [Accessed 2 Feb. 2019].

The Institute for Sustainable Development. (2019). *The Importance of Sustainability in Volunteer Tourism*. [online] Available at: https://www.isdus.org/isd-blog-1/2018/7/25/the-importance-of-sustainability-in-volunteer-tourism [Accessed 25 May 2019].

Tuovinen, H. (2014). Shadows of voluntourism and the connection to orphanage business in Asia and Cambodia. *Experience and Wellness Management*, pp.1,32-42.

WANJIKU CHEGE, P. (2012). ASSESSMENT OF SLUM TOURISM AS A VIABLE TOURISM PRODUCT: THE CASE OF KIBERA IN NAIROBI, KENYA. [online] Available at: https://ir-library.ku.ac.ke/bitstream/handle/123456789/6520/PENINAH%20WANJIKU%20CHEGE.pdf?sequence=3&isAllowed=y [Accessed 21 Apr. 2019].

Wearing, S. and McGehee, N. (2013). International Volunteer Tourism, Integrating Travellers and Communities. CABI.

Wilkinson, B. and McCool, J. (2014). Voluntourism: an analysis of the online marketing of a fast-growing industry. THE INTERNATIONAL JOURNAL OF COMMUNICATION AND HEALTH, [online] 4. Available at: https://communicationandhealth.ro/upload/number4/WILKINSON-MCCOOL-BOIS.pdf [Accessed 28 May 2019].

Www2.unwto.org. (2019). International Tourist Arrivals Reach 1.4 billion Two Years Ahead of Forecasts | World Tourism Organization UNWTO. [online] Available at: https://www2.unwto.org/press-release/2019-01-21/international-tourist-arrivals-reach-14-billion-two-years-ahead-forecasts [Accessed 30 May 2019].

APPENDICES

1. Email Invitation to participate in Interview:

Dear (Company name).

I hope this email finds you well.

My name is Aisling O'Halloran and I am a final year BA honours of Business student currently studying in National College of Ireland.

I am conducting my final year thesis research on tourisms contribution to poverty alleviation.

I would like to request a small amount of your time to participate in an email interview about the work your company does. The interview will consist of approximately 13 questions. You do not have to answer any questions you would prefer not to.

Your involvement and time are profoundly appreciated. The purpose of this interview will be solely used for research purposes in my dissertation and for no other reason. I would appreciate your permission to reference this interview in my research project. If you would like to participate in this interview, please contact me by email and I will forward the questions on.

If you seek any further information or clarification regarding the study, feel free to ask any questions and I will be happy to answer.

I look forward to hearing back from you.

Sincerely

Aisling O'Halloran

2. Consent form to participate in research.

'An investigation into the extent in which Poverty Tourism benefits the local communities'

This study aims to Explore how tourism can contribute to the reduction of poverty. Analyze what effect tourism has on the livelihoods of the local communities and assess how the positive impacts of tourism can be enhanced. In this interview you will be asked to answer 13 questions as attached. No additional activities are required. If there is any of the questions you do not feel comfortable answering you may do so without any penalty. All that is asked of you is that you would answer all questions you feel appropriate, honestly. If you have any additional questions regarding this interview feel free to contact the researcher at the email address which is listed below. This sheet is the only location your name will be recorded to protect your anonymity. Your responses will not be able to be linked with you by anyone including the researcher. You may withdraw from the study without any consequences at any time. Your involvement and time are profoundly appreciated.

- I _____ agree voluntarily to participate in this research study.
- I recognize that even if I agree to participate, I can refuse to answer any questions I would prefer not to or withdraw at any time without any kind of consequences.
- I have had the opportunity to ask any questions about the study and have had the nature and purpose of the research explained to me in writing.
- I understand that participation will involve answering 13 questions received and responded to through email.
- I understand no payment or benefit is expected to be received for my participation in the research
- I understand the information for this study that I provide will be treated confidentially.

- I understand that email receipts and signed consent forms will be retained in a secure online file by the researcher until the results of their thesis has been confirmed by the exam board.

- I understand that I am entitled under the freedom of information legalization to access the information provided at any time while in storage as specified above.

- I understand I am free to make contact with the researcher and ask any questions I may have now or in the future to seek further information or clarification.

In line with National College of Ireland's ethics board this declaration gives consent for the sole use of the interview.

_____

Printed Name

_____ _____

Participants Signature **Date**

_____ _____

Researchers Signature **Date**

Contact Information

This research project considered and approved by the National College of Ireland Ethics Board. If you have and concerns or further questions about this study, please feel free to contact:

Researcher: Aisling O'Halloran

Tel: +353 877627524

E-mail: aisling2299@hotmail.com

You may also contact:

Supervisor: Robert MacDonald

E-mail: robert.macdonald@ncirl.ie

3. Questions for Slum Tour organisations:

1. What about the local area encouraged you to start up your tours here?
2. What inspired you to offer tourists these tours.
3. What as an organization are you hoping tourists will get from the experience?
4. How is your organization different from others who offer similar tours?
5. When tourists have participated in the guided tour, how do you feel they react/respond/behave.
6. What approach do you feel your company takes to market yourself responsibility?
7. Is there any collabouration with residents in regard to the tours?
8. How, in general is the response/attitude from local residents about the tourists visiting.
9. Have you heard of any criticism of these tours if so, why do you think this judgement exists?
10. Does your company set about any approaches to ensure these tours are morally acceptable/appropriate?
11. Are there any ethical practices undertaken by your organization?
12. Are any of the profits made channelled back into the local community?
13. How do you see the future for these tours, does your organization have any plans?

4.Questions for Volunteer Tourism Organisations:

1. How does your organization select the locations in which your volunteer programs are offered?
2. What inspired your company to offer tourists these programs?
3. What as an organization are you hoping volunteers will get from the experience?
4. What do you look for in an ideal volunteer candidate?
5. What are possible concerns you might have about volunteers?
6. Are there any features of your organization which make you different from others who offer similar programs?
7. When tourists have participated in these programs how do you feel they react/respond/behave.
8. Do you think there is any part of your programs which might make volunteers feel uncomfortable?
9. Do you get any volunteers who return?
10. How do these programs impact their intended beneficiaries (eg: adolescents in schools/ children in orphanages)?
11. How, in general is the response/attitude from local communities about the programs taking place there.
12. Have you heard of any criticism back from participants if so, why do you think these judgements exists?
13. Are there any ethical practices undertaken by your organization?
14. Is there any way your organization gives back to these local communities?
15. How do you see the future for these programs, does your organization have any plans?

5. Interview (1) Global Crossroad

Consent to participate in research.

'An investigation into the extent in which Poverty Tourism benefits the local communities'

This study aims to Explore how tourism can contribute to the reduction of poverty. Analyze what effect tourism has on the livelihoods of the local communities and assess how the positive impacts of tourism can be enhanced. In this interview you will be asked to answer 13 questions as attached. No additional activities are required. If there is any of the questions you do not feel comfortable answering you may do so without any penalty. All that is asked of you is that you would answer all questions you feel appropriate, honestly. If you have any additional questions regarding this interview feel free to contact the researcher at the email address which is listed below. This sheet is the only location your name will be recorded to protect your anonymity. Your responses will not be able to be linked with you by anyone including the researcher. You may withdraw from the study without any consequences at any time. Your involvement and time are profoundly appreciated.

- I _____Shraddha Thapa_____ agree voluntarily to participate in this research study.

- I recognize that even if I agree to participate, I can refuse to answer any questions I would prefer not to or withdraw at any time without any kind of consequences.

- I have had the opportunity to ask any questions about the study and have had the nature and purpose of the research explained to me in writing.

- I understand that participation will involve answering 13 questions received and responded to through email.

- I understand no payment or benefit is expected to be received for my participation in the research

- I understand the information for this study that I provide will be treated confidentially.

- I understand that email receipts and signed consent forms will be retained in a secure online file by the researcher until the results of their thesis has been confirmed by the exam board.

- I understand that I am entitled under the freedom of information legalization to access the information provided at any time while in storage as specified above.

- I understand I am free to make contact with the researcher and ask any questions I may have now or in the future to seek further information or clarification.

In line with National College of Ireland's ethics board this declaration gives consent for the sole use of the interview.

___Shraddha Thapa_____

Printed Name

___Shraddha_____ _____

Participants Signature **Date** Apr 9th, 2018

_____ _____

Researchers Signature **Date**

Contact Information

This research project considered and approved by the National College of Ireland Ethics Board. If you have and concerns or further questions about this study, please feel free to contact:

Researcher: Aisling O'Halloran

Tel: +353 877627524

E-mail: aisling2299@hotmail.com

You may also contact:

Supervisor: Robert MacDonald

E-mail: robert.macdonald@ncirl.ie

Answers:

1. How does your organization select the locations in which your volunteer programs are offered?

Through research, and also we have volunteer projects in the countries that really need it like Asia, Africa, Latin America.

2. What inspired your company to offer tourists these programs?

3. What as an organization are you hoping volunteers will get from the experience?

A fulfilling and rewarding experience helping in the area they are most interested in as well as provide them with a comfortable and hassle free stay, also let them integrate in the local community and culture.

4. What do you look for in an ideal volunteer candidate?

Depends on projects. Like medical projects requires medical skills. But something like childcare, teaching etc...if volunteers have a interest, any one can join

5. What are possible concerns you might have about volunteers?

That they will like the exercise, also they would not have cultural clashes and differences

6. Are there any features of your organization which make you different from others who offer similar programs?

7. When tourists have participated in these programs how do you feel they react/respond/behave.

Most of them are happy, a few might have issues

8. Do you think there is any part of your programs which might make volunteers feel uncomfortable?

Not to our knowledge

9. Do you get any volunteers who return?

Yes

10. How do these programs impact their intended beneficiaries (eg: adolescents in schools/ children in orphanages)?

The beneficiaries also get t interact and expand their horizons. For eg: In schools, learning English from a native speaker is really good. The volunteers also donate items and help from their own free will which is always welcome.

11. How, in general is the response/attitude from local communities about the programs taking place there.

They are all happy

12. Have you heard of any criticism back from participants if so, why do you think these judgements exists?

We cannot control everything a person feels. So, people are bound to be judgemental

13. 13.Are there any ethical practices undertaken by your organization?

We try to be honest and open as possible as the project and the transparency in fees.

14. Is there any way your organization gives back to these local communities?

Yes, volunteers are mostly placed in host families...so it brings income to the local communities., Also, the projects itself benefit the local community.

15. How do you see the future for these programs, does your organization have any plans?

Hopefully expand to new regions in need

6. Interview (2): Beyond the orphanage

Consent to participate in research.

'An investigation into the extent in which Poverty Tourism benefits the local communities'

This study aims to Explore how tourism can contribute to the reduction of poverty. Analyze what effect tourism has on the livelihoods of the local communities and assess how the positive impacts of tourism can be enhanced. In this interview you will be asked to answer 13 questions as attached. No additional activities are required. If there is any of the questions you do not feel comfortable answering you may do so without any penalty. All that is asked of you is that you would answer all questions you feel appropriate, honestly. If you have any additional questions regarding this interview feel free to contact the researcher at the email address which is listed below. This sheet is the only location your name will be recorded to protect your anonymity. Your responses will not be able to be linked with you by anyone including the researcher. You may withdraw from the study without any consequences at any time. Your involvement and time are profoundly appreciated.

- I Amy Horrocks agree voluntarily to participate in this research study.

- I recognize that even if I agree to participate, I can refuse to answer any questions I would prefer not to or withdraw at any time without any kind of consequences.

- I have had the opportunity to ask any questions about the study and have had the nature and purpose of the research explained to me in writing.

- I understand that participation will involve answering 13 questions received and responded to through email.

- I understand no payment or benefit is expected to be received for my participation in the research

- I understand the information for this study that I provide will be treated confidentially.

- I understand that email receipts and signed consent forms will be retained in a secure online file by the researcher until the results of their thesis has been confirmed by the exam board.

- I understand that I am entitled under the freedom of information legalization to access the information provided at any time while in storage as specified above.

- I understand I am free to make contact with the researcher and ask any questions I may have now or in the future to seek further information or clarification.

In line with National College of Ireland's ethics board this declaration gives consent for the sole use of the interview.

Amy Horrocks

_____

Printed Name

09.04.2019

_____ _____

Participants Signature **Date**

Aisling O'Halloran 10.04.2019

_____ _____

Researchers Signature **Date**

Contact Information

This research project considered and approved by the National College of Ireland Ethics Board. If you have and concerns or further questions about this study, please feel free to contact:

Researcher: Aisling O'Halloran

Tel: +353 877627524

E-mail: aisling2299@hotmail.com

You may also contact:

Supervisor: Robert MacDonald

E-mail: robert.macdonald@ncirl.ie

Answers:

1. How does your organization select the locations in which your volunteer programs are offered?

We work with in country program partners that are already in existence running programs that align with our values and philosophy. They usually need help in two key areas – financial and organisational structure. We provide both of these and also put in place our foster kindship model for the children. Programs are normally chosen through contacts we have in field or they approach us.

2. What inspired your company to offer tourists these programs?

We don't offer Tourists any programs as such as we are a small organisation. We do have volunteers but we keep our volunteer base very small. If someone does contact us and wants to volunteer while they are in the area where our programs are based we asked them to contact the Director of the program directly. Before we provide contact information however we ask them to be very clear about their skill base and what they would bring to the program should they come to volunteer.

3. What as an organization are you hoping volunteers will get from the experience?

Anyone who has volunteered comes away with a better understanding of the enormity of the problem we face with orphaned children in 3rd world countries and that one person can make a difference through either volunteering or donating – it all helps. Hopefully a key take away for everyone is witnessing how inspiring these children are. They have faced some tough situations in their young lives.

4. What do you look for in an ideal volunteer candidate?

That they have a skill relevant to the programs we offer and/or relevant to the children we have in our programs. All volunteers who have gone to our programs are required to have working with children checks which are registered with the relevant authorities of the specific country they originate from. We also require all volunteers to sign our Child Protection Policies. We are very strict about protecting the children.

5. What are possible concerns you might have about volunteers?

Violating our Child Protection Policy is our number one concern. Our key priority is to keep the children in our programs safe. A majority of our children have already experienced serious trauma as a result of mistreatment from adults.

Minor concerns would be: Creating more work for those managing the programs

Not having a relevant skill to offer

6. Are there any features of your organization which make you different from others who offer similar programs?

Yes – we offer a foster kinship model of care for Children in our programs. With our child protection policy and our unique alternate care model we place children into a safe haven with a carefully selected guardian.

7. When tourists have participated in these programs how do you feel they react/respond/behave.

No – I can't think of anything other than the extreme poverty experienced by some of these children and the things they have had to endure.

8. Do you think there is any part of your programs which might make volunteers feel uncomfortable?

As mentioned above – we do not have a tourist program. The volunteers we have had in our programs were fabulous. They added value and were much appreciated for the work they have done for us.

9. Do you get any volunteers who return?

Yes

10. How do these programs impact their intended beneficiaries (eg: adolescents in schools/ children in orphanages)?

Our programs are set up so that all children in our programs attend school, receive medical care including psychological assistance where necessary. We also ensure food is provided for them and their guardians (and community if necessary), we provide uniforms, school books and relevant transportation for getting to school etc. At some of our programs we have a drop in centers where the children come before and after school for snacks, tutoring and extracurricular activities. These centers also provide a place for the local community to come for any training relevant. We are fortunate enough to now have children in our program grow into young adults and are now enjoying university, vocational training or employment.

11. How, in general is the response/attitude from local communities about the programs taking place there.

We work closely with the community to ensure that each child is provided with the necessities and support they need. Every child deserves a meaningful childhood, and we aim for each one of them to become a self-reliant adult and productive member of their community. BTO works with government, community groups and other not-for-profit organisations to meet these children's urgent needs.

12. Have you heard of any criticism back from participants if so, why do you think these judgements exists?

No – we only have a very small volunteer base and they volunteer at our programs for specific purpose only so all feedback is related to work they are doing such as social work, trauma counselling or such things are technical support.

13. .Are there any ethical practices undertaken by your organization?

Yes – our governance and transparency are posted on our website. Our Child Protection Policy, Complaints Policy and Privacy Policy are all posted on our website.

14. Is there any way your organization gives back to these local communities?

Yes – where we can we offer training programs to local community group such as parenting courses, financial management etc. We have also provided clean toilets and washing areas for community areas in Ethiopia.

15. How do you see the future for these programs, does your organization have any plans?

We plan to expand further within the programs we already have running by helping more children. We recently took in 6 more children in one of our Nepal programs. We also consider new programs where relevant

7. Interview (3): Favela Tour

Consent to participate in research.

'An investigation into the extent in which Poverty Tourism benefits the local communities'

This study aims to Explore how tourism can contribute to the reduction of poverty. Analyze what effect tourism has on the livelihoods of the local communities and assess how the positive impacts of tourism can be enhanced. In this interview you will be asked to answer 13 questions as attached. No additional activities are required. If there is any of the questions you do not feel comfortable answering you may do so without any penalty. All that is asked off you is that you would answer all questions you feel appropriate honestly. If you have any additional questions regarding this interview feel free to contact the researcher at the email address which is listed below. This sheet is the only location your name will be recorded to protect your anonymity. Your responses will not be able to be linked with you by anyone including the researcher. You may withdraw from the study without any consequences at any time. Your involvement and time are profoundly appreciated.

- I Zezinho da Rocinha agree voluntarily to participate in this research study.

- I recognize that even if I agree to participate, I can refuse to answer any questions I would prefer not to or withdraw at any time without any kind of consequences.

- I have had the opportunity to ask any questions about the study and have had the nature and purpose of the research explained to me in writing.

- I understand that participation will involve answering 13 questions received and responded to through email.

- I understand no payment or benefit is expected to be received for my participation in the research

- I understand the information for this study that I provide will be treated confidentially.

- I understand that email receipts and signed consent forms will be retained in a secure online file by the researcher until the results of their thesis has been confirmed by the exam board.

- I understand that I am entitled under the freedom of information legalization to access the information provided at any time while in storage as specified above.

- I understand I am free to make contact with the researcher and ask any questions I may have now or in the future to seek further information or clarification.

In line with National College of Ireland's ethics board this declaration gives consent for the sole use of the interview.

Zezinho da Rocinha

Printed Name

Zezinho da Rocinha **March 10, 2019**

Participants Signature **Date**

_____ _____

Researchers Signature **Date**

Contact Information

This research project considered and approved by the National College of Ireland Ethics Board. If you have and concerns or further question about this study, please feel free to contact:

Researcher: Aisling O'Halloran

Tel: +353 877627524

E-mail: aisling2299@hotmail.com

You may also contact:

Supervisor: Robert MacDonald

E-mail: robert.macdonald@ncirl.ie

Answers:

1. What about the local area encouraged you to start up your tours here?

There were three things that made me start doing tours here:

1.) Locals encouraged me to do this because they thought I was best qualified to educate people in accurate way about Rocinha.

2.) I got tired of people thinking that I lived in a drug & criminal infested shit hole! Rocinha is a community of about 300,000 people and sure, you have your negative things, but there is more positive than negative here.

3.) I got tired of tour guides not from Rocinha lying about the community.

My objective is to show the truth about life here. ALL aspects of life, not just the negative media that outsiders hear and believe.

Also, I enjoy living here. It's not the poorly built housing, but the people that make Rocinha a good place to live.

2. What inspired you to offer tourists these tours?

I wanted to give visitors an accurate and honest experience of life here. The media shows favelas to be places of misery. There are challenges of course, of living here but the good outweighs the bad, like any community. I also wanted to raise money to buy Dj equipment so we could start our Dj School.

3. What as an organisation are you hoping tourists will get from the experience?

To learn more about how favela communities fit in the landscape of Brazilian culture. Favelas ARE an important part. The biggest celebration, Carnival, the samba, comes from the favelas. The national dish of Brazil "Feijoada" is what the slaves (original favela dwellers) eat. There are a lot of contributions that favelas make in Brazilian society but still the media tries to not show so much of that. The favelas do have a value in society. The majority of working class people come from favelas. When people visit, they see how the people are not much different from anyone. We just earn less money. What I hope tourists get from the visit is an experience for the day of know what favela life is really like.

4. How is your organisation different from others who offer similar tours?

All of our guides are born and raised here. We know everything about life here because we experience it day by day.

All of the guides contribute in some way to some project that helps others in the community.

We only do tours where guests are walking side by side with locals. We encourage to walk here because there is so much to see.

We want guests to feel the "vibe" in the favela.

5. When tourists have participated in the guided tour, how do you feel they react/respond/behave.

I have never had any problems with guests but then our groups are very small. Most of the time our groups are 2 to 6 people.

I think at the end of the visit, the majority of comments are about how "normal" the community seems to be. They seem to enjoy their visit and are happy that the visit is made on foot. I think most guests are surprised at how friendly people are and how Rocinha has an upbeat feeling to it. It is not a depressing place at all.

6. What approach do you feel your company takes to market yourself responsibility?

We don't really market our tours. Most people find us through Trip Advisor or word of mouth. Responsibility comes with our small company showing that we give back to many projects here. I think guests like to see the money staying in the community.

7. Is there any collabouration with residents in regard to the tours?

Yes, there are places we visit where the tourists can buy arts & crafts, sandals, T-shirts. Also part of our tours, there is the option to eat lunch, watch a Capoeira demonstration or even go shopping. In the past we have had guests get haircuts, pedicures and even one guest had dental work done here. We organize different types of tours to involve other locals. Some examples are football games, drumming classes, graffiti/art workshop with local artist, jiu jitsu classes. This is just to name a few. When the guest participates in these activities part of the tour money earned goes to these people who organize the activity.

8. How, in general is the response/attitude from local residents about the tourists visiting.

With our tours people like it because we do give back. Part of the money earned supports our Dj School "Spin Rocinha", Projeto Flor e Xavier Animal Shelter by Ruth Silva, and Katana Jiu Jitsu. These projects we contribute financially to help them function. People in the community know our tours help contribute to these projects so they support what we do.

9. Have you heard of any criticism of these tours if so, why do you think this judgement exists?

Yes, of course. The biggest complaint is against outside tour companies who tell lies about the community and dont contribute back to the community in any way.

10. Do you feel these tours are morally acceptable/appropriate?

I think there is two sides to this.

Before, I started the tours, I asked permission from locals and wanted their ideas on how this kind of tourism could benefit the community. I wanted to first do it in a way that at all times shows RESPECT to the locals. I told people of my idea of wanting to open a dj school where i could teach youth and adults the art of dj'ing. I also wanted to use part of the money to help other projects, which we do. This is how community tourism should work. I have always had the belief that the community needs to benefit in some way. If not, then it is exploitation. To read more about our work, please read this blog post to have a complete understanding of what we do here in Rocinha.

Please read the Two Blog posts below. Click on the links.

Volunteers, Donations and Transparency

How Favela Tourism Can Benefit the Community

11. Are there any ethical practices undertaken by your organisation?

Yes, we dont allow guests to take photos of local people without permission.

This is the biggest one as we dont want locals to feel like animals in a zoo.

Always watch where you walk and allow locals priority space when walking through the tight alleyways.

In other words dont block the alleyways. Allow locals to pass easily.

Don't barter with vendors as a favela community is not the place to barter.

12. Are any of the profits made channelled back into the local community?

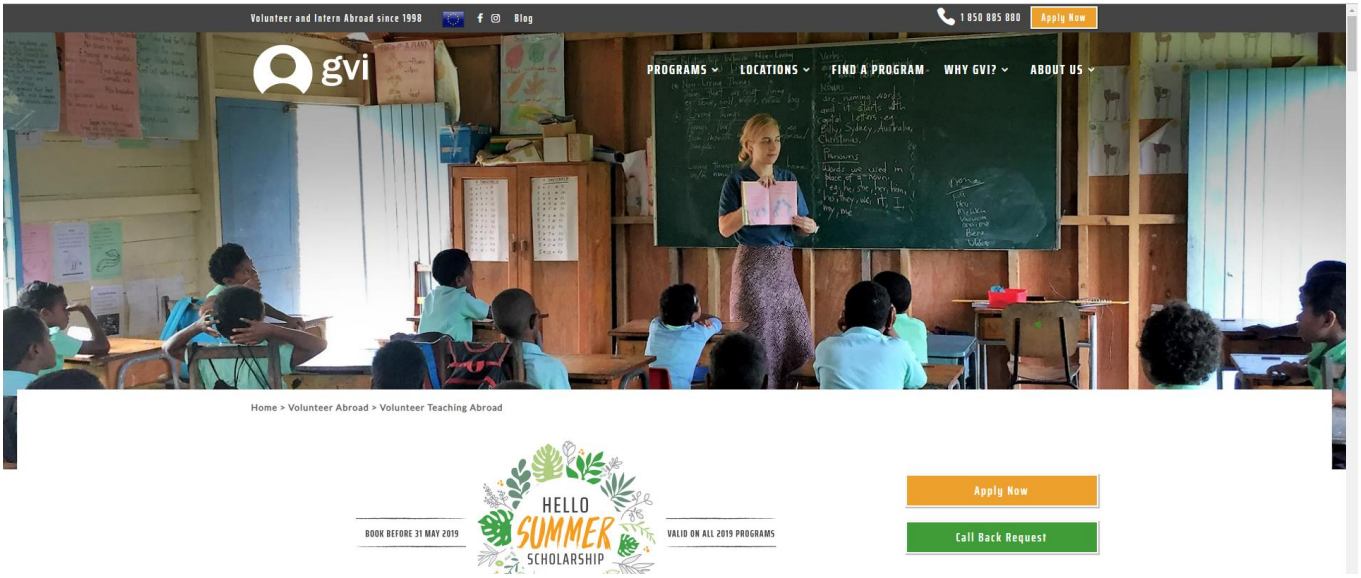
Yes, see question 10

13. How do you see the future for these tours?

Our goal is to buy a small building to make a community center.

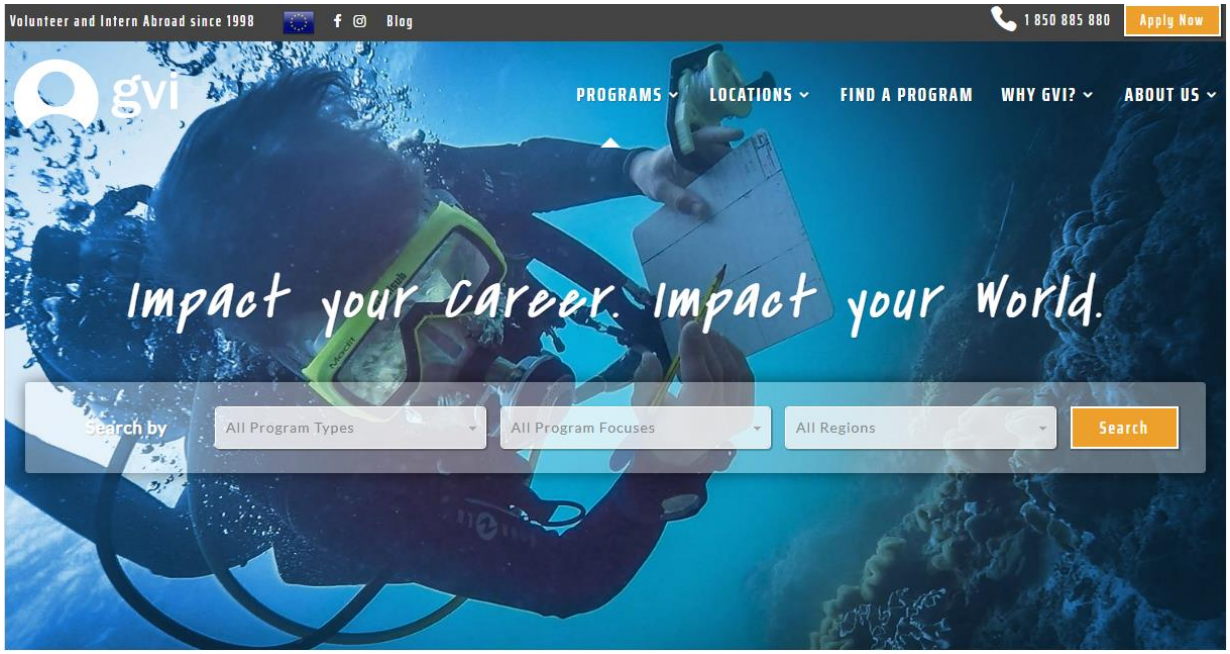
We want to train and hire more local guides, provide more jobs and collaborate with local projects where tourism could benefit them.

8.Image displayed on GVI's Website.



(Gvi.ie, 2019).

9.GVI's Website Homepage.



(Gvi.ie, 2019).

10.Kibera Tours Website Homepage.

(Kibera Tours, 2019).