

Innovations: A Case Study of Fundraising Adventure Tours

The popularity of volunteer tourism as a form of alternative tourism has grown significantly over the past decade. Volunteer tourists can now be found throughout the world participating in a wide array of social, educational, political and environmental projects. While these projects continue to use volunteer tourists as a significant source of labor, the NGOs and community organisations that provide and support them have begun exploring other innovative ways to attract and engage volunteer tourists who may wish to provide their voluntary labor in less direct ways...

Date: 2007-10-29

Article link:

<https://www.tourism-review.com/travel-tourism-magazine-innovations-a-case-study-of-fundraising-adventure-tours-article334>