Iowa Research Online
The University of Iowa's Institutional Repository

University of Iowa
Iowa Research Online

Theses and Dissertations

2013

# Coffee volunteering grounded in tourism: online journals reveal volunteer rationale

Kimberly Ann Tranel
*University of Iowa*

Copyright 2013 Kimberly Ann Tranel

This dissertation is available at Iowa Research Online: http://ir.uiowa.edu/etd/2648

Recommended Citation
Tranel, Kimberly Ann. "Coffee volunteering grounded in tourism: online journals reveal volunteer rationale." MA (Master of Arts) thesis, University of Iowa, 2013.
http://ir.uiowa.edu/etd/2648.

Follow this and additional works at: http://ir.uiowa.edu/etd

Part of the International and Area Studies Commons

# COFFEE VOLUNTEERING GROUNDED IN TOURISM:
# ONLINE JOURNALS REVEAL VOLUNTEER RATIONALE

by

Kimberly Ann Tranel

A thesis submitted in partial fulfillment of the requirements for the Master of Arts degree in International Studies in the Graduate College of The University of Iowa

May 2013

Thesis Supervisor: Professor Michael Chibnik

Graduate College

The University of Iowa
Iowa City, Iowa

CERTIFICATE OF APPROVAL

MASTER'S THESIS

This is to certify that the Master's thesis of

Kimberly Ann Tranel

has been approved by the Examining Committee for the thesis requirement for the Master of Arts degree in International Studies at the May 2013 graduation.

Thesis Committee:_____
Michael Chibnik, Thesis Supervisor

_____
Maria Barbosa

_____
Consuelo Guayara

TABLE OF CONTENTS

CHAPTER

I. INTRODUCTION 1

Literature Review 3

II. REASON FOR RESEARCH IN BRAZIL 9

III. BLOG METHODOLOGY 23

IV. CONCLUSION 40

APPENDIX A. SAMPLE WWOOF APPLICATION 45

NOTES 49

BIBLIOGRAPHY 50

# CHAPTER I

## INTRODUCTION

> "You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world…" (Woodrow Wilson, cited by Templeton, 2002, p.134).

> "The best way to find yourself, is to lose yourself in the service of others" (Gandhi, quoted in Chang, 2006, p.626).

> "Everyone can be great because anyone can serve. You don't have to have a college degree to serve. You don't even have to make your subject and your verb agree to serve... You only need a heart full of grace. A soul generated by love..." (Martin Luther King Jr., King, 1996, p.17).

> "No matter how big and powerful government gets, and the many services it provides, it can never take the place of volunteers" (Ronald Reagan, Attard, 2007, p1089).

International volunteer efforts began on a large scale after World War I. One important such effort was the International Federation of the Red Cross (IFRC), established in 1919. IFRC volunteers provide relief and assistance to victims in disaster areas. Since 1920, many leaders (referenced in the above quotes) have extolled volunteerism.

In the past century, volunteering has evolved into a form of tourism. Volunteer tourism is defined as "a form of tourism that makes use of holiday-makers who volunteer to fund and work on conservation projects around the world and which aims to provide sustainable alternative travel that can assist in community development, scientific research, or ecological restoration" (Wearing, 2001, p.217). The purpose of this paper is to examine further the concept of volunteer tourism by analyzing the online journals, or blogs, written by volunteers.

The online journals written by volunteer tourists expand our knowledge of volunteer tourism. As social researchers understand, "…an overemphasis on discourse as a culturally shared commodity", (Nunkoosing, 2005, p.705) can create a false illusion that the voiced responses of an interviewee are an "exact replication of what is lived and experienced" (Nunkoosing, 2005, p.705). The current research on volunteer tourism focuses on interviews with people to understand the rationale for choosing a particular volunteer experience (Simpson, 2004, Broad, 2003, McIntosh and Zahra, 2009, Tomazos and Butler, 2011). To avoid research results where "Respondents…are constructors of knowledge in collaboration with interviewers", (Holstein & Gubrium, 1997, p. 114), online journals allow volunteers to freely express personal experiences abroad. Online journals provide insight into the feelings and memories of the volunteer tourists, devoid of third party interference. (The thesis acknowledges that online journals are not necessarily personal journals, but are written for an intended audience, i.e. family and friends).

The thesis begins by presenting a literature review of the current volunteer tourism research on the rationale for volunteering and the impacts of volunteer tourism (on the volunteer and on the economy and communities where volunteers serve). Chapter two describes my personal experience as a volunteer tourist; my preparations, participation, and reflections on the act of volunteering in Brazil. The third chapter is a presentation and analysis of the online journals written by volunteer tourists, displaying volunteer tourist rationale and significant memories. Finally I connect my own experiences with the experiences written in online journals to reveal that volunteer

tourism activities are driven by a desire for adventure, as proven in the similar rationale and memories shared by volunteer tourists.

**Literature Review**

Emmett D. Carson provides a simple explanation for why people volunteer in general by stating that "volunteers, we know, have to get more satisfaction from their work than paid employees precisely because they do not get a paycheck. They need, above all, challenge" (Carson, 1999, p.71). Some research suggests that volunteer tourism is conducted for altruistic purposes (Wearing, 2001; Chen and Chen, 2011; Mustonen, 2007), while others (Rehberg, 2005 and Cohen, 1972) suggest volunteer tourism is conducted mostly for self-gratification or personal achievement. Most researchers agree that "whatever their [the volunteer's] initial motivations or intentions, when presented with the leisure/fun element of experience [volunteers] are vulnerable to succumbing to the hedonistic[1] pursuits available" (Tomazos and Butler, 2012, p.185). Volunteer tourism therefore attracts people for many reasons, from a desire to help to a desire to improve oneself (professionally and/or personally). Volunteer tourists enjoy working for a cause, but also seek outside entertainment. Interviews demonstrate that people volunteer their services based on personal rationale, but also on the goals of volunteer organizations. With numerous volunteer agencies (governmental, non-governmental, commercial operators and academic institutions), people seeking a volunteer experience have diverse locations and volunteer services to choose from (Guttentag, 2009). The online journals sampled in this thesis represent services performed abroad (rather than in a home country) and display a tendency for volunteer tourists to disguise volunteer efforts as tourism.

In a study conducted by Coghlan, it was determined that a volunteer's reaction to media advertising played a role in how the volunteers choose where to travel and work (Coghlan, 2006). Such findings indicate the importance of volunteer tourism organizations and the marketing strategies of those organizations to attract volunteers. For example, in a study conducted by Simpson, volunteers for a specific organization were targeted by advertisements from that organization. As the tourism industry continues to grow, so do the volunteering opportunities available to tourists. Simpson demonstrates through interviews with volunteers, that people are increasingly capable of selecting a volunteer opportunity in line with personal motivations (Simpson, 2004). Some examples of the promotional language portrayed by volunteer organizations are provided below:

> This tropical paradise ignites the Western imagination like no other South American country, and the people of Brazil delight visitors with their energy and joy - (Travellers Worldwide, 2003 cited by Kate Simpson, 2004, p.682).
>
> Often chaotic and sometimes infuriating, it is a beautiful country where people are unfailingly charming and welcome GAP[2] volunteers into their homes"(describing Paraguay, GAP Activity Projects, 2003, cited by Kate Simpson, 2004, p682).
>
> With a generally shy and gracious population, Bolivia is one of the safest Latin American countries to visit (Travellers Worldwide, 2003, cited by Kate Simpson, 2004, p.683).

Simpson argues that advertisements such as these create images of "the other" by describing not only the geographic and climatic conditions, but also the personalities of people from different countries (as if foreign people all share one collective personality). The above quotes demonstrate one serious concern within the volunteer tourism industry because the "…industry creates a space populated by the existence of consumable experiences of 'the other', which is the central commodity for sale, mainly through

tourism" (Kaur and Hutnyk, 1999, cited by Simpson, 2004, p.683). In other words, volunteer tourism experiences sell service opportunities in conjunction with an increased distance between volunteers and those they serve rather than unifying them. While Simpson's discussion and presentation of "the other" are outside the scope of this thesis, some volunteer tourism organizations thrive on the consumption of 'the other' and play an influential role in persuading people to volunteer abroad. This attitude becomes apparent in some of the online journals sampled in this study.

The options for volunteering range from dedicating a single morning to service activities while on a weeklong vacation, to living with a family in order to fully engage in a cultural routine. For example, conservation-driven volunteer options are offered around the globe. One example comes from *Blue Adventures*, a British non-profit organization. The goal is "to monitor and protect the marine life that inhabits the massive Grand Recif de Tulear reef" (Tergesen, 2011). These vacations teach volunteers how to scuba dive and identify different species of fish. Such skills then allow for volunteers to "dive once or twice a day to survey and chart the reef" helping scientists to monitor activity while also helping to preserve the fishing industry in the area (Tergesen, 2011). While volunteer opportunities such as these offered by *Blue Adventures* promote/advertise conservation initiatives, volunteers also engage in many activities other than diving. Such leisure activities include snorkeling, hiking, fishing, sailing, camping, bird watching, and even enjoying the peace and quiet from a beachfront cabin while a cook prepares meals. These excursions cost between $2400 and $5800 (Tergesen, 2011).

At another extreme, volunteer adventures are advertised at resorts in Jamaica to lure vacationers into volunteering a morning and/or an afternoon during their weeklong-

vacations. While staying at a couples-only resort, Macnaull writes that "my wife and I are doing a bit of voluntourism[3] at a preschool in Jamaica..." (Macnaull, 2011). The resort, known as *Sandals Whitehouse Jamaica*, has built a school near each resort in an effort to help the community. Resort visitors, such as Macnaull and his wife, can visit these schools to help out and as it is "offered only once a week on Thursdays from 9-11 a.m., it takes hardly any time out of your one-week all-inclusive holiday" (Macnaull, 2011). Although the primary purpose of the trip to Jamaica was not to volunteer, volunteering became an important component, and one that Macnaull decided to write about afterwards. Articles like this one written by Macnaull demonstrate the importance of understanding the memories made while volunteering as a tourist. But this article expresses that volunteers can volunteer for just a few hours while abroad, pinpointing another issue concerning the impacts in the communities where volunteers serve.

Several academic articles publish information regarding the benefits reaped by the volunteer and host communities (Borgonovi, 2008; Conran, 2011; Wearing, 2001, 2002; Brown and Morrison, 2003). However, there are few published academic articles regarding the effects on the host communities. Among these few academic articles, Guttentag addresses the potential negative impacts that might result from volunteer tourism. Although he writes about the negative results, Guttentag also agrees with previous literature on the positive attributes of volunteer tourism (personal growth, environmental conservation, increased revenue and intercultural experiences between volunteers and hosts "that foster a better understanding between cultures" (Guttentag, 2009, p.539)). In regards to the negative impacts, Guttentag creates five categories where voluntourism may result in "a neglect of locals' desires, a hindering of work progress and

completion of unsatisfactory work, a disruption of local economies, a reinforcement of conceptualizations of the 'other' and rationalizations of poverty, and an instigation of cultural changes" (Guttentag, 2009, p.537). It is clear in this article that there is concern for efficiency and effectiveness of volunteer tourist organizations.

Such concerns are also addressed in recent news publications. The media, while advertising the adventurous opportunities that voluntourism has to offer, also encourages volunteers to be more critical of whether the work performed will be meaningful. For instance, Batten, from *Independent Extra*, explains that the rapid growth in voluntourism has produced a market where organizations consider volunteer needs over community needs (Batten, 2011). Kuo and Fowler from the *Wall Street Journal* discuss the possible displacement of work from locals due to free or cheap labor from volunteers. The quality of that volunteer labor is also of great concern (Kuo and Fowler, 2008). Many media sources mention these setbacks to voluntourism, but they also offer brief guidelines for people to follow when looking for a volunteer service experience.

Jackson from the *Wall Street Journal* quotes some advice given by charity and marketing directors because "…choosing a trip can be confusing" (Jackson, 2008), especially with the numerous opportunities currently available. Below are a few reminders for people to consider prior to selecting a volunteer opportunity.

> Start with a cause… and look for the best way to contribute with the time and money they have (Jackson, 2008).
>
> Decide how to apportion your time among volunteering, tourism, and cultural education (Jackson, 2008).
>
> Keep expectations realistic (Jackson, 2008).

Given the previous overview of the literature on volunteer tourism, this advice addresses both the motivations to volunteer and the types of adventure that people seek to

experience while volunteering. Online blogs provide an innovative way for research to comprehend the meaning of volunteer tourism, devoid of the constraints found in the previous interview methods used by researchers. Acknowledging that online journals are written for an audience rather than as a personal diary, each journal sampled in this study presents one similar theme; that volunteer tourism, driven by self-gratification or altruistic purposes, is also motivated by human curiosity and adventure. As both a researcher and a volunteer tourist, in the following chapter I will present my own method for choosing a volunteer organization and explain the memorable moments I have as a volunteer tourist.

# CHAPTER II

## Rational to Volunteer in Brazil

I chose to conduct this study in Brazil for several reasons. Prior to enrolling in the graduate program at the University of Iowa, I had researched coffee certifications in South and Central America. Based on my past experiences on coffee farms in Costa Rica, I chose to travel to Brazil, the leading coffee producer in the world. The chosen destination within Brazil resulted from research, contacts, and a preference to learn history as well as coffee production methods. I decided to travel to the state of Paraná, an area in Brazil important in coffee production. Also, there was an ease and convenience when communicating with the host farmers in Paraná. The owner of the farm was quick to reply and thorough in answering any questions about the living conditions and travel connections. Compared with other farm owners, this made the process of selecting the farm much easier. This ease also provided me with confidence that the coffee production techniques would be explained to me and that the labor performed on the farm would match the labor performed by the salaried farm workers.

As a volunteer, I learned that the state of Paraná has undergone significant transformations during the 20$^{th}$ century. Due to an overproduction of coffee in the 1930s, the Brazilian government had enforced a ban on the planting of new coffee trees in São Paulo. This ban drove large numbers of the Brazilian (as well as European) population to Paraná for coffee cultivation, where the government ban on coffee planting was not implemented. From that point on, coffee production grew rapidly in Paraná until 1975. In 1975 the state experienced a harsh black frost that killed thousands of coffee trees (Margolis, 1979). This coffee crop failure led many farmers to plant other crops,

specifically corn, wheat, beans, and soy (Rodriguez, 2012). The state of Paraná continues to produce these crops in addition to coffee. In 2008, Paraná was responsible for 17.8% of Brazil's agricultural production (IBGE, 2009). Based on data from the Brazilian Institute of Geography and Statistics (IBGE), Paraná produced 26.5% of Brazil's corn, 22.3% of Brazil's beans, and 50.9% of Brazil's wheat (IBGE, 2009). Paraná was second in the country for soy production at 19.9% and fifth in coffee production at 5.6% (IBGE, 2009). While coffee is not the most important agricultural crop in Paraná, the historical importance of coffee production and later limitations to coffee production resulting from the black frost indicate that large transitions were necessary for the state to grow economically. The diversification undergone in the state of Paraná demonstrates a progressive moment in Brazil's history. Through conversations with workers, community members, and other volunteers, I was able to understand the successes and the failures of the economic transition taking place. As it turned out, my desire to learn about coffee production in Brazil plays a key role in the economic transition taking place in Brazil today. Coffee tourism has the potential to increase the global understanding of the coffee industry, but it also has the potential to increase the economic stability within Brazil.

Selecting a travel and volunteer service opportunity, according to Barbieri et al (2011), requires a traveler to identify an organization or facilitator to organize the volunteer and travel operations. I searched through several internet websites to find an organization offering service opportunities on coffee farms in Brazil, where volunteers were connected directly to host farms and farmers. I chose to work with the Worldwide Opportunities on Organic Farms (WWOOF) organization, which matched my rationale

for traveling by allowing me to live and work with coffee farmers at an affordable price. The WWOOF organization links volunteers with organic farmers around the globe, with 95 countries represented (Ord and Amer, nd). This exchange program provides volunteers with food, accommodation, and organic lifestyle lessons while the volunteer works approximately thirty hours a week (Ord and Amer, nd). WWOOF Brazil is affiliated with the International WWOOF Association to help connect consumers with environmentally-responsible farmers, which directly overlaps with my personal and professional interests.

Arrangements for the WWOOF Brazil opportunity began with a process of reading host farm descriptions provided by WWOOF Brazil. I paid a small annual fee (US$28.00) to receive contact information for the host farms. The WWOOF process requires volunteers to initiate contact with host farms. This initial contact includes a completed application and brief description of the volunteer's intentions for participating in WWOOF Brazil. Therefore, I primarily contacted host farms offering opportunities similar to my own objectives. Contact was primarily through email but also included two Skype conversations where I spoke directly (in English) with host farmers. In total, I contacted ten host farmers. Of the ten contacted, only six host farmers were available to host during my travel period (June to August). Contact with each host farmer continued until I was confident that the host understood the motivation behind the trip and agreed on my desired length of time to work on the farm (3-4 weeks). Host farms were narrowed down during the months prior to travel because spaces filled up with other volunteers or the host farmers were requiring a stay of less than two weeks or more than a

month. Below is an example from the host list publicly available on the WWOOF Brazil website.

> City: Santa Mariana
> State: Parana
> Type of property: Farm and Hotel
> Size (ha): 800
> Crops: coffee, corn, soybean, wheat, cattle, horse, goat, sheep, chicken
> We speak: Portuguese, German, Italian, French, Spanish and English
> Description: Our farm is located a few kilometers away from the Paranapanema River in the North of Parana between Londrina and Sao Paulo (on your way to Foz do Iguacu). We mainly produce coffee, soy beans, corn, wheat and eucalyptus on our 800 ha of land [.] On the farm we run a small ecological hotel.
> You will feed the animals (horses, cattle, sheep, goats, chicken, rabbits… and even some monkeys in the forest), work in the garden, take care of the forest trails, help the hotel staff (service, dishwashing, laundry, room cleaning and cooking), do all kind of construction, maintenance and farm work… well, there is really plenty to do. Long term staying wwoofers have the possibility to start their own projects in ecotourism, ecology or agronomy. We are looking for independent hard working people. You have to be at least 18 years old and stay a minimum of 2 weeks.
> Accommodation: We have one room with, private bathroom and can accommodate 2 volunteers.
> Food: You will eat at our house, which is just beside the volunteers ['] accommodation. You can use our kitchen. You have to wash your clothes by yourself, in our laundry.
> We are: Giulietta and Noel (30's), Dingo (dog), Wasabi and Sushi (cats), the laziest pets on earth.
> When to come: All year around, BUT don't show up without entering in contact before.
> Additional comments: n/a
> Children: yes
> – (http://www.wwoofbrazil.com/pre_host_farm.htm)

This was a listing for a farm I considered visiting for research purposes, however due to the limited number of volunteers the couple was able to accommodate; I selected a different option that is no longer listed on the website. This posting provides the initial farm information available to volunteers sifting through nearly one hundred options offered by WWOOF Brazil.

Similar to my own observations while volunteering, Ord and Amer found that volunteers through the WWOOF program, also known as “wwoofers” are young (between the ages of nineteen and twenty-eight) and consist of mostly international travelers (Ord and Amer, nd). The host farms had been receiving volunteers for an average of 3.6 years. Host farms receive visitors for different lengths of time. The following breakdown depicts the length of time a volunteer remains on a host farm in Canada; 34.8% of wwoofer stays were 2-3 weeks, 24.7% of stays were two weeks or less 21% of stays were 3-4 weeks, and 16.4% of stays were a month or longer (Ord and Amer, nd). In regards to a labor dependence on wwoofers, 63.06% of Canadian host farmers do not rely on WWOOF volunteer labor (Ord and Amer, nd). Ord and Amer show that labor may be a secondary gain from WWOOF Canada, as many host farms enjoy the social interactions, stating that “…hosting WWOOF volunteers brings the world to us” (nd, 15). These findings represent Canada, but reveal similar information to that which I found during my time volunteering in Brazil; the age, the length of stay and the independence of the farms from volunteers are all characteristics of the volunteers and farms I observed.

Following the identification and confirmation of travel to a farm in Londrina, Brazil, I embarked on a four week journey to a coffee farm in Terra Nova, located two hours southeast of Londrina. My communications with Egon, the farm owner, were pleasant and I felt welcomed by him, “O que mais nos chamou atenção foi sua disposição para operações mais sustentáveis, seria uma colaboração muito bem vinda!” (Egon, the Terra Nova farm owner communication via email, Jan. 16, 2011). “The main thing that caught our attention was your knowledge of sustainable operations; it will be a most welcome contribution!” (my translation). Due to inclement weather and poor

infrastructure in the rural areas, my sister and I stayed in the farm owner's city apartment with his brother, sister-in law and their three children. My sister and I received a warm welcome from the whole family. The following day, we traveled with the farm owner around the city of Londrina, purchasing necessary supplies for the farm and the volunteers. Later in the evening, just as we thought we would spend a second night in the city, the farm owner asked us to gather our bags and travel with him to Terra Nova. The population of Terra Nova was roughly one thousand, with the primary industry being agriculture. The area was very rural, the infrastructure was poor, and the landscape was covered with agricultural crops, including corn, wheat, coffee, cattle and eucalyptus trees. I worked primarily in coffee harvesting, with other tasks including banana, orange, and sugarcane harvesting with occasional bean sorting and lessons in coffee roasting.

During the four weeks in Terra Nova, my sister and I encountered other volunteers or "wwoofers", all with the intent of staying on the farm long-term (two weeks or more). Those volunteers included a recent college graduate from South Africa traveling alone throughout South America; a college couple from the United States traveling during the summer vacation; a middle-aged woman from Argentina traveling through Brazil on her way home from South Africa; two young college men from the United States enjoying a summer in Brazil; and a young couple from France taking a year to travel and volunteer in South America. All volunteers, with the exception of the couple from France, stayed on the farm longer than two weeks.

On our first day of volunteer work, we met a majority of the farm labor unit. The farm was managed by one man who lived in the main house with his wife. The men at the farm included a supervisor, a fertilizer specialist, a production manager, and six

salaried coffee harvesters residing in little row houses behind the main house. I encountered men-only working in the farm buildings and beside me in the field. There was a day that my sister and I ventured over to the women in the field, but because they are not salaried, the work they perform is not regulated by the farm owner or manager. The first day of work was relaxed because the fields were wet from the rain. The other volunteers and I planted coffee trees in the wet soil while the farm workers dug holes and prepared the plants for us. When the weather cleared and the fields dried, the coffee harvest resumed. The volunteers were given the same materials as the salaried farm workers. These materials included a blue tarp, a large sieve, a coffee bag, gloves, and water. Each was hauled up a hill to the coffee trees filled with coffee beans. The farm workers directed the volunteers to a designated row to harvest. The volunteers worked significantly slower than the farm workers, but maintained conversations with each other and occasionally with the farm workers. When the tarps were filled, the coffee beans were poured from the tarp into the sieve to separate leaves, insects and soil from the beans.

Each day consisted of two, one-hour breaks; one taken at 10:30 and another at 2:00. By 5:00 the workers would pack up the tarp and carry all the supplies down the hill back to the farm. A tractor would drive between the rows of coffee to pick up the filled coffee bags. For the first two weeks, my sister and I worked with the young man from South Africa, the young couple from the United States and the woman from Argentina. Everyone worked hard and enjoyed each other's company during the first week on the farm, although there were a few tensions between the Argentine woman and the US couple. My sister and I enjoyed the presence of the Argentine woman and she took us

under her wing while we were living together. The young couple from the US probably found her presence overbearing and required more independence than is possible when living in the tight accommodations arranged for us. The influence of alcohol one evening and the resulting sleep deprivation that each volunteer endured were not welcomed by any of us, and the Argentine woman was not hesitant to voice her disgust with the couple. This did make coffee-picking a bit awkward for a few days. Fortunately, awkward silences and hard work were alleviated by the farm workers who helped the group. In fact, there were many moments of shared stories and techniques resulting in joyful laughter.

On one occasion, my sister and I sparked intense laughter and stories for an entire week. On the way up to work in the coffee fields one morning, the ram that roams the farm decided to walk with us. This was not entirely new; he had walked with us from the house to the field before. However, this time he brought his temper. The ram, nick-named Carneiro, charged the rear end of my sister with his face. Of course we were both startled at his behavior and she let out a scream. I noticed all the eyes looking down at us from the top of the hill watching and waiting for us to react. Although my sister and I are farm girls, we did not raise sheep and remained uncertain of how to proceed. We resumed our walk up the hill, but Carneiro charged again, this time ducking his head too low. I burst into laughter seeing my sister straddling the neck of this filthy ram. She however, screamed again and did not know how to remove herself from the ram without angering him. Fortunately, one of our friendly farm workers ran down to save us from the sheep. We continued to call him our hero until we left the farm.

After the sheep incident, the couple from the United States and the man from South Africa departed the farm together and planned to travel to a second WWOOF host farm in Northeastern Brazil. During my third week on the farm, the Argentine woman departed and the French couple arrived. The weather had turned cold once again and the rains prevented us from working in the fields. By the fourth week, the college men from the United States arrived. With little work performed in the fields, I observed the process of washing coffee and removing the outer shell. This process provided an overall understanding of the farm operations while also allowing me ample time to converse with the farm manager, Elcio, who became a good friend.

The weekends provided all volunteers with leisure time or travel time to different destinations within Paraná. On the first weekend at the farm, my sister and I traveled with the Argentine woman and the South African man to the Foz do Iguazu to view the waterfall from both Argentina and Brazil. While hiking, taking photographs, and purchasing souvenirs, the group was awed by the waterfall and enjoyed a boat ride into the mist from the waterfall. The group spent two nights traveling to and from the waterfall on a bus and one evening in a hostel. This type of travel was desired to maximize the time spent sight-seeing and to minimize the price of the journey.

My sister and I spent the second and third weekends on the farm, enjoying local events within the city of Terra Nova. The farm manager and his wife invited the volunteers to parties in town which were the highlight of my leisure time on the farm. Parties were attended by friends and family and consisted of consuming large quantities of meat (lamb, beef, ham, and chicken) and cachaça (Brazilian rum), while dancing to music from the radio.

My personal experiences as a volunteer tourist indicate that while the volunteer work I performed was subpar in comparison with the work performed by the salaried farm workers in Terra Nova, the work contributed to the farm's progress and success through sharing laughter and stories. Such contributions show that the findings from the study on WWOOF Canada by Ord and Amer (nd) can be applied to the benefits that volunteers bring to host farms in Brazil. The other volunteers and I shared a piece of the world with the farm workers, with the community, and learned irreplaceable knowledge and techniques associated with coffee harvesting in Brazil. I maintain a relationship with the farm manager's daughter and the two young college men through the social media network – Facebook – and communicate occasionally with the woman from Argentina. The lessons I learned about coffee came from several hours of hard work in the coffee fields, fighting bees, sunburns, and boredom (at times). My conversations with the farm manager taught me about the fears of small farmers and the men who work for them. Technological advances have the potential to replace the men who taught me how to harvest coffee. When I questioned what would happen to the coffee workers should a machine replace them on the farm, the farm manager said they would have to relocate because there is no work in Terra Nova for them. I went to Brazil hoping to learn about coffee production, which I did. I learned the importance of the coffee workers and I gained a great respect for the men who labor all day in the field to harvest the beans that I grind and drink each morning. But I also learned the importance of that human connection. The honesty of the farm manager and the compassionate traits of his wife helped my sister and me to feel at home in Brazil.

To learn about Paraná, my sister and I traveled to a second location. The selection process was similar to the selection process of the first farm, although somewhere in the conversation, I misunderstood the exact agricultural production of the farm. There was a better option for volunteer work on a farm that grew coffee, however my sister and I were held up on Farm 1 longer than planned due to the rainy weather and the effect this had on the roads in and out of Terra Nova, Farm 1. Our decision to volunteer in Londrina, Farm 2 was based on the time and location. Farm 2 was located six miles outside the city of Londrina, very near to the airport. The convenience of this location was ideal for meeting my (and my sister's) financial and time constraints. Further conveniences were also considered, such as the prominence of coffee culture in and around Londrina and access to the Historical Museum where the influence of coffee in the state was well documented.

On the first day of volunteer work, I noted vast differences between Farm 1 and Farm 2. The main difference between the two farms was the absence of coffee on Farm 2. The advertisement for Farm 2 has recently been updated and is copied below.

> City: Londrina
> State: Parana
> Type of property: community/Commune (all things in common)
> Size (ha):
> Crops: Manioc (also known as "cassava"), Corn & Strawberries and Peppers
> We speak: Portuguese (Brazilian), Spanish and English
> Description: Our community is located in a semi-rural environment near Londrina, in the northern part of the state of Parana. We are one of three sister-communities in Brazil that been growing slowly for more than fifteen years. Our main occupations here in Londrina are organic gardening, whole wheat baking, sandal-making, candle-making and farming. Our life together in community is a simple expression of the love we have for one another. The deep personal relationships we have with each other are being built daily through our common life in the community. Our community and our common life together are based on our obedience to the simple, clear teachings of our master Yahshua (commonly called "Jesus"), the Son of God. Our lives and relationships are being restored

> daily through our life of love. We invite and welcome all who are interested in our life and our community to come and visit. Our homes and our hearts are open to you.
> Accommodation: We accommodate our visitors in our own homes.
> - (http://www.wwoofbrazil.com/pre_host_farm.htm)

I quickly noted that there were small fields of manioc and sugarcane, as well as orange and banana trees throughout the farm. However, the production from the fields was not significant enough to support the community living on the farm. Therefore, in response to economic needs, the community focused its attention on candle and shoe-making. While the community invited my sister and me to work in the candle and shoe-making shops, we chose to work in the gardens to help, as much as possible, to bring the community one step closer to subsistence farming (by at least planting a few vegetables).

For the first week volunteering at Farm 2, we did not encounter other volunteers. Therefore, we assisted the community gardener in his day to day activities. Tasks typically included planting seeds in starter pots, trimming orange and fig trees, cleaning banana orchards, harvesting manioc, attempting to save a vineyard, transplanting seedlings from the starter pots to the garden, watering the garden, maintaining a compost pile, and playing with the gardener's son.

In the second week of volunteering, my sister and I were joined by a young man, recently graduated from college in the United States, taking a vacation in Brazil. Volunteering was not his primary motivation for travel; in fact it came as an afterthought for him when he realized the convenience of volunteering. In his case, leaving the city of São Paulo to see more of the Brazilian countryside was an appealing opportunity. This young volunteer only planned to stay away from the city for two weeks.

By the end of the second week of volunteering on Farm 2, another young man, still in college in the United States, joined the community. This second young man, coincidentally, had just arrived from Farm 1, where we had previously stayed. The experience was not as positive for this young man, so he contacted the members of Farm 2 and traveled there after just a few days at Farm 1. Ironically, this young man was also attacked by Carneiro and hurt his knee when he tumbled to the ground. He decided that he was not going to jeopardize his health in the name of volunteering. The young man did not intend to stay on the farm for more than a week, as he too, was anxious to get back to the city life in São Paulo. My sister and I only stayed at Farm 2 for a few more days after the arrival of the second young man, but in those few days, the tasks described above resumed, with an additional hand from other volunteers and enjoyable conversations in English.

The weekends were busy at Farm 2, with the religious celebrations on Friday evenings and the relaxation of Saturdays and Sundays. Therefore, I did not have extended time to travel outside of the farm. However, on rainy days during the week, field and garden work became impossible. My sister and I took a bus into Londrina to visit the coffee museum, as well as the coffee shop selling the coffee picked at Farm 1. Such encounters provided me with the opportunity to extend my knowledge of the history of Londrina and the significance coffee had on the growth of the state of Paraná and specifically on the city of Londrina. The coffee shop was a fun and relaxing opportunity

Although trips to the city were not part of volunteering, the second farm had much to offer my sister and me. We took the disappointment of not working on a coffee farm as a gift. In fact, the community contributed to the research by contacting a local

farmer and requesting a visit. A group of community members joined my sister and me on a short walk and a brief visit to a neighboring coffee farm, where we all learned that the man living and working on the farm with his family was not the owner of the farm; he was employed by the owner who lived in Londrina and owned several other plots of land surrounding the city. The community had been aware of the coffee farm, but they were not aware that the man with whom they frequently conversed did not own the farm. The neighbor ran a conventional coffee farm where he applied pesticides and herbicides to control various insects and foliage diseases, common to coffee plants.

This visit turned out to be a community adventure and the interest that the community shoed toward helping me and my interests demonstrates the caring nature of host farmers and the reception they provide to volunteers. Although the experience was not what had been anticipated, the lived experience fulfilled my objective and provided a new look at land use in Paraná. I have since contacted Farm 2 to learn that the garden into which I had poured several hours of labor had flourished and the community members had followed the lead taken by my sister and me to expand the garden.

# CHAPTER III

## Blog Methodology

In order to compare my personal volunteering experience with the experience of other people, I examined the following websites.

- http://mybt.budgettravel.com;
- http://current.newsweek.com/budgettravel;
- http://travellerspoint.com; http://hubpages.com;
- http://www.lonelyplante.com;
- http://travelblog.org;
- http://wwooffamily.com;
- http://wordpress.com;
- http://www.guardian.co.uk;
- http://helpx.net;
- http://www.crossculturalsolutions.org

These blogs were all written by volunteer tourists. The demographic information available for the bloggers varies depending upon the blog. Some blogs do not contain personal information, such as names and ages and are therefore referred to by username. Further inferences are made based on photographs attached within the blogs and comments made throughout the blog entries to help decipher the approximate age of the bloggers. This helps to provide a comparison context between the blogs available online and my own personal experience.

Further information, regarding the origin countries of the blogger reveal that all blogs selected for this study are written by travelers from the United States, the United Kingdom, and Canada. All but two of the fifteen blogs included in this study indicated that travelers lived and worked in rural locations throughout Central and South America for over a week. The two cases where travelers stayed less than one week resulted from one couple's overall dissatisfaction in the type of work expected from the hosts and a

solo traveler who indicated a desire for a short-term break from her quick-paced adventure-seeking trip.

In my search for volunteer blogs, I sought entries from travelers working on coffee farms in order to compare my own experience with other experiences. I found four blogs where volunteers were involved in the coffee harvest. The remaining eleven blogs represent other forms of volunteer opportunities within rural tourism.

To analyze these fifteen blogs, I first categorize each blog by traveler status, noting whether the traveler was alone, with a partner, or with a family. To explore the relationships between other volunteer tourists and myself, I broke up the experience of each blogger by a) motivations to volunteer, b) relationships made while volunteering, c) the type of work performed as a volunteer, and d) the room and board conditions/situations described by the volunteer.

Although volunteer tourism is a recent area of study, several studies have been conducted on the motivations behind volunteering as a form of travel (Wearing, 2001, 2002; Brown and Morrison, 2003; McGehee and Santos, 2005). Because of the extensive research already conducted on this topic, I select the dominant theories from the literature to classify the motivations of volunteers from the blog sample. Wearing's suggestion that travelers volunteer for learning and professional development accurately describes my own motivation for volunteering abroad (Wearing, 2001). Socializing and individuality are also considered motivating factors by Mustonen (2007), Wearing (2001), and Rehberg (2005). An additional motivation is altruism[4]. Altruism, as defined by Adam Smith, is a desire to reduce the distress one feels when faced with another's suffering (Batson, 1991).

There are three bloggers who indicated a desire to volunteer abroad as a means of learning and professional development, but I argue these three bloggers were also motivated by altruism and sought out socializing and individual growth while volunteering. Of these three bloggers, two are women and one is a man. All were traveling independently and directly express their passion for learning;

Kev8 began blogging for financial reasons. Her motivation for traveling abroad was to write a blog on the travel opportunities within Costa Rica. By volunteering, Kev8 was able to document the cost savings of volunteering while traveling, as well was the cultural connections people make while living and working in a rural setting. Kev8 described her experience in detail to her readers and managed to promote tourism in Costa Rica at the same time. This explains the professional growth Kev8 sought. However, the following demonstrates a depth of volunteering beyond professional development, revealing that Kev8 encountered a kind and caring relationship with her host family while volunteering in Costa Rica.

> The tropical dojo[5] was a lot of fun; I did yoga and meditation with Noel every morning and helped a little with the animals in the afternoon. At night we usually watched a DVD and just relaxed (Kev8, 2010).
>
> Since the family I am staying with are busy with the harvest at the moment I decided the best way to learn about the business is to get involved. I was told to wrap up well, not so much to protect from the sun but from the bugs that are so prevalent in Costa Rica. So, I marched into the field along with the rest of the family at 645am. Everyone from the 65 year old grandfather to the 3 old grandson [was] in the field picking (Kev8 2010).

Kev8 worked with the family, even though she was not required to do so. The description of the family's concern for her shows that she appreciated the family, from the grandfather to the grandson, and felt a sense of belonging as she marched to the fields

with them. This description makes for an interesting blog to advance Kev8's professional career, but it also reveals an emotional connection she shared with the family.

Catherine Lake traveled to Brazil for a month to apply her own expertise toward a sustainable initiative at a farm in Iracambi. Below is a short quote from Lake's blog where she describes multi-cropping[6] and her superior knowledge of sustainable practices compared with the local farmers. Simpson's mention of "the other", presented in the Introduction, reveals itself Lake's journal entries.

> "Here we grow eucalyptus to harvest for charcoal and fences, but the trees are mixed with others and grown further apart to create a healthy forest instead of a sterile one…Practices like these almost seem intuitive to me in order to maintain the land quality and wildlife, but to the farmers who often have little knowledge of the full impact of their activities, seeing a change from their 'norm' and following it makes a huge difference" (Lake 2006).

Lake manages to describe her role as a volunteer while also hinting at her superior knowledge (compared with local farmers) in the area. As she remains in Brazil, finds time to travel and explore, Lake displays a different tone in her writing. For example, in a later entry, Lake describes her experiences less from a professional perspective than from a social perspective;

> …I have been completely and utterly occupied absolutely loving Brazil!...I have made some great friends, which means that the only time I am not seeing things and could write I am actually sleeping or traveling on a bus!" (Lake 2006).

As stated in the Introduction, volunteers seek entertainment outside of the volunteer experience. Judging from the entries quoted by Lake, outside entertainment provided a relaxing and cultural addition to her role as a volunteer.

Kawaech is a male volunteer who traveled to Brazil to work with GIS (Geographic Information Systems) at the same farm where Lake was volunteering. The

two bloggers separated by five years describe very similar motivations and experiences. Kawaech records the educational benefits to his volunteering service in Brazil, but in the same breath anticipates his travel and encounters with culture and people.

> The purpose of the trip is to work on their GIS—specific projects TBD. Somewhere in there, I will be traveling intermittently throughout the state of Minas Gerais, seeing many excellent people and things (Kawaech, 2011).

Volunteer tourism offered Kawaech a way to apply his education to a worthy cause and an adventure to a foreign country. This type of volunteer rationale appears both altruistic while at the same time self-gratifying. Therefore, labeling volunteer tourism rationale as one specific thing is inaccurate and incomplete.

In addition to professional development, personal growth and altruistic ideals, financial motivators are also significant in rural volunteer tourism. Although not every blog mentions the money saved from participating in volunteer activities while traveling throughout Central and South America, those that do praise the idea and revel in the amazing experience gained and money saved.

As Kev8 blogs and travels for financial reasons, her decision to volunteer may not have been totally driven by cost savings; however she does mention that great deals exist. Kev8 made her contacts through WWOOF, just as I did. Where I did not have to pay to volunteer, Kev8 was required to be $10.00 per day for her room and board.

Mei and Paolo explicitly state that volunteering while traveling was a cost saving maneuver,

> Our option to save some money and volunteer was a fabulous idea, I learned a lot about conservation and sustainable farming, got comfortable with having animals (friend's pets excluded) around me, and met some really interesting people (Mei and Paolo, 2007).

Volunteering was a financially secure way to travel while also ensuring an educational and cultural experience.

The only family found in this blog study does not explicitly mention the cost savings associated with volunteering, however the mother (main blogger) mentions the organization through whom the family traveled. After a bit of investigating, I found that volunteering at La Hesperia Cloud Forest Reserve cost the family $360.00 per person for the three week volunteer program, according to the *Fundación Tangaré* website (2010). This amount seems reasonable compared with an *Earthwatch family* expedition where prices start at $995.00 per person for a six day experience (*Earthwatch Institute*).

Above I revealed a few examples of the professional, social and altruistic motivations for volunteer tourism. While the above examples begin to address the relationships formed as a volunteer tourist, other blogs provide more specific language to reveal the importance of meeting new people and creating friendships as a visitor in a new country and most typically with a temporary family. The following blogs demonstrate the importance of relationships and prove Conran's findings that where volunteer tourism is concerned, "the most memorable aspect of their [the volunteer's] experience was their interactions with host community members" (Conran, 2011).

Tarn and Steve describe their volunteer experience in Ecuador for four weeks as both an adventure and a learning opportunity. After a month of volunteering on the farm, they reflect on the experience as time

> …spent with an amazing group of people, both working on the farm and volunteering to whom we are forever grateful for sharing their home, lives and knowledge with us, as well as patiently explaining our work to us.....it was a sad day today when we left.....the experience is unforgettable and had such an impact on us.....always in our hearts Rio Muchacho! (tarnandskank, 2009).

Tipep and Nat spent over a week working on a Colombian farm. In addition to the daily farm work asked of them, the couple made strong relationships in a short time. In fact, the friendships prolonged the stay on the farm;

> We had planned to move on from here on Monday morning but Fernando's 39th birthday is on Monday and Isa has organized a small *fiesta* at the casa so we will stay on for one more night, and one more work day, and then leave for *Tierradentro* on Tuesday morning (Tipep, 2006).

Not only are volunteers immerged into the daily work routine performed by the families (or farmers) with whom they reside; volunteers also find themselves socializing with family and community members at important events, such as birthdays. The experience described above by Tipep and Nat closely resembles my own experiences in celebrating birthdays and holidays.

Not all relationships between volunteers and hosts are friendly, contrary to the excerpts revealed above. In fact, one couple shortened their stay from one week to one night because of their dissatisfaction with the host family and the chores asked of the volunteers. The couple, referred to by the blog username as Lindseyhehman, experienced vast frustration upon their arrival to the small farm in Costa Rica. The couple writes,

> I am asked to bring buckets of compost from the kitchen to the pile and then clean the buckets with soap and water. Then to remove the bad bananas from the bunch that the foxes got into and compost those. While Maria [host farmer] directs me towards the bananas, it seems she was reallllllllllly close to asking me to do her laundry, but seeing my face, skipped this idea altogether. Smart move.
>
> These "chores" took me about 20 minutes, and then I'm handed a rake, and asked to rake the trimmings from the yard into the wheelbarrow. At this point, I am a little upset, but agree only to help Andy finish so we can discuss our options. While I put grass into the wheelbarrow with a rake, we joke about what our parents would say if they saw us doing yard work right now! I rake for about an hour before completing. I notice another volunteer is washing her [Maria's] dog. haha. What? Whyyy? (Lindseyhehman 2010)

The emotions apparent by the language used, “smart move” infer sarcasm and even a sense of disrespect from the volunteer towards the host farmer. That the chores performed by the volunteers are similar to daily chores performed when not volunteering, represents a clear drawback to this farm and this is reflected in the behavior and language used to explain the situation via blog. Although the couple did not remain on the farm long enough to inquire more about the farm characteristics, nor the personality of the host farmers, the general disapproval of the entire situation suggests a strong need for more than cooperation while volunteering; volunteers seek companionship with the hosts they encounter while traveling abroad.

Guttentag mentioned that volunteer work can often times be incomplete, inefficient and perhaps disruptive to local economies (Guttentag, 2009). Although the fifteen blogs in this study do not specifically address these aspects of volunteer tourism, a few inferences can be made based on the descriptions of the work performed and the emotions expressed within the blog entries.

Zoe spent over a month working on a coffee farm in Colombia in between her touring adventures throughout Central and South America. During this month, Zoe describes the work she performed and also mentions her appreciation of the family and community with whom she resided.

> Apart from collecting firewood and de-graining corn cobs, the main task here is the cultivation of organic coffee. I'd just missed picking season by a few days; they are just harvesting the last berries; robusto, used as seed. After this they will prune the bushes to ensure a good harvest next year. I spent a lot of time on the patio sorting grains of pergamino…It's a labour intensive process and will make me think twice next time I drink a cup! The 100lb sacks of organic beans are sold for about 60 GBP, currently to a Dutch company, though the price of coffee fluctuates daily (Zoe, 2009).

In this description, Zoe explains a few characteristics of the farm, the work she performed, as well as some information she has picked up along the way. By expressing her deep appreciation for coffee workers after working with them, Zoe makes the same connections I sought to make when I first began volunteering. From the planting and harvesting, to selling and drinking, Zoe has created transparency within the coffee chain. I can only hope that she has acquired several readers and they are all learning through her experiences described in her online journal.

Beyond explaining the tasks performed on the farm, Zoe also provides a general timeline, suggesting that she is living a different lifestyle than she is accustomed to. Farm life in Colombia is described as being more simple and relaxed and she does not seem to mind those qualities experienced while volunteering.

> Days here are structured by mealtimes and bedtime comes soon after the sun goes down. After *almuerzo* you can hunt for more work, perhaps preparing food with your family, play with the kids or do your washing and read a book (Zoe, 2009).

The life described on this particular farm appears to intrigue Zoe, as she wrote extensively about the family and the living conditions, which are discussed in further detail in the next section. Work and life are intertwined on this Colombian farm and Zoe took note of the interconnectedness between nature and humans. She explicated this in the quote below,

> The people here are unbelievably welcoming despite their hardships. You have to marvel at their strength and resilience and sense of community. I think it is the team work and support for each other that makes them strong. Some Westerners may view this as the perfect lifestyle, living from nature's larder and working for a common goal, though things aren't as perfect as they appear (Zoe, 2009).

Hillary and Kyle describe an experience volunteering in Costa Rica that is quite different from Zoe's experience. Rather than bonding through human relationships, the

couple focuses more on describing the animal bonds they created. The couple was asked to look after the animals and they responded quite positively to the task;

> The main farm is a beautiful piece of property filled with horses (and a ring), chickens, geese, ducks, dogs, cats, goats and plenty of insects to fill the rest of the space…Our basic job description was to take care of two billy goats (Mr. Darcy and Fenway), two dogs (Nellie and Osa), and a cat (Solomon) while living in a small house tucked into the jungle, about a 15-20 minute walk over a river and through the woods (literally) (Hillkyle, 2010).

Working with animals, although not anticipated, was welcomed by Hillary and Kyle. Furthermore, they describe this two week volunteering adventure as an educational experience. The quote below summarizes the bonds made with the animals on the farm, as well as some of the appreciation the couple has gained after living on a farm in Costa Rica,

> While living on the farm, I learned that there is a culture of poisoning dogs in Costa Rica…strays are look at more as pests (Hillkyle, 2010).

Whether Hillary and Kyle continue to care for animals might be an interesting follow-up to the trip. Such information might better explain the impacts that volunteering leaves on the volunteers. However, from the perspective presented by Guttentag (2009), it appears that the couple did help the farmers by watching over some livestock and the couple left appreciating animals a bit more.

James Mann resided on a farm in La Florida, Costa Rica where he performed different work yet; construction work. Although Mann does not record any reflections regarding his emotions after constructing and securing various aspects of the main house, the language he uses to describe the work he did perform suggests a sense of accomplishment; he believes the work he has completed will help the owners both in safety and alleviate the family from some worry and stress.

> During my stay on the farm, I helped Paul work on his house. We got a lot accomplished, including: installed 2 walls in his new kitchen, constructed a new sink table and moved running water into the house, and installed a stove! It is wonderful to make coffee in the morning out of harm's way (Mann, 2007).

Tarn and Steve lived and worked on a farm in Ecuador for four weeks. This experience was exciting and busy for the couple. In the farmwork descriptions, the couple created a list of all the activities they were asked to perform.

> farmwork = cutting bamboo with machetes,
>
> - Skanky [Steve] helping nurture the baby chooks (super cute and talkative!),
> - a LOT of weeding,
> - 6am starts to clean out the pig pens, cow and horse paddock (yes we shoveled poop first thing in the morning!),
> - feeding the animals,
> - cutting down feed,
> - digging, mixing, bagging up and carrying many forms of heavy compost/worm food around the farm,
> - planting and harvesting food,
> - carrying rocks up from the river (hard day!),
> - washing the horses in the river,
> - chasing run away pigs,
> - marveling at the pigs playing with their ´toys´ (gumboots and plastic lids hanging in their pens!),
> - checking out muma pig and her piglets,
> - working in the massive vegetable garden (tarnandskank, 2009).

Based on this list, the couple performed tasks which involved caring for livestock, harvesting crops, and some construction (carrying rocks). Although the work was hard at times and the tasks included cleaning up after messy animals, the couple enjoyed the four weeks at the farm and learned a lot. Besides all the hard work they list, the couple also noted that the weekends were relaxing and full of socializing;

> weekends= surfing in Canoa, cocktails on the beach, bamboo style paper thing walls in hostel, bonding with our new farm buddies, time on the beach, eating nut balls and fried bananas (tarnandskank, 2009).

The Family; mother, father, son and three daughters, all enjoyed various tasks while volunteering in Ecuador.

> "So far, we have worked a lot with machetes to clear roads, gardens and walking paths, helped build a small bridge on the walking path, weeded and planted in both a vegetable and medicinal garden, planted some native plants in small bags, picked oranges, bananas, yuccas, participated in the process of harvesting and preparing coffee all the way from bush to fresh ground coffee, played in the weekly soccer game with the workers (wow, those guys are serious!), and tried to avoid getting eaten alive by the mosquitoes and black flies!" (Leffalaar, 2010).

In response to all these tasks, Julie (the mother) briefly describes how the individual family members are responding to the volunteer work,

> Lisa has loved taking the milk down to the road with the donkey. Lisa is also feeding milk to two calves twice a day, and feeding the chicks. Steven has loved the bugs. Dave the birds, Katrina is hating the bugs, and I'm content with all the variety there is to see and do. (Also, no cooking for me! We sit down to 3 meals a day which I haven't had to shop for or prepare!) We can pick and prepare coffee beans, harvest bananas, oranges or vegetables, help finish off the new school building, or take part in many other activities." (Leffalaar, 2010).

As Simpson (2004) reports, some volunteer opportunities provide five-star room and board to volunteers. When it comes to rural volunteering, however, room and board conditions are hit or miss (at least from my own experience). Therefore, to further the understanding of the living conditions encountered by volunteer tourists in Central and South America, the blogs providing the most descriptive notes are shared below.

Gill traveled to Guatemala through an organization known as Global Youth Network[7] with 11 other student volunteers. The trip consisted of a series of volunteer opportunities, with the final two weeks spent on an organic coffee farm. Because Gill traveled and volunteered through an organization, she describes the program costs and who benefits from the program;

> The costs of the program were split between the families who would host us and the upkeep of the school/teachers/conservation area/library. While this is added

> income for host families, they are also screened by Mateo (trip organizer) himself to ensure they are meeting his standards for the volunteers (Gill, 2010).

Although the total cost for the trip is not noted in the blog, Gill at least mentions that the program costs help the families and preserve the educational necessities in the community. When I first read the final sentence of this quote, I assumed Gill was writing this to reassure her mother and father that her host family was safe. However, it could also indicate that the cost for the program was not paid to just any family willing to earn some extra money. That the organization screens the families first does provide both credibility to the organization and it helps to alleviate some concerns for family and friends of volunteer tourists staying with those families.

Tipep and Nat provide some information regarding the living conditions while volunteering in Colombia. First the couple noted that the volunteer house was unfinished. Tipep and Nat then mention that there are other volunteers at the farm; a couple, "39 year old Fernando from Ecuador and Isa from Spain" and a "26 year old Christina from Germany who is staying at the *Fundación* facility in town where there are a few rooms and an office in addition to the kitchen, dining, garden and play areas" (Tipep, 2006). The couple stays at the farm for 6 months each year and "essentially run the house" (Tipep, 2006).

Food was cooked for the couple during the work week, and consisted of homemade goods, such as bread and salsa and fresh picked fruits and vegetables (Tipep, 2006). On the weekends, food was also prepared for volunteers, however the couple and the young woman from Germany chose to spend some time in the nearby town and dine off the farm. Tipep and Nat do not mention paying for this volunteer experience.

A blog entry that does provide costs for living arrangements in a wildlife center is written by Mei and Paolo. Mei and Paolo traveled from Guatemala to Costa Rica. The couple mentions that Costa Rica is more expensive than Guatemala, but do not provide any examples of that cost difference. The location of the wildlife center appears very remote as noted in the couple's blog; "There was nothing around us, except for 1 small bar at the main intersection" (Mei and Paolo, 2007). The couple paid five dollars per day at the farm, which included accommodations and "3 tasty meals each day in exchange for 4 hours of work that ended by 12PM" (Mei and Paolo, 2007).

Although $5.00 per day might be a financially feasible and reasonable price for room and board, the accommodations which Mei and Paolo received for this amount are depicted with both humor and disgust in the blog entry;

> All the volunteers slept in hammocks crawling with ticks or on foam pads laid out on the second floor of el rancho (another open-air thatched roof building, apparently popular since in Costa Rica one does not need a permit to build them). We chose the latter option. It was not necessarily the better option; lying on the floor meant that cockroaches could crawl over us, the neighbour's cat could sit on my head, and ticks could bypass crawling up my DEET-sprayed shoes to get to my dark, moist areas. It was useful to have the pet boar dutifully named 'Pig' gather at our feet since she enjoyed eating the ticks (Mei and Paolo, 2007).

Judging by this excerpt describing room and board, my assumption that living conditions are hit or miss when participating in rural volunteering is strengthened.

Zoe records that "Each volunteer has a family with which they eat three meals a day" while volunteering on a farm in Colombia. Her family lived on a main street off the farm where there was "…a dilapidated looking farmyard and houses…my bed was a wonderful straw-sprung mattress in the volunteer house. At night we sit by candle-light to read as our room is at the end of a bad circuit" (Zoe, 2009). Beyond simply reading by candle-light as the darkness set in, Zoe explains that,

> Power is an issue, they have an unreliable hydroelectric plant that runs from a small stream; lights are only bright when it rains a lot. Some people have a TV which they can only watch in the rainy season. There are no refrigerators here, everything is cooked fresh, or stored warm. Radios are all battery powered, and some families rig bulbs up to car batteries for extra light. It sounds eco-friendly, though they make a deep carbon footprint by using wood-fired stoves and burning plastic waste (Zoe 2009).

Julie writes about the conditions her family endures while volunteering in Ecuador for three weeks as sufficient, "Food here is good and fairly varied and the accommodations are camp-like...We wash our clothes by hand and mostly take cold showers, though there is one hot shower available if you want to walk up to another part of the farm." (Leffalaar, 2010). As noted earlier, Julie is content with prepared meals served for her, but it sounds as though the laundry washing responsibility still falls at the volunteer's hands. She does not complain about this, however.

The sense of adventure that accompanies volunteering cannot go unnoticed, as I myself enjoyed adventure and as each blog analyzed enjoyed. The experiences from volunteering in rural Central and South America are diverse but similar in the basic desire to volunteer, learn and find entertainment (whether through adventure, culture, relationships, or all of the above). I personally learned about myself and my confidence levels, especially in interacting with coffee workers. Regardless of language, laughter and joy cut across cultural differences and language barriers, lightening both the mood and my fears and insecurities as a foreigner. If it weren't for that embarrassing sheep incident, I could not sincerely say whether I would have been successful in opening up more with the hosts and with the workers.

Vulnerability takes on a whole new meaning when traveling abroad. Those few individuals who blog about their experiences do not come out and specifically describe

their personal vulnerabilities, but they do make comments throughout the blog entries regarding communication errors, or new cultural practices they have learned. Such descriptions provide a glimpse of the vulnerability felt by all volunteers. As stated in the study of Wwoofers in Canada, often times the host farms enjoy the company of volunteers just as much as the volunteers crave the company of the hosts (Ord and Amer, nd). This symbiotic relationship is a vital component to volunteer tourism.

This brief analysis of the small sample of volunteer tourists indicates that there exists no precise profile for a volunteer tourist. Whether aged six or sixty-five, people are engaging in volunteer activities. From "playing" with farm animals to sustainable mapping practices and procedures, volunteers are learning something new every day from rural adventures abroad. While Guttentag (2009) questions the efficiency and the quality of the volunteer tourist, the cultural exchange appears unshaken through the written memories recorded on these blogs.

The trends that overlap between my personal experience and these blogs encompass the rationales for volunteering, the relationships made with the host families, the work performed (to some extent) and the living conditions (again to some extent). As I noted earlier, the dominant motives for volunteering include personal and professional growth as well as development and altruism characteristics. Although I personally did not seek to enhance my host families' the quality of life while traveling and researching abroad, the idea of being able to help as a volunteer resonated with me. Where some living arrangements sound unbearable, particularly the tick infested hammocks described by Mei and Paolo, I did sleep on a hard cement floor for two nights before the farm

manager and his wife cleared out an office room attached to the main garage. Even then I was living in a garage for three weeks.

Living in a garage was not as terrible as it sounds. My sister and I were right next a properly functioning bathroom (the little house where the other volunteers stayed had a plumbing system in dire need of maintenance), we were near the main house and woke up the smell of brewing coffee each morning. It was fun to hear all the activity right outside our room, although it did get frustrating at times (particularly in the early morning when the farm manager fired up his truck). If nothing else, my sister and I grew closer to the farm manager and his wife by residing in the garage. They took us under their wing and invited us into their daily lives.

Regardless of the rationale, the online journals of the volunteer tourists reveal the personal experiences of each person. The overall experience was measured less by the work and the "good" performed as a volunteer, and more on the people (and on one occasion the animals) with whom the volunteers interacted and the adaptable qualities of the volunteer. While sleeping with ticks might be unbearable for some, others adjust to the conditions with ease.

# CHAPTER IV

## Conclusions

Volunteer tourists, driven by altruistic values, tight financial circumstances, or self-gratification, encounter similar conditions with regards to relationships with host farmers, work performed, and living arrangements. Each person responds differently to his or her volunteer experiences, indicating that the reaction to relationships, the work, and the living arrangements are just as important as the initial motivations to volunteer. My motivations for volunteering were similar to the motivations described by the bloggers in this thesis. As a volunteer tourist, I sought altruistic values because I wanted to do some good while traveling abroad; I did not want to resemble the average American tourist. I was under tight financial circumstances and as a graduate student living on a monthly stipend decided by the college; my available funds for travel throughout Brazil were limited. I also sought self-gratification in observing and working alongside the coffee workers in the world's largest coffee producing country, Brazil. There is no doubt in my mind that I have accomplished each of these intentions I set out to complete. However, when comparing my own experiences as a volunteer and motivations for volunteering with those of the writers in the online journals, the underlying rationale for volunteering tourism abroad is the sense of adventure that awaits the volunteer abroad. Take my interest in coffee for example. I first learned about coffee production while studying abroad in Costa Rica. Rather than return to Costa Rica to enrich my knowledge of the coffee industry in a place already familiar to me, I chose to explore a new country, Brazil. This represents my own personal ambitions for experiencing something new. Labeling this ambition as volunteerism is simple, obvious. The tourism industry, as

discussed in the Introduction, has made opportunities for every type of traveler. From the 2 hour volunteer service offered at Jamaican resorts, to the full farm experience I encountered in Southern Brazil.

The blogs of my fellow volunteers demonstrate that I am not alone in wanting to share my experiences with others. Other volunteers lived in conditions surprisingly similar to the conditions in which I lived. While I slept in a garage, others slept in hammocks; each of us adjusted to unfamiliar accommodations and made the best of it. As volunteers, we sat down with host families and experimented with foreign foods and etiquette. We all make mistakes or barely avoid them (as I experienced with the tensions between the volunteers from Farm 1 (the couple from the US and the Argentine woman). Such mistakes result in growth in different directions. For my sister and me, the relationships we made with the farm manager and his wife and with all the farm pickers grew (as we avoided the drama with the other volunteers). The relationships formed during a volunteer experience abroad are crucial in determining the outcome of the volunteer experience itself. When volunteers encountered disagreeable host families, the experience was labeled a disaster by the volunteers. On the contrary, when volunteers encountered friendly and engaging host families, the experience was labeled life-changing and/or unforgettable.

Perhaps there is no concrete reason why people choose to volunteer abroad. With the global world in which we live, volunteering abroad may be a trend people are seeking simply for an experience. Rather than a spring break in Cancun, Mexico, maybe students are opting to fly to South America to lend a helping hand in exchange for a few hours on

a sunny beach, three home-cooked meals a day, a few exciting stories to share with family and friends, and an extra line on a resume.

On a personal note, there is a certain fun and fascination with an industry where people are encouraged to participate in fun activities such as interactions with down-to-earth people in a relaxed environment. My experience on a coffee farm in Brazil has taught me about myself and about the coffee and tourism industries. My trip to Brazil allowed me to connect producers with consumers but to also connect personally with producers. From picking coffee while poorly speaking Portuguese alongside men in dirty, tattered clothing, to brewing a fresh batch of coffee at home in Eastern Iowa, I am fortunate to be a part of such a unique industry. My appreciation for coffee, the workers, and the volunteers are inexplicable.

On the coffee farms in Brazil I learned something new beyond just the Portuguese language... I learned about friendship and genuine fun. My relationship with my sister was tested on more than one account, as I struggled to translate for her and she grew annoyed and frustrated with my misunderstandings. With the fast-paced life and stress as students, Brazilian coffee farms and those we encountered on them offered a relaxed an amiable atmosphere. For me, the most intriguing, yet poorly advertised portion of the coffee trade lies in those involved. There would be no coffee trade, no coffee industry, if not for those humble coffee pickers and the not so humble coffee connoisseur. We are all connected. I enjoyed my volunteer tourism experience and enjoy discussing it with family and friends whenever the opportunity arises. My sister and I will often send one another a one-word text message quoting someone or something from Brazil.

The most profound experiences of volunteering are the people I met, the obstacles I overcame and the weight I gained (from eating such incredible food each day)! The other volunteers analyzed in this thesis discussed the food at times, but mostly the online journals relay the story of the people encountered, the work performed and the fun times (or not so fun times) experienced.

Further research for volunteer tourism should include a sample study evaluating more blogs in order to determine whether my sample size is an accurate portrayal of the experiences bloggers document. A larger sample and a sample covering regions beyond South and Central America will also broaden the origins of the volunteers and reveal a larger spectrum of motivations and documented experiences.

There may be some evidence that blogs are motivating people to volunteer just as much as company or organizational advertisements motivate people to volunteer. This may be a recent trend, but warrants further research through interviews with or analyses of online journals to determine the persuasive qualities of online journals for motivating people to volunteer abroad.

Further study topics should include an analysis of the community members who have observed Wwoofers, or other volunteers in the community. This will allow research to grasp the attitude, appreciation, and impact of volunteering on the community. There are few documents of the reactions that host farms or communities have towards volunteers. These reactions will help to understand the impact on local economies and whether or not volunteer opportunities are beneficial for both community and volunteer, beneficial to just the volunteer, or beneficial to the community, or none of the above. For example, an analysis of the reactions to volunteers at the coffee farm on which I worked

would reveal truths that I, as a volunteer, could not observe. The concerns, the gratitude, and the relationships described by host community members would provide a useful perspective for analyzing the effectiveness of volunteer tourism and the impacts on communities. The quality of the work performed by volunteers should be analyzed, for "Being good is commendable, but only when it is combined with doing good is it useful." (Unknown).

**Appendix A.**

| SOBRE VOCÊ / ABOUT YOU | |
|---|---|
| **Wwoofer ID:** | |
| **Nome: / First Name:** | |
| **Sobrenome: / Last Name:** | |
| **Sexo: / Sex:** | |
| **Data de nascimento: día-mês-ano/ Date of birth:** | |
| **Endereço: / Address:** | |
| **CEP / Postal Code:** | |
| **Cidade: / City:** | |
| **País: / Country:** | |
| **Telefone: / Telephone:** | |
| **Celular: / Cell phone:** | |
| **E mail:** | |
| **Contato de emergência no seu país de residência: NOME e TELEFONE / Emergency contact in your home country: NAME AND PHONE** | |
| **Data de chegada ao Brasil: día-mês-ano / Date you will arrive in Brazil: day-month-year** | |
| **Duração da sua estada na fazenda: / Desired** | |

| | |
|---|---|
| **length of your stay at the farm:** | |
| **INFORMAÇÕES ADICIONAIS /** | **ADDITIONAL INFORMATION** |
| **Condições de saúde (alergia, condições de saúde, etc.) / Do you have any health conditions (alergy, medical treatments, etc.,)** | |
| **Você tem seguro médico? / Do you have health insurance?** | |
| **Comentários: / Comments:** | |
| **EDUCAÇÃO/EXPERIÊNCIAS /** | **YOUR EXPERIENCE** |
| **Educação: (nivel concluído, diplomas, cursos relacionados a agronomia orgânica): / Education: (level concluded, diplomas, relevant courses you have taken):** | |
| **Trabalho (experiências e estado atual): / Work (experiences and what is your current situation):** | |
| **Que habilidades você tem que pode ser útil para os nossos projectos? / What skills do you have which can be useful to our projects?** | |
| **Outras informações pertinentes sobre você: / Other relevant information about you that you would like to add:** | |

| | |
|---|---|
| **Nivel de português: / Level of Portuguese:**<br>• **Nenhum / None**<br>• **Básico (com dificuldade em conversas do día-a-día) / Elementary (limited in daily life situations)**<br>• **Intermediário (confortável com conversas do día-a-día)/ Mid (comfortable with daily life conversation)**<br>• **Avançado (confortável em um ambiente de trabalho) / Advanced (comfortable with work environment)**<br>• **Bilíngüe / Bilingual**<br>• **Outro: / Other :** | |
| **Outros idiomas / Other languages:** | |
| **TRABALHO VOLUNTÁRIO /** | **VOLUNTEER WORK** |
| **Por que você quer ser voluntário? (objectivos, expectativas) / Why do you want to volunteer? (objectives, expectations)** | |
| **Por que você escolheu nossa fazenda? Que parte do nosso projeto lhe interessa? / Why did you choose to volunteer at our farm?** | |

| | |
|---|---|
| **Which part of our project interests you?** | |
| **Você já viajou para a América do Sul? Fazendo o que? / Have you been to South America before? For what reasons?** | |
| **Poderia nos contar um pouco das suas experiências em projetos sociais, humanitários, com a agricultura orgânica, etc.?/ Experiences in the area of sustainable development, solidary, organic agriculture, etc.** | |
| **Quais sao os objetivos da sua viajem? (em poucas palavras) O que você estara fazendo antes e depois de ter-nos visitado? / What are the objectives of your trip? (In a few words) Also, we would like to know what you will be doing before and after you have visited us.** | |

**Notes**

[1] Hedonistic, in this sense, is in reference to romantic interactions between volunteers and locals, as well as alcohol consumption observed by Tomazos and Butler in their study conducted at a Children's Refuge in Mexico.
[2] "Gap years are becoming increasingly popularized as 'career breaks' and so the demographics of the gap year are
Expanding"( Simpson, 2004, p 681).
[3] Voluntourism is a term that combines volunteer tourism into one word.
[4] The differences and similarities between volunteering and altruism are remarkable. However, Debbie Haski-Leventhal presents a few of the key differences between them. See Haski-Leventhal, Debbie. 2009. *Altruism and Volunteerism: The perceptions of altruism in four disciplines and their impact on the study of volunteerism.* Journal for the Theory of Social Behavior 39:3.
[5] dojo is where you practice and train the way of anything, as long as the way leads you to enlightenment. Definition taken from http://www.kendo-guide.com/meaning_of_dojo.html on May 8, 2012.
[6] Multicropping is defined as harvesting more than one crop per year from the same plot of land. Soil Conservation Society of America. 1976. Resource conservation glossary, Anekny, Iowa: Soil Conserv. Soc. Am pp.63
[77] http://en.gyvn.ca/?page_id=242

**BIBLIOGRAPHY**

Akis, Ayhan. (2011). The effects of mass tourism: A case study from Manavgat (Antalya –Turkey). Procedia Social and Behavioral Sciences, Vol. 19. 289–296

Attard, Lauren. (2007). *The price on Volunteerism: The Public has a Higher Duty to Accommodate Volunteers*, Fordham Urban Law Journal 34, 1089

Baidal, Josep A. Ivars , Isabel Rodríguez Sánchez and José Fernando Vera Rebollo. (2012).*The evolution of mass tourism destinations: New approaches beyond deterministic models in Benidorm (Spain).* Tourism Management xxx, 1-12

Barbieri, Carla, Carla Almeida Santos, and Yasuharu Katsube. (2012). *Volunteer tourism: On-the-ground observations from Rwanda.* Tourism Management 33, 509-516

Batson, Daniel C. and Laura Shaw. (1991). *Evidence for Altruism: Toward a Pluralism of Prosocial Motives.* Psychological Inquiry, Vol. 2, No. 2, 107-122

Batten, Rhiannon. (2011). *Helping Hands on Holiday; Travel Volunteering for a Charitable Project Abroad may Ease your Conscience, but Make Sure Your Choice really Benefits those in Need, Says Rhiannon Batten*. Independent Extra, Sec. Viewspaper: 16

Bhatia, A.K. (2002). Tourism *Development: Principles and Practices*, Shagun Offet: New Delhi, India

Borgonovi, Francesca. (2008). *Doing well by doing good. The relationship between formal volunteering and self-reported health and happiness*, Social Science and Medicine, Vol. 66, No. 11, 2321-2334

Broad, S. (2003). *Living the Thai life - a case study of volunteer tourism at the Gibbon Rehabilitation Project, Thailand*, Tourism Recreation Research, Vol. 28 No. 3, 63-72

Carson, Emmett D. (1999). *On Defining and Measuring Volunteering in the United States and Abroad*, Law and Contemporary Problems, Vol. 62, No. 4, 67-71

Chen, Li-Ju and Joseph S. Chen. (2011). The *motivations and expectations of international volunteer tourists: A case study of "Chinese Village Traditions*". Tourism Management, Vol. 32, Issue 2, 435-442

Chang, Larry. (2006). *Wisdom for the Soul: Five Millennia of Prescriptions for Spiritual Healing*, Gnosophia Publishers: Washington D.C.

Clary, E.G; Snyder, M., Ridge, R.D; Copeland, J; Stukas, A.A; Haugen, J and Miene, P. (1998). Understanding *and assessing the Motivation of Volunteers: A functional Approach.* Journal of Personality and Social Psychology, 74: 1516-1530

Coghlan, Alexandra. (2006). *Volunteer Tourism as an emerging trend or an expansion of ecotourism? A look at potential clients' perceptions of volunteer tourism organizations*, Int. J. Nonprofit Volunt. Sect. Mark. 11: 225-237

Cohen, Erik. (1984). The *Sociology of Tourism: Approaches, Issues, and Findings*. Annual Review of Sociology, Vol. 10, 373-92.

Conran, Mary. (2011). *They really love me!: Intimacy in Volunteer Tourism*, Annals of Tourism Research, Vol. 38, No. 4, 1454-1473

Earthwatch Website http://www.earthwatch.org/expedition/familyteams.aspx?participants=family+teams&show=0

Evans, Rachel. (2001). *Herb Feith, 1930-2001*. Green Left Weekly, Issue 473, November 28, 2001. Accessed on September 24, 2012 from http://www.greenleft.org.au/node/23802

Forsythe, David P. (2005). *The Humanitarians: the International Committee of the Red Cross*, Cambridge University Press: New York

Gill. *GilltheCanuck*. Accessed on Sept. 24, 2012 from http://www.travelblog.org/Bloggers/GilltheCanuck/

Guttentag, Daniel A. (2009). *The possible negative impacts of volunteer tourism.* International Journal of Tourism Research, Vol. 11, Issue 6, 537-551

Haski-Leventhal, Debbie. (2009). *Altruism and Volunteerism: The perceptions of altruism in four disciplines and their impact on the study of volunteerism.* Journal for the Theory of Social Behavior 39:3

HillKyle. Hillary *and Kyle... ...take on Latin America: Barking Horse Farm*. Accessed on Sept. 24, 2012 fromhttp://hillandkyle.travellerspoint.com/15/

Holstein, James A. And Jaber F. Gubrium. (1997). *The New Language of Qualitative Method*, Oxford University Press

Instituto Brasileiro de Geografia e Estatistica (IBGE). *Estatisticas do Cafe no Estado do Parana -1998-2001*. Accessed on Feb. 18, 2012 from http://www.ibge.gov.br/home/estatistica/econohttp://www.ibge.gov.br/home/estatistica/economia/agropecuaria/estatisticas_cafe_parana/default.shtmmia/agropecuaria/estatisticas_cafe_parana/default.shtm.

Jackson, Candace. *Tips for Volunteering*. Wall Street Journal, New York, NY June, 28, 2008. Accessed on Sept. 24, 2012 from http://online.wsj.com/article/SB121460918786912073.html.

Kawaech. *Forest Conservation: A Sap's Tale.* Accessed on Sept. 24, 2012 from http://kewaech.travellerspoint.com/5/

Kev8. *Picking Coffee in Costa Rica.* Accessed on Sept. 24, 2012 from http://kev8.hubpages.com/hub/costa-rican-coffee

King, Martin Luther and Coretta Scott King, (1996). *The Words of Martin Luther King, Jr.: Second Edition*, Newmarket Press: New York, New York

Kuo, Iris and Geoffrey A. Fowler. (2008). *Travel – Tours: 'Voluntourism' 2.0; organizers of do-gooder vacations adjust the service-sightseeing mix*. Wall Street Journal, New York, NY June 28

Lake. *Cat's Travels: Loving the travel…Loving the PEOPLE…Loving Brazil*. Accessed on Sept. 24, 2012 from http://cat-lake.travellerspoint.com/

Leffalaar, Julie. *La Hesperia Cloud Forest Reserve*. Accessed on Sept. 24, 2012 from http://www.travelblog.org/South-America/Ecuador/Centre/Central-Highlands/blog-503611.html

Lindseyheheman. (2010). *"Farmstay" Flop*. Accessed on Sept. 24, 2012 from http://blog.travelpod.com/travel-blog-entries/lindseyhehman/1/1264350500/tpod.html

Mann. *Oh the Places You'll Go*. Accessed on Sept. 24, 2012 from http://jcm0020.travellerspoint.com/

Manual, Alfred. (1997). *Pierre Ceresole (1879-1945): Brief Chronological Bibliography*, from "Vivre sa cerite", Baconniere, Neuchatel (Switzerland), 1950

MacNaull, Steve. *Vacationing Volunteers: New Take on Tourism*. The Chronicle Herald. Published on December 17, 2011. Accessed on February 2, 2012 from http://thechronicleherald.ca/travel/43696-vacationing-volunteers-new-take-tourism.

Margolis, H. *Selfishness, Altruism and Rationality*. Cambridge University Press, Cambridge.

McGehee, Nancy Gard and Kathleen Andereck. (2009). *Volunteer tourism and the "voluntoured": the case of Tijuana, Mexico*, Journal of Sustainable Tourism, Vol. 17, NO.1, p. 39-51

McIntosh, A.J. and Zahra, A. (2007), *A cultural encounter through volunteer tourism: Towards the ideals of sustainable tourism?* Journal of Sustainable Tourism, Vol. 15, no. 5, pp. 541-556.

Mei and Paolo. *Rain Song Sanctuary*. Accessed on Sept. 24, 2012 from http://www.travelblog.org/Central-America-Caribbean/Costa-Rica/blog-144225.html

Mowforth, Martin and Ian Munt. (2008). *Tourism and Sustainability : Development, Globalisation and New Tourism in the Third World*, Routledge: Florence, KY, ** http://site.ebrary.com/lib/uiowa/docDetail.action?docID=10258331

Mustonen. (2007). Volunteer Tourism-*Altruism or Mere Tourism?* Anatolia: An International Journal of Tourism and Hospitality Research, Vol. 18, No.1

Nunkoosing, Karl. (2005). *The problems with Interviews*, Qualitative Health Research, Vol. 15, No. 5, 698-706

Ord, Cynthia and Joan Amer. (nd). *Contribution of Volunteer Tourism to Organic Farms: An analysis of the WWOOF exchange in Canada*, University of the Balearic Islands: Spain, nd.

Pan, Tze-Jen. (2012). *Motivations of volunteers overseas and what have we learned – The experience of Taiwanese Students*, Tourism Management, Vol. 33, No. 6, 1493-1501

Professors House. (2012). *Coffee Facts and Statistics*. Accessed on Sept. 9, 2012 from http://www.professorshouse.com/Food-Beverage/Beverages/Hot-Drinks/Articles/Coffee-Facts-and-Statistics/

Raymond, Eliza Marguerite and Michael C. Hall. (2008). *The Development of Cross-Cultural (Mis)Understanding Through Volunteer Tourism*, Journal of Sustainable Tourism, Vol. 16, No. 5

Rehberg, W. (2005), *Altruistic individualists: Motivations for international volunteering among young adults in Switzerland*, Voluntas: International Journal of Voluntary and Nonprofit Organizations, Vol. 16, No. 2, 109-122.

Service Civil International, Our History, http://www.sciint.org/history_of_sci.phtml, and http://www.sciivs.org/new/index.php?option=com_content&view=category&layout=blog&id=12&Itemid=13 December 6, 2011.

Simpson, Kate. (2004). *Doing development': the gap year, volunteer-tourists and a popular practice of development*, Journal of International Development, Vol. 16, No. 5, 681-692

Soil Conservation Society of America. (1976). Resource conservation glossary, Anekny, Iowa: Soil Conserv. Soc. Am,63.

Tarnandskank. *Thoughts/stories from the farm…* Accessed on Sept. 24, 2012 from http://www.travelblog.org/South-America/Ecuador/West/Canoa/blog-431645.html

Templeton, John Marks. (2002). *Wisdom from World Religions: Pathways Toward Heaven on Earth*, Templeton Foundation Press: Radnor, PA

Tergesen, Anne. *Saving the World—One Vacation at a Time*. Wall Street Journal Retirement Planning, December 19, 2011. Accessed on Feb. 2 2012 from http://online.wsj.com/article/SB10001424052970203503204577039980243232616.html.

Tipep. *Working out and Doing Good on the Farm*. Accessed on Sept. 24, 2012 from http://blog.travelpod.com/travel-blog-entries/tipep/7/1295792565/tpod.html#ixzz1aZVnc4QC

Tomazos, Konstantinos and Richard Butler. (2012). *Volunteer tourists in the field: A question of balance?* Tourism Management, Vol. 33, Issue 1, 177-187.

Tomazos, Konstantinos. *Volunteer Tourism, an ambiguous phenomenon: An analysis of the demand and supply for the volunteer tourism market*. PhD Thesis, University of Strathclyde, 2009. Accessed on Sept. 12, 2012 from http://strathprints.strath.ac.uk/27875/1/Final_PhD_Hard_bound_August_2009.pdf .

UNWTO Highlights, 2011. Accessed on Sept. 9, 2012 from http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/docpdf/unwtohighlights12enlr_1.pdf

Voices from the Farm – WWOOF : http://www.wwoofusa.org/About_WWOOFUSA/Voices_from_the_Farm

VolunTourism.org, Voluntourism – Historical Timeline Prior to 2000, accessed from http://www.voluntourism.org/inside-history.html on December 6, 2011.

Wearing, S. (2001). *Volunteer Tourism: Experiences that Make a Difference*, Cabi Publication: New York

Wearing S. (2004). *Examining best practice in volunteer tourism, in Volunteering as Leisure/Leisure as Volunteering*, Stebbins, RA, Graham RT (eds). Wallingford: Oxford, UK

Withey, Lynne. (19947). *Grand Tours and Cook's Tours: A history of Leisure Travel, 1750 to 1915*, William Morrow and Company, INC: New York

Zahra, Anne Louise and Alison J. McIntosh. (2007). *Volunteer tourism: Evidence of Cathartic tourist experiences*, Tourism Recreation Research, Vol. No. 1, 115-119

Zoe, *Finca la Florida…down on the farm*. Accessed on Sept. 24, 2012 from http://www.travelblog.org/Central-America-Caribbean/Guatemala/Western-Highlands/Quetzaltenango/blog-385598.html