

ALŽBETA DOBEŠOVÁ

**BENEFITS OF ENGLISH CAMPS FOR CHILDREN IN
DIFFERENT COUNTRIES AND ITS' IMPACT ON
VOLUNTOURISM**



UNIVERSITY OF ALGARVE

FACULTY OF ECONOMICS

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VOLUNTOURISM**

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I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are in the listing of references included.

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SUMMARY

(Abstract)

Most people travel with purpose. Whether it's for fun, leisure, getting to know new cultures or new people, people go because they want to impact society by helping locals. Sometimes it's multi-purposed. Research has shown that voluntourism sometimes causes more harm than good. This work addresses the problem of the side effects of voluntourism, the positive and negative impact, as well as analyzing English summer camp in Slovakia, Ukraine, and Brazil and its effects on voluntourism. In this context, voluntourism is a form of tourism in which travelers participate in voluntary work, typically for a charity. At the core of voluntourism is the desire to help others.

Based on a literature review on voluntourism (traveling with a purpose), a case study from Slovakia was applied, followed by a comparison of camps in Brazil and Ukraine. The empiric investigation analyzed the volunteers' motives for volunteering abroad. The results allow us to find an ideal approach to voluntourism and eliminate the negative sides to it. Even though altruism is necessary while volunteering abroad, the work project showed that while volunteers have individual skills to work in specific fields, self-promotion and internal well-being can still be the main motives of the volunteers.

Keywords: voluntourism, volunteer, altruism, purpose, motive, camp

RESUMO

Todos nós viajamos com um propósito, seja ele lazer, trabalho, visita a amigos e familiares ou tão simplesmente para conhecer novos locais, novas culturas e novas pessoas. A evolução constante da sociedade origina uma busca constante de novas experiências em realidades distintas, seja no dia a dia, seja num período de férias. Aqui podemos encontrar pessoas que procuram numa viagem o momento para fazer voluntariado, para interagir com comunidades desconhecidas e desta forma compartilhar conhecimentos e viver momentos distintos daqueles que são a sua realidade habitual. Este tipo de turismo é denominado de volunturismo, um tipo de viagem em que os turistas, que têm o desejo de ajudar os outros, participam num trabalho de voluntariado, normalmente para uma instituição associada a comunidades carentes.

De acordo com Brown e Morrison (2003:77), a única habilitação exigida a estas pessoas, por grande parte das organizações, é o desejo de ajudarem o outro, o que origina muitas vezes constrangimentos e problemas que derivam da pouca formação ou preparação para lidar com as situações que encontram durante o seu período de voluntariado. No entanto, a realidade demonstra que muitas empresas associadas ao volunturismo podem cobrar montantes elevados para que alguém usufrua de um trabalho de voluntariado, tornando esta atividade num negócio, desvirtuando a principal premissa, ajudar o próximo. Zhao e Ritchie (2007) referem que apesar destas situações acontecerem, os destinos que acolhem podem ser beneficiados, quer economicamente quer culturalmente, o que se apresenta como um impacto positivo.

O nosso projeto visa apresentar por um lado alguns dos efeitos colaterais do volunturismo, os seus impactos, sejam eles positivos ou negativos, assim como detalhar as atividades e tarefas associadas à organização de um Projeto de Voluntariado, cujo objetivo central é o ensino de inglês a crianças de comunidades da Eslováquia, Ucrânia e Brasil.

Ao longo do projeto são apresentadas algumas das tarefas inerentes a esta organização do projeto de voluntariado, em concreto a escolha da instituição, a análise e importância do cumprimento da legislação aplicável em cada um dos países, adoção de medidas relativas à segurança dos participantes e dos voluntariados, de entre outros elementos específicos relacionados a cada uma das comunidades e países anfitriões. São

ainda apresentadas algumas informações sobre estratégias de marketing utilizadas e a utilizar futuramente para melhor promover as atividades deste projeto de voluntariado.

Ao organizar este projeto, percebemos que a escolha dos voluntários tem que ser criteriosa e que estes devem ser, ou professores experientes ou ter formação educacional, ter algum certificado, ou pelo menos ter a habilidade de trabalhar com crianças. Quando se trata de um acampamento de inglês, ele é acessível para muitos professores ou jovens que falam inglês e gostam de trabalhar com crianças. Para nós é clara a importância que assume a ajuda e o trabalho que deve ser feito por voluntários e vice-versa. É ótimo quando os voluntários entram em contato diretamente com uma organização local, para que ambos saibam quais são as necessidades e expectativas dos voluntários. Dessa forma, é possível evitar negligenciar os desejos dos locais. Em termos de acampamento de inglês, há apenas uma pessoa que fala diretamente com potenciais voluntários, por isso evitamos todos os impactos negativos e evitamos terceiros que levem grande parte do lucro para si.

O nosso estudo de caso incide então sobre Eslováquia, seguido de uma comparação de campos no Brasil e na Ucrânia. Na construção do nosso estudo de caso foi realizada uma entrevista exploratória a um voluntariado que havia participado numa experiência de volunturismo na Eslováquia, em concreto num campo de ensino de inglês.

Algumas das principais conclusões que advêm da nossa análise prendem-se com a dificuldade que existe por vezes entre os potenciais voluntários e a entidade que está a organizar a experiência de voluntariado, que pode trazer problemas ao longo da viagem, principalmente porque as expectativas ficam muito aquém do esperado. Esta situação poderia ser minimizada se existissem momentos anteriores à viagem em que ambas as partes pudessem conversar e esclarecer alguns pontos essenciais da viagem, tanto por telefone como por sessões on-line em plataformas dedicadas. Importa ainda destacar que a segurança é fundamental para quem vai fazer estas ações de voluntariado e para a comunidade/instituição que acolhe, pelo que os planos de viagem e as atividades incluídas, sejam elas pagas ou gratuitas, devem estar bem delineadas e ser conhecidas com antecedência, por forma a evitar problemas durante a viagem.

Ao longo do nosso estudo foi entrevistada uma voluntária que esteve na Eslováquia, sendo que o seu principal interesse era ter uma nova experiência e desta forma aumentar o seu currículo, sem que se tivesse verificado um entusiasmo ou motivação adicional que se encontra em muitas das pessoas que efetuam este tipo de viagem. A

análise da entrevista permitiu-nos perceber que embora o altruísmo seja importante durante o voluntariado no exterior, e que embora os voluntários tenham certas habilidades para trabalhar em áreas específicas, a autopromoção e o bem-estar interno ainda podem ser os principais motivos de deslocação e usufruto destas experiências.

Por oposição e tendo como exemplo a realidade vivida pela investigadora em deslocações recentes ao Brasil e à Ucrânia, verifica-se que o seu objetivo principal era conhecer uma nova cultura e viajar o máximo possível, porém ao longo do processo de voluntariado acabou por ter uma experiência muito agradável e acima de tudo uma realização pessoal.

Como resultado da organização de um acampamento no exterior, pode se tornar possível uma cooperação contínua entre os países. Os voluntários podem ser recebidos ou enviados pela organização. Em termos de voluntariado na Ucrânia e no Brasil – nós mantemos contato e já planejamos outra cooperação no futuro. Ao organizar um acampamento, a contratação de outras pessoas nem sempre é uma opção, dada a situação financeira da organização. Receber um voluntário é uma ótima opção de como ser e ter uma ótima pessoa para o trabalho e também para as crianças. O trabalho futuro deste projeto terá em conta a realização de mais ações em distintos países, tendo sempre em conta as suas realidades e acima de tudo uma atenção redobrada à escolha dos parceiros institucionais e dos voluntários, por forma a que a experiência seja positiva para ambas as partes e principalmente para as crianças.

Palavras-chave: volunturismo, voluntário, altruísta, objetivo, motivo, acampamento

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1 INTRODUCTION

Volunteering is a fundamental building block of civil society which recognizes the noblest aspiration of humanity - the desire for peace, freedom, opportunity, security, and justice for all. Volunteers are a valuable element in many areas of society, as well, and tourism. Volontourism as an alternative, ecological, social, responsible, and authentic form of travel, therefore, also belongs to a new, dynamically developing trend in the global environment. There is a journey person who, in their free time for various reasons, organized travel. At the same time, their stay at the destination includes assistance or alleviation of material deprivation of certain social groups, recovery of the natural and cultural environment, or research on selected aspects of society and the environment. At the same time, unpaid work is a common form of volunteer tourism. It is also beneficial to work with volunteers in tourism management organizations, selected tourist attractions, and volunteers participating in organized events.

Volunteers, the host destination, and the people that live there may benefit from volunteer tourism socially, economically, and culturally (Weibing & Brent 2007). According to the Goabroad writing team (2020), volunteers can enhance their skills, nurture emotional intelligence, change their perspective, and boost their careers. Most importantly, voluntourism benefits the host country by giving community members hope and happiness and providing necessary funding.

On the contrary, people would pay thousands of dollars to companies or agents to volunteer in a different country. Often these companies would charge to “arrange” a volunteer stay or job while taking a massive part of the profit for themselves and paying for their advertising while giving a tiny percentage to the actual place in need. Often, volunteers are not skilled enough, and it leads to another problem. Brown and Morrison (2003:77) explain, “The only skill that is required by many of these organizations is the desire to help others”. Moreover, the idea that ‘every bit helps’ may not always be accurate, because unskilled volunteers have the potential to impede work progress.

This report explores the outcomes of voluntourism, its positive and negative sides, and the impact of English camps, as one type of volunteering area, for children on voluntourism while organizing it in Slovakia, Ukraine, and Brazil. We will determine

marketing options, finding the right physical location, camp activities in different cultures, climates/seasons, attractive for volunteers, and the parents' satisfaction.

A qualitative analysis was performed where the motivations, intentions, and expectations of volunteer experiences were performed through an interview of the volunteer who traveled to Slovakia and experienced voluntourism during the English camp. This method is meant to expand the research that exists in this field of study and uncover the impact of the English camp on voluntourism. Subsequently, we will analyze camps in Ukraine and Brazil through a comparison to camps in Slovakia where researcher was a volunteer and experience volunteering work abroad.

Finally, we will analyze how negative impacts can be eliminated so we can continue to organize English camps without causing any harm to the local community and volunteers participating in the project. Gaining new experiences and discovering the world is considered an enthusiastic aspect of the personality of young people in the twenty-first century, but we need to do it right. This report analyzes potential harm and how we can avoid it.

2 LITERATURE REVIEW

2.1 Volunteer Tourism conceptualization

Frequently cited definition of volunteer tourism, created by Stephen Wearing, describes volunteers as “Individuals who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of specific environments or research into aspects of society or environment (Coghlan, A.; Gooch, M., 2011:714).

Volunteer Tourism or Voluntourism is described by the Oxford Dictionary (2020) in the following way: ‘a form of tourism in which travelers participate in voluntary work, typically for a charity’ and ‘at the core of voluntourism is the desire to help others.’ Travelers are doing voluntary work during their travels around the world, and voluntary work can even be the primary purpose of the trip. Volunteer tourism originated as a primarily British and European phenomenon. It then expanded into a range of countries, including Australia and the United States. It is now growing to include Asian and African participants as well found that both participation and the study of volunteer tourism have grown exponentially over the past 20 years. (McGehee, N.G., 2013).

According to Stephen Wearing (2001), voluntourism is “holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment.” McGehee and Santos (2005) define volunteer tourism similarly as “utilizing discretionary time and income to travel out of the sphere of regular activity to assist others in need.” Voluntourism or Volunteer Tourism is a new trend of traveling where tourists (called Voluntourists) go to another country to experience new cultures, customs and feel valuable towards society by contributing to a particular project. Voluntourism is a combination of both travel and voluntary work. A good voluntourism program provides opportunities to experience new cultures, have fun, and contribute to worthwhile projects.

2.2 Volunteerism and Voluntourism

According to Travelihood (2018), volunteerism is the way of volunteering your skill for the benefit of the community. The span of the volunteering program can range

from a few hours to weeks. Voluntourism, on the other hand, is the way of traveling while interacting with new cultures. Voluntourism's span starts from weeks and may go up to a few months or a year. While there might or might not be a cost involved in voluntourism, volunteering opportunities are mostly free. Volunteerism is a subset of voluntourism. Voluntourism builds a long-term relationship and hence is more beneficial than short-term volunteering.

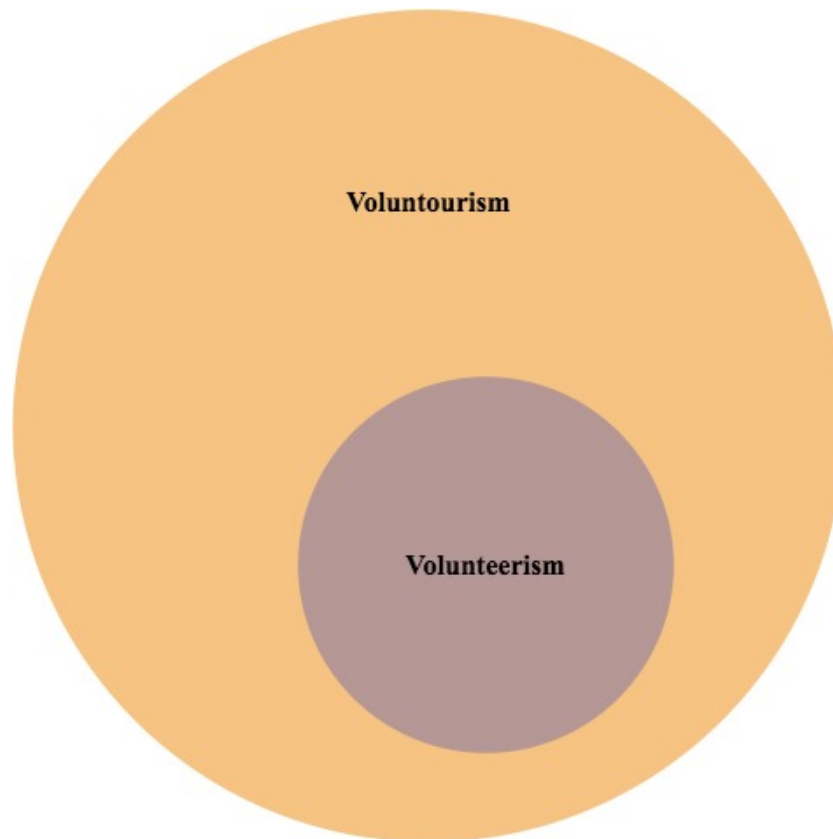


Figure 1: Volunteerism as a subset of voluntourism

2.3 Altruism

Many researchers link Voluntourism with altruism. Altruism derives from the Latin root “alter” meaning “other.” Consistent with that root, Post (2012:53) defines an altruist as “someone who does something for the other and the other’s sake, rather than as a means to self-promotion or internal well-being...”. Oliver (2002:123) declares that behavior is altruistic if it meets four criteria: it “(1) is directed toward helping another, (2) involves a high risk or sacrifice to the actor, (3) is accompanied by no external reward, and (4) is voluntary”. Altruism can be defined as doing something for your neighbor or

fellow without receiving or expecting anything back. Volunteering is the most organized and formal manner of altruism, but the two subjects are rarely connected in the literature (Haski-Leventhal, D., 2009). Some case studies have confirmed participation in volunteer tourism projects is often not solely linked to altruism – a desire to gain cultural capital and build one's CV also plays a part in volunteers' motivations (Butcher J., Smith P., 2015). According to Mustonen P. (2007), it can be stated that tourism, in general, is a more or less ego-centric activity, and it was noticed that the line between altruism and egoism is blurred. By interacting with the fellow tourists and the hosts' vacation-minded tourists can become volunteer-minded tourists even though their motives, in the beginning, were egoistic.

2.4 Traveling with a purpose

With the current developments, there is a differentiation of several types of tourism. Sustainable tourism, ecotourism, recession tourism, medical tourism, business tourism, movie tourism, educational tourism, event tourism, religious tourism, sports tourism, and volunteer tourism are examples of the variety of tourism in the 21st century. In this research, volunteer tourism is the main topic.

Voluntourism translates into traveling with a purpose. Many studies show that volunteering abroad is often connected with the purpose-standard by which all others are measured. Laura Pattara (2019) writes in her blog that responsible and meaningful travel isn't only about sacrificing our holiday time for solely altruistic purposes. Then she continues, "As travelers, we can also start our journey of self-discovery and self-improvement: we can travel for both charitable and inner purposes; we can travel to meditate and de-stress, to educate yourself on new cultures, histories, and cuisines. We can learn a new language, gain a new practical skill, and then because travel is awesome, you can travel to sharpen your cultural awareness, become more tolerant and inclusive, broaden your mind, and become more optimistic."

According to Blumenfeld (2019), voluntourism is open to anyone who wants to see the world and make a difference during their life. It does not require high strength, or wealth, or connections in the travel business. It does not necessarily have to be time-consuming either. You can play an essential role by volunteering for a few hours, a day,

or a few days or a week while enjoying local sights, exotic cuisines, and fascinating culture as an everyday tourist. You don't have to devote an entire trip to it.

The study of Brown (2005) brings four main motives for volunteer trips: the desire to give back, cultural immersion, the camaraderie that occurs on volunteer vacations, and family issues.

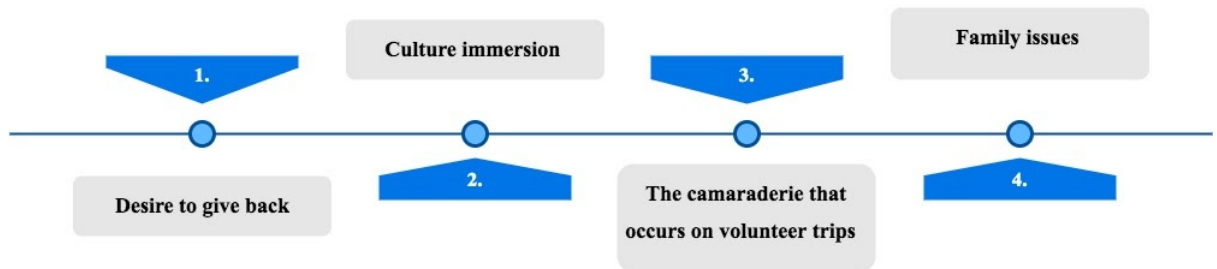


Figure 2: 4 motives for volunteer trips

Volunteer tourists' perceptions of the best experience are primarily based on altruism and the feeling of helping others and doing something meaningful and worthwhile. Moreover, the social dimension of volunteer tourism experiences, highlighted in many previous studies (Brown, 2005; Lo and Lee, 2011; Proyrungroj, 2017), was also crucial for creating a positive experience. This social dimension includes the opportunity to meet, interact, and develop relationships with local people, other volunteer tourists, and refugees. There are many options for meaningful and satisfactory travel, and that's because purpose, by its definition, is a personal perspective. If we want to learn a new language, we probably go to a specific country where they speak the language we want to learn. We can satisfy specific personal challenges (walk every street in New York City, visit every country in the world without flying, hike a mountain in every state, take every bus line in Buenos Aires).

2.5 Voluntourism outcomes

There is a large number of historical studies dealing with the origin and essence of "humanity." Most of them agree that the difference between humans from other species is the ability of mutual trust and cooperation in a defined group. It was also conditioned by the aggression towards the outside world, and successful collaboration has led to the

survival and development of this group. Even though civilization has changed dramatically in every way since prehistory, the basic features of human personality have not changed. In terms of development, the nearest mammals recognize two basic mammal emotions that determine their behavior: fear - escape, and anger. Humans do not differ much from the primates at the lowest level of emotion. Unlike them, since they are born, they save consciously and unconsciously much more complex patterns of behavior, starting with the relationship with mother, father, siblings, other family members, neighbors, then to classmates, friends, co-workers, and other people. These childhood experiences influence his behavior throughout life. If the person gains belief that working with a broader family, neighbors, or classmates is worth it, there is a good chance of being actively involved as an adult into the company - and it will benefit everyone. Of course, by the constraints imposed by the negative aspects of human nature, such as abuse, cheating, violence, etc. As we can see, helping others is something that we have since we were born, but it's not as perfect as we think.

2.5.1 The positive sides of Volunteer Tourism

The host destination and the people that live there may benefit from volunteer tourism **socially, economically, and culturally** (Zhao and Ritchie, 2007). The destination may benefit from new buildings being built, and clean water supply may be provided. The destination may benefit economically due to the increase in tourism and tourists spending their money there in locally-owned restaurants and shops, causing less leakage than there would be from conventional mass tourism. The destination may benefit both socially and culturally by locals being taught about different cultures and learning about different ways of life from the volunteers (Hannam, 2010).

Volunteer tourism may also have a positive impact on a destination due to tourists returning home and informing others about their positive experience, therefore encouraging them to participate in volunteer tourism (Brown, 2005). Also, volunteers may then inform others about the problems and issues of the destination, raising the awareness of those problems (Benson, 2011).

Volunteer tourism has positive impacts on the destination and its community and the volunteers themselves. Volunteers can return with a greater cultural a feeling that they have made a difference to the destination (Jamal and Robinson, 2009) and inspired to participate in more volunteer work when they return home (Lyons and Wearing, 2008).

Also, volunteers may then inform others about the problems and issues of the destination, raising the awareness of those problems (Benson, 2011).

2.5.2 The negative sides of Volunteer Tourism

In general, volunteering in another country is an excellent opportunity to combine our desire to do good, to help others with the added value of experiencing a different culture, and to learn a new language. This type of volunteering, otherwise known as voluntourism, seems to be positive, but there are cases where voluntourism can harm local communities. Volunteer tourism has been hailed widely as a promising tourism sector that can benefit both tourists and host communities (Wearing, Brown and Morrison, 2003). Perhaps it is logical and inevitable that such optimism would be inspired by a growing interest among tourists to devote their vacation time to performing charitable work. Indeed, the popularity of volunteer tourism may indicate a laudable development within the tourism industry. However, numerous possible negative impacts of volunteer tourism deserve increased attention from both researchers and project managers: neglect of locals' desires, a hindering of work progress and completion of unsatisfactory work, disruption of local economies, a reinforcement of conceptualizations of the 'other' and rationalizations of poverty, and instigation of cultural changes (Daniel A. Guttentag, (2006).

Table 1: The negative sides of voluntourism

<p>Neglect of locals' desires</p>	<p>The numerous studies that have researched volunteer tourists' motivations have often found that participants are not merely motivated by altruism, but also mainly by personal reasons (Wearing, Galley and Clifton, 2004). For example, Söderman and Snead (2008:124), who studied the motivations of gap-year volunteer tourists in Latin America, conclude, "Altruism was often part of the motivation, although usually in combination with benefits for oneself, and thus more in line with reciprocal altruism". Similarly, Coghlan (2008:189), who studied project leaders'</p>
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	<p>estimations of volunteers' motivations, claims, "Although there may be an element of altruism that motivates volunteer tourists, there exists an equally, if not stronger, the element of self-gratification that drives participation in these projects". Although volunteer tourists are not solely driven by altruism, this situation has not generally been a reason for concern. However, a problem emerges once one considers the possibility that when tourists' desires are focused upon, they may be considered before the needs and desires of host communities.</p>
<p>Hindering work progress and the completion of unsatisfactory work</p>	<p>One reason the volunteer tourism sector has expanded so rapidly is that many volunteer tourism projects have minimal or non-existent requirements regarding the skill set one needs to participate in. As Brown and Morrison (2003:77) explain, "The only skill that is required by many of these organizations is the desire to help others". Moreover, the idea that 'every bit helps' may not always be accurate, because unskilled volunteers have the potential to impede work progress. In other situations, volunteer tourists may impede work progress, but they may also actually perform unsatisfactory work (Wearing, Daniel Guttentag, 2009).</p>
<p>Decreasing labor demand</p>	<p>Unfortunately, because many volunteer tourism projects are based on unskilled labor, volunteer tourists frequently perform jobs that locals could do instead. This situation was highlighted by Van Engen (2000:21), who states in her critique of short-term mission trips, "short-term mission groups almost always do work that could be done (and</p>

	<p>usually done better) by people of the country they visit” (Wearing, Daniel Guttentag, 2009).</p>
<p>Using a host destination resources</p>	<p>Another potential negative impact of volunteer tourism is the use of the host destinations resources by the volunteers (Lyons and Wearing, 2008). While the volunteers are there, they will need to be fed and watered as well as using other facilities. As the destinations popular with volunteer tourism are usually less developed countries, they generally have fewer resources, and having more people and the locals using those resources, could put a strain on the destination and limit the resources. (Heal, Tamara).</p>
<p>Orphanage tourism</p>	<p>Ro, Ch. (2019), “We understand that institutionalization is one of the worst things that you can do to a child. We understand it renders children very vulnerable to abuse and trafficking; it has huge effects on their normal development and massively impacts their life chances. One of the most stunned me when I started listening to this seriously is that eight out of 10 children living in so-called orphanages – and this statistic applies globally – are not orphans. Eight out of 10 will have one living parent at least, and overwhelmingly the family did not want to give up the child.” We need to be extremely diligent before volunteering in an orphanage. Research has shown that when children are placed in institutions, their social, physical, intellectual, and emotional development, all suffer negatively. Attitudes towards orphanages have</p>

	changed as more research has been done showing the negative impact on the children.
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Source: (Wearing, Galley and Clifton, 2004), Söderman and Snead (2008), Coghlan (2008), Morrison (2003), (Wearing, Daniel Guttentag, 2009), Van Engen (2000), (Lyons and Wearing, 2008), Ro, Ch. (2019).

All of these negative impacts are in the volunteer projects often organized by an organization, or private business operators, which may be primarily interested in earning a profit than actually helping others. Often these companies would charge to “arrange” a volunteer stay or job while taking a massive part of the profit for themselves and paying for their advertising while giving a tiny percentage to the actual place in need. Often these organizations do not communicate well with locals, and they do not know what they want. Volunteers arrive at the destination, and they are not helpful, but the good news is that all of these negative impacts can be eliminated.

2.6 Types of volunteering opportunities

Volunteering can be almost anything and everything. For each person, there is a suitable role for the volunteers to contribute according to their skills and interest. According to LSE (2020) , there are many volunteer opportunities worldwide, for example:

Table 2: Types of volunteering opportunities

Fundraising and administration	Many charities are looking for people to support office work, including fundraising and administration. It can be a great insight into how a charity works, and the role of the volunteers could be very varied from helping writing funding proposals to communications and marketing work.
Environmental	Whether it is climate change campaigning, waterway cleaning, or animals and plants volunteers are interested in, there is a range of environmental

	opportunities. Many are one-off opportunities with less commitment.
Elderly and disabled	Volunteering with older people and the disabled is helping them with their shopping and chatting with them about days gone by and playing chess.
Trustee	Becoming a trustee is an excellent position to have on CV, while also offering advice and support to charity volunteers are interested in. Trustee roles can vary from advisory roles to more hands-on roles volunteering with the charity.
Refugees/migrants	Opportunities volunteering with refugee and migrant workers can vary from lunch and dinner time support, language skills, and pro bono legal support, amongst other things.
Children and young people	There are lots of opportunities to volunteer with young people, whether within a primary or secondary school or with youth groups around the capital. Opportunities can include mentoring, training, and workshops in different areas and fun activities with disabled children.

Source: LSE (2020)

In this research, we are going to look more deeply at the camps for children as another option for volunteering in the area of children and young people.

2.7 Introducing camps for children

The primary purpose of many camps is educational, athletic, or cultural development. The camp environment may allow children to learn new skills in a safe and nurturing environment. A camp experience can have a lasting psychological impact on the development of a child (Council on School, 2011). According to M. Sherril Moon

(1994), summer camp is one of the most popular community recreation settings for youth who make many friends and learn popular sports, hobbies, and games. William Burch described summer camps as a special kind of play world. Participation in camps includes the experience of many different play forms and play activities. Brian Sutton-Smith (1997) noted that these might be called by other names such as recreation and pastimes. They include informal social play such as jumping rope or swimming; solitary play such as crafting or bird watching; performance and audience play such as music, drama, and puppet shows; contests such as races; and minimally supervised or free play.

The camp is an opportunity for children to be exposed to the best of human character. Carefully selected role models are dedicated to showing children how to have fun, learn from others, and make friends in person rather than online. Every camp in the world is different not merely because of geography or location, but because of the traditions and people who have touched the camp. A camp is a place where kids interact with people face-to-face and, at the same time, learn about themselves and others. Camps also help working parents during the months where there is no school. The camp is an excellent opportunity to give children a meaningful and quality time while parents can continue to work.

3 METHODOLOGY

The focus of the research was to create an English camp for children in different countries as one of the ways to put voluntourism in practice. Researchers have tended to divide volunteer tourists into volunteer-minded and vacation-minded participants (Wearing, 2001; Brown and Lehto, 2005; Mustonen, 2007), but it can be argued that the real volunteer tourist exists in a continuum dimension somewhere in between these two extremes. Those that are volunteer minded are more likely to have a positive impact on the destination as they are more interested in the volunteer side of the holiday. In contrast, those who are vacation minded are more interested in the vacation side of the holiday and likely to cause more harm than good. A voluntourism is a form of tourism in which travelers participate in voluntary work, typically for a charity. At the core of voluntourism is the desire to help others. However, is it necessarily true? What are the main factors that influence volunteers to engage in voluntourism? What do volunteers perceive as its advantages and disadvantages? How to eliminate the adverse side effects of voluntourism?

There were several methodological approaches to gain a better insight into the possibilities for improvement of the research, and we aimed to address a practical problem. We organized the English camps in Slovakia, Ukraine, and Brazil, while camp in Slovakia was our case study. The English camp in Slovakia has tradition so that we could compare and extend our research on new projects. We experienced both receiving a volunteer as well as having experience as a volunteer by ourselves.

3.1 Methodological approach

Qualitative methods were used—interview and participant observation. The structured interview was performed to a volunteer with 27 years old, who traveled to Slovakia and experienced voluntourism during The English camp, and it was conducted via email. We find her through the University of Algarve, and she wanted to be a part of the project.

Table 3: Interview questions before the volunteering experience

Questions before the volunteering experience	The objective of the question
What is your expectation of volunteering?	The objective is to analyze the expectation before the volunteering experience. This method is meant to expand the research that exists in this field of study and uncover the impact of the English camp on voluntourism.
Will you volunteer in your field of expertise?	
Do you know exactly what will be your responsibility?	

Table 4: Interview questions after the volunteering experience

Question after the volunteering experience	The objective of the question
Have you received adequate support from the organization?	The objective is to analyze the satisfaction of the volunteer after the experience. To gain more information about what volunteers perceive as voluntourism advantages and disadvantages.
What have been the best experiences during your stay here?	
Have you volunteered in the area you have agreed to?	
Have you had any negative experiences during your stay here?	
Do you think this camp has an impact on the local society here?	

Do you have any advice for future volunteers? Or people considering volunteering abroad?	
Do you think this experience will help you in the future?	

The researcher of the study observed the English camp in all countries where the camp was organized. As a manager of camps, the researcher had access to all things and people who were part of the project. The project in Slovakia lasted four weeks during the summer months. The project in Ukraine lasted four days and in Brazil for two days. Observation included: the behavior of volunteers, children, and the satisfaction of parents. We asked for constant feedback, and the researcher took notes and audiovisual recordings.

Some practical problems needed to be considered before running the camp. It was an essential part of the project because it allowed us to have a positive experience for locals and volunteers.

3.2 Activities needed to be develop during the project

English Camps for children was organized in Slovakia, Ukraine and Brazil. There were some practical problems that needed to be considered before running the camp.

Table 5: Activities needed to be developed during the project

Find a legal institution	To run a camp, we needed to find a legal institution that would support the idea in terms of all legal procedures.
Marketing	Implementation of effective marketing campaigns according to the country and its specification was required.

Registration	Proper administration of the camps keeps everything organized. There was a need to find a proper online registration in each country so that we could spend less time worrying about paperwork and making the process of camp registration simple.
Location	We needed a location with adequate restroom, indoor, and outdoor space.
Law and regulations	Running a camp is a massive responsibility. That is why it is imperative that we completed the correct legal procedures and filled out the appropriate paperwork before getting our camp up and running.
Stuff (volunteers)	We were going to work with volunteers from abroad. It is an inevitable enriching experience for campers and staff alike as they get to experience new cultures. There were a few things we needed to consider when working with international staff, such as travel, work options, visas, support, and more.

There is no objective, observable entity called “ideal voluntourism” that we can measure directly. However, based on existing research and theory, we can measure ideal voluntourism on a collection of experiences, such as satisfaction, both locals and volunteers.

4 CASE STUDY

4.1 Description of the English camp in Slovakia

The camp is a day camp, and we inspire children to learn how to communicate in English. Children can spend quality and meaningful time where they play, dance, paint, and sing. We are also familiar with the countries on our beautiful planet. We talk about different cultures, customs, and therefore we respect every human being, show solidarity, and thus we can create a better world with each other. A lot of working parents need to drop their kids off somewhere during the day, and camp is a great solution. Children can spend quality and meaningful time there while parents are at work. This camp is based on communication in English. Children, together with volunteers, play, create, dance, go on trips, and encourage the children to speak in English.

Table 6: One day schedule of the camp

English Camp - one day schedule	
It can vary depending on weather, location and other unpredictable circumstances.	
For children from 5 to 12 years old	
TIME	ACTIVITY
Morning	Warm-up
	Learning English through games
Lunch	
Afternoon	Free time
	Learning English through games
	Trips
	Crafts
	Reflexion

We start with a warm-up every morning, so we start the day off in a great mood and with much enthusiasm. Sporting activities are always part of the camp. Included are the Olympic Games, running, jumping on trampolines, soccer, and other team games. For those who like handicrafts, there are always some workshops such as drawing on textiles (T-shirts, scarves), making candles and bracelets, making postcards, photo frames, and more. Through song and dance, we acquire new words, and we get the chance to move around a lot, so the music from the camp cannot be missed. We communicate primarily in English throughout the camp. However, there is no need to worry because there is always a supervisor who speaks the local language. Children will feel safe and secure. When teaching, we use aids that make it playful.

The camp is based on three pillars, as follows:

- 1. The playful way to learn English** - the camps are focused on playfully teaching the English language. Exciting entertainment, singing, dancing, and sports activities are all included, so children can naturally acquire English knowledge. According to the British council, play is a significant part of what life means to children at this stage of their development. Teachers should, therefore, promote learning through play as much as possible. Games with flashcards, competitions, races, and more are among the most exciting ways children learn. As well as encouraging active learning, they help develop social skills.
- 2. The World is our friend** - with English teaching, students strive to learn about different countries, cultures, and customs. We want to help to eliminate prejudice, racism, and all forms of inequality in the World. A study of social attitudes that was conducted at Harvard University from 2002–15 has mapped the countries in Europe with the highest incidents of racial bias towards black people, based on data from 288,076 white Europeans. It used the Implicit-association test (a reaction-based psychological test designed to measure implicit racial bias). The weakest bias was found in Serbia and Slovenia, and the most robust bias was found in Slovakia, Czech Republic, Lithuania, Belarus, Ukraine, Malta, Moldova, Bulgaria, Italy, and Portugal. The themes of the camp are always focused on the World and how we can become better with each other and the World itself. It is essential to mention the vision of the camp:

“We want to inspire children so that they are an inspiration to others.”

We strive to promote equality, different cultures, customs, and races and be an inspiration for those who want to be inspired. In other words, when volunteers arrive in different countries, they are often stimulated by the diversity of the World. They see different ways of living, and they learn it and take it back home, and they can adapt those things in their home country. It is impressive because it does not work only one way, but it is vice versa. As mentioned in the chapter of the positive sides of voluntourism, the destination may benefit both socially and culturally by locals being taught about different cultures and learning about different ways of life from the volunteers. While organizing a camp with foreign volunteers, children often ask questions about their way of living back home. We cook their meals, and then children try it at home with their parents. They see that there are many options to live a life, and all are good as long as it is with a line with dignity. In order to enrich the English camps, the organization works actively with foreign lecturers. It is inspiring because here comes voluntourism as a great option.

- 3. Always quality over quantity** - there are not more than 15 children in one term. It allows children to become more involved in each activity, and we give special attention to each child. We are aware of parents' demands, and we still want to have a positive impact on children. With fewer children involved, we are sure that all requirements and expectations are met.

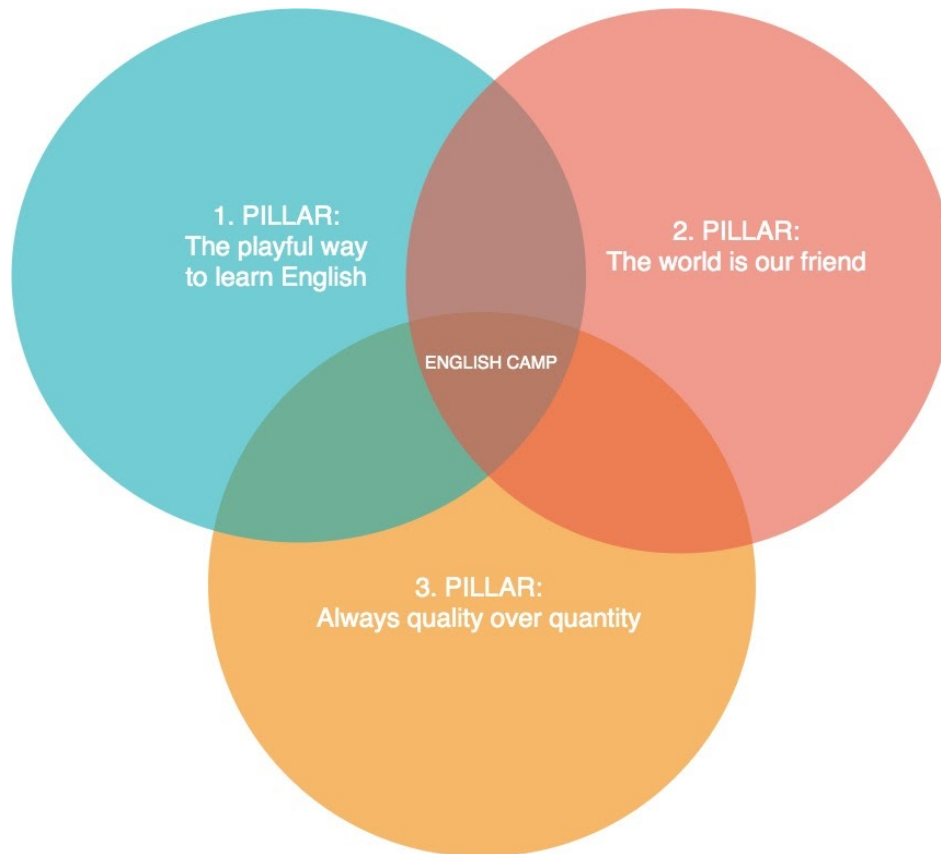


Figure 3: 3 pillars of the summer camp

4.2 Receiving volunteers

We have received a volunteer from Iran while having our four weeks camp in Slovakia. The volunteer was a qualified ESL teacher with more than six years of teaching experience. The volunteer met all the conditions for working with children. She was a foreigner so children could enrich the experience, and also she was an experienced teacher. It is essential to mention that a volunteer has free time whenever she needed it. There are more were supervisors so that others can replace them.

Typical tasks for the volunteer and how she was involved included: leading warm-up activities, teaching children through games, prepare activities and course materials, taking care of children during break time, taking children on trips, and finally informing parents about student progress.

Table 7: Typical tasks for the volunteer

Typical tasks for the volunteer	
TIME	ACTIVITY
7:45-8:15	<i>Leading warm up activities</i> that are essential in the English classroom. With a proper warmer, we put the children into English mode and ready to participate. We started the day off in a great mood and with much enthusiasm. Warm-up activities usually last from 5 to 15 minutes.
8:15-11:00	<i>Teaching children through games.</i> Volunteers needed to teach children in a constant playful way to keep their attention and in a good mood while acquiring the English skills. Several games are great to keep children's attention.
	<i>Prepare activities and course materials.</i> It was an essential part that helped volunteer to have a variety of games. Volunteers needed to acknowledge themselves with new games, new activities, and elaborate on which activities are proper for children's age and level of English.
11:00-13:00	<i>Taking care of children during a break time.</i> Volunteers watched over the children to avoid any accidents. This task was always with another supervisor who was in charge of the children's safety.
13:00-16:00	<i>Taking children on trips.</i> Together we took the children on trips to change the environment and spend some time in nature. While walking there, Volunteer was regularly communicating in English, and children were acquiring English skills.

Informing parents about student progress. There were always parents who were interested in what their kids were doing. Some parents are more attached to their children than others. In the end, all parents wanted to know about our day. Volunteer needed to explain what we were doing simultaneously, ensuring that their children were well-behaved (if not the opposite).

4.3 Marketing approach

The marketing approach, which was used in this project, is called **modern marketing**. It can be applied to any of the non-profit or profit models. The inspiration comes from entrepreneur Marie Forleo who is a successful entrepreneur and mentor in marketing. There are three aspects we need to consider in order to apply this concept of modern marketing:

1. **Giving or adding value** - According to the vertical response blog (2015 – 2018), value is an important tactic that can be used by small businesses to acquire and retain customers, increase brand awareness, and differentiate one's place in the marketplace. The art of creating added value starts with seeing the organization through the eyes of the customers. In our case, customers are parents and volunteers. We need to see what is essential for them to and how our service can benefit them. It is crucial to organize a day camp for children with quality content while parents are at work and simultaneously provide volunteers with memorable and unforgettable volunteer experience. Most importantly, memorable experiences for both children and volunteers aim to deliver fantastic intangible value that cannot be packaged or sold. It includes personalized hours for parents who need to drop their kids off earlier, pick them up later, provide volunteer clothes or other things they need or forget to pack, giving them constant feedback about the day for both parents and volunteers.
2. **Caring for people** - During the camp, we cared for parents. We always talked with them about what we had done with the kids. We cared for the volunteers,

so we always asked them for their feedback and simply how they are feeling. Caring is as crucial as giving.

- 3. Being honest and transparent** - Telling the truth and sending a clear message is a simple way to ensure the marketing approach will help the clientele, volunteers, and organizations and ensure they are happy working with us. Therefore, being helpful is just a summarization of all of the features I mentioned above.

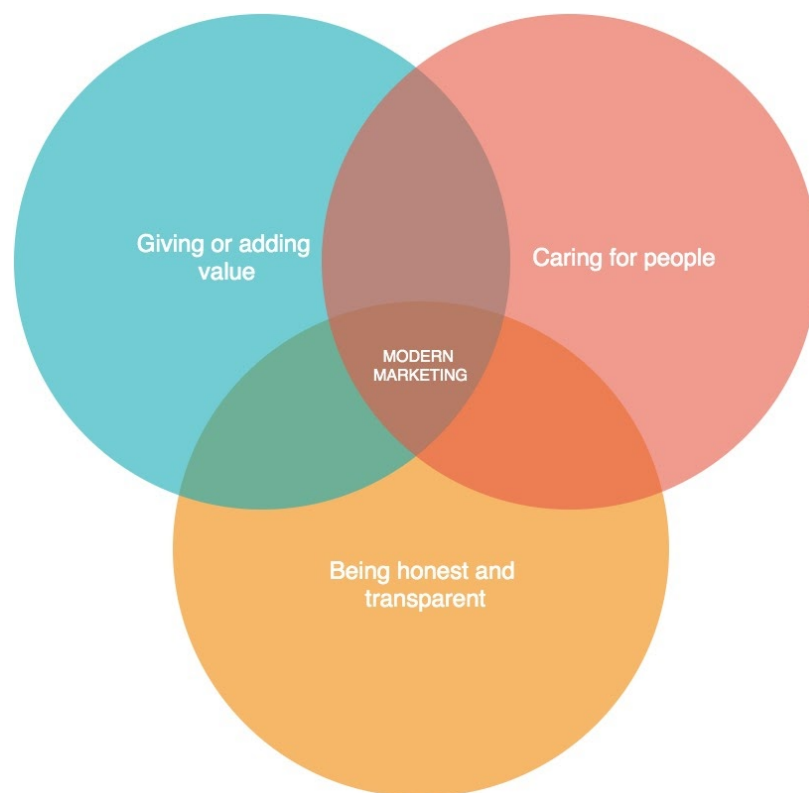


Figure 4: Modern marketing

This marketing approach helps us to have a great relationship with our customers (parents, volunteers, children), but we needed to present the idea and connect to customers via platforms to keep in touch and inform them about our projects.

“

I can fully recommend the summer camp. It takes place under the supervision of experienced educators in a playful way. Children have a varied program in the fresh air every day, of course, with temperature conditions taken into consideration. Spaces are always carefully selected so we can also provide excellent food. A great way to fill the holidays during the holidays.

Monika

SOFIA'S AND ANETA'S MOMMY

Figure 5: Testimonial 1

“

Thank you very much. There is nothing else I can write, other than a warm recommendation for children who have not yet tried the camp. It has an interesting and diverse program for children, especially how English is taught in a playful way. Lucka went home satisfied and always boasted about new experiences. On the final day of camp, I appreciated watching the children put on a show that displayed what they learned all week and added a lot of photos. Lucka is already looking forward to another meeting with super animators. I recommend it to everyone and hope to see everyone again next year 😊

Jarka

LUCKA'S MOMMY

Figure 7: Testimonial 2

“

I highly recommend this summer camp for children. They have a wide variety of games, and excursions including: roasting sausages in the forest and visiting a farm and other activities. It's all in English under the supervision of experienced trainers and pedagogical staff. I hope the camp will return next year.

Anna

SOFIA'S MOMMY

Figure 6: Testimonial 3

5 RESULT AND DISCUSSION

When organizing a camp, hiring other people may not always be an option given the organization's financial situation. Receiving a volunteer is an excellent option for staying on the budget and having a great person for the work and the children. One of the pillars of the camp is "the world is our friend". With English teaching, children strive to learn about different countries, cultures, and customs. In order to enrich the English camps, we needed to work actively with foreign lecturers. Voluntourism is one of the best things in order to accomplish it. The volunteer helps with the activities while traveling like a local, discovering new cultures, friends, and skills. The whole concept of voluntourism provides a positive cultural exchange experience. A volunteer or traveler is willing to help out for a few hours a day for a place to stay and food to eat.

5.1 Legal institution

Cooperation with a legal institution was necessary. In Slovakia, we work directly with **Bettys**, in Ukraine with the local library of **Biblioteky Lvova Dlya ditej**, and in Brazil with the local organization **Querubins**.

Table 8: Legal institution

COUNTRY	LEGAL INSTITUTION
Slovakia	The organization Bettys organized the first camp, which is our model and case study - the team of people inspires children to learn how to communicate in English. The primary purpose is to organize camps where children can spend quality and meaningful time.
Ukraine	The camp in Ukraine was organized in cooperation with the local library of Biblioteky Lvova Dlya ditej . The library aims to guarantee equal access of each child to information resources, provide the needs of the child in the field of education, personality development, leisure, and recreation organization and provide the opportunity for constructive communication.

Brazil	<p>The camp in Brazil was organized in cooperation with the local organization Querubins, in the city of Belo Horizonte in Brazil. Querubins intend to develop values and attitudes, promote sociability and creative capacity, stimulate artistic and cognitive potential, provide a positive attitude towards knowledge and the desire to learn more. The activities offered to encourage the development of autonomy, leading children and adolescents to seek a better quality of life, learn to make decisions, build healthy emotional relationships and recognize themselves as active and participating subjects within their social group.</p>
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5.2 Marketing

The implementation of effective marketing campaigns according to the country and its specification is very crucial. The presentation of the project, people, and the concept of the work is essential to gain the parents' trust and trust of potential volunteers. It is essential to present the project for the volunteers and legal institution. Attractiveness plays a significant role in whether the volunteers or organization wants to cooperate. We used the same concept in Ukraine and Brazil as in Slovakia-modern marketing.

1. **Giving or adding value**
2. **Caring for people**
3. **Being honest and transparent**

We created a website as a part of the work project. Websites serve as a virtual equivalent of a physical business, NGO, and others. They are often the primary source to learn about the services, work, and about the team. We can find so much information gained by users browsing a website. Having the best content on the website is vital, so it acts as the primary marketing tool. Mostly, when we needed to present the concept of the English camps, we presented our website, which was evident in understanding what we were about to organize. More about www.bettys.sk - WordPress was used, and there are three language options - Slovak, English, and Portuguese.



Figure 8: Website's home page

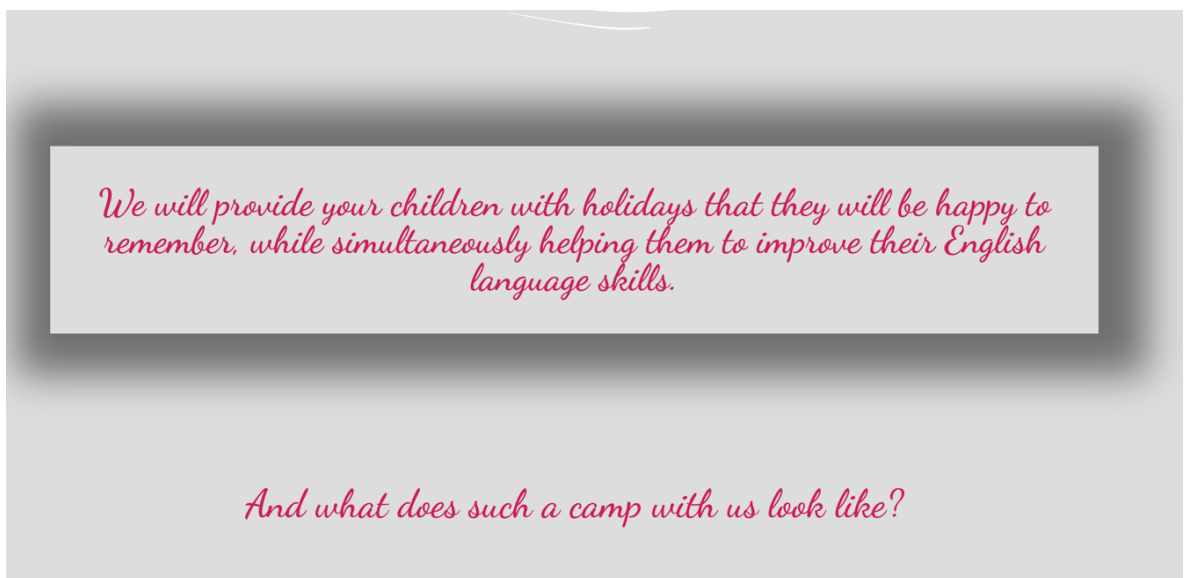


Figure 9: Website's about page

Facebook is another platform used to promote the camp in Slovakia, Ukraine, and Brazil. The Facebook page was created where posts, posters, information, references, photos can be found. Even though it is a great tool to promote the camps, Facebook is not the only alternative. Anytime facebook can change their conditions, and we are not going to be able to use it.

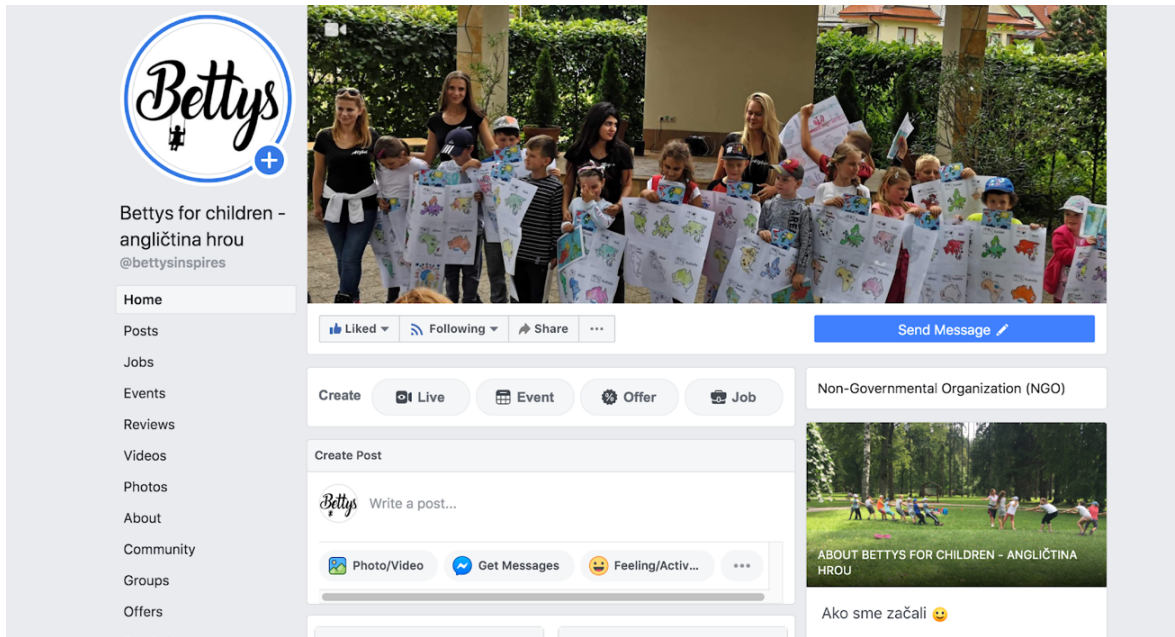


Figure 10: Facebook page

Another way to stay in touch with parents and volunteers was **through email**. We stay connected via simply writing emails about ongoing camps. Basically, we are collecting a database of the clients' list, and we even send monthly challenges for the children (videos they can watch and after do some crafts).

Table 9: Marketing tools and platforms

COUNTRY	MARKETING TOOLS AND PLATFORM
Slovakia	Website (www.bettys.sk) Facebook page @bettysinspires E-mails
Ukraine	Website (www.bettys.sk/en) Facebook page @bettysinspires E-mails Poster (Appendix 1)

Brazil	Website (www.bettys.sk/pt) Facebook page @bettysinspira Instagram @bettysforchildren_20018 E-mails Posters (Appendix 2)
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5.3 Registration

Proper administration of the camps keeps everything organized. We needed to find a proper online registration in each country so that we can spend less time worrying about paperwork and make the process of camp registration simple. In terms of registration in Ukraine and Brazil, it was effortless because the organizations (Biblioteky Lvova Dlya ditej and Querubins) we cooperated with already had their list of children attending a camp. In Slovakia, we needed to apply a different concept. We used the **google forms** where parents fill up the forms, and automatically, after downloading the file, we already had a list of children with all information we needed, such as name and date of birth of the child, name, and phone number of the parent or legal guardian. In terms of **the General Data Protection Regulation (GDPR)** in Europe, we needed to add a section about GDPR in google form, and all parents had to agree before they click on the registration button.

5.4 Location

When organizing a camp, it is crucial to have adequate restroom and indoor and outdoor space. It is essential to mention that the weather is not always sunny, and it is necessary to have an alternative if we need to stay inside all day. In **Slovakia**, the camp was running at the complex of restaurants with indoor and outdoor space surrounded by mountains in Rajecka valley (Appendix 3). The camp In **Ukraine** was running in a local library in the city of Lviv. The library has two big indoor spaces with interactive boards (Appendix 4). The last camp was running in beautiful nature in the city of Belo Horizonte, **Brazil**. Peaceful and great locations reinforce the experience of this camp (Appendix 5).

5.5 Camp activities and attractiveness for volunteers

Organizing a camp varies on location, country, climate, and, most importantly, people. It is different to organize it in the winter months or summer months. Also, each country has its own culture, system, laws, etc. Children in Brazil might have different habits as children in Slovakia. The attractiveness is slightly different when it comes to location. Nevertheless, it is also very subjective and based on individual desire. However, when we consider all of the aspects, we can manage it very smoothly without problems:

1. **number and age of children attending,**
2. **camp activities in a different culture, climate/season**
3. **attractiveness for volunteers.**

Table 10: Number and age of children attending the camp in each country

COUNTRY	NUMBER OF CHILDREN	AGE OF CHILDREN	PERIOD OF CAMP
Slovakia	15 children	Ages 6 to 12 years.	There were four weeks of camp and each week had specific age restrictions.
Ukraine	14 children	Ages 5 to 10 years	The camp lasts one week.
Brazil	40 children	Ages 5 to 13 years.	The camp lasts two days. The camp was divided into lessons, and each class had no more than fifteen children separated according to age.

Table 11: Camp activities in each country

COUNTRY	CAMP ACTIVITIES
Slovakia	<p>We started with a warm-up every morning. Sporting activities were always part of the camp. Included were the Olympic Games, running, jumping on trampolines, soccer, and other team games. For those who liked handicrafts, there were always some workshops such as drawing on textiles (T-shirts, scarves), making candles and bracelets, making postcards, photo frames, and more. We acquired new words through song and dance, and we got the chance to move around a lot, so the music from the camp cannot be missed.</p>
Ukraine	<p>We started with a warm-up every morning. The fact that the camp was arranged during the winter made the activities slightly different from Slovakia's. We stayed only inside, and we played games appropriate for this environment. For those who liked handicrafts, there were always some workshops such as bracelets, making postcards, making maps, coloring, and more. Music and dancing were a part of the camp as a tool for acquiring new vocabulary. Children were very disciplined and focused.</p>
Brazil	<p>Children in Brazil were a little bit different. The reason for it could be because most of them had a difficult background due to problematic families. We could see more aggression and difficulty staying focused—the activities to help with concentration. Music, dance, and sports activities were included but not that much handicrafts. Even though the weather was great, we stayed inside for safety reasons.</p>

Table 12: Attractiveness to volunteer in Slovakia, Ukraine, Brazil

COUNTRY	ATTRACTIVENESS FOR VOLUNTEERS
Slovakia	<p>Slovakia is a unique country. Even in such a small area, people find everything from natural treasures and historical monuments to rich folk culture and modern entertainment in the busy city streets. Volunteers can enjoy the beauty and unique atmosphere that Slovakia has to offer. They can explore its splendid natural scenery, rich history, culture, and traditions.</p>
Ukraine	<p>Ukraine is a young and developing country with an ancient and rich history. It might be better to visit it during summertime due to weather conditions. One also cannot fail to mention the hospitality of locals, who will make us feel like Ukraine is our second home.</p>
Brazil	<p>According to Checkin Story (2016), Brazil is one of the largest countries as well as one of the most diverse and fascinating nations in the world. The country has one of the greatest economies in the world. This country is filled with a rich dose of history, culture, religion, and excellent sports as well. This country is surrounded by a fantastic Amazon rain forest and beautiful tropical oceans with intriguing people, plants, and animals. Brazil is one of the fascinating tourist destinations for travelers.</p>

5.6 Working with volunteers effectively

Important things we need to think before we receive volunteers:

1. **Being clear about arrangements** - In a few cases, things do not work out. It is usually because the expectations of either party weren't met due to a lack of communication. Any arrangements must be clear at the beginning of it. Both volunteers and organizations should talk before the project starts. Personal contact is essential, so skype/video chat can be a good alternative. It is excellent to make

a list of questions/information points relevant to the stay, for example, the kind of exchange expected (travel plans for the volunteer), the expected daily schedule, sleeping/eating arrangements, etc.

2. **Ensure volunteer’s safety and support** - I It is essential to mention how the volunteer can contribute to the local society and being clear about it because many volunteers travel because of the purpose, and having a purpose while traveling is essential—being clear about travel plans. Volunteers go to a specific country because they want to know a new culture, so the plan for visiting a new place is crucial. Let us look at some examples of how we can ensure safety and support and where an organization's duty of care comes into play. It is something we have done with our volunteer in Slovakia.

Table 13: Volunteer’s safety and support

<p>Picking up from the airport and dropping off at volunteer's accommodation.</p>	<p>A warm welcome is the first impression for volunteers. It is essential to ask if she/he is hungry or thirsty. Usually, after a flight, we have these needs.</p>
<p>Provide a safe and clean place to work and free from risk.</p>	<p>Playing and teaching kids to eliminate these risks, and this type of volunteering is perfect to go with.</p>
<p>Travel plans, including what the volunteer wants to see in a specific country.</p>	<p>If the volunteer does not know, we can suggest places to visit and act as a local guide. Negar, our volunteer, was travelling with other people and families. They welcomed her with a warm and open heart so she could feel safe and supported. Anytime she needed something, we would be there for her.</p>

- 3. providing food and accommodation** - Appropriate accommodation whether it is a shared room or house is an excellent value if the volunteer has it. Volunteers do not need to worry about looking for houses, especially in foreign countries. It is just a nice gesture to do it for them. Providing food is a must during volunteering. It is a basic need that we must provide for volunteers. They need to feel support from the organization.

The volunteer from Iran, who came to Slovakia, answered the interview questions before the volunteering experience following:

Table 14: Interview of volunteer before the volunteering

<i>What is your expectation of volunteering?</i>	<i>My expectations for this volunteering is to gain experience and to learn new skills such as teaching to different age groups of people from overseas.</i>
<i>Will you volunteer in your field of expertise?</i>	<i>My expectations for this volunteering is to gain experience and to learn new skills such as teaching to different age groups of people from overseas.</i>
<i>Will you volunteer in your field of expertise?</i>	<i>Yes, I will. It will be a great opportunity for me to accomplish my goals .</i>
<i>Do you know exactly what will be your responsibility?</i>	<i>To be frank , I did not search in detail however, just went through to check some basic information.</i>

Table 15: Interview of volunteer after the volunteering

<i>Have you felt safe during your stay as a volunteer?</i>	<i>Well, yes. I literally have felt safe and sounded like my actual home.</i>
<i>Have you received adequate support from the organization?</i>	<i>Yes, I have. I have to admit the fact I have received massive support from the organization.</i>

<i>What have been the best experiences during your stay here?</i>	<i>To tell you the truth, the whole experience has been a highlight in my resume so far. From being able to work with kids overseas to being able to travel within the country.</i>
<i>Have you volunteered in the area you have agreed to?</i>	<i>Yes, I have.</i>
<i>Have you had any negative experiences during your stay here?</i>	<i>No, I didn't.</i>
<i>Do you think this camp has an impact on the local society here?</i>	<i>Well , since it's a small community, therefore I believe it could have a strong impact on them, especially on younger people.</i>
<i>Do you have any advice for future volunteers? Or people considering volunteering abroad?</i>	<i>Well, the advice I could give to future volunteers are as follows: be at the present time, feel the positive energy of the new place , keep smiling and try to do your very best.</i>
<i>Do you think this experience will help you in the future?</i>	<i>I hope it will give me more chances to visit other places and be useful.</i>

Interestingly, she has not mentioned anything about traveling, getting to know new cultures or people. Instead, she talked about gaining new experiences and elevate her resumé. It was good to hear that she felt comfortable at the accommodation and also felt support from the locals and the organization. Even though she did not have altruistic motives, her expertise and motivation to highlight this experience in resumé were enough to make it worthwhile for both local and volunteer.

5.6.1 Volunteering experience in Ukraine and Brazil

As mentioned in previous chapters, the English camp was performed in Slovakia, Ukraine, and Brazil. In Slovakia, we have experienced receiving volunteers, but in Ukraine and Brazil, it was different.

Firstly, the researcher **went to Ukraine** and performed the English camp. We cooperated with a local library, and basically, we presented the same concept of the project to them as in Slovakia, which was our case study, and they were more than happy to cooperate with us. We have talked about all arrangements as well as the program for children. The whole idea of this project is doing a volunteering job in exchange for getting food, accommodation while traveling, and getting to know a new country. It was an excellent opportunity to help and, at the same time, enjoy traveling. Unfortunately, the expectation wasn't met, and the volunteer had to pay for food, accommodation, and other things. It was clear that there was a misunderstanding before arrival. Besides the fact that the needs of volunteers weren't accomplished, parents and children had very positive experiences, and this is one of the goals of organizing an English camp for children (Appendix 6).

Secondly, the researcher went to **volunteer in Brazil**. The cooperation was with the organization Querubins, and all needs were met. It was a supportive community, and we had everything we needed in order to organize a camp. Volunteers stayed in a locals' friend's house so she could embrace the culture, customs, food, and get to know more locals. It was an incredible experience in terms of volunteering and traveling. Most importantly, the organization and children were satisfied (Appendix 7). Researchers visited many places, including Rio de Janeiro. It was a great example of voluntourism.

Personal experience from both sides was accomplished. Because the researcher was a volunteer, we can understand the importance of good volunteering coordination.

5.7 English camp and its' impact on voluntourism

Fortunately, the negative impacts associated with volunteer tourism are not necessarily inevitable and can likely be mitigated when projects are properly planned and managed. For instance, McGehee and Andereck (2008) note that various local volunteer tourism administrators they interviewed recommended regulating the sector and possibly

reducing the number of volunteers while matching volunteers' skills with the community's needs.

Doing an English camp is a possible field in which voluntourism can be explored, and it can have a positive impact on voluntourism itself. The possibly positive impacts are mentioned in table 16.

Table 16: English camp and its impact on voluntourism

1. Positive culture exchange experience
One of the camp pillars is “the world is our friend.” With English teaching, children strive to learn about different countries, cultures, and customs. In order to enrich the English camps, working actively with foreign lecturers is necessary. Voluntourism is one of the best things in order to accomplish it. The volunteer helps with the activities while traveling like a local, discovering new cultures, friends, and skills. The whole concept of voluntourism provides a positive cultural exchange experience for both locals and volunteers. A volunteer or traveler is willing to help out for a few hours a day in return for a place to stay and food to eat. For example, some of the children in Brazil, who joined the camp in February 2020 have never seen a foreigner before in their life. Their conditions usually do not allow them to do so. After they met the volunteer, they started to be curious about the country where the volunteer is from. This experience provided them with adjusted behavior to make themselves happier, more curious, and better at interacting with others. For volunteer is the same. They see a different culture, and usually, they come home with positive awareness.
2. Fulfillment
As stated in the previous chapter, the volunteer went to Slovakia with her main interest - to gain new experience and highlight her CV. By English camp, it can be easily accomplished and meet the volunteers' desires. On the other side, the researcher went to Brazil and Ukraine, whose primary purpose was to know a new culture and travel as much as possible. However, with volunteering, it had much better fulfillment.

3. Matching volunteers' skills

Skilled volunteers are necessary to avoid hindering work progress and completion of unsatisfactory work. When organizing the English camp, we are very diligent about the volunteers' skills. They need to be, or experienced teachers or have an educational background, have some certificate, or at least have the ability to work with children. When it comes to English camp, it is accessible for many teachers or young people who speak English and like to work with children.

4. Direct contact

We are clear about the help and work that need to be done by volunteers and vice versa. It's great when volunteers contact a local organization directly, so they both know what the needs and expectations of volunteers are. That way, we could stay away from neglecting the locals' desires. In terms of English camp, there is just one person who directly speaks with potential volunteers, so we keep away all the negative impacts as well as avoiding third parties who take a huge part of the profit for themselves.

5. Cooperation

As a result of organizing a camp abroad, there can become possible continuous cooperation between countries. Volunteers can be received or sent by the organization. In terms of volunteering in Ukraine and Brazil - we keep in touch, and we already plan another cooperation in the future.

6. Staying on the budget

While organizing a camp, hiring other people may not always be an option given the financial situation of the organization. Receiving a volunteer is a great option for how to and having a great person for the work and also for the children.



Figure 11: English camp and its impact on voluntourism

6 CONCLUSION

This work research highlighted a variety of **positive impacts and possible negative impacts** that can be caused by volunteer tourism. The host destination and the people that live there may benefit from volunteer tourism socially, economically, and culturally. As well as the positive impacts, volunteer tourism can also have negative impacts such as neglect of locals' desires, hinder work progress, the completion of unsatisfactory work, decreasing labor demand, using a host destination resources, or other forms of example orphanage tourism.

In order to discuss and eliminate the negative sides of voluntourism, English camps for children were implemented in Slovakia, Ukraine, and Brazil. Camp in Slovakia was our case study, and this research aimed to identify the main **activities needed to be developed** during the project, such as legal institution, marketing, registration, law and regulation, location, and staff (volunteers).

The impact of the English camp on voluntourism was discussed. Volunteers need to be skilled in the area in which they will be working. This requirement will enable us to avoid hindering work progress and the completion of unsatisfactory work. Also, the local organization has to be clear about the help and work that needs to be done by volunteers and vice versa. So we need to be clear about all arrangements.

Based on a qualitative analysis, it can be concluded that **the main factors that influence volunteers** to engage in voluntourism are to promote their CV and to gain working experience in the field of their expertise. Negar - a volunteer from Iran says: "My expectations for this volunteering is to gain experience and to learn new skills such as teaching to different age groups of people from overseas." Then she added: "The whole experience has been a highlight in my resume so far. From being able to work with kids overseas to be able to travel within the country." - As we can see, her main motives were self-promotion and internal well-being, and she was not motivated by altruism either by travel experience.

In conclusion, voluntourism most commonly occurs in less developed countries, with volunteers usually from more developed western countries, but as we could see in this work project, we have organized camps with volunteers in developed countries as well. It is not necessary to take place in less developed countries. Voluntourism can be applied to any country in the world. Volunteers carry out their work on a free-will basis; usually, for no or unexpected remuneration that provides for payment of costs, their work

is for the benefit of others, usually predetermined beneficiaries who benefit from or receive assistance from volunteering. They are economically significant, reduce operating costs, bring enthusiasm, skills, new insights, and ideas, contribute to visitor satisfaction, and help communities organize events. An equally growing number of mostly young people who wish to acquire new experiences through volunteering, acquire new friendships and contacts, and contribute to the success of an organized event, is the promising side of the offer.

Unfortunately, we did not manage to collect all data because of the pandemic COVID-19. I was supposed to travel to Portugal and organize an English camp for children there. This potentially explains why the results are not based on more resources which would be more convincing. Using more data, it is very likely that our research question can be fully answered. Another potential limitation of this study is the fact that the camps were not organized by a pedagogical supervisor where the result such as impact of camps on children would be more developed.

The future work in this field of expertise will continue by organizing more camps for children and working with volunteers. Practice connected with studies will continue, especially with pedagogical experts, so we can more deeply develop the impact of volunteering on children.

Voluntourism is a great option to travel with the purpose because life serving others is always a life worth living.

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APPENDIX 1

Bettys

Англомовний табір

для дітей молодших класів

На вас чекає:

- *Цікаве спілкування англійською*
- *Різноманітні ігри та конкурси*
- *Майстер-класи*
- *Інформація про країни та культури світу*

Проведіть зимові канікули активно, весело і корисно.

Період проведення табору: 30.12.2019 – 03.01.2020 (1 січня – вихідний)

Кількість учасників обмежена (15 дітей)

Участь в таборі безкоштовна

APPENDIX 2

ALZBETA DOBESOVA, UNIVERSITY OF ALGARVE

ENGLISH CAMP IN BELO HORIZONTE



ABOUT THE CAMP

INFORMATION

- Monday - Friday (7.-11.10. 2019)
- 9:00 - 15:00
- Number of participants: 15
- Number of supervisors: 2
- Age of the participants: 7-10 years old

The camp is a day camp and we inspire children to learn how to communicate in English. Children can spend quality and meaningful time where they play, dance, paint and sing. We are also familiar with the countries on our beautiful planet. We talk about different cultures, customs, and therefore we respect every human being, show solidarity and thus we can create a better world with each other.

Target Market

There are a lot of working parents who need to drop their kids off somewhere during the day, and camp is a great solution. Children can spend quality and meaningful time there while parents are at work. Our camp is based on communication in English. We play, create, dance and go on trips, and we encourage the children to speak in English.

ENGLISH CAMP ACTIVITIES

We start with ice-breaker. A camp places several children in an entirely new place surrounded by strangers. Taking children out of their comfort zones is one of the great benefits of a camp.

Other activities include:

Camp Olympics. “Olympics” is a catch-all term for any sort of competition. It doesn’t have to be sports, though that is an option. Any sort of tournament that promotes friendly competition among campers is a great way to get campers motivated to be active or produce great work.

Tie dye. Creating crafts that campers can wear is popular for a reason. Making a tie dye shirt or a friendship bracelet is fun, foolproof, and sends campers home with a memento that they’ll treasure for years to come. Crafts are also a great idea on those pesky days when the weather isn’t cooperating.

Singing songs. Music is a language in itself, and experts are now making the case that language is developed as a type of music. Give your students the opportunity to hear native speakers and learn new words and grammar.

During my classes I only speak English. I use flash cards, videos and make it fun. We are not learning, but we are having fun while acquiring knowledge about English.

You can find more videos and pictures on our FB page: @bettysinspires

Registration

Proper administration of our camp keeps everything organized so that we can spend less time worrying about paperwork and more time creating a fun, engaging experience for our campers. The registration form is the first step toward fostering a sense of organization at our camp. We are using an online google form to make the process of camp registration simple.

Location

We need a location with adequate restroom and outdoor space.

Law and regulations

Running a camp is a massive responsibility. That’s why it’s imperative that we complete the correct legal procedures and fill out the appropriate paperwork before getting our camp up and running.



APPENDIX 3





APPENDIX 4





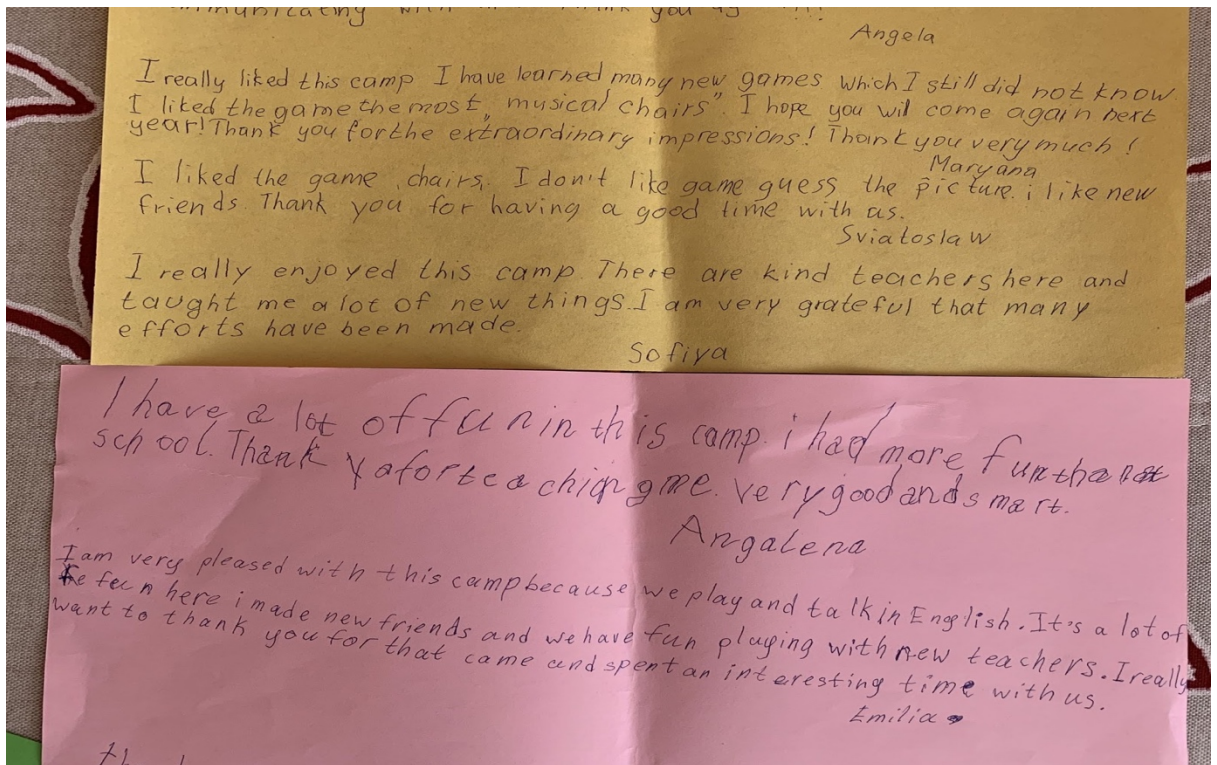
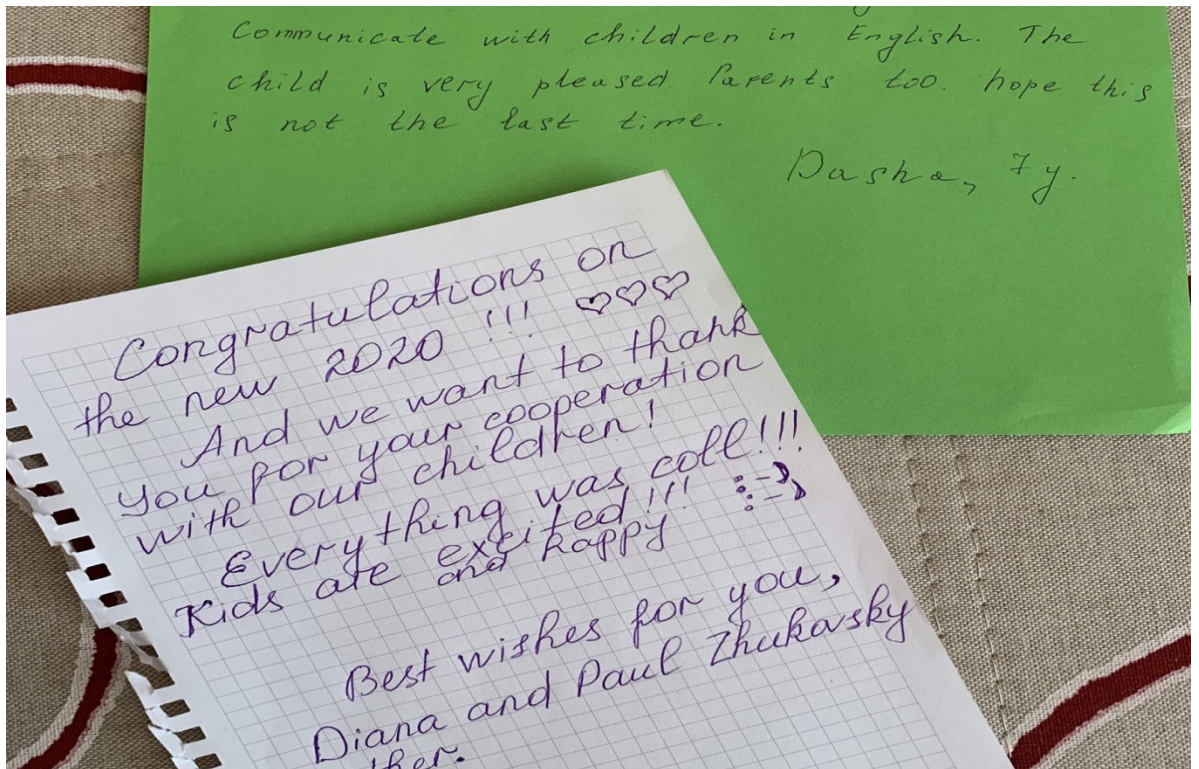
APPENDIX 5







APPENDIX 6



Timothy, 5 years

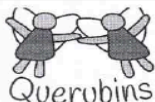
Very interesting winter camp in English, which took place during the New Year holidays. My baby felt very comfortable, at ease, and constant English speaking through games helped her to easily learn new words. We are very pleased to have been able to participate in this camp. My baby is extremely pleased! Interactive games, easy word learning, useful educational animated films, rhythmically easy songs - all very well thought out and interestingly organized thanks to the teacher's competence. The teacher has an individual approach to each child according to her age. The teacher really liked my baby! Particularly liked games, songs and movies about 7 continents! In the evenings, Timothy constantly sings a song about the continents. It is a pity that this camp was so short-time...

Please come again to Ukraine, to Lviv!

Thank you very much !!!!!

2.01.2020

APPENDIX 7



DECLARAÇÃO

Belo Horizonte, 19 fevereiro de 2020

A Associação Querubins com sede na Rua: Correias, 700 Bairro Sion, cidade de Belo Horizonte, Minas Gerais inscrita no CNPJ sob o número: 03396766/0001-60, entidade sem fins lucrativos, declara que Alžbeta Dobešová realizou atividades com os educandos da instituição atendendo educandos de 6 a 12 anos de acordo com o Quadro de horários.

Alžbeta, trabalhou com as crianças o comunicar em inglês, mostrando a elas como terem tempo de qualidade, apropriando da infância onde participaram de jogos, danças, pinturas e cantos.

Apresentou a cultura de outros países e falou sobre o Planeta aos educandos, trazendo uma conscientização e respeito sobre o meio ambiente, baseando todo trabalho na comunicação em inglês.

Todo material didático utilizado foi providenciado pela voluntária.

Alžbeta, realizou um excelente trabalho junto de nossos educandos, se relacionou muito bem com os funcionários da instituição.

Mércia Corrêa de Oliveira

Mércia Corrêa de Oliveira – Gerência pedagógica

3225.3986

03.396.776/0001-60

ASSOCIAÇÃO QUERUBINS

RUA CORREIAS, 700

B. SION - CEP 30315-340

BELO HORIZONTE - MG