

# Volunteering in Sub-Saharan Africa - May 2014

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“Ethical volunteering is key to the development of this flourishing sector. As the number of operators expand, the issues of management and benefits have become increasingly important. Maximising influences and minimising negative impacts are essential to ensure communities benefit and volunteers enjoy a worthwhile experience.”

- Jessica Rawlinson, Senior Tourism Analyst

## This report looks at the following areas:

- What is the position of volunteering tourism within the adventure tourism sector?
- What are the key drivers for tourists looking to take a volunteer break?
- Which are the destinations and experiences that shape volunteer tourism to Sub-Saharan Africa?
- How are some of the key organisations involved in the market?
- What are the key issues that will change the sector over the next decade?

Volunteer tourism barely existed only two decades ago, and today has grown into a niche market generating immense arrivals worldwide. The growth of the sector was broadly unhindered by the global financial crisis, and in some ways, was boosted by it.

Africa, Asia and Latin America are the most popular continents for volunteer tourism trips, with South Africa, Kenya, Tanzania, Ghana and Botswana driving the market in Sub-Saharan Africa. Broadly speaking, those countries that are relatively safe and are considered to have good governance are most popular with the tour operators and other organisations that offer volunteer trips. Many national tourism administrations are also increasingly recognising the benefits of the relatively high-spending volunteer tourist, and are making efforts to expand this small but rapidly growing segment.

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