

ABSTRACT

VOLUNTOURISM: A MODEL FOR THE DEVELOPMENT OF COMMUNITY BASED TOURISM ACTIVITIES IN NORTHERN THAILAND

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This Business Improvement Project elaborated a voluntourism model for the development of Community Based Tourism activities in Northern Thailand. The model was created to offer a real opportunity to increase the benefits of village tourism, to engage hosts and guests in community development and natural resource management, and to orientate the host-guest relationship towards learning, sharing and giving. The CBT-voluntourism model must support objectives of Community Based Tourism by actively contributing towards community empowerment, allow volunteers to develop a balanced and respectful impression of the host community, and be based on community-defined needs. Combining Community Based Tourism and voluntourism might stimulate hosts and guests to redefine their relationships,

moving from service-based interactions to more profound, shared experiences of giving and receiving, learning and teaching.

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