



Prospects for Service Travel Contributing to Sustainable Tourism and Development in the Dominican Republic

David Searby

Founder and President, BeachCorps



BeachCorps
A little grain of sand



**GLOBAL FOUNDATION FOR
DEMOCRACY AND DEVELOPMENT**
Fostering Progress, Collaboration and Exchange

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High Demand for Service Travel

- In USA, 83% make donations to charity; 65% do volunteer work; volunteers donate 10 times more
- Sept 2015: Tourism Cares study on philanthropic travel shows high demand, esp. for families, millennials.
- “Social Impact Travel” is a \$1.6 to \$2 billion market but a small part of the \$621 billion leisure travel market.



Existing Service Travel in DR

- Variety of For Profit/Nonprofit; e.g. Discover Corps for profit, International Student Volunteers Nonprofit
- Excellent experience, some impact and learning; \$2200-\$3000 for 8 days program
- \$4500 for 10 days in Kenya, airfare excluded

Discover Corps



International Student Volunteers



Dominican Republic Advantages

- Unmatched beaches, abundant biodiversity
- Excellent hotels near good volunteer work
- Proximity to USA and good travel infrastructure
- Vibrant culture that welcomes tourists



Problems in “Voluntourism”



- Egos vs. Causes
- Poor Sustainability
- Harmful Effects



Potential DR Service Travel Model

MORE DEMAND

- Need to Link to Quality Hotels
- More activities, people-to-people

MORE SUSTAINABILITY

- #MendNotEnd
- Lower costs = more \$ to cause.
- Full transparency; 501c3
- More partnership private sector, govt.

Marketing Existing Voluntourism

Who's the hero?

**Existing Voluntourism: The Foreign
Volunteer**

Reality: Local Heroes





Going Forward

- × Real partnership=sustainability
- × Private Sector Is Key
- × Align with Public Sector
- × Seek Cultural Change; Pay It Forward



Thank You