

The Phenomenology of Voluntourism Paradigm as a Catalyst for Rural Revitalization

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Abstract: Researchers in the field of tourism identified the largest potentials in rural communities with less concern in their development as an important source of income for both investors and for the country's budget. Various theories and models abound and used in the field of alternatives tourism aimed at raising living standards in the rural regions, helping to preserve the inherited culture and at the same time reduce the phenomenon of migration due to the debacles resulted from tourism activities. The purpose of this paper therefore, is to novel through literature on the various theoretical models, concepts and methodologies that have direct implications on rural regeneration with a view to embrace the application of voluntourism as an alternative model / approach for rural revitalization so as to correct the imbalances and injustices melted on the rural communities economically, socially and environmentally based on voluntourist efficacy to re-positioning, re-discovery and re-directing of rural economic community based through their selfless service and intuition to contribute fiscally and physically towards revitalizing rural communities, discourage out migration of youth as well as checkmating rural - urban dichotomy.

Key words: Pro poor tourism • Rural Poverty • Revitalization • Approaches • Voluntourism

INTRODUCTION

The literature affirmed it that there exist little conceptual strategy that was solely formulated to thoroughly explains why there are disparities on rural community development in either economics or sociology terms and is on this premise that the research explore elements in a conceptual framework for understanding the conventional approaches and current methodologies of rural development as communities and residents are desperate to know what strategy 'ies'/tactic's' will develop their communities as there exists different natural endowment in developing countries waiting to be harness. Although, the element that give rise to rural development are unpredictably different from one locality to another as the rural revitalization is phenomenological, if not purely serendipitous, that is, it is unanticipated and unusual occurrence [1]. Judging from the developed world initiatives on rural development and compare to the developing countries, it could be inferred that all the approaches and current methodologies on rural development still leave a vacuums and a gap that only voluntourism paradigm can provide an answer to; by

instill in the local community to increase their attraction through shifting resources from lower-to-higher valued uses, employment generation, technology embracement, labour training/ re-training, transfer of technology, knowledge sharing, cultural immersion and understanding, skill acquisition and development, capital improvement base, self congruity and co-habiting.

Voluntourism as a fast growing responsible means of exhibiting tourist motives and ability to render positive and possible assistance socially, morally, financially, physically, environmentally and educationally came to lime light as a result of imbalance and negativity ascribed to mass tourism and ecotourism [2, 3]. Voluntourism is a type of alternative tourism in which tourists volunteer in an organized way to undertake holiday that involve aiding or alleviating the material needs of some groups in society, the restoration of certain environment or research into aspect of society or environment [2, 4-6]. The epistemological view of voluntourism is tantamount to the view of knowing and relationship between knower and to-be known, which arose increasing demand for an alternative, more friendly, discriminating free experience, a new array of niche product, most prominent and

rewarding activity called “volunteer tourism” [7-10]. This becomes imperatively important as the population of our urban centres are growing at alarming rate thereby leaving a vacuity in our rural communities via depletion of the production capacity and capability of our rural areas interm of food and raw materials required for the sustainance of new urban population without corresponding increase in provision of infrastructural facilities and amenities to supports urban population.

Hitherto, it has been established that the plight of rural communities is becoming cumbersome and worrisome as a result of too much dependency / reliance on the government programs and funding to provide all the basic facilities needed for improved livelihood and rural economic development thus orchestrated the new alternative tourism called voluntourism.

Theoretical Applicability in Relation to Rural Development: The issue of community development takes a new dimension of why some community are more privilege and successful and others still wallop in abject poverty measure in term of economic well-being of the people such as job, income and community attributes. A survey of host community residents to figure out the main predictor of support for volunteer tourism was made realizable through the application of social exchange theory by (8). The equity theory of [11] was used to examine the motivational factors (psycho-social force) that gave rise to volunteering while a neo-colonial theoretical perspective by [12] served as a signal for volunteer tourists to engage themselves in developmental activities that will aid in continuous acceptance of their gesture and goodwill.

In their own views, [4, 13, 14] agitated for more cohesive theoretical strategy towards purposive volunteering in relation to development, the adoption of nearly grounded theory portrays an efforts to formulate a theoretical framework that covers all aspect of sustainable tourism by [15] in which volunteer tourism is a vessel for sustainable tourism development. The critical theory by [16] and self- concept of volunteering is the basic prerequisite for making a choice of where to carry out volunteering and self-congruity theory predicts volunteer’s behaviour across different organization [17] while the theory of integrative cross cultural adaptation by [18] simplify the imperativeness of culture as one of the main prerequisite to attain voluntourism goal’s’.

In simplicity, the above theories serve as an impetus to enhance / improve rural development based on its network and connectivity to resident’s culture, developmental motives and good gesture of voluntourist.

However, rural development approaches are anchored on the economic development, tailored on the improvement of local community, business attitudes and other relatively “Soft” variables which are identified as the bottom line for thorough understanding and explanation of their success. The development of an econometric model by [19] involving twelve “Hard” variables which includes, the percentages of population with high schools, the percentages employed in mining, farming and manufactory industries and the percentages of commuters and conclusively resulted into eight key elements (Variables) to the development of any rural communities which are 1) Pro -growth attitudes; 2) Manufacturing and services; 3) Sustained local economic development activities; 4) Leadership: Partnership and Sparkplug, 5) Recruitment and entrepreneurship; 6) Progressive Firm; 7) Support from outside; and 8) Finance, sites, building and infrastructure.

Nevertheless, [20] examined theirs based characteristics of “entrepreneurship” communities and localities that have recorded successful rural development through self- help project and enunciated eight variables to backed up her findings which are : 1) Acceptance of controversy; 2) Emphases on education; 3) Risk taken & commitment of personal finance/resources; 4) Willingness to invest on local initiatives; 5) Tax payment for infrastructural development; 6) Community definition; 7) Networking and prompt information dissemination; and (8) flexible and dispersed community leadership while [21] set forth the notion of “community vitality” as a rudiment of rural development strategy with a focus on the capacity of social local system to generate income and employment in order to maintain, if not improve, its relatively low economic position based on 3 main characteristics : 1) The needs to use and maintain the resources based of the community; 2) Explicit recognition of the need to adapt to changing condition; and 3) The need to measure success in relation to other comparable communities.

Base on the aforementioned elements, there exist different variables that can be used to assess the rate of growth in our rural communities because of diverse endowment that are deposited in different rural locality ranging from natural to human resources, community

networking via internal and externally generated opportunities, the cultural background and congruity, community preparedness, understanding and mutual cooperation to imbibe pro growth attitude.

Conventional and Current Strategies in Rural Development: The strategies that has been tailored towards rural development shall be chronologically discussed on 2 folds, the first fold is tagged “what has been happening (1985-1999)” while “the resurgence of tourism (2000-2012)” is the second fold. But it is very pertinent to understand the term strategy and rural development strategy.

The term strategies conceived as careful crafted and orchestrated set of tactics that are conceived, as a method, to move a rural locality or region towards attainment of rural revitalization/development. This invariably means that a tactical approach/strategy is required for successful rural community regeneration. In this case, rural development strategies is an action or set of actions that is / are focused on a relatively narrow portion of the total array of activities that might be undertaken to enhance/ improve the economy and livelihood of a specific rural area [7].

What has been happening {1985-1999}:

The manufacturing recruitment exercise carried out in United state of America was highly criticized by [22] against so much dependence on this strategy because of structural change in US economy while the application of location model was used at attracting manufacturing industries with prompt involvement of community leaders. Then comes, the promotion of new business development and entrepreneurship by [23]. This approach compliments the traditional practice of local recruiting exercise and abated taxes and other inducement characterized by the later [24, 25]. In a related vein, the business retention and expansion program (approach) is a connector of firm to the growth of local business thus portend a rural strategy aimed at connecting firm to individual (Local residents) who can suggest or provide solution to selected obstacle to firm growth and stability with the hope of generating new jobs and increased local economic activity [26].

The applicability of self - employment / reemployment [27] as a potential rural development strategy involves providing an unemployed worker in an area with either lump sum payment or periodic payment in lieu of employment benefit to help them set and run a business. Again, the targeting market failure in natural resources industries carried out by [28] on Maine potato market with

the primary task of improve the marketing of potato from on farm facilities to larger central facilities and improvement of storage facilities became a remarkable strategy because potato farming is the primary activity of the resident of Aroostook.

Community involvements in education were another strategy by [29] in Kentucky to ameliorate high illiteracy level among the youth and the theme was “would you like to swing on the stay”. The result shown that the local resident are ready and willing to embrace education but lack the mechanism thus led to the creation of rolling classroom/ field trip project, learning of skill and parental volunteer reading project. This is a laudable strategy, but the change in attitude towards education is the most difficult and hardest indicator to measure.

The technical assistance, education development/ classroom construction, island development is equivalent to [30] tactical approach instituted for rural development. This strategy were based on 2 folds: a) the first fold is to choose a strategy (tactic) and look for the appropriate communities that such tactic can work effectively for, this is called “program- centered approach” while (b) the second fold starts with the community and needs to search for the most acceptable, convenience and appropriate tactic that will evenly benefits the whole community, resident and visitors, this approach is called “community - centered tactic” which is synonymous to voluntourism except that voluntourism uses their time, resources and knowledge to render positive and possible assistance to less privilege mostly in rural community. Figure 1 chronologically illustrates the past strategies adopted since 1985-1999.

The resurgence of tourism {2000-2012}: The world tourism organization [35] emphasized on Pro-Poor Tourism Partnership and identified a broad range of strategies for using tourism to address the issues of poverty, unlock economic and other livelihood opportunities for the poor as majority of rural dwellers live below poverty line. Environmental conservation/ tourismescapes as a strategy [36] were saddled with producing tourism services as well as tourists consuming services and use the accrued gain for local development. The author [37] inculcated participatory concept as a medium to involve residents in the process of executing any development program.

Rural tourism was tailored towards rural revitalization because of its ability to create employment opportunities, to increase incomes, to improve infrastructure and/or create new facilities, to diversify the economy providing

Figure 1: Chronological of various Approaches and Central Question's

Author/s	Approach	Study focus	Central question's
(19)	Econometric model	Rural economic development	How effective is the model as a tool for rural economic regeneration?
(20)	Networking (Internal & External linkages)	Internal and external connectivity to enhance rural development	How can this linkages be measured and their level of commitment?
(21)	Community vitality	The exploration / utilization of community natural resources	Of what quantity and quality is /are the resources. What is/are the host's response to its exploration?
(23)	Promotion of new business development and entrepreneurship	Rural residents to compliment manufacturing recruitment exercise via incentive and abatement of taxes and other inducement	Is technical assistance and tax exemption important in stimulating rural revitalization?
(26)	Business retention and expansion program	Connecting local residents to firm and firm to local resident	How can local economy benefit be measured?
(26)	Lone ranger Business retention and expansion program	Depends on paid professional visitors to give technical assistance to firm	How efficient and effective are this professional on that fields?
(26)	Volunteer visitor Business retention and expansion program	Depends on local resident to visit firm and proffers solution base on their local experience and resourcefulness	On what premises?
(27)	Self -employment and reemployment	Empowerment of the local resident through credit program	How many local resident benefitted and On whose interest? Base on nature of local market?
(28)	Targeting market failure in natural resources industries	On Maine potato market improvement and storage facilities in Aroostook	Will this singular activity brings about rural development?
(29)	Rural community education	Improvement of educational standard of Berea district	How would you like to swing on the star?
(30)	Program centered	A specific development tactic / strategy	In what community or type of community will this tactic or strategy work well?
(30)	Community centered	A specific community or type of community	What development tactic / strategy will work in this community or type of community?
(31)	Changing local economy	On the community economic standard and diversification	What manners of adaptation and preparedness should a local community does to embrace this change and what magnitude?
(32)	Economic paradigm	Local resident economy base	What are the level of capital formation to attracts visitors and investment?. What are the mechanisms for conflict resolution?
(33)	Economic dimension of culture	On the Asian culture model towards poverty alleviation	How can local economy be correlated to cultural belief in attainment of rural revitalization?
(34)	Manufacturing recruitment exercise	The employment of local residents to boost economy morality and setting up of local manufacturing industries	How effective is the approach judging from the educational background of the local resident and the quality and quantity of natural resources to supports the industries?

a stable base for the local community, to foster pride in the local community, to foster conservation of natural (ecotourism), cultural and historic resources and to discourage the outmigration of youth [38]. A precedent was laid by [39] by corroborating planning for urban tourism in developing countries with special emphasis on the need to inculcate our rural communities in the governmental policy and agenda. Later, [40] imbibed the issue of sustainable development as a rural strategy via concerted efforts geared towards rural ecologically development, socially compatible, culturally appropriate, politically equitable, technologically supportive and finally economic

viability for the host community because of the continued increase of global poverty and environmental exploitation.

Branding and re-branding crept in as a contemporary strategy for rural development which gives room for self congruity and community participation and this strategy was anchored on product branding, place branding, Cultural branding and acceptability, re-branding of local traditional and ritualized products, includes traditional foods, regional languages, folklore, historical and prehistoric sites. In addition, bio mass concept was developed which is an environmental friendly low carbon economy by [41] called "carbon minus project",

Figure 2: Chronological of various Approaches and Central Question's'

Author/s	Approach	Study focus	Central question's'
(35)	Pro- poor partnership	Using tourism to address the issue of rural poverty	What was the aftermath of the partnership? Or does it really affect the poor?
(3)	Modeling tourism	As a force change in tourism field	Of what effect does it has on rural communities?
(37)	Participatory concept via community development impact model	Information generation tools for rural development research	How reliable are the information?
(38)	Rural tourism	Promotion of rural tourism	Does it eventually reduce the disparities between urban and rural areas
(40)	Sustainable tourism	Geared towards rural ecology, economic viability and cultural inclination	It orchestrated Rural environmental exploitation.
(36)	Environmental conservation/ touristscape	Amalgamation of people and the environment to produce service which in turn improve the local community	How supportive is the environment and the resident's intuition?
(46)	Product branding	The marketability of the comparatively advantageous product	The problem of choice among rural product. Does it led to economic development?
(47)	Place/ Culture/ Historical branding	Re-naming/ merging of region to attain rural development	Future conflict on ownership tussle and how secured are the visitor during festival and ritualization?
(42)	Agricultural production re-envisioning	Ecological recovery of loss fertility (Land for farming)	How cheap is the cost of procurement?
(41)	Bio-mass concept	Development of carbon-minus project in rural area of Japan for economic and ecological revitalization.	The cost of implementation is relatively high?
(43)	Business operation model	Malaysia economic transformation that allow local community partnership and tour operator.	What economic impact has it on Malaysia as a nation.
(1)	Application of appreciative enquiry in tourism research in rural communities	Device a method to enhance rural research study.	How effective is the adoption of this strategy judging from different cultural belief of our rural communities?

Source: the researchers intuition about various rural development strategies, 2012

Agricultural production is re envisioned to incorporate new ecological services and as climate-mitigating carbon sequestration [42].

Business Operational Concept which allows ideal of business operation based as demonstrated in Malaysian's Economic Transformation Program (ETP), [43] where partnership between local community (co-operative) and tourism industry player (such as international tour operator) is a veritable model that can be adopted to revitalized any rural community because of its simplicity and connectivity. Finally, the application of appreciative enquiry by (1) in tourism research studies is a new phenomenon to really understand the plight of rural communities. Figure 2 illustrates all the past approaches made in the development of our rural areas and the central questions generated based on the outcome's'?

The advent of voluntourism organization such as save the world in a week" by (10) "You are different" by Global Vision International; "Make a Difference" by Travelers Worldwide; and "Leave Your Mark On the World" by Global Volunteers [44, 45] with a general acronym of "One Team, One Mission, Salvaging poverty

in our Land really buttressed the essence of voluntourism as a veritable alternative approach for rural revitalization due to their immense contribution to social responsibility, tour planning and packaging, organization and prompt education, awareness and encouragement/ incentive to tourists to partake in meaningful activities mostly in rural communities thereby typified the ways in which numerous organization characterized volunteers impact as wholly positive and clearly achievable.

What need to be done?: Having perused all these concept and theories, the application of cluster/ network model in line with growth pole concept as a means of inculcating/ involving the adjoining villages towards rural revitalization on the platform of voluntourism is highly inevitable. This shall be adopted to explore rural revitalization in the developing countries by proper identification and collation of comparatively advantageous skills, natural resources/ endowment, landscape, economic specialization and so on in each locality that are interconnected through market, business organization, culture, cooperation, interaction and tolerance in which voluntourist can build upon to

enhance rural development and economic dominion. Figure 2 illustrates all the past approaches made in the development of our rural areas and the central questions generated based on the outcome's'?

Voluntourism and Local Community: Rural area have long played host to tourist which ought to have brought about fundamental transformation on the socio economic structure and cordial relationship because of their homogeneity and economic dominant of agricultural sector, settlement pattern and cultural heritage [1]. The formation of various theories studied and its application has been concentrated in developed countries which orchestrated a multiple tension, disparity and dichotomy mainly in developing countries of the world (rural area mostly) where competing demands is extremely high with little or no attention to rural revitalization via economic development and nature / tourism management. The above theoretical concepts are idealistic, pragmatic, realistic and practicable to unburden the pains and neglect experienced in our rural communities (Rural Exploitation, Deprivation, Commodification, Environmental Degradation, Cultural Abuse and so-on).

The Context of Developing Country: Rural development in developing countries, Asian, Latin America, African and particularly Nigeria, are usually reflected in policies of integrated-rural development in which programs are designed to increase rural productivity and income through active participation of farmers in agricultural development with the hope that it will enhance improve quality of life through the provision of basic social amenities such as health centers, pipe borne water, feeder road. This integrated rural development strategy has an implicit goal of slowing down the rate of rural-urban migration, improve rural livelihood, notable among the programs includes the farmer settlement scheme initiated by the old Western region to provide rural job opportunities, free primary education, 3rd National Development Program (NDP) period, integrated rural development pilot project known as Agricultural Development Project was introduced in different part of the country mainly for providing improved services in form of an integrated package to the existing small holder farming communities with the objective of increasing productivity, raise farmer's income and bringing overall socio-economic development to the rural areas.

The evaluation of all the approach by policy makers claimed that the projects have proved quite unsuccessful and substantially have little or no impact on rural residents in comparism to the cost incurred.

The Context of Voluntourism: Voluntourism is but one frequent dominant of enormous variety of multiple, interconnected, inter-disciplinary and inter-related activities and institutions that have the potentials to explore and contribute to the progress, vitality, development and sustainable rural revitalization. An empirical investigation of self- attitude conducted by [46-48] via interview of focussed group and participant observation which today has been modified to exposed and revealed why people volunteer to participate in voluntourism activity and their motivational factors. This effort can as well be inculcated to examine the attitude of local resident by voluntourist to ascertain their needs, area and re-generate their economy.

The examination of cultural politics surrounding intimacy in voluntourism by [6] was realizable through ethnographic model as formally used by [49, 50] now established that intimacy is the bedrock of their involvement and experience thereby contribute an effective means of addressing the problem of under-utilization of volunteer tourism and improves theoretical engagement of tourism scholars beyond impact and innovation. The deduceable fact here is that, volunteer tourism as a multi- disciplinary can be channel to rural revitalization because of the intimacy of tourists to assist local communities "humanitarianism" [51, 52] "Personified & Emotion", [53, 54].

Various researches has been conducted to established the needs for rural development using conventional approach and methodologies as figure 3 chronologically indicated, it is on the premise that navigating through past approaches will serve as a bedrock in the course of applying voluntourism as an alternative model / approach for rural revitalization.

The Enigma of Voluntourism: The potential of volunteer tourists is minimally unknown in rural revitalization thereby call for the repositioning, re-discovery and re- directing of rural economic community based for thorough examination of the various concept adopted gear towards ameliorating rural-urban dichotomy (Rural Revitalization) as a mechanism to bring back rural lost glory and pride. It should be recollected that the

Figure 3: Chronological of various activities related to rural revitalization

S/N	MOTIVATORS	AUTHOR'S NAME	YOP	TITLE "S"	METHODOLOGY ADOPTED
1	Relaxation / revitalization	(55)	2007	Seychelles; A case study of community involvement in development of Whale Shark ecotourism and its socio economic impact.	Qualitative and Quantitative
2	Altruism / Self -Fulfilment/ Escape	(56)	2008	Gibbon rehabilitation project, phuket, Thailand	Qualitative
3	Eco revitalization	(57)	2008	Ecotourism as a Tool for Sustainable Rural Community Development and Natural Resources Management in the Tonle Sap Biosphere Reserve	Qualitative and quantitative
4	Revitalization / Altruism	(58)	2009	Peace and Tourism in Nigeria	Qualitative
5	Self- fulfillment	(59)	2010	The social impacts of the Carnival in Alborg: A quantitative event social impact study	Qualitative and Quantitative
6.	Revitalization	(60)	2010	Images of rural destinations hosting small-scale sport events.	quantitative approach
7	Revitalization / Altruism	(41)	2010	A rural revitalization scheme in Japan utilizing biochar and Eco-branding: the carbon minus project, kameoka city	Qualitative and Quantitative
8	Rural Revitalization Curiosity/	(9)	2011	Helping or Hindering? Volunteer tourism in Ghana and its critical roles in development	Qualitative and Quantitative
9	Altruism/ Revitalization	(61)	2011	People helping Turtles; Turtles helping people: Understanding resident attitudes toward sea turtle conservation and opportunities for enhanced community participation in Bahia Magdalena, Mexico	Qualitative
10	Altruism/ Curiosity	(62)	2011	Volunteer tourism: On-the-ground observation from Rwanda	Qualitative Auto-ethnographic
11	Revitalization / Altruism	(43)	2011	Developing alternative "operational Business Model" for rural revitalization: A green economy approach of volunteer tourism	Qualitative
12	Revitalization	(63)	2011	Designing Festival Experiences to Influence Visitor Perceptions: The Case of a Wine and Food Festival journal of Travel Research 49(4) 436-450	Qualitative and Quantitative method
13	Revitalization	(64)	2011	Dancing to sustainable tunes: an exploration of music festivals and sustainable practices in Aotearoa. Annals of Leisure Research, Vol. 14, No. 4, December 2011, 341_354	Qualitative
14	Revitalization / Altruism	(1)	2012	Application of appreciative inquiry in tourism research in rural communities	Qualitative
15	Revitalization / Altruism	(65)	2013	Voluntourism paradigm	Research

Source: Various activities and methodologies gears towards rural revitalization, 2012

advent of tourism in the host communities has been marred with a lot of criticism as a result of neglect of host communities, extortion, deprivation and exploitation of rural resources, cultural abuse and many others reasons which paved way for mass tourism to avert the pending danger of host confrontational/ hostility but it eventually

compounded the problem as a result of large numbers of tourist involved and their marketing syndrome where commodification of historical monument,, economic slavery, redundancy, increased extortion of local people became the order of the day. This trend needs to be abated, thus led to the proponent of ecotourism which

combines leisure and environmental sustainability, as it dawn on researchers that our planet earth needs to be protected, protection of animals and plants from wanton destruction, ecological upset and nature devastation but at long runs, it became a catastrophe as what was preached was deviated from and led to animal and nature extinction, cultural erosion and misunderstand, direct exploitation and unsustainable environment [55-57].

All these form of tourism with the exception of voluntourism came to ameliorate those problems emanated from tourism activity on the local residents and host community at large but they were found wanting because of the motive and goal of setting them, which is specific and peculiar to their affiliated name, for example *Mini- Mission Tourism* [58-66], *Relief / Peace Tourism* [58] *Reconciliation Tourism* [44], *Ego Tourism* [67-69] *Mission Lite Tourism*, [67] thereby unable to unified and collectively attained rural revitalization as a result of cultural neglect, Non- involvement of the local residents and community, Economic [49] Environmental, [68] and Cultural Commodification, [70].

The discovery of volunteer tourism became a vessel for economic, social, political and global development with the involvement of Government, NGOs, Tour Operators, creation of visitor centre staffing, local tourist and most importantly host participation and involvement. The antecedent of voluntourists *Self-efficacy*; [71] *Motives* [72] *Altruism*, [73, 74] *Autonomy*, [61] *Self Fulfilment*, [6] *Escapism*, [75] *Mutual Relationship*, [76] *Host Involvement / Collaboration*, [77] *Civic Education*, [78] *Skill Development / Acquisition*, [79] *Environmental Sustainability*, [80, 81], *Curiosity*, [9, 62] *Decommodification*, [70] *Social Force*, [13] *Cultural Immersion*, [82] *Gap Year*, [83] *NGO* [7] *Attitude/ Self Congruity*; [84, 85]. It is hope that this laudable niche can be re-position towards rural revitalization so as curb the imminent catastrophe of mass movement of the youth leading to urbanization and its attendance, rural neglect, exploitation and deprivation, shortage of raw materials, poor human life as a result of insufficient facilities, unemployment, under employment and food insecurity.

It is therefore expected of local residents to endeavour to cooperate with voluntourists and mellow down on the legislation that is anti-development, relinquish of the affected agricultural land, zoning legislation, structural adjustment in relation to community institutional agenda. To be precise, the local residents should be cooperative enough to follow the rules of the game base on mutual trust and know that all the development is for them at long run. The culture of the

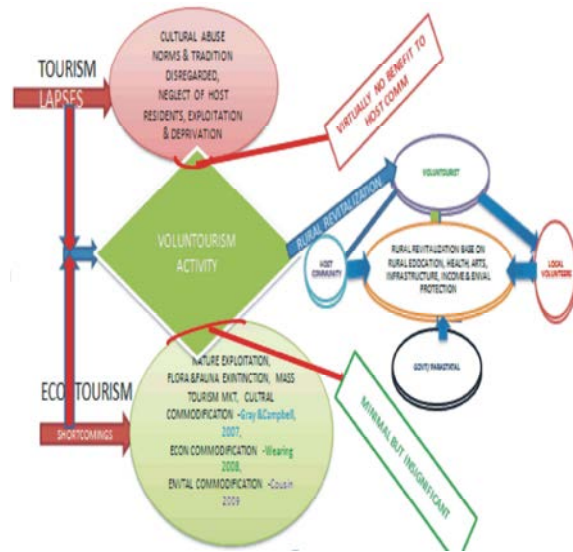


Fig 4: A pictorial representation portrays the systemic activities of tourism in rural communities and the needs for voluntourism.

local resident must be given due consideration because a vital community must create a culture, a sense of itself, that let voluntourist know the rules of local economic game, encourage them to play as hard as they can within those rules and reminds them of their obligation to the community at large.

CONCLUSION

The goal of voluntourism development is to increase the quality of life of the residents in a given host community. Hence, the overall purpose of voluntourism development should be to enhance the quality of resident's life's by addressing the economic, social, cultural, recreational and other benefits of tourism". Therefore, networking voluntourist to revitalize rural area will serve as a baseline to measure and checkmate rural urban drift and encourage youth retention as well as aid in the creation of a marketing campaign to increase residents' awareness of voluntourism. The adoption of voluntourism as a vessel to correct rural decadence, neglect and out migration of youth will strengthen the social economic characteristic, improve economic development, upgrade rural health, comfort, status, education, skill acquisition and development as well as enhance commercial marketing technologies to programs designed, influence the voluntary behaviour to target audiences and improve their personal welfare and that of the society of which they are a part.

Specifically, 4 basic themes are suggested to achieve rural transformation, economic regeneration and revitalization using voluntourism paradigm which include collaboration with local residents through local involvement, empowerment of local residents, knowledge sharing /acquisition of knowledge and social economic improvement /change (Network Approach) so as to enhance improvement in community participation, preservation of culture and other special affluence of rural communities like rural pride that enhancing community capacity building through established leadership strategies, asset mapping, mobilization which later manifested into exchange of ideas, learning, interaction, co-habiting and congruity.

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