

Modelling Regenerative Tourism Activity

Takeouts from the Experiences of Voluntourism

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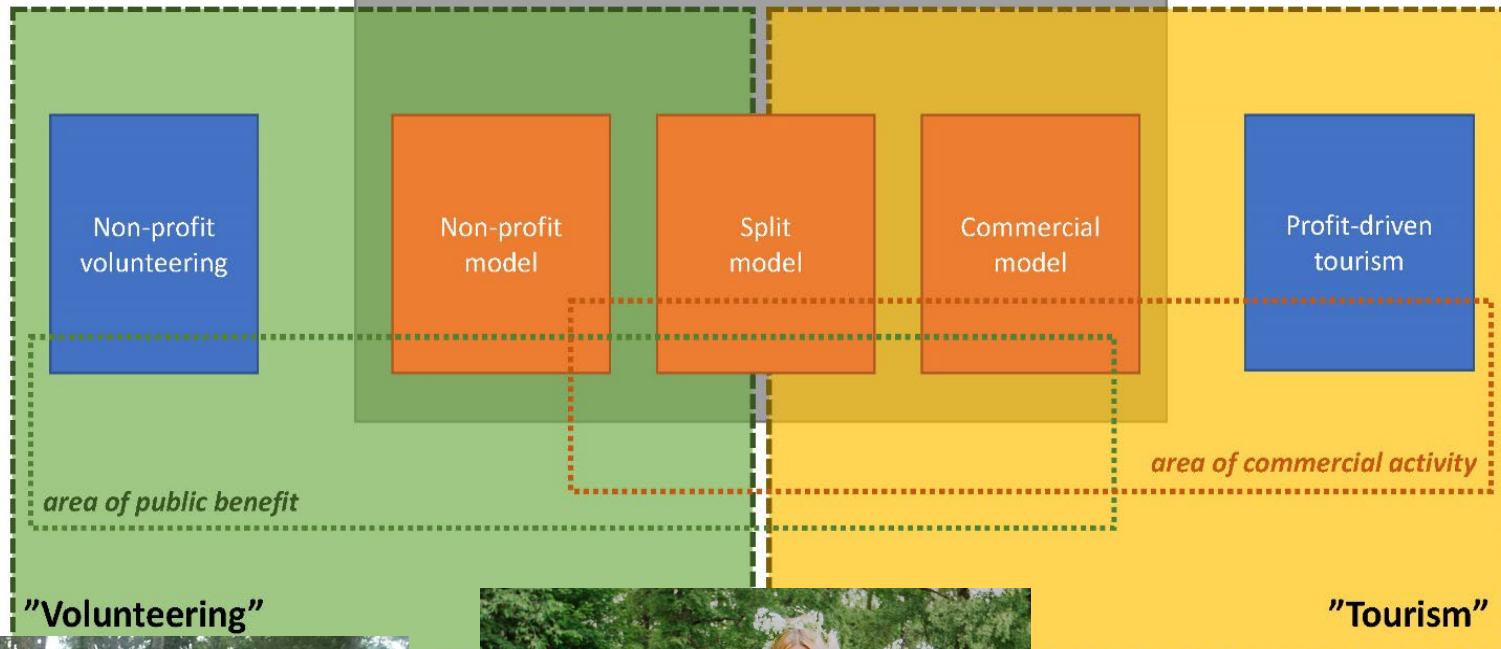
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**RURAL
FINLAND
TOURISM HUB**
2024 ————— 2026

Voluntourism in Finland

Source: Röntynen, 2022.



Volunteer Projects
KVT Finland:
(Service Civil International)



Photo: KVT Finland

Shepherd Weeks
Parks & Wildlife
Finland

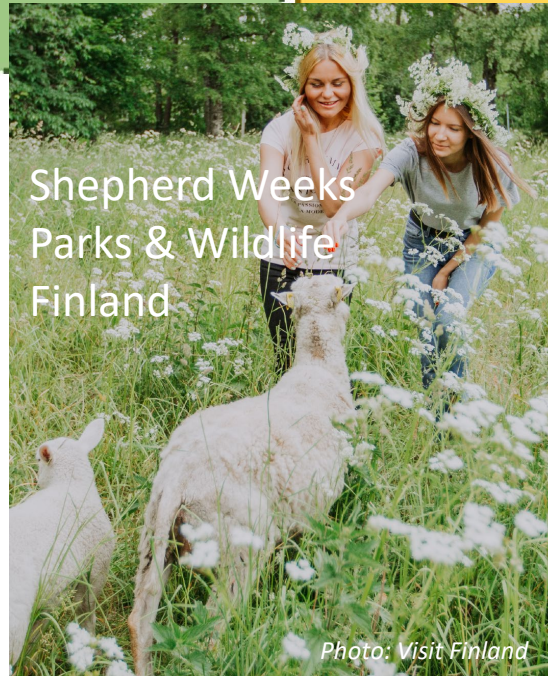


Photo: Visit Finland

Eider Protection Trips
Åland Expeditions



Photo: Åland Expeditions

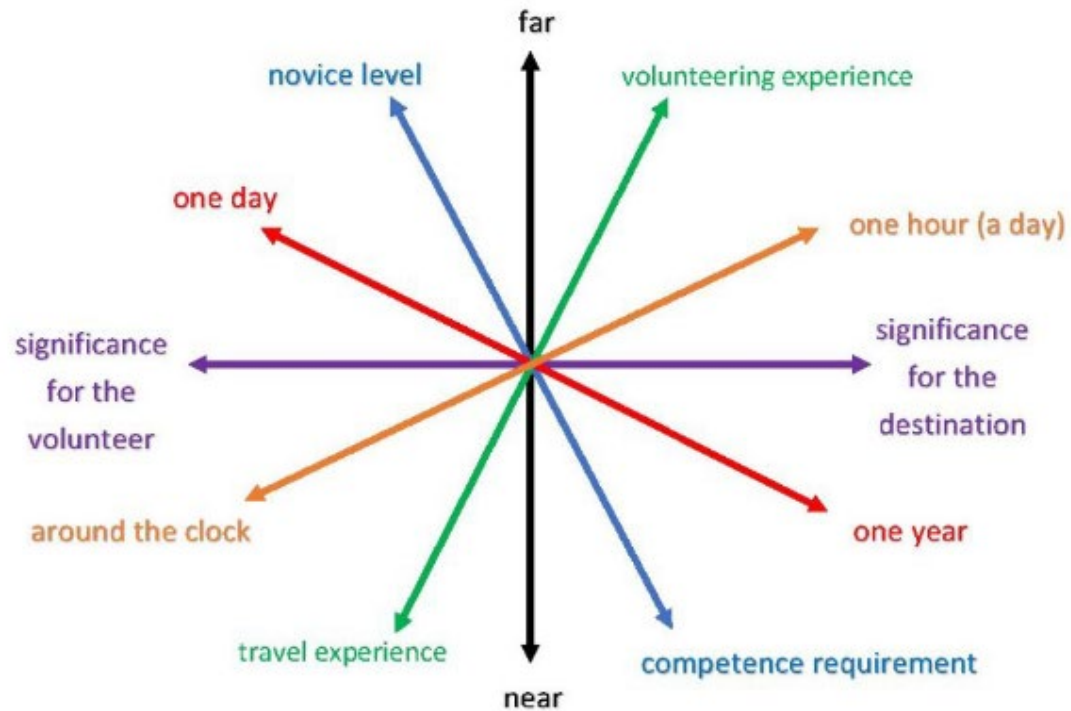


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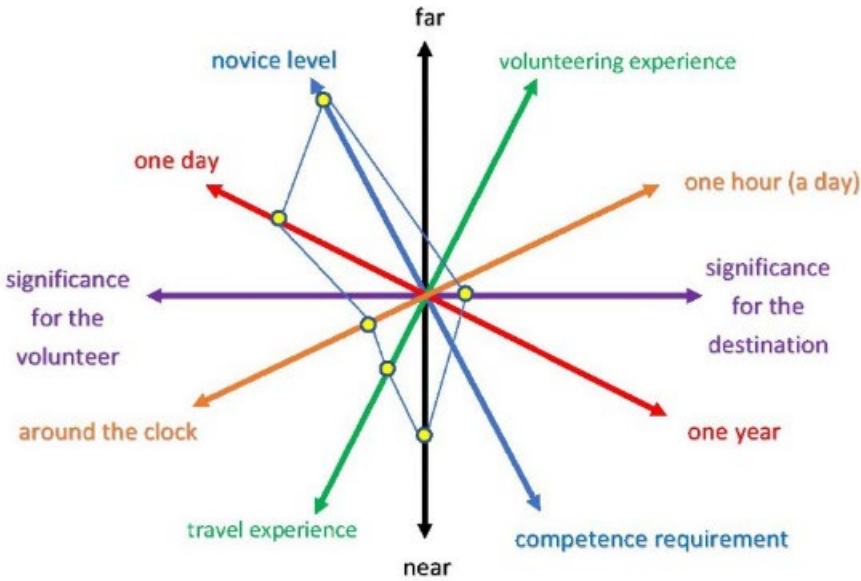
	NON-PROFIT MODEL	SPLIT MODEL	COMMERCIAL MODEL
Volunteer tasks	At the heart of the visit, uses most of time at the destination	Limited, part-time Marketing added value to the whole	Balanced with leisure activities or sometimes just “tasting”
Tourism core services (accommodation, meals, transport)	In return for volunteering, at the expense of the organizer	At the expense of the tourist	At the expense of the tourist as part of the package
Tourism ancillary services and free-time activities	The tourist is free to choose them and spontaneously participates in them at own expense	The tourist is free to choose them and spontaneously participates in them at own expense	Usually as part of the package or as a complementary service
Monetary transactions	Minimal	The tourist pays for the core services of tourism	The tourist pays for the whole package, e.g., guidance on volunteering
Activity organizer	Non-profit organization - individual, association, community, club	A cooperation pattern between non-profit and for-profit organizations specializing in tourism and volunteering	A cooperation pattern between non-profit and for-profit organizations specializing in tourism and volunteering
Intermediary	Non-profit intermediary organization, online platform	Intermediary organization / tour operator / online platform	Tour operator
Traveler’s motivation	<ul style="list-style-type: none"> - help and do good - visit a place on a budget - learn / experience something new 	<ul style="list-style-type: none"> - create benefits for the common good - improve one's own well-being - visit an unusual destination - learn / experience something new 	<ul style="list-style-type: none"> - help and do good - compensate for the negative effects of - - one’s own journey - visit an unusual destination - learn / experience something new
Length of visit	Varies (1 week - 1 year), usually long (6 months - 1 year)	Usually short (1 week – 1 month)	Usually short (a few days – 1 month)
Traveler’s ability to pay	Limited	Fair	Good
Location of destination	Usually overseas	Usually domestic	Usually overseas

Source: Röntynen, 2022.

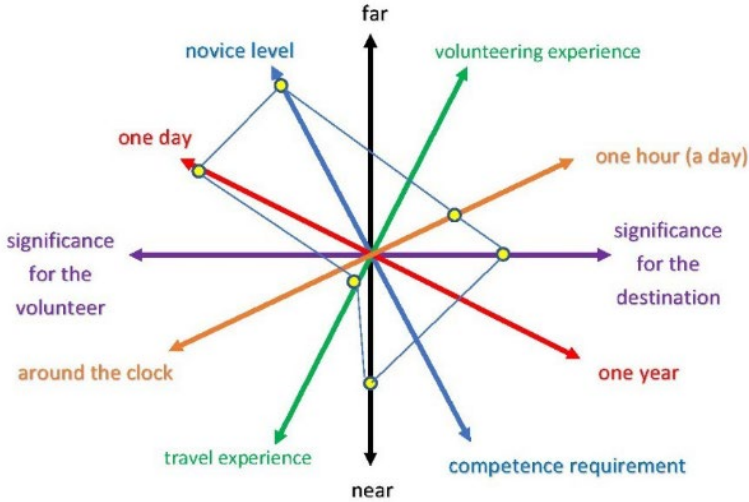




Destination
Significance of voluntary work
Traveller's motives
Amount of voluntary work
Trip duration
Need of qualification



Shepherd Weeks



Eider Protection Trip



Thank you!

Some literature recommendations:

- Röntynen, R. (2025). Ecosystem Governance of Nature-Based Destinations for Health and Recreational Tourism Development. Editora Artemis, Curitiba, PR, Brazil. https://doi.org/10.37572/EdArt_141125703
- Tunkkari-Eskelinen, M. & Röntynen, R. (2025). The Stakeholders of Voluntourism, Community-Based Tourism, and Regenerative Tourism: An Integrated Framework. International Conference on Tourism Research, 8(1), 356-364. <https://doi.org/10.34190/ictr.8.1.3539>
- Röntynen, R. & Tunkkari-Eskelinen, M. (2025). Integrating Voluntourism, Community-Based Tourism, and Regenerative Tourism for Increased Responsibility. Humanidades e ciências sociais: perspectivas teóricas, metodológicas e de investigação, 9(1), 154–175. Editora Artemis, Curitiba, PR, Brazil. https://doi.org/10.37572/EdArt_31032547512
- Röntynen, R. & Tunkkari-Eskelinen, M. (2024) Voluntourism in the Context of Community-Based Tourism, and Regenerative Tourism: A Theoretical Exploration Focusing on Responsibility. Proceedings of the 7th International Conference on Tourism Research 2024, 7(1), 340-348. <https://doi.org/10.34190/ictr.7.1.2019>
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