

Domestic Volunteer Tourism Demand in Slovakia

Kristína Pompurová^{1*}, Jana Sokolová² and David Cole³

¹Department of Tourism, Faculty of Economics, Matej Bel University, Banská Bystrica, Slovakia; Department of Tourism, College of Polytechnics Jihlava, Czech Republic; c Department of Language Communication in Business, Faculty of Economics, Matej Bel University, Banská Bystrica, Slovakia. E-mail: kristina.pompurova@umb.sk

²Department of Tourism, Faculty of Economics, Matej Bel University, Banská Bystrica, Slovakia

³Department of Language Communication in Business, Faculty of Economics, Matej Bel University, Banská Bystrica, Slovakia. *Corresponding author

Abstract The aim is to explore and evaluate the aggregate demand of the Slovak population for domestic volunteer tourism. The answers from 573 questionnaire respondents older than 15 years, selected by convenient sampling, were processed establishing a representative image of the Slovak population in terms of age and gender. The findings show an average 3-4% of the population participating in domestic volunteer tourism in Slovakia per year. While participation declines with age, it increases with higher education. The research confirmed that the volunteer tourism could be perceived as a combination of travel and volunteering not only in developing countries, but also in developed ones. It was also found that domestic volunteer tourism in Slovakia partly copies the development of volunteer tourism abroad and has the potential to grow. The demand of Slovak residents for domestic volunteer tourism is significant, and therefore, it is necessary to properly respond with consistent coordination of supply.

Keywords

:

Volunteer Tourism, Domestic Voluntourism, Voluntourist, Demand

Citation

⌚

Pompurová, K., Sokolová, J. and Cole, D. (2020) . Domestic Volunteer Tourism Demand in Slovakia.

European Journal of Tourism Research
25, 2509.