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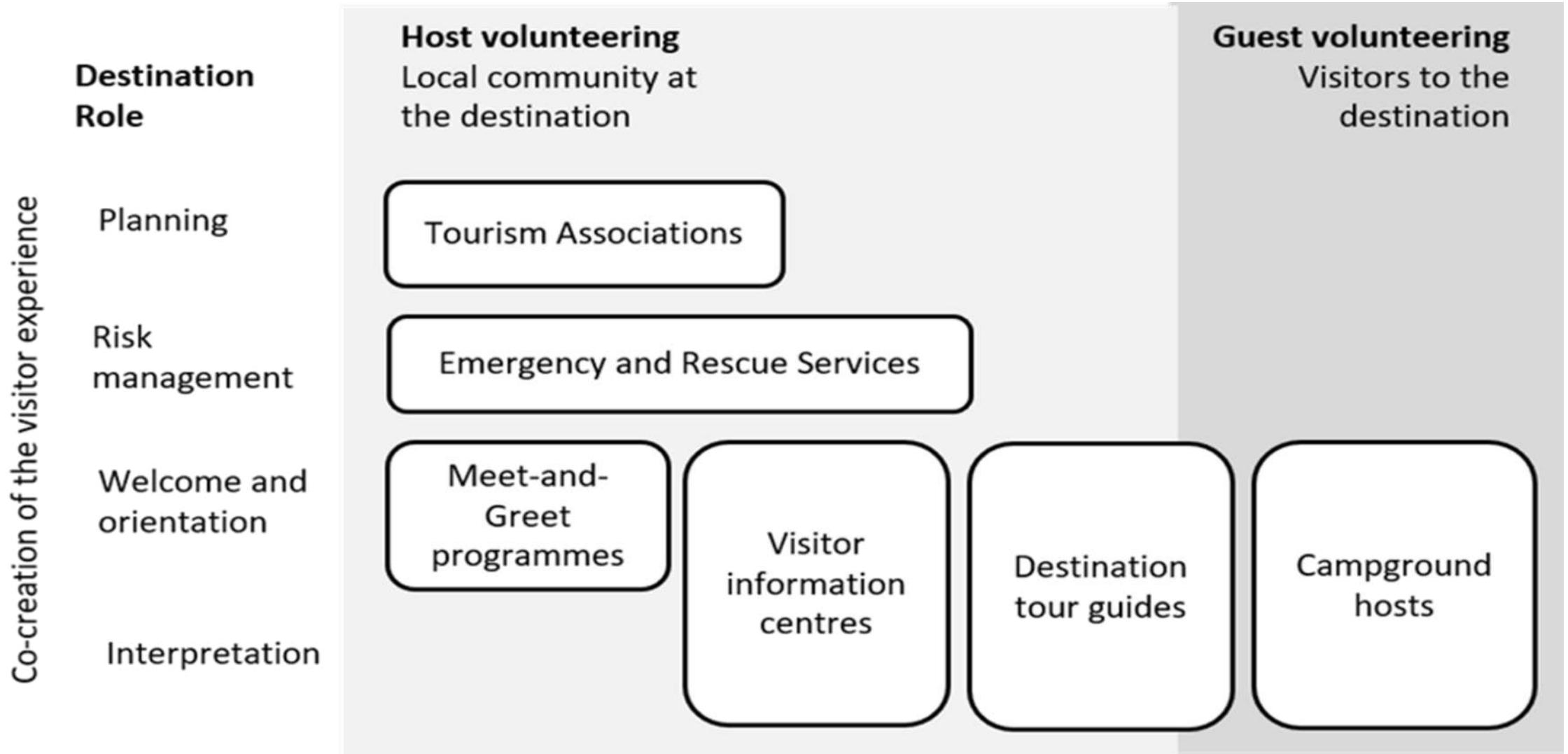
Supporting the volunteer workforce in tourism, hospitality and events

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22nd July 2022

A global university

Western Australia | Dubai | Malaysia | Mauritius | Singapore

What do volunteers do?



How do volunteers contribute to tourism destinations?

- Provides additional capacity
- Means that more and different things can happen
- Connects tourism businesses and activities with local community
- Creates opportunities for residents and tourists to interact



But volunteer participation is changing



- Volunteer participation is in decline:
 - 2021 census shows a 19% decline in volunteer participation Traditional volunteering is long-term decline
 - COVID restrictions and concerns have significantly reduced volunteer participation
- People want to volunteer in different ways:
 - Online volunteering
 - Episodic volunteering
- Volunteers are self-organizing:
 - Informal and self-organized volunteering is on the rise

What challenges does this create for volunteer engagement?



- There is a mismatch between organisational needs and volunteer preferences
- People want to volunteer in their own way in their own time
- Volunteering is costing more
- Increased compliance

But there are opportunities...

- People want to volunteer in tourism settings
- Corporate volunteering is still strong
- We can engage residents as volunteers to create more community-centred tourism
- Tourists want to engage with local projects.



What do successful volunteer programs look like?

© Holmes et al. (2017)



Recruitability matrix dimension 1

	Easy to join organisation	Hard to join organisation
Easy to recruit new volunteers		
Hard to recruit new volunteers		

How can we support the volunteer workforce?

- Make it easy to volunteer
Flexible, low cost, minimise the bureaucracy
- Customise volunteer roles
Co-create volunteer activities and positions
- Partner with third party suppliers
Schools, TAFE, universities
- Seek out a diverse range of volunteers at all levels





Thank you

Make tomorrow better.