

Traveller



ILLUSTRATIONS: ANIRBAN BORA



The Localist

Are you the kind of traveller who likes to settle into a resort, drink margaritas by the pool, pillage the mini bar and, if you're feeling particularly adventurous, drive to the nearest McDonald's? Or are you the kind who likes to "go local"? Some travellers, especially millennials, yearn for richer experiences, travels with a greater purpose. People are immersing themselves in foreign cultures, interacting with natives (and not from behind protective glass or by the hour) and travelling responsibly. This need for meaningful journeys has given birth to a relatively small but growing tribe of purpose driven tourists. They are voluntourists,

Voluntourists combine holidays with charity

people combining holidays with charity work. Or they are simply travellers who want to turn their hiatus into an enriching, helpful and personality-altering experience. Organizations like WWOOF or Worldwide Opportunities on Organic Farms, for instance, offer travellers a chance to live on farms and learn about

organic lifestyles in return for hands-on help. In 2007, Vinod Sreedhar started his company Journeys With Meaning which offers programs that leave travellers "a little disturbed but also inspired". The goal: Not a fridge magnet. Rather the objective is to reconnect with nature, unfamiliar cultures and communities and oneself. Discover an alternative, sustainable way of living in Ladakh at the home of a 70-year old devastated by economic and environmental hardships yet hopeful for the future or spend a week in Meghalaya with 800-year-old forest-dwelling communities. Sreedhar is now working on developing a program for corporates.

But if that's too hardcore, there's an entire universe of

n for the city, 'Fans of
res Tori Dance, head
ndon & Partners, "the
paign seeks to celebrate
lockbuster events, ex-
tions and anniversa-
taking place across the
tal this year." The high-
s include: the Queen's
birthday, the 400th an-
niversary of Shakespeare's