



HOW CAN YOUNG PEOPLE WITH DISABILITIES ENGAGE IN AND LEAD COMMUNITY- BASED TOURISM INITIATIVES EXPLOITING SOCIAL ENTREPRENEURSHIP

ARTICLE PRODUCED IN THE FRAMEWORK OF THE EYSET PROJECT.

EYSET

Empower Youth organizations through Social Entrepreneurship in Tourism

The European Commission's support for the production of this document does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by
the European Union





HOW CAN YOUNG PEOPLE WITH DISABILITIES ENGAGE IN AND LEAD COMMUNITY-BASED TOURISM INITIATIVES EXPLOITING SOCIAL ENTREPRENEURSHIP

Entrepreneurship and self-employment can be valuable and viable options for young people with disabilities looking to enter the job market on their terms. As there is evidence that more young people with disabilities are oriented towards self-employment, studies from the European Union Statistics on Income and Living Conditions (EU-SILC) suggest that people with disabilities are as likely to be self-employed as people without disabilities, and these numbers are higher in southern European countries like Greece or Italy¹. The fields in which self-employed people with disabilities tend to concentrate are among the three most highly skilled occupational categories which include jobs such as engineering and IT professionals, health and social care professionals, marketing professionals, and many others, according to UK findings².

The tendencies are similar for social entrepreneurship, as an alternative to self-employment. The concept of social entrepreneurship can be particularly compelling for young people with disabilities as it does not only offer the opportunity to create meaningful change in the world, but it also provides a way to pursue financial independence, self-determination, and an opportunity for a more flexible working life. Therefore, in recent years, there has been a growing movement of young people with disabilities who are using social entrepreneurship to make a difference in their life, their communities, and beyond. From developing innovative assistive technologies to launching businesses that employ people with disabilities, these young entrepreneurs are breaking down barriers and creating a more inclusive society. While there is limited data on social enterprises built by young people with disabilities specifically, there are examples of entrepreneurs with disabilities (EWD) and youth with disabilities-led social enterprises that create innovative solutions to address various issues^{3 4}.

Community-based tourism initiatives are a new entrepreneurial alternative for young people with disabilities to engage with their communities and promote social entrepreneurship. By leveraging their unique experiences and perspectives, young people with disabilities can create businesses that not only benefit themselves but also contribute to the economic and social development of their communities. Community-based tourism (CBT) allows to explore circular economy and can play a significant role in achieving sustainable development goals. CBT initiatives have been shown to contribute to human and social development, which is an essential aspect of sustainability⁵. By ensuring that communities are the direct beneficiaries of tourism activities, CBT can help promote economic growth and reduce poverty. Additionally, CBT can help preserve cultural heritage and promote environmental conservation.

¹ IED (2021), <https://ied.eu/project-updates/projects/it-in-touch/entrepreneurship-for-persons-with-disabilities/>

² IPSE (2019), <https://www.ipse.co.uk/static/uploaded/45b9457f-6244-43e5-b500f2ca9fd1a69.pdf>

³ Successful examples of SEs built by young people with disabilities: <https://blog.google/outreach-initiatives/entrepreneurs/16-founders-disabilities-using-technology-good/>

⁴ <https://www.rouzbehpirouz.com/5-successful-female-entrepreneurs-who-also-happen-to-be-disabled/>

⁵ <https://traveltomorrow.com/the-strategic-connections-of-community-based-tourism-and-sustainable-development-goals/>



Community-Based Tourism. Source⁶: UNDP, (2022)

Community-based tourism initiatives, as all the forms of tourism should be accessible to all people. Accessibility for all tourism facilities, products, and services is a central part of any responsible and sustainable tourism policy. Also, accessibility is not only about human rights but also is a business opportunity for destinations and companies to embrace all visitors and enhance their revenues⁷. In this context, community-based tourism initiatives built by young people with disabilities can directly contribute to accessible tourism. Based on their experiences young people with disabilities can suggest improvements, and make every endeavour to ensure that tourist destinations, products, and services are accessible to all.

The development of successful accessible CBTs requires strategic partnership with academic research and private sector initiatives, along with the support of the local government and the community. Young people with disabilities can build and engage in community-based initiatives following some strategic steps like; seek resources, and support from organizations that focus on disability inclusion or the respective governmental institutions, get involved in community activities, volunteering opportunities that align with the initiative's goal or participate in community integration programs that provide opportunities for learning, working, and playing alongside others, with the aim to engage with other members of the community and to gain insights into their experiences and perspectives.

Starting an accessible community-based tourism initiative is for sure the first and the main step, but sustaining and scaling the initiatives in the future is as much important, therefore CBTs need careful planning, and management, targeted marketing, regular monitoring, local communities' involvement in decision-making processes, capacity building programs for locals, equitable distribution of benefits among stakeholders and most importantly they require continuous socio-technical innovation⁸ to be sustainable and successful in the long term. In this regard, it is necessary to support young potential entrepreneurs with disabilities who have skills, abilities, and the willingness to start successful community-based initiatives, with the right resources and assets to translate their entrepreneurial ideas into actual, viable successful social businesses.

⁶ <https://www.undp.org/thailand/blog/community-based-tourism-empowering-local-champions-sustainable-tourism-thailand>

⁷ UNWTO, <https://www.unwto.org/accessibility>

⁸ https://www.apec.org/docs/default-source/Publications/2009/12/Handbook-on-Community-Based-Tourism-How-to-Develop-and-Sustain-CBT-December-2009/09_twg_developCBT.pdf



HOW SOCIAL ENTREPRENEURSHIP CAN SUPPORT SUSTAINABLE TOURISM

ARTICLE PRODUCED IN THE FRAMEWORK OF THE EYSET PROJECT.

EYSET

Empower Youth organizations through
Social Entrepreneurship in Tourism

The European Commission's support for the production of this document does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by
the European Union

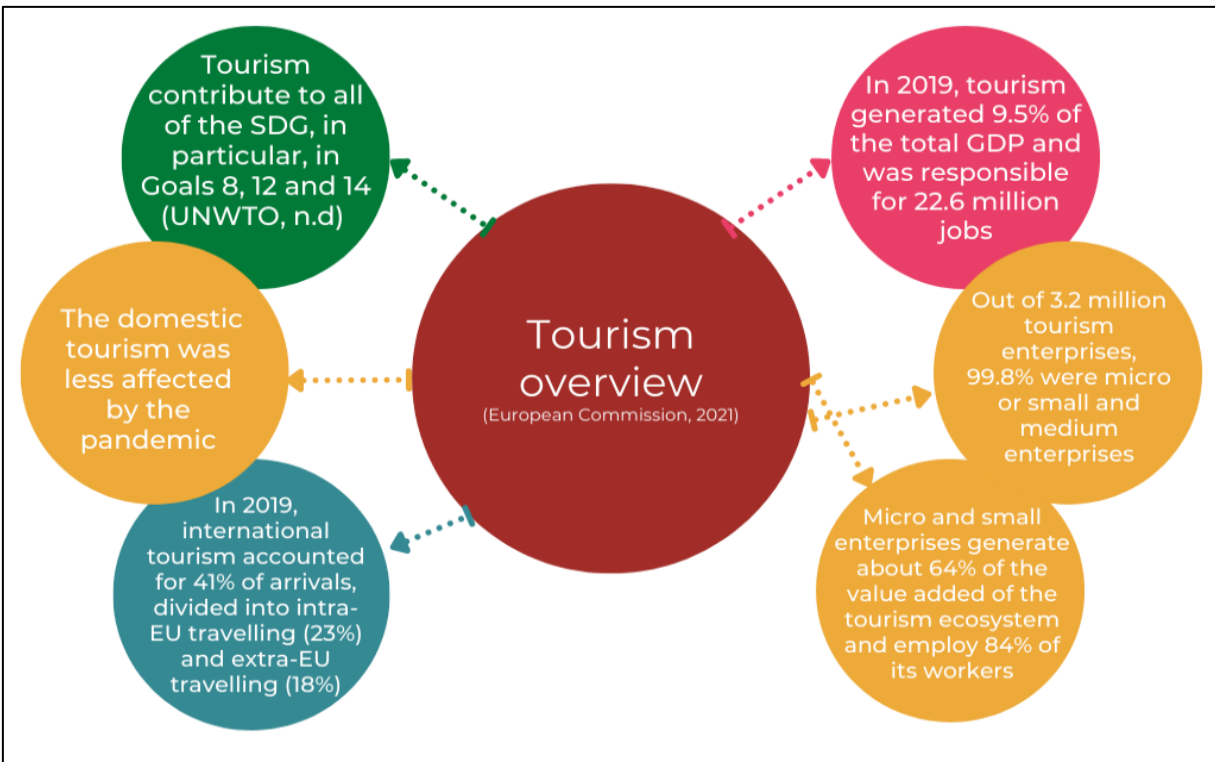


diesis
network



HOW SOCIAL ENTREPRENEURSHIP CAN SUPPORT SUSTAINABLE TOURISM

Tourism is a major economic force worldwide. In 2019, tourism generated 9,5% of the total GDP and it has a major social impact as well. It was responsible for 22.6 million jobs in 2019.¹ (European Commission, 2021). In the image below, some statistics from the European Commission, showing the importance of tourism in Europe.



Tourism overview. Source: European Commission, 2021.

As OECD (2021) points out, sustainable tourism should not be considered a special form of tourism, but rather, all forms of tourism should strive to be more sustainable. Long-term sustainability requires a suitable balance to be struck between the environmental, economic and socio-cultural aspects of tourism development. It requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is an ongoing process that requires constant monitoring of impacts (economic, social and environmental) to capitalize on opportunities and respond to challenges as they arise and inform future policy responses.²

¹ European Commission (2021), Scenarios towards co-creation of transition pathway for tourism for a more resilient, innovative and sustainable ecosystem, Brussels, <https://data.consilium.europa.eu/doc/document/ST-10089-2021-INIT/en/pdf>

² OECD (2021), Managing tourism development for sustainable and inclusive recovery. Paris: OECD Publishing. doi: <https://doi.org/10.1787/23071672>

As there is still a paucity of research in tourism and social entrepreneurship, it is important to continue finding synergies between these two sectors and how they can complement each other. This is even more relevant at the moment, as the European Commission puts a considerable emphasis and attention in the upcoming years, with funding opportunities for stakeholders. Moreover, social economy and social enterprises are seen at forefront to play a major role in the future in the transition of the tourism industry to set the example to bring sustainability (social and environmental perspective) in the spotlight rather than be seen merely from an economic perspective.

Governments can contribute to create the conditions for tourism social entrepreneurship to flourish; develop policies that support and encourage the development and operation of social enterprises as part of an inclusive and sustainable tourism system; and assist in the creation of institutional conditions that encourage, legitimize, and synergize social entrepreneurship. Moreover, governments should be interested in creating the social and institutional conditions to facilitate tourism-oriented social entrepreneurship. According to Dredge, those reasons include:

- Social entrepreneurship builds social and economic resilience and is a way that social problems can be addressed with minimal government resourcing.
- Social entrepreneurs are often closer to the problems, they are more grounded and often have deeper understandings of the issues, and they have unique insights into how such issues can be effectively addressed.
- Supporting social entrepreneurship and creating the enabling conditions for it to flourish is a way that governments can indirectly address social issues using market-based solutions.
- The way that policies across different sectors work together (or not) has an impact on the overall level of institutional support for tourism social entrepreneurship.³

The question is now: what comes next for sustainability in tourism? Most of the answers can be indeed found within our sector. Social economy enterprises have already demonstrated that they can contribute to achieve it in various ways. One of the approaches worth looking at is the Regenerative Tourism; a concept that goes beyond "not damaging" the environment and that looks to actively revitalize and regenerate it, resulting in a positive impact on local communities and economies: sustainable regeneration.⁴

³ Dredge, D. (2016). Institutional and Policy Support for Tourism Social Entrepreneurship . In R. D. Pauline J. Sheldon (A cura di), Social Entrepreneurship and Tourism - Philosophy and Practice (p. 19). Springer. doi: <https://doi.org/10.1007/978-3-319-46518-0>

⁴ Acciona. (s.d.). Regenerative tourism: discovering the world sustainably, https://www.activesustainability.com/sustainabledevelopment/regenerative-tourism/?%20_aadin=02021864894&_adin=11551547647



ACCESSIBLE TOURISM, HOLIDAYS FOR EVERYONE

ARTICLE PRODUCED IN THE FRAMEWORK OF THE EYSET PROJECT.

EYSET

Empower Youth organizations through
Social Entrepreneurship in Tourism

The European Commission's support for the production of this document does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by
the European Union



THE IMPORTANCE OF INITIATIVES TO PROMOTE ACCESSIBLE TOURISM

Over the past few years, there has been an increasing emphasis on promoting accessible tourism across Europe. Accessible tourism aims to adapt the tourist infrastructure to cater to the needs of People with Disabilities (PWD). Many consider this accessibility to be a right. For the European Union¹, it is a social responsibility that enables everyone to enjoy tourism and enhances their quality of life. Furthermore, accessible tourism presents a growing business opportunity for the European tourism sector. By making simple adjustments to infrastructure, providing accurate information, and understanding the needs of PWD, the number of visitors that cities and businesses receive each year can be directly impacted. However, beyond its economic potential, accessible tourism should be viewed as a right to freedom of movement for PWD. It expands travel opportunities, promotes social inclusion, and enhances everyone's ability to understand the needs of PWD.

Given these facts, it may appear logical for everyone working in the tourism sector to make these changes, as they bring about more opportunities. Unfortunately, the current reality in the field is quite different. Accessibility for PWD is often disregarded in the tourism industry. A glaring example can be found in Paris, one of the world's most visited cities. Despite having a public transportation infrastructure capable of moving millions of citizens and tourists daily, Paris lacks the necessary accessibility for most PWD. This is evident in the city's metro system, where only one line is accessible for PWD (pictured below).



¹ https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funded-projects/accessible-tourism_en#:~:text=Evidence%20shows%20that%20making%20basic,the%20enjoyment%20of%20all%20tourists.

To address this lack of accessibility in the tourism industry, accessibility audits have become increasingly useful in recent years. Accessibility audits evaluate how accessible an organization's products and services are. They assess the accessibility of various tourist locations, including metro stations, restaurants, museums, monuments, hotels, and more. These audits are invaluable for PWD as they provide a guarantee of accessibility, allowing them to plan vacations around accessible places and businesses. Apart from the benefits for PWD, these audits can also serve as a great opportunity for young entrepreneurs to engage in the tourism industry. Therefore, it is crucial to provide training for those seeking opportunities to contribute to an inclusive industry accessible to all.



Several projects and NGOs have been established to foster accessible tourism. In Spain, PREDIF (the state platform for people with physical disabilities) has taken significant steps in this area by creating a dedicated department for promoting accessible tourism for all. One of their projects focuses on providing training for young people to become accessibility auditors², particularly targeting young individuals with disabilities. The program, known as "Uno a Uno, POEJ-2019"³, offers an 18-week course designed specifically for young people aged 16 to 30, with the main objective of integrating them into the labor market within the tourism sector. This initiative aims to cultivate advocates for accessible tourism and entrepreneurs in the field. Participants receive training to become consultants who analyze various environments, including urban and natural settings, accommodation facilities, and restaurants, in order to assess and suggest improvements. This training program has been recognized as a best practice in the field and has been adopted by other organizations.

In addition to national efforts, organizations throughout Europe are promoting accessible tourism not only within their respective countries but also at the European level through projects like EYSET. The EYSET project serves as a platform for different organizations from all over Europe, working to promote accessibility for PWD in the tourism industry while also encouraging employment opportunities for young

² <https://www.tur4all.com/news/predif-clausura-la-formacion-de-audidores-as-de-accesibilidad-para-jovenes-con-discapacidad>

³ <https://www.tur4all.com/news/predif-publica-la-guia-de-experiencias-turisticas-accesibles-del-proyecto-uno-a-uno-poej-2019>



individuals with and without disabilities. The project aims to develop specific and practical tools to facilitate business opportunities in the field of accessible tourism. Such initiatives are crucial in inspiring young people to become entrepreneurs in an industry that should be accessible to everyone.



Empowering Young Social Entrepreneurs for Sustainable Tourism

ARTICLE PRODUCED IN THE FRAMEWORK OF THE EYSET PROJECT.

EYSET

Empower Youth organizations through Social Entrepreneurship in Tourism

The European Commission's support for the production of this document does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



**Co-funded by
the European Union**



"Empowering Young Social Entrepreneurs for Sustainable Tourism"

Summary

This article discusses the potential of social entrepreneurship in promoting sustainable tourism and empowering young people to create positive impacts on the environment, local communities, and cultures. Social entrepreneurship involves using business practices to address social and environmental problems, and young entrepreneurs can bring innovative solutions to the challenges facing the tourism industry. Governments can support social entrepreneurship by creating funding programs and policy frameworks that encourage sustainable tourism practices. The benefits of promoting social entrepreneurship in sustainable tourism include job creation, community involvement and empowerment, and preservation of natural and cultural heritage. Regenerative tourism can also bring positive impacts to local communities and economies, fostering innovation and creativity among young entrepreneurs. Overall, it is essential for governments, tourism stakeholders, and communities to work together to support social entrepreneurship and sustainable tourism.



Tourism is a vital industry that drives economic growth and development in many countries worldwide. However, the rapid growth of tourism has also brought about negative impacts on the environment, local communities, and cultures. To address this issue, social entrepreneurship has emerged as a potential solution for sustainable tourism. Social entrepreneurs aim to create innovative and sustainable solutions to social and environmental problems, while also generating economic value. Empowering young social entrepreneurs can provide a fresh perspective and creative solutions to the challenges facing the tourism industry.

One way to achieve sustainable tourism is through social entrepreneurship, where young people can play a vital role. Social entrepreneurship refers to using business practices to address social and environmental problems. Young entrepreneurs can come up with innovative solutions that can create positive impacts on tourism destinations. Governments can create conditions that support social entrepreneurship and assist young entrepreneurs in developing sustainable tourism businesses. For example, funding programs can be made available to support innovative tourism startups.

Policy and regulatory frameworks can also be established to encourage sustainable tourism practices.

The benefits of promoting social entrepreneurship in sustainable tourism are many. First, it can create job opportunities for young people, addressing youth unemployment in many countries. Second, it can promote



community involvement and empowerment, as local communities can become part of the tourism value chain. Third, it can contribute to the preservation of natural and cultural heritage, which is an essential element of sustainable tourism. Young entrepreneurs can also play a role in promoting sustainable tourism through regenerative tourism. Regenerative tourism aims to go beyond just minimizing negative impacts on the environment and instead aims to revitalize and regenerate natural and cultural resources. This approach can bring positive impacts to local communities and economies, as well as foster innovation and creativity among young entrepreneurs.

In conclusion, social entrepreneurship is an innovative approach to sustainable tourism that empowers young people to create positive impacts on the environment, local communities, and cultures. By providing opportunities for young entrepreneurs to develop sustainable tourism businesses, governments can address youth unemployment, promote community involvement and empowerment, and contribute to the preservation of natural and cultural heritage. Furthermore, by promoting regenerative tourism, young social entrepreneurs can help to revitalize and regenerate tourism destinations, bringing positive impacts to local communities and economies. It is essential for governments, tourism stakeholders, and communities to work together to create conditions that support social entrepreneurship and sustainable tourism practices.



Empowering Young Social Entrepreneurs for Sustainable Tourism is an innovative approach to addressing the negative impacts of tourism while generating economic value. In this section, we highlight a series of successful social enterprises and support structures that empower young people to create sustainable tourism solutions. These good practices have been selected based on their proven track record and potential for scalability.

Youth-led Eco-Tourism Enterprises:

Several youth-led eco-tourism enterprises have emerged in recent years, which not only generate revenue but also support conservation efforts and provide employment opportunities for local communities. For instance, the EcoCamp Patagonia, established by a young entrepreneur, provides sustainable accommodation and outdoor activities that focus on environmental education and conservation in Patagonia. Similarly, the Manda Wilderness Community Trust, founded by a group of young people, promotes sustainable tourism in Mozambique and supports conservation efforts.

Incubators and Accelerators:

Business incubators and accelerators that focus on sustainable tourism are essential in providing young entrepreneurs with the necessary skills and resources to develop sustainable tourism solutions. For example, the Social Entrepreneurship Akademie in Germany offers a specialized program for young social entrepreneurs in the tourism industry, providing them with mentorship, networking, and training. Additionally, the Sustainable

Mowforth, M., & Munt, I. (2015). Tourism and sustainability: Development, globalisation and new tourism in the third world. Routledge. <https://www.routledge.com/Tourism-and-Sustainability-Development-Globalisation-and-New-Tourism-in/Mowforth-Munt/p/book/9781138788411>

World Bank (2021). Youth Employment. <https://www.worldbank.org/en/topic/youthemployment>
United Nations World Tourism Organization (UNWTO). (2018). Tourism and the Sustainable Development Goals – Journey to 2030. Retrieved from <https://www.e-unwto.org/doi/book/10.18111/9789284419876>

United Nations (2015). Transforming our world: the 2030 Agenda for Sustainable Development. <https://sustainabledevelopment.un.org/post2015/transformingourworld>

Social Enterprise UK: <https://www.socialenterprise.org.uk/>
Enright, M. J., & Newton, J. (2004). Tourism destination competitiveness: A quantitative approach. *Tourism Management*, 25(6), 777-788. <https://doi.org/10.1016/j.tourman.2003.09.008>

UNWTO. (2019). Empowering Youth through Tourism - A Guide for Policy Makers. <https://www.e-unwto.org/doi/pdf/10.18111/9789284420919>



SOLIDARITY PROJECTS AND SOCIAL ENTREPRENEURSHIP: YOUR FIRST STEPS TO BEING PART OF THE CHANGE

ARTICLE PRODUCED IN THE FRAMEWORK OF THE EYSET PROJECT

EYSET

Empower Youth organizations through
Social Entrepreneurship in Tourism

The European Commission's support for the production of this document does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



**Co-funded by
the European Union**

101052081 — EYSET — ERASMUS-YOUTH-2021-CB



Solidarity Projects and Social Entrepreneurship: your first steps to being part of the change

Suppose you are keen to become a social entrepreneur in the tourism sector, working with young people with and without disabilities. In that case, Solidarity Projects are the perfect learning opportunity to acquire the skills needed to become a successful social entrepreneur through a training programme based on non-formal education techniques, by doing and learning while helping the community. Moreover, these projects are free of charge thanks to funding provided through the European Solidarity Corps (ESC), a European Union initiative that promotes solidarity and volunteering among young Europeans.



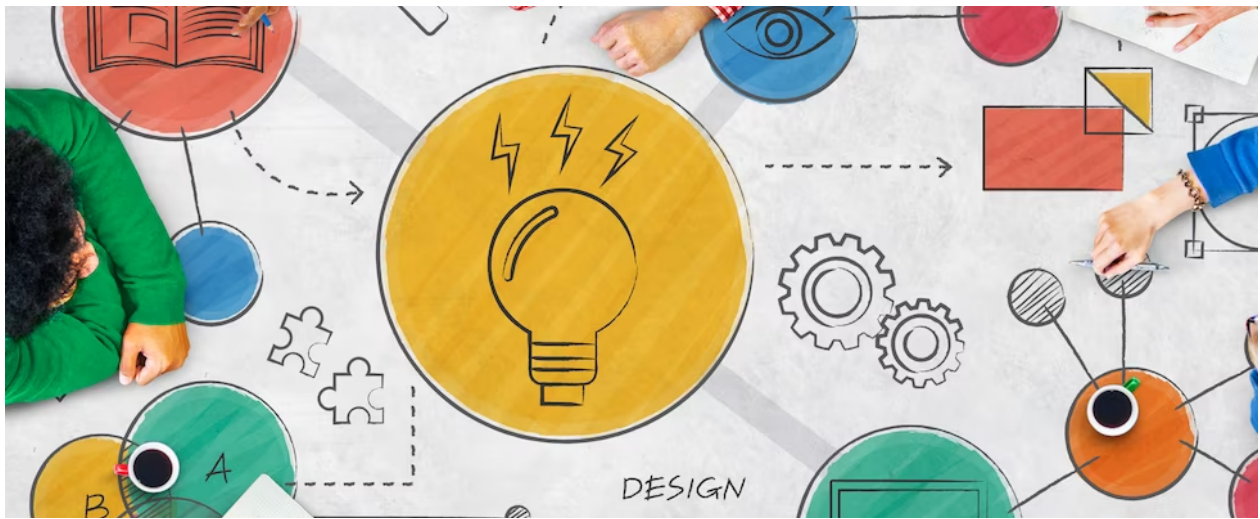
Tourism is a key industry in Europe, generating employment and contributing to economic growth. However, it also presents challenges in terms of sustainability, inclusion and community development. This is where social entrepreneurship can come into play.

In general terms, **social entrepreneurship** refers to the creation of businesses or projects that have a positive social or environmental impact. They are initiatives that seek to address social challenges and contribute to sustainable development while generating income to ensure their long-term sustainability. **Solidarity Projects**, meanwhile, are one of the key pillars of the ESC, offering young people the opportunity to contribute to society and make a difference in communities across Europe.

The combination of the Solidarity Projects (ESC) with social entrepreneurship favours the creation of a perfect scenario for the emergence of innovative ideas, playing a crucial role in the transformation of lives and the construction of a sustainable future, as well as being the space where the training process for young people involved in the necessary skills to become a successful entrepreneur will be developed.

The reason is that these solidarity projects not only allow young people **to learn** about social entrepreneurship and sustainable tourism but also allow them to **acquire** valuable skills and experiences that are essential in the business world and can be applied in future social ventures. A Solidarity Project is a **non-profit solidarity activity initiated, developed and implemented** by the young people themselves (between 18 and 30 years old) for a period of between two and twelve months. It offers a group of at least five young people the opportunity to show their solidarity by taking responsibility and committing themselves to bring about positive change in their local community. The project must have a clearly identified theme that the group of young people wish to explore together and which must be translated into the concrete day-to-day

activities of the project and involve all members of the group. For these actions, the ESC also offers funding.



This is why the Solidarity Projects (ESC) perfectly complement social entrepreneurship, as it allows young people to practice in a safe and controlled environment how to turn their ideas into sustainable and scalable projects. Many young ESC participants, after their experience in the Solidarity Projects, decide to undertake social initiatives to address specific problems in their communities. These initiatives can range from the creation of social enterprises that employ people at risk of exclusion, to the implementation of innovative solutions to address environmental challenges.

For example, in the project "Activitati sportive de incluziune"¹ (Romania) a group of young people identified that there was a problem of a lack of adapted spaces where people with disabilities could practice sport in a safe and integrated way in the community. Thus, people with disabilities participated in sports, tourism and recreational activities to a much lesser extent than people without disabilities. Aware that they could not change their country all at once, they decided to impact their community by developing a Solidarity Project to create an inclusive space where young people with disabilities can practice sports in the same way as non-disabled people.

Another example is the "Savsat Mountain Bike Solidarity"² project (Türkiye) organised to create human capital for the use of culture and tourism by bicycle as a tool for sustainable development at the local level, to support social and sports participation and to foster socio-cultural dialogue between the local population, administration and youth, creating European added value and enabling the region to achieve the deserved socio-economic welfare.

¹ <https://youth.europa.eu/solidarity/projects/details/2022-1-RO01-ESC30-SOL-000070412>

² <https://youth.europa.eu/solidarity/projects/details/2020-2-TR01-ESC31-095721>

In this way, young people living in Şavşat participate in an entrepreneurial process in which they will develop a product and a service beneficial to themselves and to society.



In short, the European Solidarity Corps plays a key role in promoting social entrepreneurship in the tourism sector. Through Solidarity Projects, young people have the opportunity to participate in initiatives that promote sustainable and community-based tourism, while gaining valuable skills and experience in social entrepreneurship. In addition, the ESC also encourages the exchange of ideas and financial support for young social entrepreneurs. This combination of factors drives the development of sustainable and socially responsible businesses in the tourism sector, thus contributing to economic growth and social well-being in Europe.

More resources:

- ★ Solidarity Projects database, to help you find your inspiration and learn from others: <https://youth.europa.eu/solidarity/projects/>
- ★ European Solidarity Corps guidelines and regulations: https://youth.europa.eu/solidarity/organisations/reference-documents-resources_en
- ★ Video: Project idea, team and coaching support in Solidarity Projects (Erasmus+ Youth Academy): <https://www.youtube.com/watch?v=hNd5L2ua7po>
- ★ Video: How to plan activities and budget in Solidarity Projects? (Erasmus+ Youth Academy): https://www.youtube.com/watch?v=Rf_zvXuNqOI
- ★ Video: What is a Solidarity Project? (Erasmus+ Youth Academy): <https://www.youtube.com/watch?v=cVbm8f3rFnE>
- ★ Video: Non-formal learning in a nutshell (SALTO Training & Cooperation Resource Centre): <https://www.youtube.com/watch?v=Xm7PioKwkGo>
- ★ Video: How to use the Youthpass for self-assessment of competencies (SALTO Training & Cooperation Resource Centre): https://www.youtube.com/watch?v=7m7m55_EQ54
- ★ Video: What can you learn from that? - The learning value of European youth projects (SALTO Training & Cooperation Resource Centre): <https://www.youtube.com/watch?v=EO0AXA0ILTk>
- ★ Video: About projects and entrepreneurship (Terje Henk): <https://www.youtube.com/watch?v=6mp4LgMw08I>

Sources:

- ★ European Solidarity Corps Guide 2023 (content and logos).
- ★ Article images: this article has been designed using images from Freepik.



A NEW HORIZON: TRANSFORMING TRAVEL THROUGH ACCESSIBLE TOURISM

ARTICLE PRODUCED IN THE FRAMEWORK OF THE EYSET PROJECT

EYSET

Empower Youth organizations through
Social Entrepreneurship in Tourism

The European Commission's support for the production of this document does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by
the European Union

101052081 — EYSET — ERASMUS-YOUTH-2021-CB



A new horizon: transforming travel through accessible tourism

At the European Union level, accessible tourism holds significant importance for several reasons, ranging from **economic benefits** to **promoting social inclusion** and **upholding fundamental human rights**.



Nowadays, equal opportunities for people with disabilities in tourism are of paramount importance for a variety of reasons. Ensuring accessibility and inclusivity within the tourism industry not only aligns with fundamental human rights but also brings about social, economic, and cultural benefits that contribute to a more equitable and vibrant society. Every individual, regardless of their abilities, has the right to participate fully in all aspects of life, including leisure and travel. Ensuring equal opportunities in tourism upholds the principles of human rights, dignity, and non-discrimination, allowing people with disabilities to exercise their rights without barriers. Furthermore, **equal access** to tourism fosters social inclusion, promoting a sense of belonging and community for people with disabilities. When they can participate in travel experiences, they are more likely to engage in social interactions, share cultural experiences, and forge meaningful connections with others.

Accessible tourism represents a vast and often untapped market segment. By catering to the needs of people with disabilities, the tourism industry can tap into their spending power, contributing to increased revenues, job creation, and economic growth. Empowering this demographic economically benefits both individuals and the broader economy. Indeed, designing accessible facilities, services, and experiences fosters innovation and creativity. Businesses and destinations that invest in universal design often come up with innovative solutions that benefit all travellers, not just those with disabilities. All these result in a positive perception and reputation because destinations that prioritize accessible tourism earn a positive reputation for being inclusive and welcoming.



HOME ABOUT THE PROJECT PARTNERS DOWNLOADS OTHER LANGUAGES BLOG



ONAT4All in a nutshell

ONAT4all is a project co-funded by the European Union. Its aim is based on reboosting EU tourism value chain by providing SMEs with



The Erasmus+ project **ONAT4All** (<https://www.onat4all.eu/>) is an important step towards achieving a more inclusive society by ensuring access and equal opportunities for PWDs in outdoors and adventure tourism. The project will contribute to improve

knowledge, competences and skills in defining accessible tourism products, SMEs active in nature/adventure tourism and outdoor activities; C-VET providers and VET providers in tourism; Chambers of commerce; and DMO. From the beginning of the project to date, the collaborative efforts of all partners, among them Controvento and PREDIF, have led to the design of a self-diagnosis tool for micro and small businesses in the tourism sector: <https://sat.onat4all.eu/>.



This tool enables businesses to have a "first contact" and an awareness-raising experience with the themes of accessibility and disability. It serves as an invitation to step out of the daily routine of their activities and to challenge themselves.

The activity will then continue with the adaptation of training modules for accessible tourism, already developed by the Spanish partner Predif, to nature-based and outdoor activities. This **online** and **open-access** course has been designed to develop and promote the knowledge of tourism professionals on the subject of accessibility and to improve the reception and attention given to people with disabilities in nature-based and outdoor tourism activities.

Recreational activities are an integral part of tourism and offer a wide range of opportunities for people with accessibility needs. To this end, this course focuses on sharing knowledge about the needs expressed by customers with disabilities, which will enable tourism sector personal assistants to understand the importance of meeting these needs and to pay adequate attention to accessibility in a comprehensive and holistic manner.

More resources:

<https://www.onat4all.eu/>

- **“Inclusive Tourism: A New Strategic Alliance for a Competitive and Responsible European Tourism”** by ENAT (European Network for Accessible Tourism) - This report discusses the importance of accessible and inclusive tourism in Europe and presents the perspectives of stakeholders involved in the tourism sector.
- **"Tourism for All: Promoting Universal Accessibility"**, European Parliament - This briefing outlines the European Parliament's perspective on promoting universal accessibility in tourism, highlighting the benefits and challenges.
- **“Tourism for All - promoting universal accessibility” Good Practices in the Accessible Tourism Supply Chain**, Fundacion Once and ENAT, https://webunwto.s3-eu-west-1.amazonaws.com/2019-08/goodpracticesintheaccessibletourismsupplychain_en_2016_2_web_20160726122_revisado_vfinal_2_acessupdated_on_the_web.pdf



ELEVATING CHILD-FRIENDLY TOURISM: A COMPREHENSIVE EXPLORATION OF FAMILY DYNAMICS AND FUTURE PROSPECTS

ARTICLE PRODUCED IN THE FRAMEWORK OF THE EYSET PROJECT.

EYSET

Empower Youth organizations through
Social Entrepreneurship in Tourism

The European Commission's support for the production of this document does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by
the European Union





ELEVATING CHILD-FRIENDLY TOURISM: A COMPREHENSIVE EXPLORATION OF FAMILY DYNAMICS AND FUTURE PROSPECTS

The tourism industry is undergoing a profound transformation, with families emerging as a significant and continuously expanding market segment. This growth is spurred by an increasing emphasis on nurturing familial bonds, creating lasting memories, and fostering togetherness. However, this evolution is not without its intricacies, heavily influenced by shifting demographics, evolving societal structures, and global mobility. This article explores the current trends shaping family tourism while also uncovering the often-overlooked niche within it—Child-friendly tourism.

Child-friendly tourism is a specialized niche that prioritizes tailoring the entire touristic experience to accommodate families with children. It transcends conventional tourism by focusing on creating child-friendly facilities, amenities, and content that provide families with the optimal experience. Despite the profound role that childhood experiences play in shaping an individual's psychological and social development, it remains an underrepresented area in tourism studies.

In today's tourism landscape, families are experiencing a transformative shift toward more democratic decision-making processes. Destination choices and vacation activities are no longer solely determined by parents; instead, they result from discussions involving all family members, including children. This paradigm shift underscores the need for a comprehensive understanding of how each family member contributes to the decision-making process.

It is essential to recognize that children are not a monolithic group. Age is a pivotal factor influencing their preferences and demands. For instance, teenagers have distinctly different expectations and needs compared to their younger counterparts. This recognition necessitates innovative marketing strategies that effectively engage young tourists, representing the future of the travel industry.

Investing in children today is paramount to shaping the future of the tourism industry. Factors such as increased life expectancy, evolving parental roles, and a growing focus on younger children are driving the demand for Child-friendly tourism. While family vacations aim to create cherished memories through relaxation and new activities, it is equally imperative to provide a safe and enjoyable environment for children to have their share of fun. This balance ensures that all family members can pursue their preferred forms of entertainment and relaxation.

In addition to the established aspects of Child-friendly tourism, it is vital to consider emerging trends. These include the integration of technology to create immersive and educational experiences for children, sustainable



and eco-conscious tourism options for environmentally aware families, and the rise of intergenerational travel, where grandparents play a significant role in family vacations.

Furthermore, recognizing the importance of inclusivity and accessibility in child-friendly tourism is essential. Destinations and accommodations need to cater to children with disabilities and ensure that they can enjoy a fulfilling travel experience alongside their families.

Child-friendly tourism represents a dynamic and crucial facet of family tourism. By acknowledging the diverse preferences and demands of children and adolescents and adapting to the evolving dynamics of family decision-making, the tourism industry can anticipate a future that is not only inclusive, diverse, and flexible but also aligned with emerging trends and the ever-evolving needs of all family members.