

World Tourism Organization



UNWTO

Global Report on The Power of Youth Travel

Affiliate Members Report: Volume thirteen

Affiliate Members Report published by UNWTO and the
World Youth Student and Educational (WYSE) Travel
Confederation



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**Global Report on
The Power of Youth Travel
- Volume thirteen**

Table of Contents

Foreword by UNWTO Secretary-General	5
Introduction by WYSE Travel Confederation Director General	6
Message from the Director of the UNWTO Affiliate Members Programme	8
Chapter 1: The Economic Impact of Youth Travel	10
Chapter 2: Articles	
Food tourism: a significant ingredient to attract the youth traveler	16
StudentUniverse: Faculty-led Educational Trips	18
Generator Hostels: The How and Why of Developing Dialogue and Relationships with Young Travellers	20
StudentMarketing: Language Learning Tourism Insights for Destinations	22
Chapter 3: Case Studies	
Federation EIL: Building World Peace One Friendship at a Time	26
Xu Bo Arts and Culture Exchange: Opening Minds Touching Hearts	28
The Council on International Educational Exchange: The Civic Leadership Summit	30
Hostelling International: Big Blog Exchange	32
Global Vision International: International Volunteerism and Youth Travel	34
Wakayama University: Sustainability and Community Engagement in Tourism Education	36
Observatorio Turistico: Events in Guanajuato as a Cause of Youth Travel	38
African Impact: Outcomes of Volunteer Travel	40
Erasmus Student Network: Foreign Students - Travellers of the Future and Contributors to Society	42
Citizenship and Immigration Canada: International Experience Canada	44
CSCEE: Observing and Appreciating Differences Between Chinese and American Society	46
Cotelco Joven: Generating Touristic Culture in Colombian Youth	48
American Institute for Foreign Study: Youth Summer Camps Impact Assessment	50
Universitaria Cafam: International Exchange Experience of Unicafam College Students	52
Chapter 4: Conclusions	54

Foreword



Young people all over the world are defining new ways of global travel.

Today's young travellers venture independently to further places, stay longer and immerse in other cultures to build their life experiences. They are spending less time in major gateway cities and have the inclination to explore more remote destinations. As part of the Millennial Generation, today's youth are highly adept at using technology as a seamless part of their travel experience and as a means to communicate to a wider global audience. In addition, today's new generation of student travellers are inspired to pursue educational endeavours in other countries - whether to study, volunteer, engage in part-time work or learn a foreign language – in order to hone their international experience.

Consequently, youth travel has become one of the fastest growing segments of international tourism, representing more than 23% of the over one billion tourists traveling internationally each year. This growth represents tremendous socioeconomic opportunities for local communities as youth travellers stimulate local tourism businesses, foster closer social interaction with host populations and champion environmental protection. Young people, recognized by the United Nations as a major force for development and social change, have the potential to drive sustainable development in the tourism sector.

In line with this growth, an increasing number of destinations are recognizing the immense opportunities of youth and student travel. Destinations are taking steps to synergize their strategies with organizations that facilitate youth travel overseas by encouraging the participation in trade missions, press tours and other opportunities connecting tourism, educational institutions, suppliers and other related entities.

To this end, this latest edition of *The Power of Youth Travel* leverages the extensive knowledge and expertise of UNWTO's longstanding Affiliate Member, the World Youth Student and Educational Travel Confederation (WYSE), and presents various case studies illustrating the value generated from the collaboration between private enterprises and public bodies in addressing the ever-changing demands of youth tourism.

On behalf of the World Tourism Organization (UNWTO), I would like to extend our gratitude to the Affiliate Members Programme as well as the various organizations who have contributed to this report. I trust that it will serve as a significant contribution to further understand and promote international youth travel.

Taleb Rifai
Secretary-General
World Tourism Organization (UNWTO)

Introduction



The World Youth Student and Educational (WYSE) Travel Confederation is pleased to once again cooperate with the World Tourism Organization (UNWTO) on a new edition of The Power of Youth Travel.

Students and young people are typically full of ideas, plans and hopes for the future, but limited by modest incomes. This has not changed since the last edition of The Power of Youth Travel in 2011, but many young people watch their parents, family members, and friends tackle personal challenges brought on by the global financial crisis and worry about their own prospects for the future. Political unrest and extremist violence in various countries of the world continues to trouble all of us, as do threats - perceived and real - of global health crises. It is remarkable that young people have not reacted by retracting and remaining within the safe, familiar territory of one's own community with smartphone in hand. No, travelling to experience and understand the world is what young people want to do. That smartphone may still be in hand, but more than ever it is a window to the world, reverberating inspiration to be somewhere else, do something unique, meet new friends, find love, grow, make a difference and become a member of the global community.

This edition of The Power of Youth Travel assembles a number of articles and case studies to showcase the activities and initiatives of the private and public sectors in the realm of youth and student travel, drawing attention to the tremendous positive impact that travel represents for young people and the destinations that they visit.

The expertise and practical examples included in this edition of The Power of Youth Travel – from industry associations and tourism authorities to agencies and providers of youth and student travel services – illustrate the power of public-private partnerships, knowledge-sharing and joint strategies, as well as the positive outcomes that result from enabling affordable and meaningful travel for young people.

WYSE Travel Confederation and UNWTO believe more than ever that governments and tourism authorities must intelligently and thoughtfully build youth and student travel capacity at the highest and lowest levels in their countries in order to attract the young travellers who are today's global citizens. Young people and travel are imperative to fostering cultural, social and economic exchange. Mobility and open borders are required to enrich both the local and global village.

Thank you to the youth and student travel professionals that have shared their knowledge for this important publication and also for the work that you do for young people each day.

A special thank you goes to all of our colleagues at the UNWTO for their continued belief in the power of youth travel.

David Chapman
Director General
WYSE Travel Confederation

ABOUT THE WYSE TRAVEL CONFEDERATION RESEARCH PROGRAMME

The WYSE Travel Confederation research programme provides the youth travel community with the data and market intelligence it needs to develop the policies, services, and products that make international travel and educational experiences exciting, safe, accessible, and affordable for young people. WYSE Travel Confederation's research programme comprises:

1. PRIMARY DATA COLLECTION AND ANALYSIS

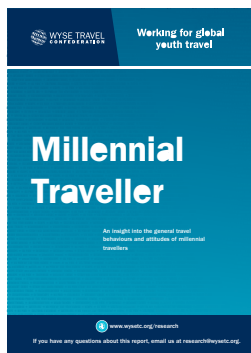
WYSE Travel Confederation designs and conducts its own research on the youth travel market through surveys of consumers and suppliers. This provides up-to-date information on business trends across different sectors of the market and provides the basis for benchmarking.

Regularly produced reports include the New Horizons studies, the STAY WYSE Youth Travel Accommodation study and the IAPA Au Pair survey. The Millennial Traveller survey builds on the information collected in these studies and adds more data on specific sectors of the industry.

2. INDUSTRY REVIEW SERIES

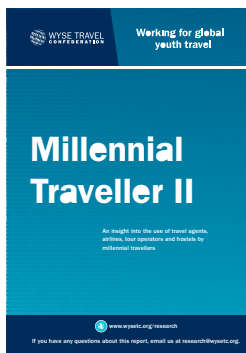
The industry review series compiles current data from secondary sources on industry matters that affect WYSE Travel Confederation members' businesses. The series investigates areas such as youth travel market dynamics, mobility, pricing, customer preferences and marketing.

OTHER REPORTS AVAILABLE



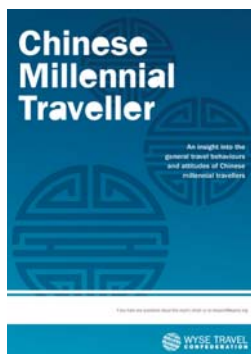
The Millennial Traveller report offers insight into the general travel behaviours and attitudes of millennial travellers. Millennials are growing up in a world where travel is easier and relatively cheaper than for previous generations. Key findings of the report cover:

- Travel planning and behaviours
- How much they spend
- General attitudes and opinions.



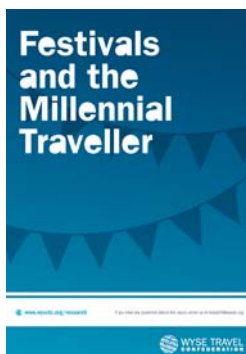
The Millennial Traveller II report, the second in WYSE Travel Confederation's Millennial Traveller series, focuses on four types of services utilised by millennial travellers: travel agents, airlines, tour operators and hostels. Key findings of the report cover:

- Planning and booking preferences
- Factors influencing travel decisions
- Opinions on products and services.



The Chinese Millennial Traveller report, a special edition to WYSE Travel Confederation's Millennial Traveller series, focuses on the travel services utilised by Chinese millennial travellers. Key findings of the report cover:

- Planning and booking preferences
- Factors influencing travel decisions
- Travel spend
- Opinions on products and services.



The Festivals and the Millennial Traveller report provides a snapshot of millennial traveller festival spending and preferences for a great festival experience, such as:

- Cheap food and drink
- Big performance acts
- Believe it or not, clean toilets.

For more information on our research programme and to download other reports, visit www.wysetc.org/research.



Youth Tourism



Youth tourism is increasingly being recognized among key stakeholders due to its positive social and economic impacts. This target group is the major source market for numerous travel and tourism destinations. As trendsetters, youth travellers make previously undiscovered destinations fashionable and accessible. Travel for educational purposes, gap years, volunteering, cultural exchanges or simply leisure are just a few motivations behind this powerful target base that gains mutual benefits for both the destination and the youth traveller.

Tourism researchers globally are taking note of this trend and using this population as the base of their tourism research. In the same light, the UNWTO Affiliate Members Programme in collaboration with our highly valuable and longstanding Affiliate Member, the World Youth Student and Educational (WYSE) Travel Confederation presents various case studies illustrating global trends and the multiple benefits generated from Youth Tourism. This publication also underscores the advantages of the transversal collaboration between Public-Private Partners (PPPs) in highlighting the significant benefits of youth tourism.

In this regard, I would like to extend my sincere gratitude to the World Youth Student and Educational Travel Confederation (WYSE) for collaborating with the World Tourism Organization (UNWTO) in yet another edition of “The Power of Youth Travel”. This report would also not have been possible without the contribution and support of all the researchers and contributors including the esteemed group of UNWTO Affiliate Members; COTELCO, Observatorio Turístico del Estado de Guanajuato, StudentMarketing, Fundación Universitaria Cafam, and Wakayama University. I trust that this publication will serve as a resource for key stakeholders to harness the benefits of youth tourism in this dynamic travel and tourism sector.

Yolanda Perdomo

Director of the Affiliate Members Programme
World Tourism Organization (UNWTO)



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Chapter 1: The Economic Impact of Youth Travel

Youth and student travellers are an increasingly important market for destinations around the world. With travellers ages 15 to 29 accounting for an estimated 23% of all international travellers in 2015, many countries and regions are beginning to realise that welcoming youth travellers can translate to high value for their destinations, as young people often travel longer and spend more in total than older travellers.

Most of the young travellers of today come from the generational cohort born between the early 1980s and 2000s, the millennials. They are a young, yet influential group of travellers interested to 'live like a local', an immersive experience which also means they tend to spend directly with local businesses and make close contact with local culture and residents. The millennial's search for new and unique experiences takes him or her to places that travellers from other market segments often don't reach: up-and-coming travel destinations, places 'off the beaten track', rural areas and the local niches within city neighbours.

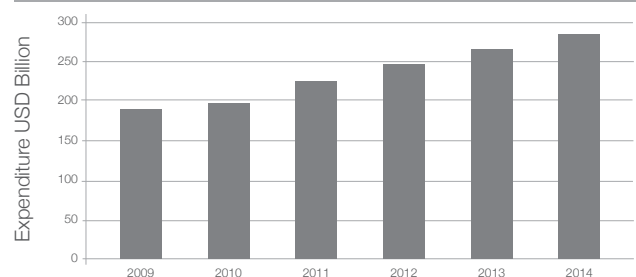
The economic value of youth travel lies in the unique character of this market. Young people are more adventurous, looking for social contact with other young people and to discover new cultures and develop their knowledge. Because young people are inspired and motivated to travel as often as they possibly can, for longer periods of time and have an interest in visiting

areas not frequented by traditional tourists, young travellers are of particular value to destinations around the world. Six key observations can be made about the value of youth travel.

1) Youth travel is high value

Research by WYSE Travel Confederation and UNWTO indicated that the total value of the international youth travel market was almost USD 190 billion in 2009. By 2014 this figure had risen to USD 286 billion.

Graph 1.1. Global youth travel expenditure



Based on UNWTO forecasts for global tourism growth, we can estimate that by 2020 almost 370 million youth travellers will account for a total spend of over USD 400 billion.



Young people are often money poor, but time rich, which means that they can spend longer in a destination than a typical tourist. The WYSE Travel Confederation Millennial Traveller research in 2014 indicated that young travellers spent an average total of USD 2,160 (EUR 1,591) on their main trip. This compares with an average of USD 1,097 (EUR 950) per trip for international tourists as a whole in 2013. Because young people often take much longer trips than most other tourists, young people are spending up to two thirds more on average.

The effect of longer trips can be even more dramatic. For example, research in Australia showed that the average backpacker stayed 84 nights in the country in 2013, spending AUD 5,759, but that young travellers staying six months or more spent an average of AUD 21,645 in the country in 2013. The average youth traveller in Australia spent a total of USD 7,278 in 2013, compared with the average of AUD 3,326 for all visitors (Australian Government, 2013).

One secret to leveraging the greater spending power of young travellers is tapping into the resources of their parents (often struggling with the opposite time-money dynamic). The WYSE Travel Confederation New Horizons III survey in 2013 indicated that just under a quarter of young travellers' expenditure was financed by family and friends. Another

secret is for destinations to enable young travellers to work in order to earn additional money during their travels.

The high value of youth travel also lies in the 'lifetime value' that young people deliver to destinations over the course of their travel career. Travellers often return to the places they visited earlier in life. In Australia, the 2011 ATB study Backpackers Uncovered indicated that 58% of backpackers would be likely or very likely to return in the next five years.

2) Youth markets are resilient

When the going gets tough, the young keep travelling. Young travellers are relatively intrepid and unlikely to be phased by economic problems, political unrest or epidemics. Research by Tourism Australia indicated that two thirds of backpackers visiting the country in 2011 had their trip impacted by the strong Australian dollar, however, overall backpacking trip lengths did not appear to have altered significantly. A WYSE Travel Confederation survey of youth travellers' opinions on the 2014 Ebola outbreak indicated that this global health scare had little impact on their travel plans.

As Contiki chief executive Casper Urhammer underlined, "Young people, they want to travel and they are quite resilient no matter what happens in the world: economic climates, political

situations. They want to go see the world. They have saved for a couple of years. If the price is up a couple of percent, they will save a bit more.” (Freed, 2015).

In fact, there is some evidence to suggest that young people may be stimulated to take longer trips when the economy is poor; if there are fewer job openings, many young people consider taking a gap year or gaining some work experience abroad until the economy picks up again. Young professionals may opt to engage in what has been termed ‘funemployment’ – using redundancy money or savings to refresh their perspective on things until new job opportunities become apparent.

The overall picture is that youth markets tend to be less volatile than the tourism market as a whole. Figures from the WYSE Youth Travel Industry Monitor in 2009 and 2010 indicated that although the youth sector was affected by the crisis, it had generally declined less and recovered faster than mainstream tourism.

3) Young travellers spend their money directly with local communities

Because young people travel for longer periods, they also tend to spend a greater proportion of their total budget in the destination. WYSE research indicates that around 60% of youth travel budgets are spent in the destination. In some cases the proportion is even higher. Research by Tourism Australia indicates that backpackers spent 68% of their total travel budget in Australia in 2008.

The Millennial Traveller Survey conducted by WYSE Travel Confederation in 2014 showed that the most important motivations for young travellers are to interact with local people (55% rating as important) and experience everyday life in another country (45%). This drive to experience the ‘local’ while travelling brings young travellers closer to local communities and means that they have more direct economic, social and cultural impacts on the communities they visit.

The tendency of young travellers to seek out local suppliers also reduces economic leakage and drives more expenditure towards local businesses. This can have wide ranging positive effects for destinations. For example Rodrigues and Prideaux (2011) found that backpacker tourism in the Amazon region of Brazil generated significant local employment opportunities, as well as sociocultural benefits and important conservation outcomes, including a reduction in logging thanks to increased tourism income.

4) Purposeful travel

A clear trend has been a shift in the youth travel market from leisure travel towards work and study abroad, volunteer travel and language learning travel. These more active, purposeful forms of travel are geared towards personal development, and

can also have positive impacts on the destination as well as the travellers themselves.

Development Through Volunteering Overseas, a WYSE Work and Volunteer Abroad study in 2015, indicated that over 80% of young volunteer travellers felt that their host family, host organisation, or friends in the host country had also benefitted from their contribution as a volunteer.

5) Young people make an important contribution to other industries

Young people often travel to study or work. Student travel is now being recognised as an increasingly important economic driver. The mobile and flexible workforce of young travellers is becoming almost irreplaceable in some parts of the world.

In 2014 the Australian overseas student industry contributed AUD 17 billion in export income to the Australian economy, according to Australian Education International (AEI). This is a 17.3% increase on calendar year 2012 (AUD 14.5 billion). International education activity contributed an estimated AUD 15 billion to Australia’s economy in 2013 – a 3.8% increase over 2012, but still shy of the previous high of AUD 16.1 billion in 2010 (ICEF Monitor, 2014).

UK international students are estimated to generate around GBP 17.5 billion for the UK economy, and support almost 22,000 full time equivalent jobs outside higher education. Around GBP 4.5 billion is spent directly with universities themselves. The education market is expected to grow in future as well, with the British Council estimating that the total number of students enrolling in higher education worldwide, including those studying in their home country, will increase by 21 million between 2011 and 2020 from 178 million to 199 million- with continued growth in emerging markets (HM Government, 2013). Global demographic change and rising incomes in developing countries are likely to increase the number of internationally mobile students.

In the USA, the 886,052 international students and their families at universities and colleges supported 340,000 jobs and contributed USD 26.8 billion to the American economy during the 2013-2014 academic year (NAFSA, 2014). This represented a 8.5% increase in job support and creation and a nearly 12% increase in economic contribution compared with the previous academic year.

Arguably, the money that educational institutions earn from international students makes a valuable contribution to the educational system as a whole, allowing the host country to support facilities that it would often not be able to afford otherwise (NAFSA, 2014).

In addition to spending money which supports employment in tourism and other industries, young travellers often

work themselves while travelling. The number of working holidaymakers (WHMs) has increased significantly in recent years to key destinations such as Australia and New Zealand.

In Australia working holiday visas (WHVs) grew from 185,480 in 2010-11 to 214,644 in 2011-12 to 249,231 in 2012-13, an increase of over a third in three years. This has sparked a national debate about the costs and benefits of working holidays, which are feared will take jobs from locals. Such fears have prompted the federal government to raise the tax rate for working visitors in Australia. The measure will take effect from July 2016 and is expected to generate AUD 540 million in revenue by 2019.

Tan and Lester (2012) found that every 100 working holidaymakers created five net full time jobs in Australia, confirming earlier research (2008) showing that WHMs generated a total of 28,000 jobs- 8,000 more jobs than the jobs they themselves occupied. The jobs that working holidaymakers take are often difficult to fill with the local workforce, particularly in rural areas.

Research on WHMs currently being undertaken by Dr. Jeff Jarvis in Melbourne indicates that respondents stayed an average of 326 days in Australia, spending just over AUD 90 per day on average with hostels, restaurants/cafes and supermarkets being the primary beneficiaries. Jarvis commented:

“This confirms that attracting WHMs to base themselves in a particular urban destination brings with it significant economic benefits. The older WHMs are spending significantly more per visit than those under 25. In addition, they act as triggers to stimulate additional VFR visitation in the same way as international students. They also play a role as brand ambassadors for Australia.”

Furthermore, in the globalising economy, the attraction of talent is increasingly being seen as a key factor in economic competitiveness. Destinations that enable youth travel attract the talent of young professionals, introducing young people to places they may want to re-locate to and contribute to developing work-related skills. WHM research in 2015 indicated that 59% saw working overseas as beneficial for their personal development and 52% saw working overseas as beneficial for their career.

6) Young people attract others to the destination

Young people attract other visitors to the destinations that they visit. In Australia, for example, it was estimated that each young visitor taking a course in higher education was visited by an average of 1.3 people during their stay, generating an additional AUD 1.2 billion for the Australian economy each year. Dr. Jeff Jarvis' research in 2015 indicated that 47% of respondents generated visits from friends and relatives and 79% would advise their friends to come on a WHM visa to Australia

Young people also add atmosphere and 'buzz' to destinations, attracting other visitors and businesses. This effect has been recognised in many cities across the world and there are growing numbers of projects to relocate university facilities in city centres to act as hubs for cultural and creative activities. The provision of student accommodation is often also an important feature of such schemes.

In conclusion, these six key factors suggest that it is important to take a broader view of the economic impact of youth travel. Impact is not just about daily spend levels or the price category of youth travel accommodation, but the combination of longer stays, more extensive travel, a desire to consume local services and the likelihood that young people will attract other travellers and return to destinations themselves in future.

Professor Greg Richards
WYSE Travel Confederation

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Notes

English Language Intensive Courses for Overseas Students (ELICOS) recorded the largest growth rates over 2013 with a 26.7% jump in enrolment and 25.6% in commencements.



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Chapter 2: Articles

Food Tourism: a significant ingredient to attract the youth traveler	16
StudentUniverse: Faculty-led Educational Trips	18
Generator Hostels: The How and Why of Developing Dialogue and Relationships with Young Travellers	20
StudentMarketing: Language Learning Tourism Insights for Destinations	22



Food Tourism:
a significant
ingredient to
attract the youth
traveler

According to a survey conducted by UNWTO among its Affiliate Members, 88% of respondents consider gastronomy a strategic element in defining the brand and image of their destination (UNWTO, 2012). Most destinations see the quality, diversity and distinctiveness of their gastronomic experience as one of the factors attracting a growing number of tourists. Discovering local food has become a tourist activity as significant as sightseeing, visiting museums or amusement parks.

Trends in food tourism

Young travelers seek more than stereotypical travel experiences. Food Tourism is without a doubt an opportunity for destinations, tour operators and other tourism stakeholders to attract this growing segment. Youth travellers are estimated to represent approximately 23% of all the over one billion international tourist arrivals. Developing the adequate strategies to capitalize on this growing market can bring immeasurable benefits to inclusive socio-economic development namely by fostering the links with host communities and local producers.

The travel style of the youth traveler has become increasingly culturally driven. They have a desire to experience the culture of the destination in which they seek opportunities to observe local customs, interact with local people and sampling local cuisine (UNWTO, 2008; 2011). Not surprisingly, spending on authentic local food in destinations is growing rapidly as young travelers are opting for unique food experiences. Farm-to-table dining experiences, gastronomic routes, cooking classes, wine tasting, exploring food events and fairs are now top popular choices. Food-spotting, online food photography and blogging are other popular trends influencing the young tourist experience and an opportunity to brand a destination.



Analysis of countless reviews and images shared on TripAdvisor and other social media networks such as Facebook, Instagram and blogs reveal a clear message that young travelers highly value partaking in local culinary experiences. Young travelers add atmosphere and ‘buzz’ to destinations, attracting other visitors. This effect has now been recognised in many cities across the world, and there are growing numbers of projects addressing this trend (UNWTO, 2011).

Whatever their passion or destination, youth travelers are engaging with local communities, through culinary experiences which are contributing to community development. The travel industry as a whole has the responsibility to continue enabling this. The public and private sectors need to come together in providing quality services that are well adapted to the needs, means and expectations of young travelers (UNWTO, 2011).

UNWTO Gastronomy Network - creating a platform for growth

Promoting the links between tourism and gastronomy is the main objective of the UNWTO Gastronomy Tourism Network. In this network, participants are encouraged to interact, share and access relevant information while benefitting from an unparalleled platform to create, disseminate and implement

resources to harness the gastronomic niche which can result in valuable benefits to a variety of sectors and resources.

In addition, the many links between gastronomy and tourism are explored at the UNWTO World Fora on Food Tourism. The first Forum took place in 2015, organized by UNWTO and its affiliate member, Basque Culinary Center, and the second will take place in Peru in April 2016.

These events provide a valuable platform for the knowledge exchange, enhancement of understanding of food tourism and how to successfully manage its growth. One of the important outcomes of the 1st Forum was the clear message that people are what makes an experience attractive and that chefs are now ambassadors of a territory. Destinations should thus invest in storytelling and in looking for new angles to promote the beauty and uniqueness of their gastronomic experiences for young visitors. The digital era multiplies channels, stimulates conversations and provides opportunities for interaction that combine Gastronomy Tourism with the destination’s landscape, culture and history into an attractive, holistic, and unique travel experience.

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StudentUniverse:
Faculty-led
Educational Trips

Article Summary

For professors and faculty members bringing a group of students abroad, managing the associated logistics can be a daunting task. From putting together the itinerary to booking air travel and accommodations to finalizing the group size and coordinating payment, the management of all of this can be enough to deter some faculty from signing up to lead the trip. Professors do have resources they can leverage to help manage this; many engage a travel agent to book group travel to help ease the logistics of planning the trip.

This article will focus on what group travel is and the benefits of booking group airfare.



How Group Travel Works

For groups to have access to the benefits of booking travel as a group, they need to be booking a minimum of ten passengers on the same itinerary. This is true whether a group leader books with a travel agent or through the groups department with an airline directly.

Many professors engage a travel agent to help ease the logistics of planning an educational group trip. The travel agent negotiates directly with the travel providers, such as the airlines, and can often negotiate discounts for the group. Many times the travel agency has access to better rates than the group leaders would be able to secure on their own.

Travel agents identify flight itineraries, book air travel and finalize the group size and coordinate payments. Travel insurance can also be added to the group booking.

Especially when professors are traveling with students, many airlines are willing to give discounts to student/youth travelers in order to help fill planes and routes. Additional discounts are sometimes offered to the faculty member as well.

The Benefits of Group Travel

One of the biggest benefits to booking group travel through a travel agency is that it saves the faculty member the time and hassle so that they can focus on educational content in destination. There are several other benefits, including:

The group's seat count can usually be reduced with no penalty charge as long as the group remains at ten or more passengers.

The group will work with a dedicated agent for personalized service. This agent is a direct contact and someone who knows the industry and with whom you can work with on the reservation should any questions or complications arise.

Many travel agents travel on the routes that they book for clients and can offer suggestions for your booking based on not only professional, but personal experience.

Be Flexible and Plan Ahead

Planning ahead can help groups lock in affordable airfare at the time they deposit and protect groups from rate hikes that may occur closer to the time of the trip.

When air travel is booked for groups, seats can be reserved 11 months in advance. The group leader would choose the flight (it could be based on the fastest route, cheapest itinerary or with providers that don't charge cancellation fees) and whether they want to add travel insurance to bookings.

Group leaders that don't want to deal with coordinating payments for their group's travel bookings are the number one reason trip leaders cite as wanting to work with an agency. With some travel agents, like StudentUniverse, payment pages can be utilized by the group.

With group payment pages, the group leader has the ability to allow students to log into the travel agency's portal and make their reservations directly as part of the group. This makes it more convenient for the traveler and the group leader, and saves the group leader time. Alternatively, affiliate pages can be utilized. In this case, students are given the information on the dates of the trip and book through the agency directly themselves, but they can book their own flights. This is helpful in cases where students may want to extend the trip beyond the dates that the group is traveling.

Whether travelers use group payment pages, or affiliate pages, the responsibility of making the payment lies with the travelers, instead of the group leader. Payment and affiliate pages also give the group leader insight into the progress of the group's booking as a whole.

The top benefits that educational group travel leaders gain from working with a travel agency are time savings, cost efficiencies, and convenience. This allows them to focus on what they do best- educating students in destination

www.studentuniverse.com



Generator Hostels: The How and Why of Developing Dialogue and Relationships with Young Travellers

Article Summary

Today's young travellers are conspicuously different than earlier generations. The millennials, born after 1980, came to age in this millennium and have only ever been aware of a digital age. Even this has moved on (in this decade) to becoming a mobile adapted digital environment where information is now readily available, mostly free and very visual. This has profound implications for brands that target young travellers in how to establish a meaningful dialogue with them. Gone are the days of one-way communication, mostly via offline media.



Generator has established itself as a leading lifestyle hostel brand across Europe and has its sights set on growth in North America. A network of large, central locations provides a platform for young travellers to meet and socialise while providing high standards in safety and cleanliness. Generator has focussed on social media (Facebook, Instagram, and Twitter) to connect to our customers.

For the new breed of hostel operators, like Generator, this means:

- Creating comfy and stylish spaces for travellers to meet, surf online and interact.
- Using design that draws upon the colours and materials that evoke the feel of a city.
- Curating a lot of fresh content – e.g. travel blogs, staging of events, working with local artists (fashion, art or music).
- Using local food to create great affordable menus.
- Free fast WiFi (as everyone is a smartphone addict).
- Staying on top of conversations that guests are having – hostel managers need to respond to feedback quickly.

The millennial generation is much more attuned to brand values that are triggered by emotions rather than simple functional fulfilment. Brands like Generator thus need to develop an

authentic voice, to engage their audience with relevant content that earns their respect. It's also about a two-way conversation rather than just broadcasting it out – and it is clear that engagement tends to grow gradually as trust builds. Youth travellers look for brands that “talk to them” in their language, inspire them, and have a narrative or story and which use a lot of imagery. Fast response (“I didn’t know they cared”) and a ‘wow’ factor (“This is cool: I am going to share it with my friends”) are key elements of this dialogue. Content therefore needs to be fresh, relevant, accessible on mobile devices (young travellers have “FOBO” or fear of being offline) and, above all, it has to be visual and shareable, using hashtags, e.g. #GenLove. Only that way can millennials buy into an experience and emotion and feel that a brand genuinely speaks for them.

If there is a word to summarise it all its personalisation – today's youth traveller wants to be made to feel special. If they do, they will engage much more deeply with your brand and share this with friends via social media. Given the much wider networks they have – each customer can be seen as a potential brand ambassador. For the hostel operator, it's about personalising without layering in huge costs. This means creating spaces that feel special, quirky, stylish and about having engaging staff, who actually enjoy meeting travellers and giving them tips on what to do and where to go. Above all it's about using an authentic tone of voice and having that conversation so that it builds a relationship. If customers sense this recognition it becomes much more powerful than a classic loyalty points programme because it's two-way and mutual. Convert a millennial and you have a true brand advocate.

www.generatorhostels.com

StudentMarketing: Language Learning Tourism Insights for Destinations

Article Summary

From the time of Thomas Cook organising the first tourist train journey through England well over a century ago, to today's online booking and travel systems, global tourism, and Language Learning Tourism in particular, has expanded exponentially as communication and the need for a second or more languages becomes prevalent throughout the world.

studentmarketing
YOUTH TRAVEL CONSULTANCY



Language travel, defined as travel abroad to improve language skills, has, over the past three decades, moved from the developmental stage to rapid growth and now has entered a consolidation phase – where it has become a structured and an important part of the global tourism market. In a world where technology, information and thereby language acquisition through immersion in a native speaking environment is now a requisite to economic well-being, language travel has emerged as vital for development of nations as a whole. With 1.21 billion people studying English across the globe¹, the importance of a common language for trade and industry is vital.

With global tourism, as a whole, contributing \$7 trillion to the world economy² and representing 9% of GDP and Youth and Student Travel accounting for \$224 billion³ of that, Language Learning Tourism is now firmly rooted as an important sector in itself.

Moreover, there is a proven correlation between the level of English and economic performance of a country. In fact, English First's English Proficiency Index 2013 (EF EPI) confirms the link between better levels of English and higher per capita income, higher GDP and quality of life. EF even goes so far as to say that English is no longer "a marker of the elite" but rather a basic skill as literacy was a century ago.

The global language travel market boasts 2 million travellers annually and benefits not only the travellers themselves in terms of acquisition of a second language, but also the host countries, both economically as well as in terms of cultural diversity. For example, in the UK ELT alone generates £2.5 billion in terms of revenue while for Australia the figure stands at AU\$2 billion⁴.

However, the importance of language travel for destinations is manifested in human nature and becomes more evident as time passes: initial destinations visited, especially for junior students, often shapes future learning and travel patterns, e.g. summer camps building the way to further studies in the same destinations. This foresight is evident across the globe as the importance of the sector can be highlighted not just by the economic size, but also by the sheer number of participants supporting and servicing it.

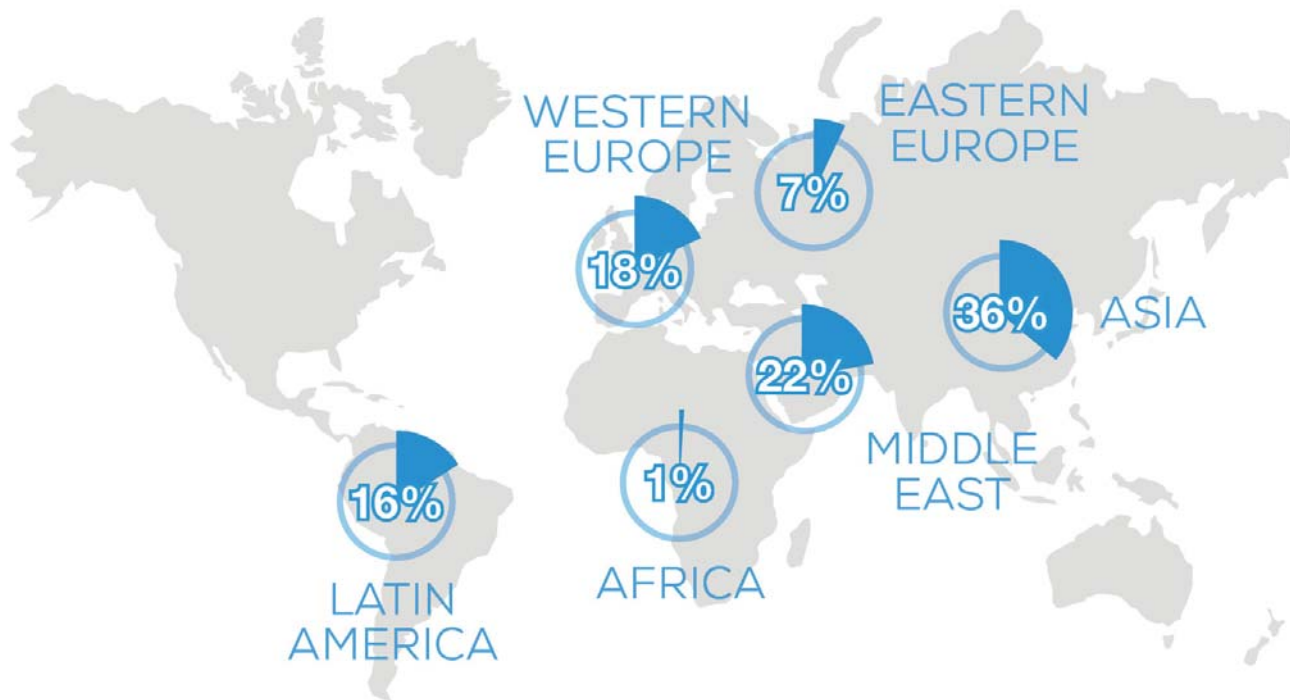
With approximately 3,000 language travel providers, 50 related language travel associations across the globe, 16,000 education agencies and 2 million students travelling solely for the purpose of language acquisition every year⁵ the impact of this sector within youth travel is not to be underestimated. It is

References

1. Source: Study Travel Magazine, 2013
2. Source: World Travel & Tourism Council, 2015
3. Source: StudentMarketing, 2015
4. Source: English UK, 2014; English Australia, 2014
5. Source: StudentMarketing, 2015
6. Source: StudentMarketing, 2015

But where do all these students come from?

Source: StudentMarketing, 2015



because of this that developing itineraries for youth travel and language travel in particular, becomes important for all market participants, whether international agencies, governmental bodies, travel agencies and language education providers themselves.

In terms of global ELT student weeks (student weeks are, from a business perspective, a better performance indicator than solely the number of students), Asia and the Middle East as source markets account for more than half of all student weeks spent on ELT (36% for the former, and 22% the latter)⁶.

In terms of comparison to other popular languages (e.g. German, Mandarin and Spanish) ELT is by far the market leader in terms of size and breadth of research, and as mentioned previously, is now considered a basic skill, whereas other languages are still considered “specialist” or region-specific. Furthermore, while the UK and USA are undoubtedly the leading destinations for ELT, Australia and Canada are also increasingly being seen as attractive destinations. However, there are shifts being felt in the ELT sector as the importance of other languages gains momentum, mainly through students from those markets, where a good command of English is already a necessity and proficiency levels are high, now seeking a second foreign language to further improve their chances in an ever more competitive economic environment and job market. And thus, German, Mandarin and Spanish are seeing a renaissance.

So what are the wider implications for destination countries, service providers and international agencies involved in youth travel and language learning tourism in particular?

It is a well-recognised fact that being well-travelled is a competitive advantage when applying for a job or dealing with challenges in the workplace and international experience broadens horizons and perspectives that enable individuals to perform better. What is increasingly more common is the growing importance of the junior segment and children travelling abroad for the purpose of learning a language: the share of juniors travelling to the UK now represents 47% of all students in private sector providers – up from 25% a decade ago. This growing trend of younger travellers comes with its own caveats: the requirement for greater attention to the safety and well-being as well as investment in suitable accommodation.

Furthermore, with the huge economic impact that language travel can have on a destination, there is a growing need for them to be more supportive of national language and travel associations. This means not only economic support, but a better understanding of the regulatory environment to make themselves more language travel-friendly in terms of ease of student visas. This is especially important given that there is a growing popularity of “specialised” courses, e.g. academic preparation courses (e.g. University Foundation Courses) and Language + Activity programmes focussing not only on the language itself but also sports, dance or art.

Thus the changing nature of language travel across the globe as English becomes a basic requirement and other, more focussed, learning gains popularity requires the need for destinations to be prepared for the future through better research and data.

www.student-market.com



CHAMPIONING THE YOUTH AND STUDENT TRAVEL INDUSTRY

The World Youth Student and Educational (WYSE) Travel Confederation is the world's largest and most powerful network of youth and student travel operators.

We are the global not-for-profit membership organisation dedicated to supporting this unique market, which generated an estimated USD 250 billion in 2014.

Our network of over 800 members in more than 120 countries serves in excess of 30 million travellers each year across all aspects of youth and student travel.

DID YOU KNOW?

Membership fees start from as little as EUR 400 per year.

JOIN US TODAY AND BENEFIT

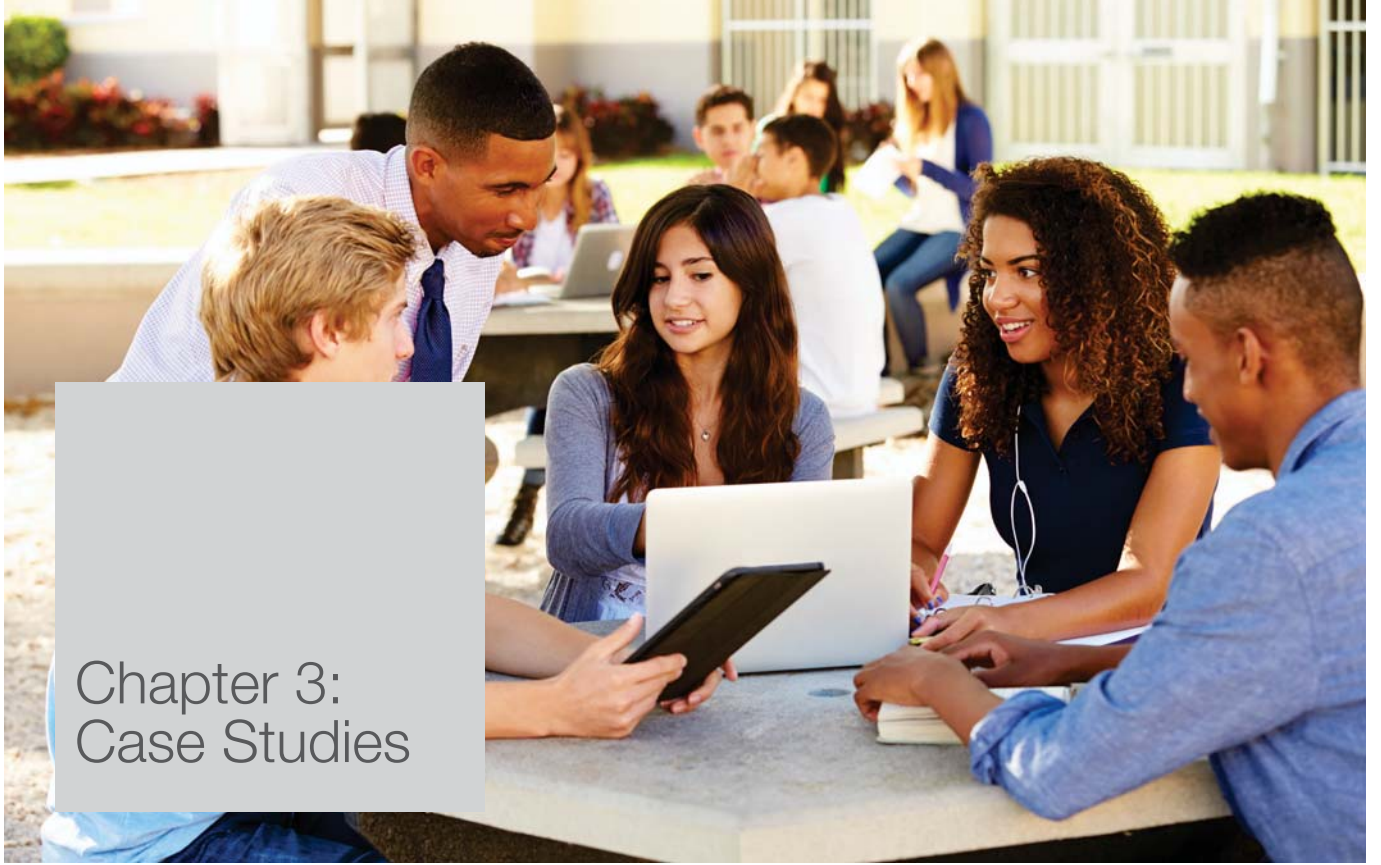
- **Networking and trading** – we can help you connect with organisations to enable you to grow your business
- **Discounts on industry events** – preferential registration rates for major events, including WYSTC and WETM-IAC
- **Industry research** – free accurate and reliable industry intelligence and market research
- **Education** – free access to WYSE Webinars, interactive workshops and educational sessions on various topics
- **Marketing and sponsorship opportunities** – we offer a wide range of promotional and sponsorship opportunities to help you promote your business to a wider audience
- **A mark of quality** – use the WYSE Travel Confederation logo as a symbol of quality on your organisation's marketing materials
- **Industry updates** – receive regular eNewsletters, news alerts and press releases
- **Policy work and representation** – we work extensively with the UNWTO, European Commission, and on major governments' industry campaigns so can help your voice to be heard



SECTOR SPECIFIC SUPPORT FOR YOUTH AND STUDENT TRAVEL ORGANISATIONS

As a member of one or more of our sector associations, your organisation can benefit from specific networking and trading opportunities, industry research and market intelligence.





Chapter 3: Case Studies

Federation EIL: Building World Peace One Friendship at a Time	26
Xu Bo Arts and Culture Exchange: Opening Minds Touching Hearts	28
The Council on International Educational Exchange: The Civic Leadership Summit	30
Hostelling International: Big Blog Exchange	32
Global Vision International: International Volunteerism and Youth Travel	34
Wakayama University: Sustainability and Community Engagement in Tourism Education	36
Observatorio Turistico: Events in Guanajuato as a Cause of Youth Travel	38
African Impact: Outcomes of Volunteer Travel	40
Erasmus Student Network: Foreign Students - Travellers of the Future and Contributors to Society	42
Citizenship and Immigration Canada: International Experience Canada	44
CSCEE: Observing and Appreciating Differences Between Chinese and American Society	46
Cotelco Joven: Generating Touristic Culture in Colombian Youth	48
American Institute for Foreign Study: Youth Summer Camps Impact Assessment	50
Universitaria Cafam: International Exchange Experience of Unicafam College Students	52



Federation EIL: Building World Peace One Friendship at a Time

Case Study Summary

The Federation of the Experiment in International Living (Federation EIL) is comprised of twenty-two autonomous national nonprofit, nonpolitical and nonreligious organizations around the globe. Collectively, these members form the worldwide network of the Federation EIL—a leader in international, intercultural and educational exchange since 1954.



The social importance of youth travel was identified by Experiment in International Living founder, Donald B Watt, in 1932 when he saw the need for a new kind of study, “not of the relations between states, but of the relations between individuals of different cultures”. Watt’s vision of a better world depended on the capacity of young people to learn to live peacefully together. The Experiment has consistently fostered the building of understanding between and respect for people of different cultures and in 1989 was recognized as a Peace Messenger by the United Nations General Assembly.

We are living in an increasingly connected global world in which intercultural competence is indispensable in order to succeed. Intercultural exchange can therefore not be restricted to those who can afford a stay abroad or have access to the common programs. In order to include everyone in intercultural learning activities, Federation EIL and its members strive to find ways and means to open our programs to new groups. Here are three illustrations of how Federation EIL members are providing equal access to intercultural exchange in Germany, Ireland and Morocco.

In 2009, the two Federation EIL members EIL Ireland and Experiment e.V. Germany initiated a joint scholarship program targeting students at German high schools other than A-level high schools. These schools have a high percentage of students with an immigration background and/or The student's families are not in a financial position to enable their children to participate in long-term intercultural exchange programs. The goal of this new Federation EIL program is to reach this underrepresented group of participants in German high schools and provide them with an opportunity to participate in a cultural exchange program in Ireland.

Since these students are typically not fluent in English and this is usually their first experience abroad, some of the principles of the traditional Federation EIL programs were adapted and a new program was created: the Kulturentdecker or 'cultural explorers'.

The core part of the two-week program is a community service project. The other important program components include a homestay with an Irish family and fun group activities on the weekend. During the past six years, over 20 groups of high school students in Germany have been financed. In 2011, the program won the National Award for Democracy and Tolerance in Germany.

Due to intense reflection in post program seminars and a structured interview process that surveys the participants before the program starts, a month after the program ends and six to twelve months after the program is complete, Federation EIL has been able to collect data on the personal transformation that takes place due to a program like this.

Eighty-five percent of the participants said that they have gained more self-confidence and 78% said that this program has helped them to see their own future with new eyes. An astonishing 89% said that this program has made them want to go abroad again and that they consider an intercultural exchange program an important learning experience (compared to 58% before the beginning of the program). Finally, 95 % said that the participation has helped them to be more tolerant and open towards other cultures.

Thaqafat Association (EIL Morocco) in Rabat, Morocco also makes intercultural learning available to a wide variety of people. Thaqafat was founded in 2002 by young Moroccans and aims to promote Moroccan culture and development by inviting volunteers from around the world to participate in local projects and experience life in Morocco. The projects, mainly in Rabat and Salé, focus on children with disabilities, women's rights, education, the environment and health care. By inviting volunteers from all over the world to live with host families and participate in local NGO volunteer projects, Thaqafat Association (EIL Morocco) offers a unique opportunity for Moroccan people who might not otherwise participate in an outbound intercultural exchange program.

For example, one of the local NGOs serves disadvantaged children between three and five years old and adolescents from 13 to 18. Through the volunteer projects, these children are exposed to and interact with young volunteers from around the world. Since 2002, Thaqafat has hosted hundreds of volunteers and the exchange benefits aren't limited to the youth volunteer.

As one host mother in Morocco explained,

"We can't travel to the US, but the US comes to us through the international volunteers we host."

Over the course of eight decades, Federation EIL programs have had a profound effect on tens of thousands of young people. The beneficial impact ripples as the exchange is experienced by the young person going abroad, the family that hosts that young person and the community-based project that the volunteer works on. By offering opportunities to a variety of groups, Federation EIL believes that the impact is felt more widely and shared by people who otherwise might not be exposed to intercultural education.

www.federationeil.org



Xu Bo Arts
and Culture
Exchange:
Open Minds
Touching Hearts

Case Study Summary

This year is the 10th anniversary of Xu Bo Art and Culture Exchange. In the last ten years, many friends have asked me how I started cultural exchange programs. Here is my story.

XUBO
Art & Exchange



In 2004, when I returned to China from UK study, I was thinking what I should do next which could contribute to my country with all I learnt from the UK. Thinking back, what had three years of overseas study left to me? A piece of degree certificate. However, three years volunteer experience in the UK left me full of appreciation, experience, a friendship network, and an understanding of another culture and nation. I asked myself, "Why not help more people to benefit from volunteer programs?"

Although my little ability could not make a lot of progress quickly, it might at least bring a small step in our society- and that is promising. In the last ten years, when returned volunteers came to me and said, "*You are my life changer!*" at that moment, I was so impressed because I knew that Xu Bo's mission had come to true.

Nowadays, Xu Bo has developed to three branches, China, Singapore and Sweden with programs of volunteers, internships, and high school and student groups. The Xu Bo Singapore office successfully applied to be a member of Experiment in International Living in 2014 and we are able to work with all EIL members in the world.

In the last two years, Xu Bo sends more and more volunteers abroad. Last year Xu Bo had three times the number of participants than the year before. So far this year we have sent the same number of students as last year.

In the last ten years, Chinese youth are focusing more on opportunities to study abroad. However, it seems that recently they have also realized that even if they have a Master's degree and can get a well-paid job in China, their work experience is still lacking. Some students have told me that they did not want to study abroad, but instead preferred volunteering or an internship abroad in order to gain valuable working and cultural experience.

Another reason such programs are becoming more popular is that the Chinese students are getting to know more about gap year abroad and this is changing their vision. In addition, more and more universities in China have policies to allow students to apply for a gap year off. University policy has been really helpful in aiding the decision for young Chinese to take one year off and expand their views. Just last month, I received a long letter from one of our volunteers in Australia.

She wrote to thank to us and said,

"You are my life changer."

Xu Bo Art and Cultural Exchange Principles

Passion | Nothing great in the world has been accomplished without passion.

Joy | Fill your life with experience of joy as much as humanly possible.

Team Work | Talent wins games, but teamwork and intelligence wins championships.

Many Xu Bo participants have done volunteering in the education field. It is interesting to hear their feedback and learn what 'culture shock' they have experienced.

"Addressing people by name despite age. To a twenty year-old girl, 45 year-old Helen is just "Helen", not "aunty Helen". To a twenty year-old, Travis is just "Travis" not "grandpa Travis". Uncle and aunty are your relatives, not friends of your parents. Your boss Lyn is just "Lyn", not "manager Lyn" or "director Lyn". However, in Chinese culture, if you address senior people as their names, you are impolite or even rude."

-Student from China travelling in Australia.

Luckily, Xu Bo participants have adjusted to the culture differences very well and have learned from their "culture shock".

www.xubo.org



The Council on
International
Educational Exchange:
The Civic Leadership
summit

Case Study Summary

How can we further empower and connect with the young people who visit the United States every summer as participants on our Work and Travel USA program? That's the question the Council on International Educational Exchange (CIEE) set out to answer several years ago. The answer – the annual Civic Leadership Summit (CLS) in Washington, DC – has proved a resounding success.



First held in 2013, this all-expenses paid event brings 60 young people from countries including Afghanistan, China, and Ukraine, together for four days of cultural activities and lessons in American civics on the campus of American University. Through a series of engaging, hands-on workshops, fellows share experiences and practice critical thinking.

Each fellow leaves with an action-plan that will help them make their community, country, or region a better place, by creating safe drinking water, building reliable bridges, improving access to education, and more.

"[It's] as if I got a boost of energy from the most powerful battery in the world,"

said Andrey Zaitsev, a 2014 Summit alumnus from Russia.

As the hub of American democracy, Washington, DC was the ideal place to hold the annual Summit. Its iconic architecture, historic monuments, and incredible public spaces, provide plenty to explore, outside lessons and workshops.

At the Summit, CIEE builds on their intercultural savvy with expertise and talent from the World Justice Project, Street Law, Ashoka Youth Venture, 10x10 – creators of the powerful film *Girl Rising*, and is grateful to work with Robin Lerner, Deputy Assistant Secretary of State for Private Sector Exchange at the US Department of State. The results are promising.

“I now see the world in a different light,”

said Anisha Dixon, a 2014 CLS Fellow from Jamaica.

“I empathize with the different social issues experienced by my fellow global citizens, and I’m so excited to go home and establish Girls Move Mountains.”

(Dixon’s goal is to help bring girls in Jamaica out of poverty and increase their access to education.)

The competitive selection process requires each applicant to submit an application in the form of a written essay or video, explaining what makes them global citizens, and what they hope to gain from living and working in the United States. From a pool of more than 1,000 applicants, CIEE welcomed 71 fellows from 34 countries to Washington, DC in August 2014.

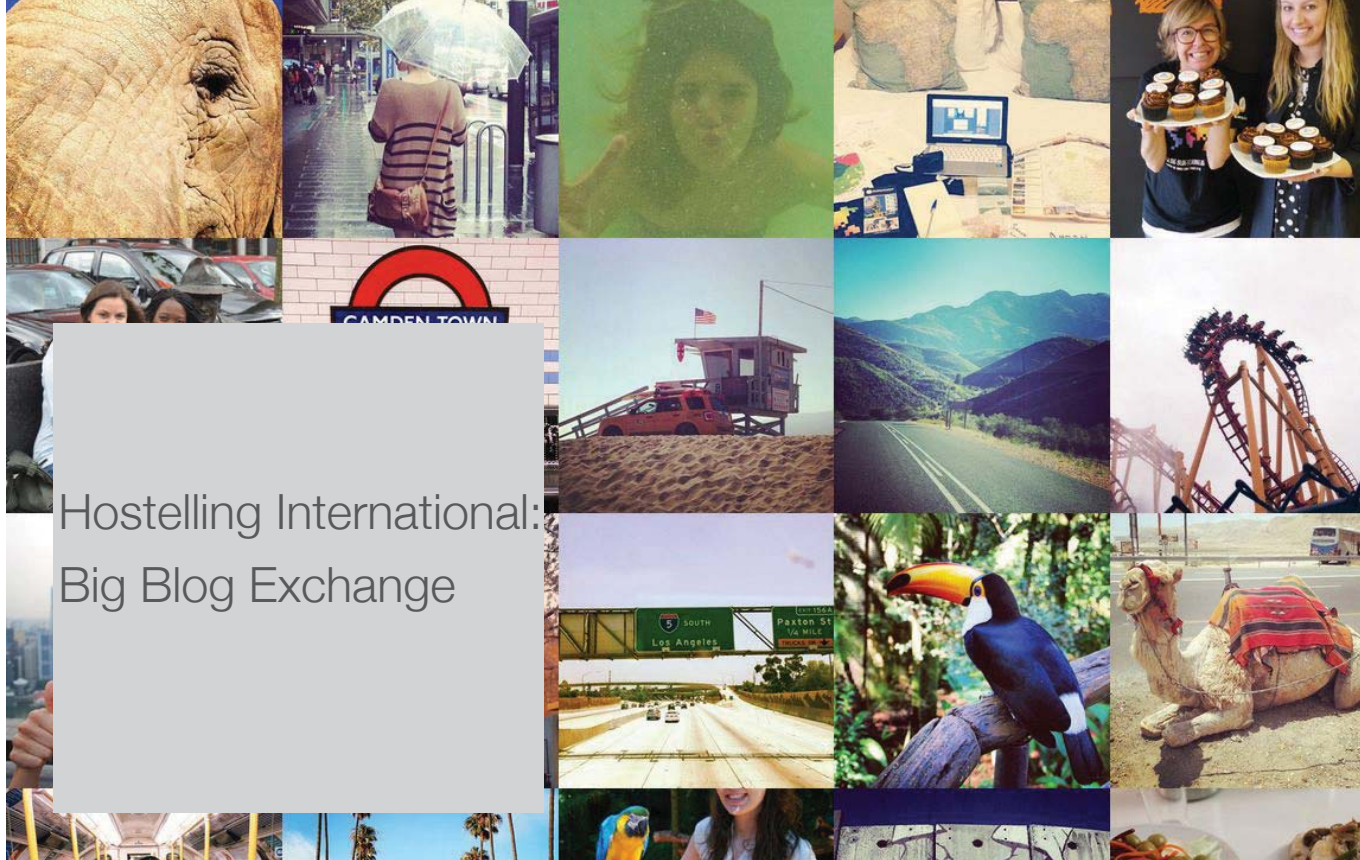
The experience has led to exciting opportunities for CLS alumni like He Huajuan (2013) from China and Esmatallah Surosh (2014) from Afghanistan, who will work in participant services at CIEE’s Portland, Maine, headquarters this summer.

“We’re excited for the opportunity to generate goodwill between countries, and build more bridges that will lead to positive change across the world,”

says Phil Simon, Vice President, CIEE Work and Travel USA.

And though all Summit alumni may not return to the United States, if the videos and posts they share on Facebook are any indication, the bonds that come from working toward common goals will keep these promising young leaders connected for a long time to come.

www.ciee.org



Hostelling International: Big Blog Exchange

Case Study Summary

Hostelling International (HI) is on a mission that began 100 years ago and has been going on ever since. Since we started the youth hostelling movement, times have changed, the media landscape has changed, the tools for our social interaction have changed - we have changed. But the core of our mission has not. HI wanted to re-tell the story of the youth hostelling mission in a new and exciting way that would appeal to the younger generation of today. At HI, we enable global interaction for fun, for new experiences, for learning, for understanding, for a sustainable future. We believe that if young people discover, explore and understand other cultures - the world will be a better place. That's what The Big Blog Exchange (BBE) helps us to achieve.



Hostelling International
Discover the real hostel experience

The BBE is an innovative and unique marketing campaign that had never been done before. It is a creative way of harnessing the power of social media to promote international understanding and cultural exchange. HI has worked very hard to make life changing travel dreams come true for some very special young people from so many diverse parts of the world.

The BBE reached out to bloggers around the world and invited them to participate in an activity to win the chance to exchange blogs and lives with another blogger for 10 days. All they had to do was report everything in their blog or social media platform and enjoy themselves!

After two consecutive series of this unique campaign this award winning project has proven very popular and engaged over 2,000 bloggers from 177 countries around the world, over 130,000 eager followers have voted for their favourite bloggers and 32 lucky winners have travel the world to live their dream exchange!

The Big Blog Exchange has exceeded expectations with exceptional digital PR and exposure for the youth hostelling movement. It has helped engage the whole global network and provided valuable content for our guests and readers.



BIG BLOG EXCHANGE.ORG

CHANGING THE WORLD USING THE POWER OF BLOGS

Additionally the campaign has won two awards for marketing innovation; a Global Youth Travel Award and a British Youth Travel Award as well as a prestigious recognition from the UNWTO in the Award for Excellence and Innovation in Tourism.

Audur from Iceland exchanging with Israel said,

“If you would ask me whether the Big Blog Exchange fulfilled its purpose of changing the world through blogs and bloggers my answer would have to be yes. It definitely changed one person’s views towards more tolerance and understanding and that is surely a start. Now it’s my duty to pay it forward; live, explore and keep an open mind. It also taught me so much about myself and how easy it is to slip into a state where you start looking at the world as a big bad thing instead of the amazing wonder that it really is. It reminded me that you can enjoy the company of people you don’t agree with and how much you can learn from listening to their reasons and thoughts”.

www.hihostels.com



Global Vision International: International Volunteerism and Youth Travel

Case Study Summary

Volunteerism has been formally recognised in the United Nations General Assembly as “an important component of any strategy aimed at such areas as poverty reduction, sustainable development, health, education, youth empowerment, climate change, disaster risk reduction, social integration, social welfare, humanitarian action, peacebuilding and, in particular, overcoming social exclusion and discrimination” (A/RES/67/138). The United National General Assembly has also formally commended “the contributions of national and international volunteers for their fundamental role in the promotion of peace and development” (A/RES/67/138).



Volunteerism is a vital tool for achieving the Millennium Development Goals and now Sustainable Development Goals. If correctly managed, international youth travel combined with volunteering can have long-lasting effects for all stakeholders involved; from large to small national and international organisations, such as government ministries or local community groups, to the communities benefitting from development projects and the focal ecosystems and species of conservation projects. On top of the effects on the ground are the life-changing experiences for the volunteers, many of whom go on to become better informed and more globally aware and ethically-minded citizens.

Founded in 1997, Global Vision International (GVI) is multi-award winning organisation and has a proud tradition of providing impact-driven volunteering, internship and service learning programs in various regions around the globe. With over 25,000 alumni from over 70 countries since its inception and a social media reach of over a quarter of a million fans from all over the world, GVI is widely acknowledged as one of the best organisations in volunteer travel industry.

A great example of impact comes from the GVI team in Fiji, who in just over two years, made some impressive achievements:

- Over 500 volunteers
- Over 500,000 litre water capacity added across five islands and ten villages
- Installed first water filter in northern Yasawas
- Funding/management of WDC (WDCS) research on site fidelity (>100 resident dolphins)
- Approximately 1500 hours of underwater surveys
- Twenty-eight local fish wardens trained
- Ten village sustainability management plans
- Nacula Tikina Yambula (environment) management team created
- Seaweed Farms launched with Fisheries Ministry
- Two primary schools supported: literacy/numeracy/computing programmes and one-on-one support. Ministry of Education accredited as “an exemplary program of support”

- Funding of School flush toilets, composting toilets, drinking water, rainwater harvesting systems, computers and computer room, environmental improvements and vegetable garden nutrition program
- Awarded Outstanding Volunteer Project at the Global Youth Travel Awards in 2013
- Assisted the Fiji Red Cross to perform disaster damage assessments and to distribute aid packs following the flooding disaster in March 2012 and Cyclone Evan, December 2012. “GVI’s partnership with the Red Cross enabled us to provide much needed human resources in response to what were widespread and devastating damages.” Data collected was provided to the Fijian Government, The Red Cross, Fiji and relevant organisations in order to ensure data on GVI’s collaboration with Disaster Relief efforts was reported in keeping with DISMAC planning.

The benefits of volunteer projects to host countries and local communities are wide ranging. Apart from the direct actions of volunteers, GVI also spends locally and attempts to foster responsible tourism among GVI alumni who travel further after their volunteer programme has ended. This spending provides a much-needed economic boost for the local economy and GVI bolsters this with income generation advice and support for long-term sustainability of locally managed tourism and trade cooperatives.

GVI is proud to be providing life changing experiences for those 14 years old and older from all walks of life through the transformative medium of travel that are also of long-lasting benefit to the projects and communities that our travellers volunteer in.

www.gviworld.com



Wakayama University:
Sustainability and Community Engagement in Tourism Education

Case Study Summary

The Faculty of Tourism, Wakayama University, is the only independent tourism faculty within the national university system in Japan, offering Undergraduate, Masters and PhD programs in tourism. The Faculty was established in 2008, Masters program in 2011, and the PhD in 2014, with a total of 500 students enrolled. In April, 2016, Wakayama University will launch the Center for Tourism Research to serve as a national and international research hub in tourism.



The Faculty has a strong focus on sustainable community development, and its curriculum incorporates a diverse range of community engagement programs nationally and internationally. As a result, student mobility is high, and a variety of learning opportunities are promoted, including study abroad (exchange), internship, language study, fieldwork, working holiday, and a broad range of community engagement. Community engagement has a strong presence in many of our programs, which can be illustrated in the following two examples: one, a community-based tourism program in Bohol in the Philippines, and the other, a program offered internationally utilizing the World Heritage pilgrimage routes in Wakayama.



Bohol: Post-disaster reconstruction through community-based tourism

Bohol, an island province in Central Visayas, the Philippines, was devastated by a 7.2 magnitude earthquake on 15 October 2013, claiming 156 lives and injuring 347 people. The municipality of Maribojoc was one of the worst hit, with the loss of 22 lives and some 3,700 houses. Heritage buildings, including Santa Cruz Parish Church (1872) and Punta Cruz watch tower (1796), sustained serious damage.

The earthquake triggered awareness of traditional knowledge connected to the environment, especially traditional styles of dwelling utilizing local materials and skills. The timber-framed houses are walled with woven bamboo strips and thatched with (nypa) palm. The earthquake did tilt and damage many traditional houses, but they are easily repairable using local materials easily available in the region. Many of the 'modern' concrete houses, on the other hand, collapsed, some causing casualties. Moreover, the tents provided by many international NGOs, although intended to be temporary shelter, were unusable in the hot climate, and unreparable when broken. This led to a realization of the value of traditional knowledge specific to the local environment, and provided a basis for a sustainable community-based tourism concept.

As volunteer workers came into the village, their interaction with the community lead to a 'volunteer tourism' combined with learning of traditional culture initiated by the Asian Institute of Tourism (AIT), University of the Philippines and the community of Toril, one of Maribojoc's 22 barangays (116 households, pop. 563). The Faculty of Tourism, Wakayama University joined this initiative with an aim to contribute to the development of community-based tourism.

The community engagement program in Toril was planned, and the initial visits in 2014 were followed up with a three-week program conducted in February-March 2015. Eight students and five teaching staff participated. The group carefully established a cooperative working relationship with Toril, Maribojoc community, and the students explored two directions for development through a number of discussion sessions with community members as they experienced local daily life at homestay. Two developmental plans are 1) a homestay-based tourism incorporating locally available activities, ranging from learning traditional crafts, songs, cooking traditional meals, trail walks or river rafting; and 2) a restoration or rebuilding of a multi-use community house considered essential as a place not only for community gatherings, but for community welfare (eg health care) and skill development and training especially for women and youth. The proposal was presented to the Toril community, and to the mayor and key persons in tourism and community development in Maribojoc, which was unanimously accepted. The project team is continuing with their study of

community-based tourism and planning, as well as seeking further funding opportunities.

Environment and Spirituality: walking the pilgrimage

Environment and Spirituality is a two-week program, including two pilgrimage walks in the UNESCO World Heritage site: Sacred Sites and Pilgrimage Routes in the Kii Mountain Range (2004). The program has been conducted over five years since 2011, jointly with Salisbury University and the University of New South Wales (Australia). The program includes two pilgrimage walks over 6 days, a 3-day community engagement program and one day seminar for students to present the outcome of their learning on the last day.

The pilgrimage provides a valuable opportunity for spiritual engagement with a place for the participating students, many of whom have never been to Japan. 'Community engagement' included towards the end of the program, as it is considered important that time and space is allocated for reflection and expression of gratitude to the land, to the local community and, conceptually and physically, to the natural world. In 2012 and 2013, the work was on public land in the village half way along the pilgrimage route. The group participated in tree planting and designed an environmental artwork in collaboration with the community group, creating a stone sculpture *lyashi* (healing) on the riverbed of the local river, to commemorate the 3.11 East Japan Earthquake and a serious flood event which devastated the region in the same year. In 2013, the group refurbished a local bus shelter to create community identity and a resting space for local people, many of whom rely on the community bus service. After the final seminar in Japan, students presented the learning outcomes back home, including exhibition of artistic work inspired by the experience.

These programs may be seen as a form of volunteer tourism, heritage tourism or spiritual tourism incorporated into a tourism education program, but more importantly they demonstrate the faculty's focus on sustainability and community engagement, which is the essence of youth power facilitated by tourism.

www.wakayama-u.ac.jp

Observatorio Turístico: Events in Guanajuato as a Cause of Youth Travel

Case Study Summary

Declared by UNESCO in 1988, City Cultural Heritage of Humanity, Guanajuato is one of the most historically and culturally rich cities of Mexico. Labelled as the Jewel of America, ironically Guanajuato was a beautiful mining town rich with gold and silver. Historically, this region is also known as the birthplace of Mexican Independence. Culturally, Guanajuato is a great place to immerse in the local culture through food, dance, music and reenacting some of the famous legends such as kissing your partner from opposite balconies at the famous Callejón del Beso (Alley of the Kiss).

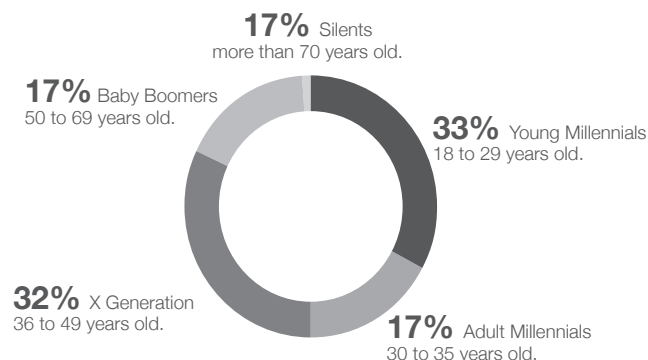


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The youth market represents a great opportunity for the growth of the tourism market in the world. Guanajuato is no exception, during the last years the main tourist destinations has generated essential factors to motivate young people to travel in a particular way that allows them to learn, know other cultures and other people, given the opportunity to evolve professionally and even personally developed.

From the results of the study of 2014 Guanajuato's visitor profile, was made an analysis of the youth segment, by dividing it into two ranges: 18 to 29 years old which is called Millennial Young and 30 to 35 years old that it call Millennial Adult. The results show us that in 2014, 50% of the visitors belong to this segment.

GUANAJUATO 2014 SEGMENTS BY AGE



Some triggers of this niche have been the realization of international events, in which economic value of youth travel is reflected with unique characteristics: the frequency to the events and their average expenditure is higher than the state visitors. These events are: World Rally Championship (WRC) Guanajuato International Film Festival (GIFF), Cervantino International Festival (FIC) and the Balloon International Festival (FIG).

TRIP'S REASONS:

Event is the main reason of the trip

Young Millennials (age range 18 to 29)		
EVENT	PERCENTAGE OF ATTENDEES	
WRC RALLY	95%	
GIFF	81%	
FIC	88%	
FIG	92%	

Adult Millennials (age range 30 to 35)		
EVENT	PERCENTAGE OF ATTENDEES	
WRC RALLY	94%	
GIFF	70%	
FIC	88%	
FIG	93%	

PLANNING THE TRIP:

Young Millennials (age range 18 to 29)					
FREQUENCY			EVENT COMPANION		
WRC RALLY	64%	4.7 times	WRC RALLY	46%	FRIENDS
GIFF	37%	3.8 times	GIFF	47%	
FIC	44%	4.0 times	FIC	47%	
FIG	23%	2.2 times	FIG	35%	

Adult Millennials (age range 30 to 35)					
FREQUENCY			EVENT COMPANION		
WRC RALLY	59%	4.2 times	WRC RALLY	39%	FRIENDS
GIFF	48%	4.8 times	GIFF	28%	
FIC	72%	9.0 times	FIC	38%	FAMILY
FIG	26%	2.9 times	FIG	56%	

SPENDING AVERAGE FOR EVENT:

Young Millennials (age range 18 to 29)		
	TOURIST	EXCURSIONIST
WRC RALLY	US \$ 70.45	US \$ 102.64
GIFF	US \$ 66.81	US \$ 77.96
FIC	US \$ 81.72	US \$ 103.25
FIG	US \$ 75.75	US \$ 75.99
DESTINATIONS	US \$ 71.80	US \$ 97.64

Adult Millennials (age range 30 to 35)		
	TOURIST	EXCURSIONIST
WRC RALLY	US \$ 93.32	US \$ 88.17
GIFF	US \$ 75.92	US \$ 60.36
FIC	US \$ 122.16	US \$ 203.76
FIG	US \$ 83.76	US \$ 99.44
DESTINATIONS	US \$ 85.04	US \$ 90.59

In addition, results show young people under 30 years old are looking for an experience which get them close to local culture, usually do not consume services with big operators or international franchises, they prefer to spend their money directly with local suppliers, increasing the economic impact at the local community.

Actually young people who travel are more informed, travel more and are more adventurous than before. They make online reservations. They have a great interaction with other travelers through social networks. They use mobile devices to plan routes on the road. Young people are who set the trends for the future.

Nowadays the challenge is to reach young people, communicate with them by internet or mobile devices. Experts recommend viral marketing as a recommended strategy to send messages to this group. Thus, the tourism industry must be aware of the immediacy information challenge and take advantage of social networks, viral games, or similar techniques to achieve positioning and awareness about their products and routes.

To offer something successful it must consider the needs of this segment which are summarized in the following points:

- Travel in their own transportation.
- Always travel in a group, either with family or friends.
- Use mobile devices and apps to plan the trip.
- Visit more than one destination in the same trip.
- Stay on average of 5 days.
- Spend more per day than the average visitor.
- Spend mainly on food, tourist attractions, shopping and recreation.
- Use internet all the time.

www.observatorioturistico.org

African Impact: Outcomes of Volunteer Travel

Case Study Summary

Declared by UNESCO in 1988, City Cultural Heritage of Humanity, At African Impact, we believe in and advocate for Transformative Travel. We have been working with volunteers and communities in Africa since 2004, and are currently the largest volunteering organisation in Africa, employing over 170 team members between Cape Town and Nairobi. To date, we have placed over 12,500 volunteers across 94 projects in Africa and during this time have learnt invaluable lessons which we are excited to share with the global community in the hope that we can indeed work towards the UNWTO's 'One Billion Tourists, One Billion Opportunities'.



Key Characteristics of Conscious Hosting and Businesses; Benefits of Transformative Travel and Tourism; Value Generation for Travel Destinations

Here are some thoughts from our Managing Director and Co-Founder, Greg Bows, who also has the honor of being the recipient of the 2015 International Hotel Investment Forum (IHIF) Young Leader Award.

“Volunteering in Africa has evolved into many shades. There is a big range of activity going on and what is right for one volunteer may not be right for another, what is right for one community may not be right for another, the philosophy or financial model of the facilitating organisation is as mixed as it is amongst the large and respected development organisations, travel companies or any sector for that matter.

There is a rise of short-term volunteering that creatively leverages the collective expertise, time and perspectives of individuals to solve real challenges – perhaps corporate professionals, those on annual leave or sabbatical, students, retirees or whoever has the drive to get involved on short term assignments – and, combined with an ethical travel experience this enables a win-win for everyone involved and financially sustainable development model.”

At African Impact, we have built what we believe to be sustainable, high-impact, positive volunteer programs based on these key principles of Transformative Travel:

- We develop our projects alongside community stakeholders, making sure we are meeting the needs of the host community
- We run and manage our own projects and have teams made up of trained and experienced people managing things on the ground
- Our projects have long-term goals in line with the communities we work in, and embrace sustainable best practices
- We employ local staff as coordinators and project support
- We offer 24-hour on the ground support to volunteers
- All volunteers undergo a comprehensive induction program upon arrival to prepare them for project work, introduce them to the local landscape and culture and brief them on safety
- We abide by a strict code of conduct and child protection policy that is based on the United Nations standards for child protection

The project fee paid by volunteers to join us on our projects is used to fund the ongoing development of our programs and allows us to assist with further funding and donations to our projects through The Happy Africa Foundation and ALERT, our UK, South African, Zambian and Tanzanian registered charities.

Ensuring that our projects are making a viable impact in local communities and contribute sustainably to conservation is our priority. We believe that volunteering is very much a two-way thing which brings value to both the local people and wildlife and the volunteers themselves, who benefit from an authentic cultural exchange and knowledge transfer about a new country, its environment and threats facing its animals.

We also put measurable aims and achievements evaluation processes in place for everything we do. Each month business managers from our projects submit reports to our operations team, who then analyse the success and impact of the project and any improvements to be made. We then generate annual reports, which build further accountability for the work that we are doing.

Here are some statistics gathered by our volunteers that give insight into the enormously positive impact that volunteers' concentrated efforts can achieve through properly structured programs and the collection of data.

Luntu School is run by a dedicated principal in the community of Philipi in the Greater Cape Town area. The community suffers with high unemployment rates, low income levels and poor access to education, healthcare and housing. The statistics below are used to assess how ready a child is to start school at about age five. Q1 indicates the percentage level of achievement at the start of the school year. Q4 indicates the percentage level of achievement at the end of the school year, which reflects achievements made by students with help from our volunteers.

Grade R school readiness assessments

Children who can recognise numbers 1 to 10:

Q1 : 25% → Q4 : 91%

Additional achievement at Q4: 55% of the children could recognise numbers 1 to 20

Children who can recognise ten letters out of sequence:

Q1 : 58% → Q4 : 100%

Additional achievement at Q4: 82% of children could recognise 20 letters out of sequence

Children who can write their own name without prompt:

Q1 : 0% → Q4 : 100%

The results that have been produced at Luntu School in 2014 have caused the school to become very popular in the area. The number of students has gone from 50 to 80. The school principal acknowledges that the increase in students has been affected by the volunteers.

www.africanimpact.com



Erasmus Student Network (ESN): Foreign Students - Travellers of the Future and Contributors to Society

Case Study Summary

By 2020, the European Commission plans to send two million European students abroad through the Erasmus+ programme. According to EU forecasts, the number of European students studying abroad is expected to keep rising even after 2020.



The majority of students will study abroad in another European country, but one of the new features of the Erasmus+ programme is that it allows for a certain number of students to take the challenge to study in a country outside of Europe. This gives students the opportunity to explore new cultures and destinations through higher education and internships.

Internships are the latest novelty in the Erasmus+ programme. The European Union would like to see one out of every four European students go abroad during their studies in order to do an internship in a company or an organisation. The aim is to bring students closer to the labour market and encourage labour mobility.

For international students, a period abroad is not only an opportunity to experience the international classroom or the culture of a company in another part of the world, but just as much an opportunity to explore the destination and the region around it. Often students are travelling around the country to explore the local cultures, which means that a period abroad also links travel to a formal educational experience.

The Erasmus Student Network (ESN) is Europe's largest network of student organisations, representing over 480 associations in 37 European countries. By uniting over 14,000 volunteers, the Erasmus Student Network is supporting up to 250,000 students annually; students that move from one country to another for reasons of study or internship abroad.

Every year ESN conducts its annual ESNSurvey, a research project which looks at the different aspects that influence the life of European students and the societies that they are living in. The 2015 edition of the ESNSurvey explored, amongst other topics, the travel behaviour of the 'Erasmus generation'. Unsurprisingly, more than 18,000 responding exchange students stayed an average of six months in a host country, in which time they had travelled to an average of more than six different countries, influencing the travel markets in neighbouring countries. The ESNSurvey also asked students whether they received visitors during their stay and the answer was a clear 'yes'.

On average, each exchange student had 4.1 visitors during their stay abroad.

A new element to the educational exchange is the internship abroad, which comes with many benefits, but also needs further support and guidance. ESN supports mobile students that wish to do an internship abroad through its new platform ErasmusIntern.org. The platform was developed to facilitate the matching of companies and students across Europe and aims to provide more students the possibility to connect with the labour market in a country other than their own.

One of the challenges for students pursuing an internship abroad is finding the chance to explore the culture and travel through the region of their host destination. Even though students doing an internship abroad receive a higher level of funding from the European Union than their peers going abroad only to study, the limited leisure time interns abroad have due to work schedules generally makes it more difficult for them to travel. However, their interest in cultural exploration is just as strong as that of their peers with more time to undertake subsidiary travel.

Perhaps travel providers could consider innovative solutions to this problem for students who go abroad for work experience and are only able to travel during the weekends.

The broad range of benefits for a young person going on an educational and work experience exchange makes it is easy to argue in favour of increasing the number of students taking part in such programmes. The period abroad has a positive impact on a person's soft-skills and willingness to move abroad for work, contributes to stronger national and European identities and increases cultural awareness and cross-border networks. Educational exchange also has a positive impact on local societies as locals get the chance to learn from students from diverse cultural backgrounds while involved in activities in the local community.

One of the most striking findings of the 2013 edition of the ESNSurvey was that 86% of students who had been abroad strongly identified themselves with a European identity. In times of economic and social crisis in Europe, this is an important argument in support of student mobility.

The changing landscape of European higher education where more and more students take the opportunity to study abroad also creates a new and interesting market for the private sector. Travelling while studying or working abroad brings many new challenges for educational institutions and the industries surrounding them. It is a great opportunity for traditional travel service providers to consider offering services and products that address the most important needs and wants that students themselves identify. As noted earlier, while students working and studying abroad often have more financial resources, their schedules are usually limited by work commitments, but they still want to make the most of their experience abroad and often this includes travel.

As ESN's research shows, students are very keen to travel, especially for cultural reasons, and they usually don't limit their travel to just the host country, but also try to visit neighbouring countries. Student mobility does not only have a direct positive impact on students as individuals, but it also has the potential to make a substantial economic contribution within Europe and beyond.

www.esn.org



Citizenship and Immigration Canada: International Experience Canada



International Experience Canada (IEC) is a youth mobility program that provides Canadian and foreign youth, aged 18 to 35, with the opportunity to travel and work abroad. IEC, a program administered by Citizenship and Immigration Canada (CIC), is available in 32 countries. Depending on their country of origin, participants may travel and work for up to two years.

IEC has supported Canada's economic and cultural interests for almost 65 years. In 2014, approximately 60,000 foreign youth came to work and travel in Canada under IEC, and almost 18,000 Canadians travelled and worked abroad.

IEC is also looking to work with the vast network that the WYSE Travel Confederation has successfully established. Through the WYSE Travel Confederation, IEC anticipates exploring new and exciting partnerships with those who share in its vision of contributing to the personal and professional growth of Canadian and foreign youth alike.

Building on this success, IEC wants to increase awareness of the program among Canadian youth and enhance the types of international opportunities available to them.

IEC Partner Countries

Australia	Denmark	Italy	New Zealand	Switzerland
Austria	Estonia	Japan	Norway	Taiwan
Belgium	France	Korea, Rep.	Poland	Ukraine
Chile	Germany	Latvia	Slovakia	United Kingdom
Costa Rica	Greece	Lithuania	Slovenia	
Croatia	Hong Kong	Mexico	Spain	
Czech Rep.	Ireland	Netherlands	Sweden	

The market of qualified Canadian youth who can contribute to the economic, social and cultural makeup of a foreign country is notable:

68.5% of the population in Canada is of working-age, which is higher than in most G8 countries.

Of this, 48.9% represent the younger working-age population (ages 15 to 39).

Launched in 1951, IEC aims to foster closer bilateral relations with other countries through cultural exchanges that contribute to the personal and professional development of youth. In an increasingly globalized economy, international travel and work experiences provide youth with exciting opportunities that can contribute to their competitive advantage in the global marketplace.

Increasing Canadian youth participation and enhancing the types of international opportunities available to them will require collaboration and creative partnerships with existing and new stakeholders. This includes provincial and territorial ministries of education in Canada, educational institutions in Canada and abroad, private sector employers, service providers, foreign governments and foreign tourism boards, to name a few.

One Program, Three Options

Working Holiday (travel & work)	Work permit valid anywhere in the host country and targeted to supplement travel expenses
International Co-op Internship (open to students only)	Employer-specific work permit targeted to gain experience related to a field of study
Young Professional (career development)	Employer-specific work permit targeted to gain experience related to a profession or field of study

As the IEC program offers three types of travel and work options, youth have the ability to choose the option that suits their personal and professional work and travel goals. Whether they are students looking to complete an internship abroad, recent graduates thinking about the next step in their lives or employees in their early to mid-career looking for international work experience, IEC can help facilitate their international experience goals.

For more information on the IEC program, please visit www.canada.ca/iec-eic



Government of Canada

Gouvernement du Canada





UNWTO **Elibrary**

The UNWTO Elibrary is the largest online collection of publications and statistics in the field of international tourism. It includes over 1165 UNWTO publications and 900 regularly updated tourism data sets (Tourism Factbook).

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UNWTO ELibrary – where knowledge no longer depends on distance!



CSCEE: Observing and Appreciating Differences Between Chinese and American Society

Case Study Summary

China Service Center for Educational Exchange (CSCEE), established in China in 2005, is a pioneer and leader of Chinese youth mobility in the field of cultural and educational exchanges. CSCEE is the first Chinese company to operate the US Summer Work Travel program.



CSCEE also offers the Sociological Research in America (SRA) program in conjunction with our US partner, ERDT enVision (www.erdtenvision.org). The program introduces Chinese university students to the operation and function of US institutions at the local community level and, through home stay & other social activities, provides a direct experience of family life in the US. Through a variety of global exchange programs, CSCEE has successfully helped tens of thousands of middle school students, college students, youth professionals and educators to gain personal development and comprehensive abilities.

The goal of the SRA program is to offer Chinese university students the opportunity to visit US institutions and compare them with the operations and functions of similar institutions in China. The Chinese university students visit the US for a 3-week program, stay with American host families, attend workshops and visit educational establishments (colleges and high schools), medical facilities (clinics and hospitals), public safety agencies (police and fire departments) and non-profit organizations (food pantries, homeless shelters, and teen centers).

An example of an activity is the SRA research area of non-profit organizations/community volunteerism. First students are given a one-hour preparatory workshop in this area to learn about the social and historical background of American volunteerism and non-profit organizations, about the social services that such organizations provide, the motivations of the volunteers, and how the non-profit organizations are funded. The students are then assisted in preparing questions related to the organization that they will be visiting.

During the on-site visit, normally lasting two to three hours, the students interact with the staff, volunteers, and clients of the organization. They observe the procedures being followed and ask specific questions about that particular agency's mission and operations. When possible, we offer the students an on-hands experience, such as helping prepare groceries to be given to families needing food supplements.

Once the students return to the classroom for a two-hour session, the students can express their views and perspectives on the agency that they have visited and compare it with similar agencies/organizations in China. Either the preparatory workshop or the post-visit classroom session might feature a guest lecturer who is an expert in that field.

What students often find is that there are not exactly equivalent institutions in China to serve the function that the non-profit agencies serve in the US. For example, the Chinese

government, whether at the central or the local level, might provide the services that non-profit organizations provide in the US. In the case of say, public safety, the emergency systems function in entirely different ways in China than they do in the US. Even such institutions as schools and colleges might differ considerably, as the US has a system that allows drop-outs to re-enroll, offers community colleges for those needing to live at home and/or work part-time while pursuing higher education, offers different levels of financial assistance, and places less emphasis on final examinations than in China.

Students are able to observe that the Chinese and American systems of education, in spite of sharing many common aspects, perceive the needs of students, staff, and faculty differently. The Chinese students are able to appreciate their own systems and yet realize that the American system is addressing what it perceives as the needs of its core constituency.

In addition to the institutions that students visit, they also explore the daily life of an American family by living in a home and observing the rituals of a typical American family. For example, who is responsible for which chores, how much time family members spend interacting with one another, hygiene standards, and appropriate and inappropriate behavior during family meals or other occasions. As with their visits to and discussion about various US institutions, Chinese students come to observe and appreciate the commonalities and differences in American and Chinese family life.

The SRA program is designed to enable Chinese university students to arrive at an intellectual and experiential understanding of aspects of American society and to apply this understanding to a comparison of similar aspects of Chinese cultural and social institutions. All SRA program participants fall deeply in love with the warm-hearted American people from these real life immersion experiences.

www.cscee.org

Cotelco Joven: Generating Touristic Culture in Colombian Youth

Case Study Summary

Cotelco Joven is a chapter of the Colombian Hotels and Tourism Association (COTELCO); it started 11 years ago as a youth organization with the objective of creating a tourism culture and to contribute with the personal and professional growth of our affiliates. This organization has focused its efforts on achieving that the young Colombians that are in this industry are updated on what is happening in this sector not only in Colombia, but also around the world. One of its strategies is the creation of touristic caravans along all national destinations, where all the young people have the opportunity to know the attractive places and the touristic potential of the country.



For this matter, Cotelco Joven, made trips with groups of affiliates to know all about the touristic attractions that the Colombian destinations have, one of this is the 1st Caravana Turística Jóvenes por Colombia en Busca de Nuestro Patrimonio in Huila, held in 2006. This caravan was held with approximately 40 attendees, who visited the Tatacoa Desert, Neiva, Betania and San Agustín; they also received speeches from the governmental authorities of the city.



The second version of this event was held in 2007. For this occasion Santander was the chosen city. There a tour was taken, visiting the most recognized monuments of Bucaramanga, capital of the city, the attendees practiced adventure sports such as Rafting and Caving in San Gil, Páramo and Pinchote, and they also visited the Chicamocha National Park.

In 2009, the third version of the caravan was in the City of Meta. Thirty-eight young people attended this trip. This time, the attendees visited the Ocarros Biopark; a place that houses different animal and plant species from the area. They also had the opportunity to attend a showcase of Joropo, a traditional dance of the region.

The caravans stopped due to the investment of the Colombian Government in security during the last couple of years and the improvement in car traveling conditions. The idea of encouraging road trips was no longer a priority.

However, in 2012, Cotelco Joven wanting to strengthen the professional abilities of its affiliates, decided to organize academic trips and events. That is how the Encuentros de Facultades de Hotelería y Turismo, were born. These events, besides being trips to know and learn about the touristic offer also had an academic agenda.

The first encounter took place in Melgar, Tolima, and the second one in Bogotá, 2013. Each version of the event gathered around 130 participants, mostly students from the Hotels and Tourism Faculties of different universities in Colombia; the goal was to gather young people and travel to the city where the event was being held, attend academic conferences with topics regarding trends and needs of the industry, create networks with people from different cities and enjoy free time with some activities.

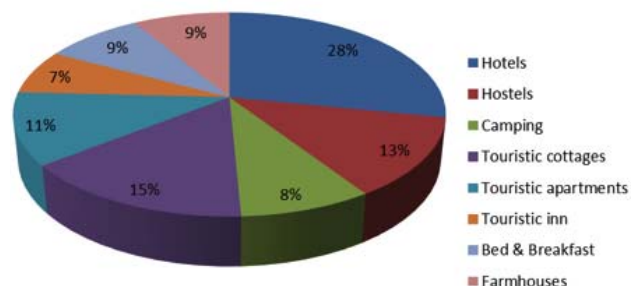
The experience that Cotelco Joven has had and a study made in 2015 in which 69% of the people that participated are between the ages of 19 and 25, and 24% between the ages of 26 and 35; let the organization describe the young traveling Colombian.

For this generation is very important the use of TIC's and social media to select a destination. 45.7% of the surveyed manifested that they check online reputation of places where they want to stay.

According to online/web information, more than half of the people surveyed says they do not use conventional traveling agencies to plan their trips.

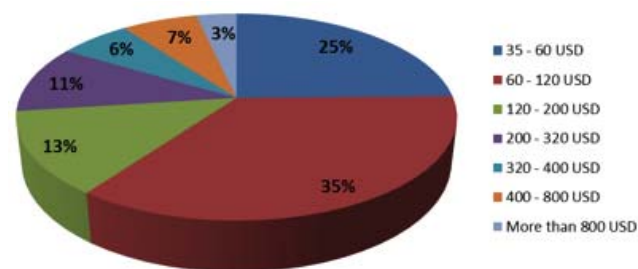
Due to elements from the Colombian culture, more than 30% of young people prefer to travel with family and a fewer percentage with a group of friends. Only 12% say they favor traveling alone.

Kinds of accommodation



Regarding the type of lodgment, young people chose hotels as their first option when traveling, then cabins and hostels. In relation to transportation, there is a preference of traveling by plane, followed by land and finally by a low cost airline.

Average expenditure per day



The study showed that the average daily expense is between USD\$60 and USD\$120. Furthermore, 76% manifest to save money to travel and 46% is called a low budget traveler.

Likewise when traveling, they prefer to participate in cultural manifestations, visiting places and monuments of cultural interest and getting to know the gastronomy of the place. A big part of the young people surveyed considers that enjoying the night life of a location is important. They also like to attend academic events held in the place regarding their profession, learning new languages with natives and social work activities.

Finally as a conclusion and before a possible structuration of a touristic offer dedicated to this target (young people in Colombia), Cotelco Joven recommends to take into account that one of the most important traveling motivations is to experience new things. When choosing a location to travel, they prefer one they have not been to, it's low cost and that its online reputation is remarkable.

cotelcojoven.blogspot.com



American Institute for Foreign Study: Youth Summer Camps Impact Assessment

Case Study Summary

For decades, working at a children's summer camp in the United States has been a popular and enriching option for young international travelers. Some may be surprised at just how compelling the experience really is, but those in the industry know just how enlightening and life-changing it can be.



American summer camps host over 18,000 international J-1 camp counselors and 3,000 support staff annually. The Camp America program, a division of the American Institute For Foreign Study (AIFS), alone has sponsored 235,000 participants from a variety of countries since its founding in 1969. The program lends itself perfectly to cultural exchange and experiential growth thanks to the sheer vibrancy of US summer camps, their diversity, and the varied opportunities that they offer. Participants take on an assortment of leadership and support roles while engaging with American children, adults, peers, families, and communities from all manner of backgrounds, economic strata, and ideologies.

Qualified international applicants are able to explore America, its people and its culture while broadening their horizons through the summer camp experience. Camp America, the industry leader in providing these international summer camp opportunities, is a designated sponsor through the US Department of State Bureau of Educational and Cultural Affairs and has achieved universal brand recognition during its 45 years of successful operation. AIFS, one of the largest and most respected cultural exchange organizations, provides cultural exchange experiences for more than 50,000 participants each year.

The Outcomes Project

In 2013, Camp America embarked upon a large-scale survey designed to test the value and lifelong impact of its program. Reaching back through six decades and gathering contact information for over 90,000 participants, the survey received a favorable 12% response rate. The project was designed to measure outcomes consistent with the legislative intent of the Fulbright Hays Act of 1961 that established the J-1 visa. These elements include mutual understanding, personal growth and employability, and cultural advancement and global perspective.

Project Results

Mutual Understanding

A key legislative intent of the Exchange Visitor Program is to “enable the Government of the United States to increase mutual understanding between the people of the United States and the people of other countries...”

- 92% of respondents indicated that their program participation contributed to a broader understanding of American society
- 79% experienced greater mutual understanding with the United States and its citizens
- 84% gained a personal positive impression of the United States and the American people

Personal Growth and Employability

Further to the purpose of the Fulbright Hays Act is to achieve its goals “by means of educational and cultural exchange; ... toward a peaceful and more fruitful life for people throughout the world...”

- 95% of respondents agreed that the program was a compelling and meaningful life experience
- 81% acquired skills and competencies that assist them with employment opportunities
- 77% found the program to be an important part of their professional development.

Cultural Advancement and Global Perspective

The third legislative objective the project set out to measure and achieve was “to promote international cooperation for educational and cultural advancement and thus to assist in the development of friendly, sympathetic, and peaceful relations between the United States and the other countries of the world.”

- 98% indicated that they gained respect for diversity and the ability to navigate cross-cultural differences
- 89% gained an appreciation of difference in others
- 87% improved their cultural awareness

“No TV, miles from the nearest town, no distractions, you are all thrown into such an immersive experience and you get to know people better than you ever do in situations back home. Believe me, after nine weeks in the woods without those outside distractions, all of the bonding activities and camp fires and just being sat outside your cabin talking with your co-counselors and your campers means that you make bonds that are stronger than many bonds that you will ever make.”

Keith, UK, 2003

“Before camp I really didn’t like the American people... I don’t know why... But after I work with Americans and with people from other nations it was a perfect experience for me. I had many friends, and after all now I like Americans. My ways of thinking are changed. Now I have positive impressions with all nations.”

Ugur, Turkey, 2003

www.aifs.com



Universitaria Cafam:
International
Exchange
Experience of
Unicafam College
Students

Case Study Summary

The value proposed of “Fundación Universitaria Cafam” through “Escuela de Turismo y Gastronomía” established in Bogotá, Colombia, focuses on seeking the understanding of tourism, not only as the activities developed by the guests during their trips and stays outside their usual environment, but also as the study of the stakeholder involved, their habits, set up networks and regions where these activities take place. In other words, the challenge can be translated tourism not just as an economic sector, but a social, cultural and environmental sector, which priorities local development based on sustainable use of natural and cultural resources of the territory.



In terms of what this comprises, it has articulated to acquiring professional training students skills, the ability to diagnose and identify problems while provide actions that strengthen the sustainable development of territories. In this sense, it has motivated mobilization processes on local sceneries at national and international levels through student exchange modality, allowing the generation of new knowledge, based on cultural experiences in which college students are part of a systematic process of connections identification, practices and effects that exist in the relationship between tourism and the recipient community.

In this regard, it has hatched efforts through the Inter-institutional Relation Office, to support and boost the involvement of students at events like: “XXIV Congreso Panamericano de Escuelas de Hotelería, Gastronomía y Turismo” organised by CONPETH, which took place in Lima, Perú, and “V Seminario Internacional de Turismo” led by “Universidad de Especialidades Turísticas – UCT” of Quito, Ecuador on 2014.

In these kind of events, the positive impact on college students training could be noticed. These events encourage extending conceptual and professional perspectives in a different context, being cultural exchange and academic updating, the keys of the proposed exercise.

On these experiences, taking into account the case of “V Seminario Internacional de Turismo en Quito” the job was co-worked with UCT, to facilitate mobilization process, reception and lodgement of students who participate in host students houses, building great spaces to interact and establish friendships that in the future could join n academic, labour, business and investigative networks.

In consequence of this rapprochement, it has developed the first international exchange program between both institutions, where Unicafam students are attending a semester in Quito city. It has been satisfactory, as it sets up an opportunity to set down academic relationships and extend the framework debate in respect of the required process and tools to consolidate touristic sector in countries with similar characteristics.

As a result, it is identified an increased interest by “Escuela de Turismo y Gastronomía” students, on seeking new opportunities of knowledge through trips, the expectation of exploring new cultures has been more affordable and it has led a new propose in the stage of youth, social phenomenon widely known in Europe which now permeates Fundación Universitaria Cafam academic community.

Another great outcome, is the emergence of investigation projects focused on the study of young tourism, where based on an academic exercise proposed by students, the idea is identifying opportunities and potentialities on young tourists market between 14 and 28 years old who visit the historical center town of Bogota city.

The study pretends to generate a diagnosis that helps to know what are the characteristics and qualities of young tourist in reference to: travel motivation, needs and habits, which will be used as the basis to propose strategies that improve the tourism service providers competitiveness who are interested on serving young public.

This is an example of multiple contributions of different international experiences provided by college youth in the field of training on “Administración de Empresas Turísticas y Hoteleras”.

www.unicafam.edu.co



Chapter 4: Conclusion

As the case studies and articles in this volume suggest, youth travel is important not only for the social benefits it can offer young travellers themselves, but also for the socio-economic development that it can generate within destinations.

Youth travel:

- Is a resilient tourism market
- Increases the economic impact of tourism
- Spreads tourism to new areas
- Moderates the effects of seasonality
- Builds future tourism which can deliver high lifetime value
- Stimulates innovation.

The social benefits of cultural exchange are clear whether you are a young Chinese student taking part in the Sociological Research in America (SRA) Program offered by China Service Center for Educational Exchange (CSCEE) or a young Turkish traveller working at an AIFS youth camp for the summer. To quote one young traveller: “My ways of thinking are changed. Now I have positive impressions of all nations.”

Public-private partnerships are developing innovative programmes that give rise to new tourism experiences, as well as solutions to a wide range of community challenges. These programmes are beneficial both in the long and the short-term.

The community engagement program in Toril (Philippines) that the Faculty of Tourism at Wakayama University (Japan) helped to develop with other stakeholders in the region is a case in point: an innovative community-based tourism concept with sustainability at its core that grew out of lessons learned during reconstruction efforts after the earthquake of 15 October 2013. Challenges in educational systems are being addressed with the help of students and young professionals on short-term volunteer abroad assignments in schools, as evidenced by the school readiness assessments mentioned by African Impact.

While the Erasmus Student Network has found that each exchange student attracts on average 4.1 visitors during their stay abroad, many OTOs and governments have yet to acknowledge wider impact of youth and student travel. WYSE Travel Confederation’s decades of work at the centre of this global industry suggests that governments and OTOs must do more to build welcoming, youth travel-friendly destinations. This includes prioritising the youth market in strategic plans and seeking bi-lateral agreements that give rise to appropriate visa policies for work-study-travel exchange schemes, such as International Experience Canada. Proactive engagement with industry and facilitating cooperation among public and private partners are also important actions that destinations must take in order to leverage the power of youth travel.

Furthermore, communicating with young people on their terms and through their preferred channels methods is key to building good rapport, as the experience and success of Generator Hostels would suggest. Hostelling International’s Big Blog Exchange has also been a successful campaign bringing cultural exchange into the digital domain. Organisations such as StudentUniverse offer tools and services that equip educators to efficiently and effectively orchestrate the unique and complex dynamics of student, parent and school interests when it comes to educational group travel.

The roadmap: Steps to developing youth-friendly travel destinations

There are a number of steps that can be taken by OTOs to maximise the potential of youth travel to your destination’s tourism industry. These steps should be seen as part of a strategic approach to building relationships with youth travel suppliers and young travellers, which over the long-term will deliver sustainable value. Many OTOs around the world are benefitting from strengthening their cooperation with the private sector in the field of youth travel. Action in the following areas brings positive results:

Awareness and understanding the market

Are you aware of the youth, student and educational stakeholders in your destination? WYSE Travel Confederation can provide support to destinations through its Destination Development Programme. Additionally, research and reference materials produced by WYSE and UNWTO are rich sources for best practice in tourism and many of its niche areas. Keeping track of global trends by utilising the UNWTO Barometer of World Tourism and WYSE Travel Confederation's research programme is a first and basic foundational step for gaining understanding about the youth and student travel market in order to align stakeholders.

Once consensus has been reached about the need to develop youth travel, the next step is to identify those markets which can deliver the best value to your destination and its stakeholders. Usually, this evaluation will be based on research in the key market segments of youth travel.

A number of destinations have undertaken specific research on their own youth travel markets, but there is also a wealth of information available from research carried out at a global and regional level. The WYSE Travel Confederation research programme has produced a range of reports which highlight the characteristics, trends and value of youth travel as a global market in general, as well as specific sectors such as work abroad, language travel, volunteering and youth travel accommodation.

Developing partnerships

Establishing a youth travel industry association or forum which can act as a focal point for professional networking, information exchange, and marketing activities can lead to innovative partnership development. Most of the challenges traditionally faced by businesses in the youth travel sector such as lack of awareness, lack of research and marketing resources can be overcome when businesses in a destination share resources and share knowledge.

Buzz-making and developing relationships with young people

Once a collaborative platform for youth travel has been established, initiatives benefit from innovative kick-off campaigns that generate a buzz around travel to a destination. Young people are digital natives and the youngest are now 'mobile natives'; they expect social, digital dialogue that utilises succinct language and powerful imagery.

It is increasingly important for destinations to create long-term relationships with visitors. This is even more important in the case of young people as they are likely to return to destinations later in their 'travel careers'. Building a bond between traveller and the destination is fundamental to this relationship development. Interaction with the local community is often an important element in this process.

Brands with authentic stories to tell that connect to sensibilities and values are the ones most noticed and young people are happy to participate in that brand story by sharing user-generated content.

WYSE Travel Confederation's research has found that meeting local people is one of the top motivations for young people to travel. As demonstrated by nearly all of the case studies in this volume, encouraging this interaction can bring significant benefits to host communities and travellers alike.

Linking with other networks

It can be a challenge to target young travellers abroad, and therefore partnerships with organisations that already have these networks established can be important and mutually beneficial. Travel companies can work with information platforms in target markets in order to gain access to content and activities that will be of mutual benefit. Links to student networks, cultural events listings, bloggers and city guides build positively on established brands and attract the attention of young people. Also, user-generated content direct from travellers themselves is increasingly important for destinations to engage with. Reviews, ratings, practical information and tips shared by travellers via social media can be a gold mine for destinations. Not only can destinations tap into shareable content for to attract future visitors, they can also acknowledge the importance of current and recent visitors as destination ambassadors.

Support mechanisms

Tourism is a highly inter-connected sector of the economy and the visitor experience will depend on a variety of services provided by different public bodies, such as visa facilitation, border protection, police, health agencies and others. Recognising these links is essential to enhancing visitor experiences and building a mutually-beneficial long-term relationship with them. Research has consistently shown that visa issues are among the top barriers to developing tourism markets such as educational travel and work exchange.

UNWTO believes that while requiring other nationals to hold a visa before granting access is a fundamental right of all governments, close collaboration between states on visa facilitation and requirements can stimulate the development of states' tourism industries and boost economic development. In particular, initiatives that encourage more tourists to visit a country include:

- Abolishing visas for as many nationalities as possible
- Making visas obtainable on arrival for as many nationalities as possible
- Handling visa processing in a friendly and efficient manner
- Making visas free or cheaper than those of competitor destinations.

Based on the decades of support that WYSE Travel Confederation has provided to this resilient and ever-growing travel segment, it is clear that effective development is backed by a dedicated strategy that encourages public, private and non-governmental organisations to cooperate on product development, policy, marketing, and business networking. This roadmap for developing youth-friendly travel destinations offers a guide to the many different routes that can be taken by industry stakeholders seeking to maximise the value of youth travel.

Professor Greg Richards
WYSE Travel Confederation



#traveldontraffic

YOUR ACTIONS COUNT

www.bearesponsibletraveller.org



HUMAN TRAFFICKING



Human trafficking is a heinous crime driven by demand. When visiting a foreign country don't fall into the trap of promoting human trafficking. If you believe that someone is being forced to work against their own free will, are being abused or if you see something that doesn't look right in a bar, a hotel or a restaurant, report it.

Your actions can make a difference in preventing sexual exploitation and forced labour. Children are particularly vulnerable; make sure you "Don't let child abuse travel".

WILDLIFE AND FAUNA



The illegal killing of protected wild animals and the illegal exploitation of plants and forests are crimes that have a devastating impact on the environment, local livelihoods and biodiversity. Think twice before buying or consuming something made out of an exotic tree, plant or wild animal as you may be contributing to their extinction or exploitation. Before travelling, familiarize yourself with local exotic dishes which may contain illegal products. Don't forget that many countries, perhaps including your own, have penalties for those caught trafficking protected wild animals, exotic plants and endangered wood products.

CULTURAL ARTEFACTS



Cultural objects such as traditional carvings, pottery and antiques make attractive gifts, but be sure you are not unwittingly buying stolen or illegally excavated or looted artefacts. Everyday, countless sites and monuments across the globe are pillaged, robbing people of their past. Specialized organized crime networks move and sell these goods. The impact that this can have is irreversible with countries and citizens being denied their heritage and cultural identities.

Make sure that the souvenirs you take home have a documented and legal history aren't stolen and can be exported. Ask about the origin of what you are buying and always keep in mind your own country's rich history and heritage and how you would feel if this was taken away from you.

ILLICIT DRUGS



Drug trafficking is simply not worth the risk: it is illegal and if you're caught, you will end up in jail with severe consequences.

Sometimes gangs use travellers as 'plants' in order to tip off the authorities and provide a diversion to get through far larger shipments. Also don't carry packages or items for anyone else as ignorance is no defence against the law.

COUNTERFEIT GOODS



They might seem like a bargain but most counterfeit goods are neither ethically produced and may contribute to forced or poor labour conditions and high environmental impact. You might think that you are helping a small market or a street seller but behind these there are often criminal interests even coercing or exploiting sellers. More importantly, your money may end up funding organized crime groups that have diversified their money laundering and drugs businesses with counterfeit goods. Avoid putting your money in the hands of organized crime and purchase ethically while abroad.

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Youth travel has become one of the fastest growing segments of international tourism, representing more than 23% of the over one billion tourists traveling internationally each year. This growth represents tremendous socioeconomic opportunities for local communities as youth travellers stimulate local tourism businesses, foster closer social interaction with host populations and champion environmental protection. Young people, recognized by the United Nations as a major force for development and social change, have the potential to drive sustainable development in the tourism sector.

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The World Tourism Organization, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 157 countries, 6 territories, 2 permanent observers and over 480 Affiliate Members.

UNWTO Affiliate Members bring together over 480 companies, educational & research institutions, destinations and NGOs whose activities are related to tourism and which contribute to the UNWTO their knowledge and expertise to promote the development of tourism that's responsible, sustainable and accessible for everyone. Over 80 countries are represented among the Affiliate Members, the world's premier forum for exchanging tourism knowledge.



World Tourism Organization

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