



PROJECT PROPOSAL 2014

- Partner: **Associazione Onda Urbana - Italy**

Title	Youth entrepreneurship in social tourism
Background	Social tourism proves that economic and employment opportunities, key goals within the Eu2020 strategy, can indeed be generated by increasing tourism accessibility for additional strata of the European population. By facilitating tourism access in European Destinations for society groups for which going on holiday represents a difficult or even impossible undertaking, social tourism strengthens the tourism industry's revenue generation potential. Social tourism encourages the creation of longer-lasting employment opportunities in the tourism sector, especially for young people, by making it possible to extend such jobs beyond the respective peak season.
Beneficiaries	The project is addresses to NGOs operators and trainee experts, cooperatives, Voluntary Associations, Local Municipalities, public bodies (at local, regional and National level) responsible for systems and policies related to any aspect of tourism and social policies and tourism promotion agencies, SMEs, associations or cooperatives operating in the field of tourism, agencies which manage touristic attractions and similar.
Target group	<ul style="list-style-type: none"> - Young people aged between 18 and 30 years - Local communities
Partners	The consortium is to be confirmed. Partnerships between the social partners as well as the public and private sectors
Proposal	Youth entrepreneurship in social tourism is an initiative aimed at involving the youths in matters of tourism and business, promote ethics, safeguarding of our natural heritage, showcase employment and investment opportunities for the youths in tourism among other business sectors in Europe. We would like to create an international course in social tourism addressed to young people to train professional profiles working on the promotion of the territory such as touristic guides, cultural heritage management, tourism promotion, valorization of local products, arts and crafts. We also wants to involve local communities as main actor of social tourism process.
Aims	The main challenge that this initiative looks forward to achieve is Leadership and Engagement of the youth in matters of tourism which will then have a trickle-down effect to issues outlined below: <ul style="list-style-type: none"> - Cultural Pluralism and Preservation of Cultural Heritage to foster a culture of responsible tourism - Employability, Investment and Entrepreneurship - Youth Innovation and Diversification for sustainability and poverty eradication - The use of ICT in the European tourism Industry

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	<ul style="list-style-type: none"> - Local community empowerment
<p>Objectives</p>	<p>Our objectives are to:</p> <ul style="list-style-type: none"> - generate economic activity and growth across Europe (by facilitating the development of European tourism programmes for target groups) - improve tourism seasonality patterns across Europe, particularly through the social policy function of tourism (tourism growth patterns; encouraging economic activity by target groups during the low season as a means to reduce unemployment risks for tourism personnel; mitigating pressures on the physical infrastructure of developed destinations by promoting tourism outside the peak months; assist in the development of small emerging destinations in the context of regional development) - create more and better jobs in the tourism sector (respect for tourism sustainability challenges; strengthening full-time employment prospects as opposed to seasonal part-time work; improving employment conditions by stressing the importance of a qualitative work environment throughout the entire tourism supply chain) - increase the European citizenship (providing tangible opportunities to improve mobility, self-fulfilment, socialising and active learning for young people) - involve local communities in social tourism process designing
<p>Work packages</p>	<p>The actions have been structured in the following working packages in order to reach the aim and the objectives:</p> <ul style="list-style-type: none"> - WP 1 Project management, steering meeting, interim and final report - WP 2 Desktop research focused on existing data which will be compiled to capture a picture of the current impact of tourism and other sectors on the overall local economy - WP 3 European course of social tourism. Each partner will be responsible for a different topic of the course - WP 4 Update and integration of the course with the desktop research focused on the needs of the community - WP 5 Development of training materials, web-site and tool-kit - WP 6 Visioning and Goal Setting: the community will develop a vision of where they would like to see their community in the future and how tourism fits into that vision. They will set goals for tourism development to help them work toward realization of their vision. - WP 7 Impact Analysis: impact analysis is conducted to predict the probable economic, social, and environmental costs and benefits of each scoped-out project. The analysis will suggest who or what may be positively and adversely impacted by the proposed developments to help the community decide which, if any, of the projects should proceed. - WP 8 Dissemination (peer – education and community work practice) - WP 9 Evaluation and monitoring - WP 10 Valorization of project results through seminars and conferences in order

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	to involve project stakeholders in.
Outputs and results	<p>The project is designed to achieve the following outputs and products:</p> <p><i>Products:</i></p> <ul style="list-style-type: none">• country-specific reports and case studies from all partners• virtual empowerment platform and the other paradigm is the levels of involvement and engagement of young people• a country-specific Guide for social tourism to spread around the Europe• a country-specific guidance toolkit as a compendium of the guide, to be available both hardcopies and on-line (web-site)• conference, seminars, debates <p><i>Methods:</i></p> <ul style="list-style-type: none">• peer- education• cooperation among the members and sharing of awareness, processes, procedures and methodologies• know-how and successful praxis exchange• community work practice <p><i>'European Co-operation':</i></p> <ul style="list-style-type: none">• transnational sharing of experience and best practice cross-cultural dialogue and co-operation, development of inter-cultural competence
Project evaluation	The project evaluation will be guaranteed by an external evaluator with a proper cv.
Duration	2 years
Budget	€. 150.000/year, Maximum EU Grant is 75% of eligible cost.
Other information	<p>For more detailed information and for promoting you as a candidate for the project consortium, you can contact:</p> <p>Associazione Onda Urbana: onda.urbana1@gmail.com Federica Cadeddu: federica.cadeddu@gmail.com</p>