Flanders is tourism
SOCIAL TOURISM IN EUROPE & FLANDERS
WHO’S WHO?

- YOU ARE DON BOSCO!

- I AM SEPPE DAMS
  - FORMER POLICY ADVISOR AT DEPARTEMENT OF CULTURE, YOUTH, SPORTS AND MEDIA
  - AMBASSADOR AT THE HOLIDAY PARTICIPATION CENTRE
WHAT TO EXPECT

- Introduction into theoretical framework of social tourism

- Introduction into what we do at the centre
A BIT OF HISTORY
HOW OLD ARE ‘HOLIDAYS’?

- Elites were travelling since early 19th century
- First paid leave: 1936 in Belgium

WHY WAS SOCIAL TOURISM INTRODUCED?

- Development of a working class
- Better health for city children
- Broader access to tourism
- Loyalty

→ Often big role of the State
A DEFINITION
SOCIAL TOURISM IN EUROPE?

- Moral dimension

- Primary aim =

  “To include people in tourism who would otherwise be excluded from it”
# FRAMEWORK FOR SOCIAL TOURISM IN EUROPE

## USER

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>Social Tourism</th>
<th>Social Tourism &amp; other users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard product</td>
<td>PARTICIPATION</td>
<td>INCLUSION</td>
</tr>
<tr>
<td>Specific changes</td>
<td>ADAPTATION</td>
<td>STIMULATION</td>
</tr>
</tbody>
</table>

Model by Minnaert, Maitland & Miller (2011)
### FRAMEWORK FOR SOCIAL TOURISM IN EUROPE

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>USER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRODUCT</strong></td>
<td><strong>USER</strong></td>
</tr>
<tr>
<td>Standard product</td>
<td>Social Tourism</td>
</tr>
<tr>
<td>Specific changes</td>
<td>PARTICIPATION</td>
</tr>
<tr>
<td></td>
<td>ADAPTATION</td>
</tr>
</tbody>
</table>

Model by Minnaert, Maitland & Miller (2011)
INCLUSION

- **GOAL:**
  - stimulate holiday participation for as many people as possible
  - Specific groups can be an extra target but the use is broader and everyone is treated equally

- **METHODS & TOOLS:** passports, cheques

- **EXAMPLES:**
  - France: ‘Chèques Vacances’
  - Flanders: “UIT-pas”
  - Youthwork: Koning Kevin summer camps
<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>USER</th>
<th>SOCIAL TOURISM</th>
<th>SOCIAL TOURISM &amp; OTHER USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard product</td>
<td>SOCIAL TOURISM</td>
<td>PARTICIPATION</td>
<td>INCLUSION</td>
</tr>
<tr>
<td>Specific changes</td>
<td></td>
<td>ADAPTATION</td>
<td>STIMULATION</td>
</tr>
</tbody>
</table>
STIMULATION

- GOAL: economic gain for holiday destinations during low season

- METHODS/TOOLS: special product or package for a reduced or subsidized price

- EXAMPLE:
  - Spain: IMERSO = packages (travel, stay, meals & program) for senior citizens in Spanish coastal areas (economic purposes, fight youth unemployment)
  - Flanders: 100 years 1914-1918
## Framework for Social Tourism in Europe

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>User Participation</th>
<th>Social Tourism</th>
<th>Social Tourism &amp; Other Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Product</td>
<td>PARTICIPATION</td>
<td>Social Tourism</td>
<td>Social Tourism &amp; other users</td>
</tr>
<tr>
<td>Specific changes</td>
<td>ADAPTATION</td>
<td></td>
<td>STIMULATION</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ADAPTATION

- **GOAL:** tailor made products for the social tourism target group.

- **METHODS/TOOLS:** tailor made products, specific support

- **EXAMPLES:**
  - UK: Break (families with children with mental disability)
  - France: Fondation de France
  - Flanders: social tourism organisations (subsidised)
    - AKINDO
    - Horizont
    - Bison
    - ...

TOERISME VLAAANDEREN
# Framework for Social Tourism in Europe

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>Social Tourism</th>
<th>Social Tourism &amp; other users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard product</td>
<td>PARTICIPATION</td>
<td>INCLUSION</td>
</tr>
<tr>
<td>Specific changes</td>
<td>ADAPTATION</td>
<td>STIMULATION</td>
</tr>
</tbody>
</table>

**User**
PARTICIPATION

- GOAL: making standard tourism products accessible for those who have trouble participating.

- METHODS/TOOLS:
  - Specific target group(s)
  - Very diverse

- EXAMPLES:
  - UK: Family Holiday Association
  - Flanders: holiday participation centre in general
HOLIDAY PARTICIPATION CENTRE
Visit Flanders strongly believes in the **positive effects** of holidays. These effects go beyond the holidaymaker and also have an **impact** (social - economic) **on the society**.
“Social Tourism has the ambition to eliminate all barriers in the holiday chain, of which an individual or group is not capable to overcome on his own. Therefore collaboration between all partners who work in a social responsible point of view, is necessary.”
Holiday Participation Network
Because every one deserves a holiday

Public Private Cooperation – Powerful Triangle

Holiday Participation Centre
Coordinating platform

Over 600 touristic partnerships

Social rates

1500 social member organisations

Individuals and families in poverty who, for different reasons, are unable to take a holiday

 Reached through local social organizations
Holiday Participation Network
Because every one deserves a holiday

Connecting core businesses – connecting strengths

TOURISM SECTOR (660 PARTNERSHIPS)

30% TO 75% REDUCTION ON:

ATTRACTIONS, EVENTS, YOUTH
ACCOMMODATIONS, HOLIDAY PARKS,
HOTELS, GUEST ROOMS, CHALETS,
CARAVANS, CABINS, ETC.
ORGANIZED CHILDREN’S CAMPS OR
HOLIDAYS FOR FAMILIES OR SINGLE
PARENTS, ETC.

1500 (social) member organizations
of all different guises, such as welfare
centres, Welzijnsschakels (volunteer
groups working to combat poverty and
social exclusion), social services, local
councils, family guidance services,
neighbourhood centres,…

All organizations are focused on an
underprivileged target group
GELUK

OP MAAT
Holiday Participation Network
Because every one deserves a holiday

Holidays in Flanders

--- Social Rates (30% - 75%)

Guarantee to reach people who are entitled to
daytrips
individual holidays
group accommodation
organised holidays

TOERISMEVLAANDEREN
Holiday Participation Network
Because every one deserves a holiday

Holidays in Flanders

daytrips

Daytrips represent a low barrier. It is often easier to save for a daytrip then for a holiday of several days. For some people one day is a good start to overcome the holiday barrier.

group accommodation

Group holidays and group stays...
Those who have never been on a holiday can take a first step in a group. Not being alone and having a safe group to fall back upon often makes it easier to relax.

More than 200 group accommodations have an offering for people with a low income. The social organizations themselves organize the group holidays.
Holiday Participation Network
Because every one deserves a holiday

Holidays in Flanders

individual holidays

Alone on holiday, with friends or family, in a hotel or a holiday home: the individual holiday offerings are very diverse. Something for everyone’s wishes. Requests for a holiday accommodation are handled by the staff of the Holiday Participation Centre. It is an intensive and highly appreciated personal approach.

organized holidays

It is also possible to register for a fully organized holiday. More than 100 holidays are offered at a social rate by intermediary organizations (social tourism associations), youth work, sports and other leisure organizations. The reactions to these holidays have been positive as to date.

TOERISMEVLAAANDEREN
Why does the tourism industry participate in this network?

“We saw that the tourism industry evolved in this direction. We didn’t want to be left behind.” “Corporate Social Responsibility is getting hot”

“I do it with pleasure but I also want to be honest: it also gives us an income.”

“Later in life, people become less mobile. With the aging population our target audience will only increase.”

“From time to time, everybody can use a day or a week off.”

“Against all the acidity and negativity in the community.”

“We are attracting a completely new audience that we previously did not reach.”
HOLIDAY CHAIN OR CUSTOMER JOURNEY
QUESTIONS