



*Flanders is tourism

SOCIAL TOURISM IN EUROPE & FLANDERS

TOERISMEVLAANDEREN



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is toerisme

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**



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A BIT OF HISTORY



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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



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A DEFINITION



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SOCIAL TOURISM IN EUROPE?

- **Moral dimension**

- **Primary aim =**

“To include include people in tourism who would otherwise be excluded from it”



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THE FRAMEWORK



FRAMEWORK FOR SOCIAL TOURISM IN EUROPE

PRODUCT		USER	
		Social Tourism	Social Tourism & other users
	Standard product	PARTICIPATION	INCLUSION
	Specific changes	ADAPTATION	STIMULATION

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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

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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

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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
 - ...

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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



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HOLIDAY PARTICIPATION CENTRE

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Social Tourism in Flanders

Visit Flanders strongly believes in the **positive effects** of holidays

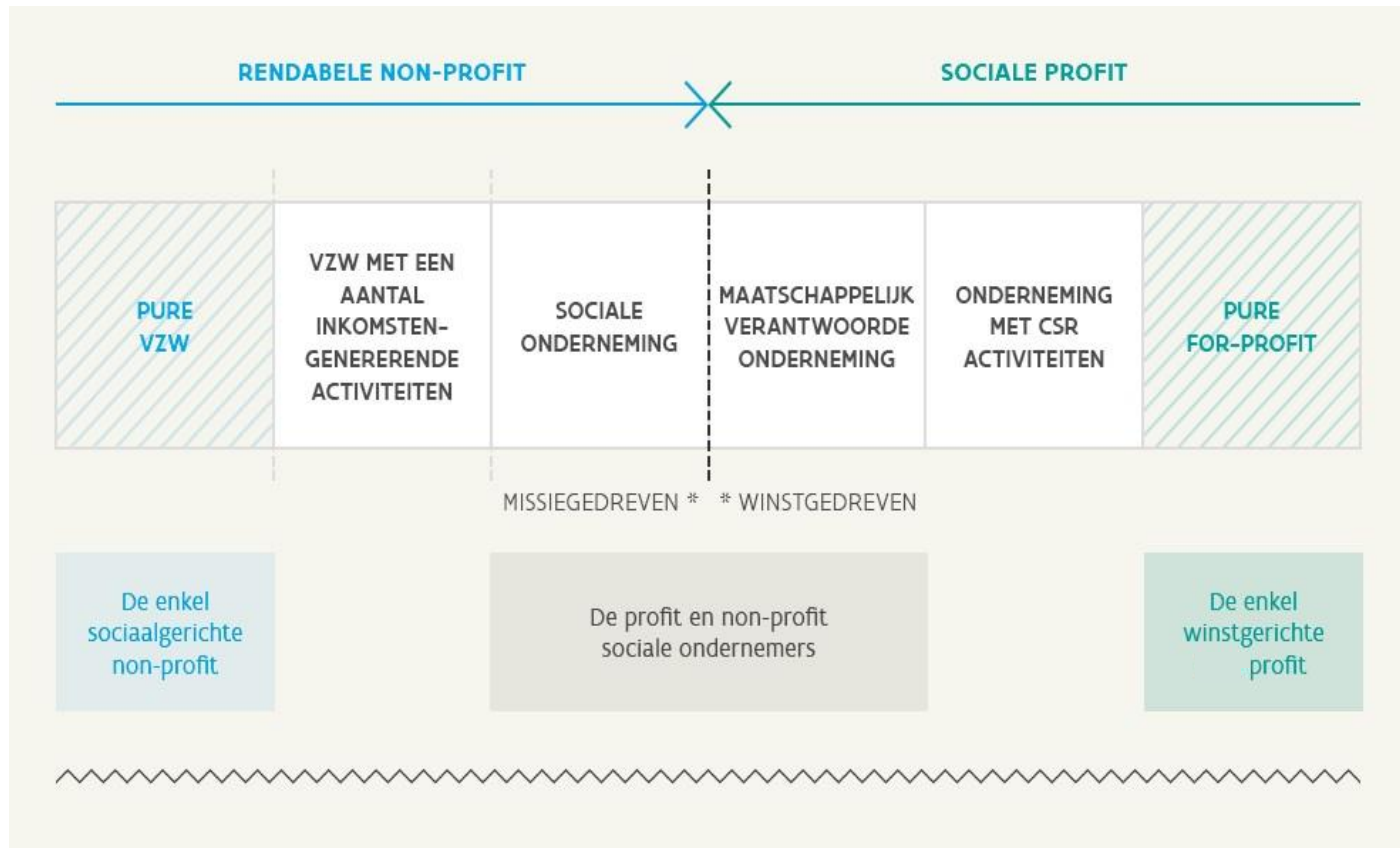
These effects go beyond the holidaymaker and also have an **impact** (social - economic) **on the society**



“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.”

SPECTRUM SOCIAAL TOERISME



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 strenghts

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



GELÛK



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

group
accommodation



individual
holidays

organised
holidays

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 than 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.

Four waffle cones are arranged horizontally across the top of the image. The first cone on the left is intact. The second cone is broken at the base. The third cone is also intact. The fourth cone on the right is broken at the base. They are all light brown with a grid-like pattern.

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”

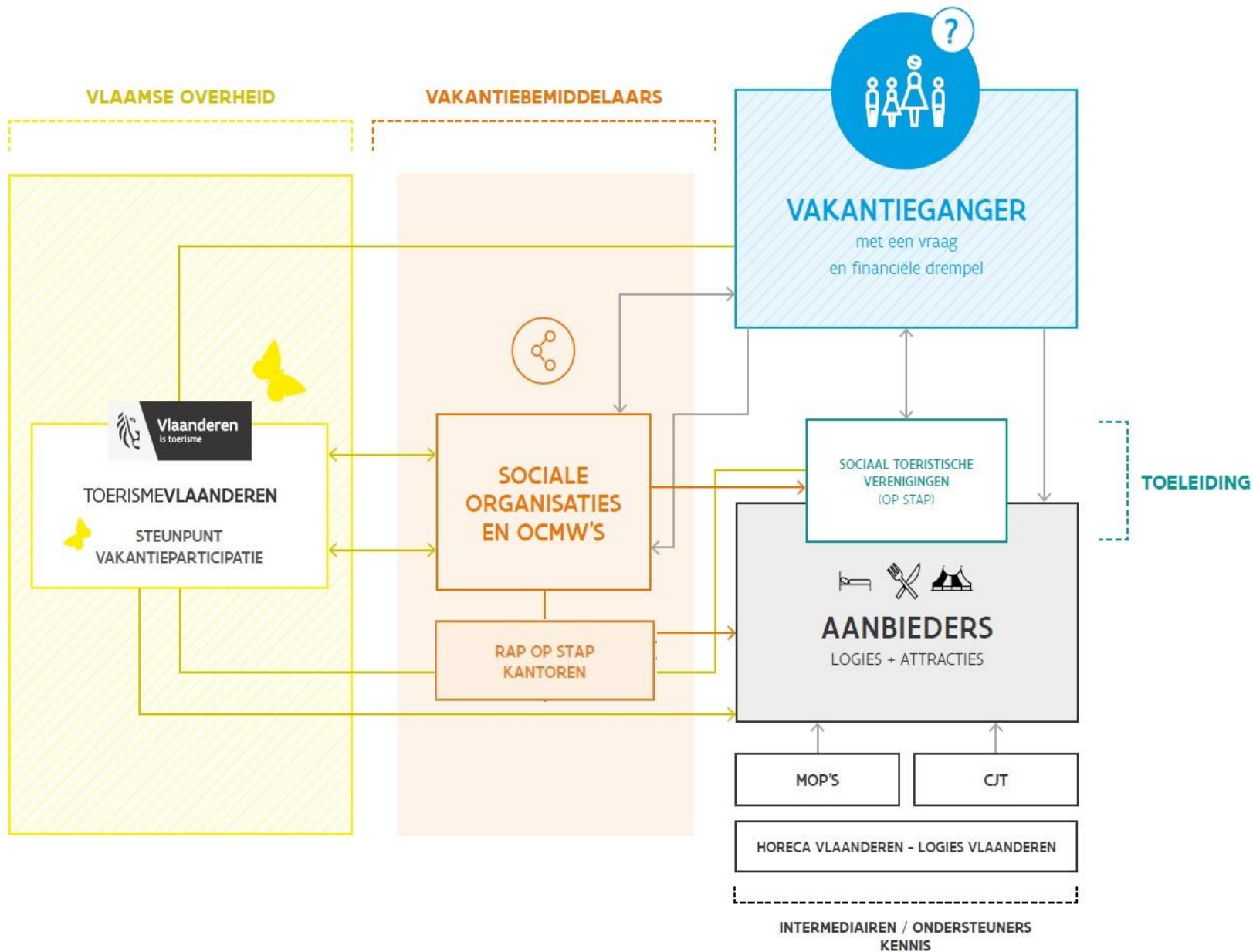
“I do it with pleasure but I also want to be honest : it also gives us an income.”

“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