



EUROPEAN COMMISSION
Enterprise and Industry Directorate-General
Tourism, CSR, Consumer Goods and International Regulatory Agreements



Call for Proposals

7/G/ENT/TOU/11/511A - Facilitating Transnational Low Season Exchanges in Europe through the Development of Social Tourism

Project Title: **First European Travel Experience**

Acronym: **FETE**

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Project Summary

PARTNERS:

1. Toerisme Vlaanderen, Belgium : lead partner & coordinator
2. Jämtland Härjedalen Region , Sweden : partner
3. Kainuun ETU Snowpolis (association of Kainuun municipalities), Finland : partner
4. Mecklenburg-Vorpommern, Germany : partner

PROJECT:

The proposal consists in the development of an efficient mechanism for balanced/reciprocal CALYPSO exchanges of young people with limited or no travel experience during the low season. It aims to study how partners can set up transnational exchanges for youths in Europe, defining criteria for participation of youths, for the accreditation of the social and intermediary organizations as well as for the supply side, by studying the financial aspects as well as the socio-economic effects of these transnational exchanges in the low season. Pilot exchanges between the different partners are also foreseen as an initial test.

A following step would then be to create a sort of database containing information on destinations, thematic, types of accreditation which could, in a latter stage, be implemented in the Calypso Demand-Supply web portal that the Commission aims to implement at the end of the preparatory action. It is also envisaged to present this proposal as a type of good practice serving as an inspiration for the implementation of other touristic transnational exchanges in Europe.

OBJECTIVES:

To *develop* and *pilot* adequate mechanisms for CALYPSO exchanges of *young people with limited travel experience* during the *low season* in the participating regions.

To provide extensive *networking and partnership opportunities* for the different *project partners*, and for *stakeholders* within each destination (voluntary, public and commercial) to encourage *social innovation, product innovation, entrepreneurship and competitiveness*.

To conduct *objective research* into the *development & management* of cost-efficient exchange mechanisms, into *funding systems* for post-pilot implementation, and into *financial, legal, political and infrastructural barriers* to overcome.

To develop a *database* of tourism products, intermediary organisations, potential social tourism users and funding streams to provide *real-life, tried-and-tested input for the CALYPSO web platform*.

ACTIVITIES:

Set up of the regional CALYPSO office

Charter of Social Hospitality and accreditation of the appropriate accommodation, events, etc.

Creation of a database with all stakeholders, such as voluntary coaches and supply, intermediary and coordinating organisations.

Delivering the travel pilot – exchanges with small groups of young people in the target group to test the practice of the exchange mechanism

Evaluation of the travel pilot through intensive research and analysis during and after the project