



# Youth Educational Travel

An Investment in the Future



Reisenetz   
Deutscher Fachverband für Jugendreisen

 **SYTA**  
The Voice of Student & Youth Travel®

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**This charter is intended to lay out how associations involved in youth educational travel can work together to ensure the future success of this sector.**

### **Youth Educational Travel: a definition**

For the purposes of this document, youth educational travel involves students at school, college and university level travelling in groups, often organised by a group leader such as a teacher or professor, or individually to join group programmes such as language schools. These trips are generally operated by a tour operator or a group travel professional.



## **A Ten Point Action Plan**

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**1**

### **Illustrate Value**

The economic and transformative nature of youth educational travel is hugely valuable. More detailed research is required to illustrate the former and evidence gathered to show the latter.

**Action Point:** Conduct shared research on the sector.

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**2**

### **Promote the Benefits**

There are several stakeholders in the sector: students, teachers and group leaders, parents, chaperones, suppliers and tour operators. All must be persuaded of the worth of this sector.

**Action Point:** Promote youth educational travel through various media.

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**3**

### **Nurture a Safe Environment**

Youth groups must feel able to travel as safely as possible. Organisers need to respond intelligently to cultural differences and risks to ensure this type of travel remains overwhelmingly safe.

**Action Point:** Share health and safety practices.

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**4**

### **Guarantee Infrastructure in Destinations**

Groups should be afforded the right welcome in destinations. Booking systems, preferential tariffs and language availability are just some examples.

**Action Point:** Liaise with tourist boards and attractions to make sure infrastructure is in place and suitable.

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### Provide Relevant Content

Programmes should tie in with curricula and teaching methods. Materials, activities and guiding services are examples of areas that should be in tune with these.

**Action Point:** Run educational seminars for the travel industry to understand what needs to be offered.

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### Encourage Global Travel

Youth educational travel is a global industry and emerging markets are adding to its growth. Visa facilitation and ease of travel will help sustain this growth.

**Action Point:** Continue to work with governments to reform the visa system.

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### Use Social Media

The next generation of travellers are communicating and sharing more than ever through social media.

**Action Point:** Engage with the Travel Technology sector.

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### Share Good Practice

Different markets and associations around the world can share good practice and experiences.

**Action Point:** Bring relevant associations together to discuss common issues and solutions.

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### Lobby Together

Policy makers need to understand the challenges facing the sector and on supranational issues joint advocacy can help this process.

**Action Point:** Identify areas where joint campaigns can aid this process.

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### Invest in the Future

Youth Educational Travel inspires the travellers of the future. It can also provide the future stars of the travel industry.

**Action Point:** Advertise the opportunities for future careers in the sector.

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To find out more information about the charter, contact **ETOA** on **+44 (0)20 7499 4412**, email **info@etoa.org**

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