



Youth Educational Travel

An Investment in the Future



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

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.

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.

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.

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.

5

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.

6

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.

7

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.

8

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.

9

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.

10

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.

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

