



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



Call for proposal

**ENT/TOU/10/711B : Facilitating Transnational Low Season Exchange in Europe through the Development of Social Tourism**

Project Title: **Una Rete di Turismo Sociale**

Acronym: **URTS**

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## Project Summary

### PARTNERS :

1. **Presidenza del Consiglio dei Ministri – Dipartimento per lo Sviluppo e la Competitività del turismo - ITALY**
2. **Malta Tourism Authority – MALTA**

### Organisations associated to the project (non-beneficiaries):

- Public Institutions:
  - a) Dipartimento per la Gioventù, Italy
  - b) Dipartimento per le Politiche della Famiglia, Italy
  - c) Dipartimento per le Pari Opportunità, Italy
  - d) Ministero del Lavoro e delle Politiche sociali, Italy
- Social Tourism Associations and Other Tourism Stakeholders, Italy and Malta

### PROJECT:

The “**Una Rete di Turismo Sociale**” (URTS) project seeks to encourage tourism in favour of disadvantaged groups throughout European countries, but particularly in Italy and Malta.

In particular the proposal intends:

1. **to generate economic growth of business in the lead Country and in the partner Countries increasing tourism during the low season, in order to generate more and better jobs in tourism sector.**
2. **To facilitate trans-national exchanges in the tourist low season for specific disadvantaged target groups (Seniors, Youths, People with Disability, Families with low income).**
3. **To study and define several models for developing policies and incentives to attract tourism.**

### OBJECTIVES:

The project consists in seeking ways and means to facilitate low season exchanges of disadvantaged groups of citizens in Italy and Malta (youth, disabled persons, families and elderly people), helping to improve the quality of life and at the same time, generate economic growth of business and promoting tourism during the low season.

Extending the season means to create more jobs in terms of quantity and quality in the tourism sector, and to reinforce the sense of European citizenship.

The main goals of URTS are:

- ❖ To discuss and improve the exchange of tourists (who are included in the above target groups) during the low season;
- ❖ to establish mechanisms to allow the above exchanges;
- ❖ to establish if the best practices that will be identified could be transferable to other countries apart from Malta

#### **ACTIVITIES:**

The Department for the Development of Tourism, as lead organisation, will promote, in collaboration with Malta, as partner, the creation of a table of comparison ( with national institutions, social partners and associations) to define the modalities for the implementation of the activities to develop policies and incentives in order to attract tourism from/to other European destinations.

Specifically the table intends to analyze:

- how best to facilitate the exchange of best practices, as a means to promote bilateral exchange of groups of tourists between the Countries partners
- what type of incentives to promote to facilitate the growth of social tourism;
- promotion of adequate training of tour operators;
- analysis of a system for the accommodation standard that takes into account the special needs of social tourism in all its forms.

Italian Department for the Development of Tourism and Malta Tourism Authority will also carry out several promotional activities to assure the best visibility to the URTS project through different means of communication as newsletters, and partners web sites.

An Information Day will be held in both Countries, with the distribution of informative brochures. Furthermore, meetings with tour operators will also be organized, to include the distribution of targeted brochures. A final summative event will be held in Rome towards the end of the project.