

# European Union of Tourist Officers (EUTO)



[www.EUTO.org](http://www.EUTO.org)

## **EUTO members' statement on social tourism**

### ***Tourism is for everyone***

- The Universal Declaration of Human Rights states that each individual has the right to rest and leisure time
- EUTO members recognise the contribution tourism can make to realising this right
- Many people are excluded from the benefits provided by a holiday or even a simple short break away from home
- EUTO members are committed to making holidays and short breaks available for everyone through reducing the barriers to everyday leisure opportunities and will work together with others to promote social tourism for the well-being of all
- EUTO members believe social tourism has the potential to be a 'win-win-win' opportunity for the individual, the visitor economy and wider society
- EUTO members recognise the importance of day trips, short breaks and holidays contributing to prosperity that is sustainable and long-term
- EUTO members value social tourism as a tool for reducing seasonality, increasing diversification and attracting new audiences; it can provide a means of growing tourism business and increasing employment opportunities
- EUTO members also recognise the contribution tourism can make to global development, social integration and mutual understanding
- EUTO members believe the multi-disciplinary nature of social tourism can be used to bring together culture, education, environment, health and other interests
- EUTO members recommend governments support EU initiatives such as CALYPSO and any other measures that make a contribution to social aspects of tourism
- EUTO members support the need for a universally agreed definition of social tourism and further research into the size, characteristics and value of the potential market
- EUTO members recognise the need for sharing best practice and raising the social dimension of tourism for key decision makers and stake holders
- EUTO members recognise the contributions of organisations working within the field of social tourism

As discussed and agreed during the EUTO Study Visit Regione Marche

Ancona, 24 September 2011