

# ITINERARIES FOR YOUTH



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MODULE 3

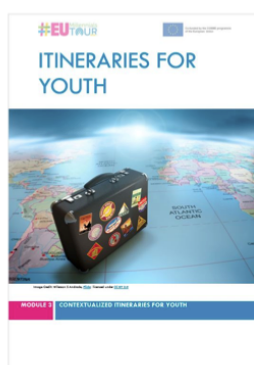
CONTEXTUALIZED ITINERARIES FOR YOUTH

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### Module 3

EDUCATION/  
YOUTH



<b>Title:</b>	Itineraries for Youths
<b>Topic:</b>	This module provides an insight into the development of sustainable educational travel products/ itineraries for youth
<b>Educational Objective:</b>	Knowledge building in educational travel product design
<b>Key Words:</b>	Educational tourism – educational travel product – educational products – educational itineraries
<b>Duration:</b>	Approx. 30 min. study + 15 min. questions

# ITINERARIES FOR YOUTH

## CONTEXTUALIZED ITINERARIES FOR YOUTH

### AREA OF GOOD PRACTICE: EDUCATION/ YOUTH

## 1 BACKGROUND

Whilst it has been threatened for the last 20 years that the paper based travel brochure would become obsolete in the travel industry, it is still very much an essential selling tool for the travel suppliers today. However customers are encouraged to 'go paperless' by downloading the digital versions of brochures in order to cut down on our reliance for paper.

Social responsibility is a key part of STA Travels ethos by working with credible partners to secure travel experiences that are authentic, responsible and sustainable.

A strong animal welfare policy is also a Good Practice that has been adopted by many travel suppliers with the huge growth of animal based tourist attractions from the whale/ dolphin attractions at SeaWorld Florida to the Thai Elephant rides that can be run by unlicensed organisations. Many travel companies will no longer be associated with these types of attractions or include them in their itineraries.

The main environmental condition relating to this Good Practice is that the travellers are offered authentic and enriching travel experiences as opposed to the 'pre-packaged all inclusive' (where tourists are encouraged to be confined to a hotel complex and not encouraged to visit the surrounding local communities).

Travellers should be encouraged to support the local communities, by using local accommodation (as opposed to the international chains), using local transport providers travelling over land as opposed to flying where possible, and to eat at the local restaurants. Travellers are encouraged to learn new skills, take on new challenges and even gain qualifications as part of their experience.

Travellers are also encouraged to 'give back' by including an element of volunteering, working in a local community as part of their trip.

All of these ingredients will contribute to a successful educational trip for the 15 – 25 target market.

## 2 GOOD PRACTICE



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Key objectives to creating innovative products that are developed for youth and students are to ensure that the trips destinations offered are safe, current, relevant (to the purpose of travel i.e. educational or leisure), enriching and affordable.

To succeed in these objectives the planning and pre-trip organisation is of paramount importance.

This will involve using local DMCs (Destination Management Companies) who will have local on the ground expertise to share with the travel organisers and are key stakeholders in the process.

The educators and students who travel are also key stakeholders in the process as with their feedback the trips created can be linked specifically to their programmes of study. Feedback via Twitter comments, blogs and letters sent to the travel companies help the travel provider to continue to create, improve and provide unique travel experiences for this target market.

With the current explosion in YouTubers a developing trend is to get a 'celebrity' (associated with the youth market) to endorse your products with regards to the marketing of your products. For example STA Travel have worked with bloggers like Joe Weller (see video links below) who worked with STA on promoting the World Cup in Brazil.

Working with the PPPs (Public-Private Partnerships) and SMEs (Small and medium-sized enterprises) in the destinations is also of paramount importance for the success of this good practice; knowing local information such as festivals, events and general local tourist advise is something that travel suppliers will gather data from local tourist boards. Working with the private sector like hostel and accommodation providers, ground handlers will all help towards providing an authentic travel experience which is what this target group would expect, (as opposed to lying on a beach in an all-inclusive resort for a week and not leaving the complex).

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### 3 EFFECTIVENESS AND SUCCESS FACTORS

- Letters of thanks for arranging a successful trip
- Repeat bookings
- Referrals within the same school/ university/ college
- Word of mouth recommendations to colleagues working in other educational institutions
- Uploading videos onto Facebook/ YouTube whilst on trip
- Use of Twitter feeds by teachers and students posted whilst on location (providing that they are positive of course)
- Getting 'on trend' personalities such as YouTubers/ bloggers like Joe Wellar

### 4 RESULTS AND IMPACT

The success factors that can be used are letters of thanks sent to the travel company from the educational trip leaders (i.e. the teachers, professors and the students themselves) on return from their visits. Furthermore repeat bookings from the same teachers/ educators as well as referrals, (not only within their own school/ university but also to colleagues working in other educational institutions), can also be used as a measure of success.

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## 5 ADDITIONAL LEARNING MATERIALS

### 5.1 Links to websites

<http://www.statravel.co.uk>

<http://www.statravel.co.uk/travel-blog/2015/01/why-giving-everything-up-to-go-travelling-is-still-the-best-decision-ive-ever-made/?WT.ac=STA-homepage-test> (guest blogger example)

<http://grouptravel.statravel.co.uk> (educational tour brochures)

### 5.2 Links to videos

<https://www.youtube.com/watch?v=2i6NXIVzpN0> (famous Blogger Joe Weller endorses STA Travel World Cup song)

<https://www.youtube.com/user/statravel>

<https://www.youtube.com/watch?v=SadXNLeCOTs> (launched in 2015 STA Music helps launch budding musicians, hosts gigs in stores at festivals)

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## 6 QUESTIONS

This is the professional self-learning section to reflect on the topic, improve your skills and sharpen your creativity. Please use it as a starting point for the development of your own ideas and thoughts. Please select at least one of the questions below and note your answer in max. 1000 characters. You can also use the additional online material or consult other online sources to refine your arguments. Please send your answers to the following contact: [info@eumillennials-tour.eu](mailto:info@eumillennials-tour.eu)

1. STA Travel is eager to win trending YouTubers as vehicles for advertising their products. What do you think of this policy? Could your institution/ workplace also profit from YouTubers?
2. With your small sized museum you want to get into the STA Travel catalogue for the next season. Make an action plan.
3. The STA Travel ingredients for a successful educational trip are designed specifically for the 15-25 year-olds. What adjustments are necessary to transfer the system to the 60-75 target market?
4. Regarding your own travel experience, what are the key factors to a sustainable educational trip?

**Please send your answer(s) to the following contact: [info@eumillennials-tour.eu](mailto:info@eumillennials-tour.eu)**

Please add the number of this module and the number of the question to your answer (e.g.: module 1, question 1.).

We will not give grades. Individual feedback will only be given by the online assessment contact.

## 7 ONLINE ASSESSMENT

For those that are interested in deepening their knowledge about the module, a personalized online assessment is offered. For all questions on the topic and further information about this module, please contact your expert for your online assessment:

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## 8 GENERAL CONTACT INFORMATION

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## 9 RESPONSIBLE ACCORDING TO THE PRESS LAW

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