

**Call:** COS- TFLOWS-2014-3-15

**Title of the project:** EUMillennialsTOUR

**Acronym:** (*if used*)

**Project duration and start date:** 15months

### **Short description of project**

- The project is about the development of transnational tourism product to increase tourism arrivals in the low-middle season. Target of the proposed projects are youth, in particular the “*Millennials*”, i.e. generation of people born between the early 1980s and the early 2000s, also defined as *Generation Y*. The aim of the project is to create an innovative tourism package mixing together culture, education, knowledge capitalisation and entrepreneurship up-skilling. The idea is to offer an immersive learning/creative trip addressed to the edu/school-trip tourism market field, comprising hands-on curriculum-linked activities addressed to youth. The focus is on young people involved in the Cultural and Creative sector. School-trip tourism, in fact, is nontrivial: approx 92,9M students make more than 100M day trips and 15-20M overnight trips a year. School-trips are planned by secondary schools all over the year, as well as students from secondary schools, HEIs and ACADs travel mainly for learning purposes. Starting from this premises, we identify the school-trip tourism market sector an effective lever to improve arrivals in low-medium season period, meeting the goals of the Calypso initiative. The UN World Tourism Organization (UNWTO) and World Youth Student and Educational (WYSE) Travel Confederation together have documented the growing role that youth and student travel has taken within the global tourism industry over the last decades. More young people travel and do so more frequently and over greater distances than ever before. On top of that, the EUMillennialsTOUR project will create a transnational tourism product for the school-trip tourism market, addressed to secondary schools and High Education Institutes/ACADs, increasing the competitiveness of the EU tourism and capitalising the shared value of European industrial heritage sites under the paradigm of sustainability, by ultimately also complementing national, regional and local policies in the field of creative industries and industrial heritage tourism. This will result in a concrete contribution to the professionalisation of the tourism, cultural and educational workers. The overall concept of the project will be based on the statement: “Travelling to know our past and to forge our future”. So, our tourism product will be at the same time: 1. curriculum-based, i.e. directly linked to the lessons taught in the classroom, representing either an integral part or extension of the formal learning experience (target segment: 15-18 years; secondary school students). 2. based on extracurricular excursions, designed outside the constraints of curriculum demands and not so strictly focused to a particular class or discipline (target segment: 19-25years; HEIs and ACADs students). The design of the tourism concept will be based on industrial heritage sites as narrative logic - in particular in the field of textile and fashion industries as witnesses of a the great contribution brought to innovation by the Industrial Revolution. In parallel, we will also include insights into the

disruptive "third industrial revolution" and its innovative tools and processes represented by 3D printing as well as Fablabs as living lab where the new industrial revolution is happening up to date. The resulting tourism product will stimulate the young generations to the value of EU industrial heritage sites as memory of our past, as well as inspiration mean to forge their future.

- Main objectives: Main projects' objectives are the following:
  1. to stimulate the young generations to the value of EU industrial heritage sites as memory of our past, in particular regarding the remarkable period of the Industrial Revolution, representing a unique moment in our history for the progress of humanity, from a cultural and social perspective, and a strong mean of EU cultural identity;
  2. to support young people in their knowledge capitalisation, by providing direct and life experiences in those places where the industrial revolution happened, connecting learning objectives (textile&fashion; design; art&craft) to the travel experience;
  3. to offer unique opportunities to participate to engaging workshops during the trip, up-skilling their competences also in new emerging technologies such as 3D printing;
  4. ultimately to show all the tourism value chain how sustainability is a relevant key in terms of sustaining and diversifying tourism throughout the year, in a responsible manner as well as "fair" in practices.

**Lead partner/coordinator:** X23 Srl; Mr. Giuseppe Laquidara (*Italy*)

**Partners:** European Federation of Associations of Industrial and Technical Heritage (E-FAITH) (*Belgium*)  
Centro Turistico Studentesco e Giovanile Associazione (CTS) (*Italy*)  
M2C Institut fur angewandte Medienforschung GmbH (*Germany*)  
SE1 Media Ltd (*UK*)  
Lisburn and Castlereagh City Council (*UK*)  
STA Travel Ltd (*UK*)  
World Youth Student and Educational Travel Confederation (*Denmark*)

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