



TOURISM FOR ALL IN EUROPE



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BELGIUM, COUNTRY OF SPA

The screenshot shows a Google Maps search for "spa belgium". The map displays Belgium with a red pin on Spa. The sidebar on the left provides information about Spa, including a photo of a large building, weather details, and a brief description.

spa belgium

Spa
Onderwegsd bewaakt - 1 °C
10:15

Boutebeschrijving

Opslaan **In de buurt** **Naar je telefoon verzenden** **Deeln**

Foto's

Korte feiten

Spa is een stad en gemeente in de Ardennen, provincie Luik, arrondissement Verviers, aan de Wajal in België. De gemeente telt bijna 10.500 inwoners. [Wikipedia](#)

Oppervlakte: 39,65 km²

Hotels

3 sterren gemiddeld € 86,5 sterren gemiddeld
€ 203 hotels weergeven

Spa

Oudenaarde
BE 830027, 5.654167

Naamgegevens ©2018 Satelliet-DE, BKO (©2009) Google. Voorwaarden. Feedback verzenden. 25 km

100%

NL 10:15 14/11/2018

TOURISM FOR ALL & SPA OPPORTUNITIES FOR FUTURE ACTIONS?

- Tourism for All and human rights;
- Tourism for All and Europe;
- Tourism for All and societal challenges within Europe;
- Tourism for All and Spa: opportunities for the future;



HOLIDAY IS A HUMAN RIGHT ?

The Universal Declaration of Human Rights (1948)

- **Article 24:** Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

The willingness to consider tourism as a universal right and make it accessible to all is the reason for the existence of a tourism for all policy –organization (ISTO)

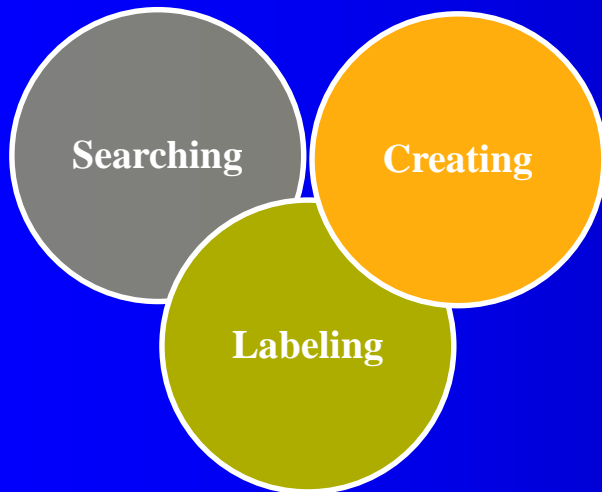


- **Tourism for All (*)**
 1. Inclusion tourism, (the non- exclusion principle, the right on a holiday for everyone) more than accessibility ss.
 2. Honest employmentship
 3. It must be for the benefit of the local economy and the local culture
 4. Sustainability (energy, environment,....)
- **European “domestic market”**
- **Lobbying as key factor of the organisation**
 - **Tourism = economic and social factor**
 - **Lobbying specific sectors**
- **Assisting the members**
 - **Develop the research on Tourism for All**
 - **Increase the network**
 - **Exchange of experiences**

(*) Within the definition
of the declaration of
Montreal

DEMOCRATISATION OF TRAVELING IN EUROPE

INFRASTRUCTURE



PEOPLE



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EUROPE : A LABORATORY IN DIVERSITY

- Different languages
- Different history

- 1914-1918 WW1



- 1940-1945 WW2



- 1989 Fall of the Wall



WE LIVE IN THE SAME COUNTRY: EUROPE



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TRENDS, SOCIETY CHALLENGES (1)

- The first touristic active generation becomes senior,
➡ accommodations needs to be adapted

Population Pyramid Graph - Special - European Union - TOTAL FOR SELECTED REGION



TRENDS, SOCIETY CHALLENGES (2)

- Efficiency and **stress** at work makes from a holiday an “essential thing to have to reload the social batteries” It is an essential element in the wellness of people.
- Although **individualization** and a growing internet society there is a search for new **quality of live**. Social elements are important.
- **Youth tourism** must be a continuous concern for learning skills, stimulation for international contacts.
- In an individual virtual world learning practical **social skills** by visiting **other cultures** and contacts is essential to build European understanding and citizenship.

TRENDS, SOCIETY CHALLENGES (3)

- Family definitions are changing: single-parent families, newly formulated families too for the grandparents, ... holidays with grandchildren
- We are evolving to a society of 4 generations;
 - Grandchildren take care of grandparents;
 - Grandparents do not travel because of care for (rear) grandchild
- Performance stress at 55 + is larger (like others) the importance of leisure and holiday to charge batteries is greater ...



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WELL-BEING IS AN IMPORTANT CONCEPT OF TOURISM FOR ALL/SPA

Studie: “Social Tourism and Well Being in later live”
(Morgan,Pritchard and Sedgley (2015))

- Holiday helps to reduce medical and psychological costs;
- Holiday helps against social isolation
- Holiday reduces the risk of poverty;
- Holiday increases the social and cultural participation of the target group;
- Often supports the tourism off season;

TOURISM FOR ALL AND HOW TO INCREASE THE WELLBEING-WELLNESS OF PEOPLE

- Mutualities can help with programs;
- Still some (perception) barriers
 - Only for rich people
 - Complexity of terms
- Helps you to de-stress
- Increase also of social health



TOURISM FOR ALL AND HOW TO INCREASE THE INFRASTRUCTURE SPECTRUM

- **Search – create – label good experiences**

- Network of organisations
- Exchange of experiences
- Innovation

(mini labs – learning sessions)



Good examples

The screenshot displays the Dennerheuveld website, which is a travel booking platform. The browser's address bar shows the URL <http://www.dennerheuveld.be/>. The website's navigation bar includes links for 'VERBLIJF & RESTAURANT', 'ARRANGEMENTEN & PROMOTIES', 'SEMINARS & DINNEN', 'GROEPEN & DINNEN', 'AMFOD & DINNEN', and 'CONTACT'. The main content area features a large banner with the text 'Heerlijk ontspannen in Durbuy' and 'Toerisme voor Allen'. Below the banner, there is a section titled 'Boek hier uw verblijf in enkele minuten.' with 'CHECK IN' and 'CHECK OUT' buttons. A '2017' calendar icon is also visible. The website is divided into three main sections: 'Bekijk de beschikbaarheid', 'Eindejaar in de Ardennen!', and 'Wat te doen?'. The 'Bekijk de beschikbaarheid' section lists three accommodation options: '54 comfortkamers', 'Bivakhus 'Le Mont-Pèlé'', and '5 wellness-suiten'. Each option has a 'BOEK HIER' button. The 'Eindejaar in de Ardennen!' section features a 'Goed, 7.9' rating and a 'Goede prijs/kwaliteit' label. The 'Wat te doen?' section is partially visible. The website is designed with a clean, modern layout, using a color palette of green, brown, and white. The browser's taskbar at the bottom shows various icons, including the Windows logo, Internet Explorer, and several application icons. The system clock in the bottom right corner indicates the date and time as 12:32 on 14/11/2016.

Heerlijk ontspannen in Durbuy

Toerisme voor Allen

Welkom in ons Vakantiepark
Dennerheuveld, gelegen in het midden van een prachtig natuurschoonheid.
Onze groenen? Juke ontfermt in een gezellige, rustige sfeer.
Welkom welkom voor een ontspannen verblijf!

Boek hier uw verblijf in enkele minuten.

CHECK IN: 11/11/2016
CHECK OUT: 12/11/2016

2017

Bekijk de beschikbaarheid | Eindejaar in de Ardennen! | Wat te doen?

Ontdek onze verblijfsmogelijkheden. Voor elk wat wils

54 comfortkamers

BOEK HIER

Bivakhus 'Le Mont-Pèlé'

BOEK HIER

5 wellness-suiten

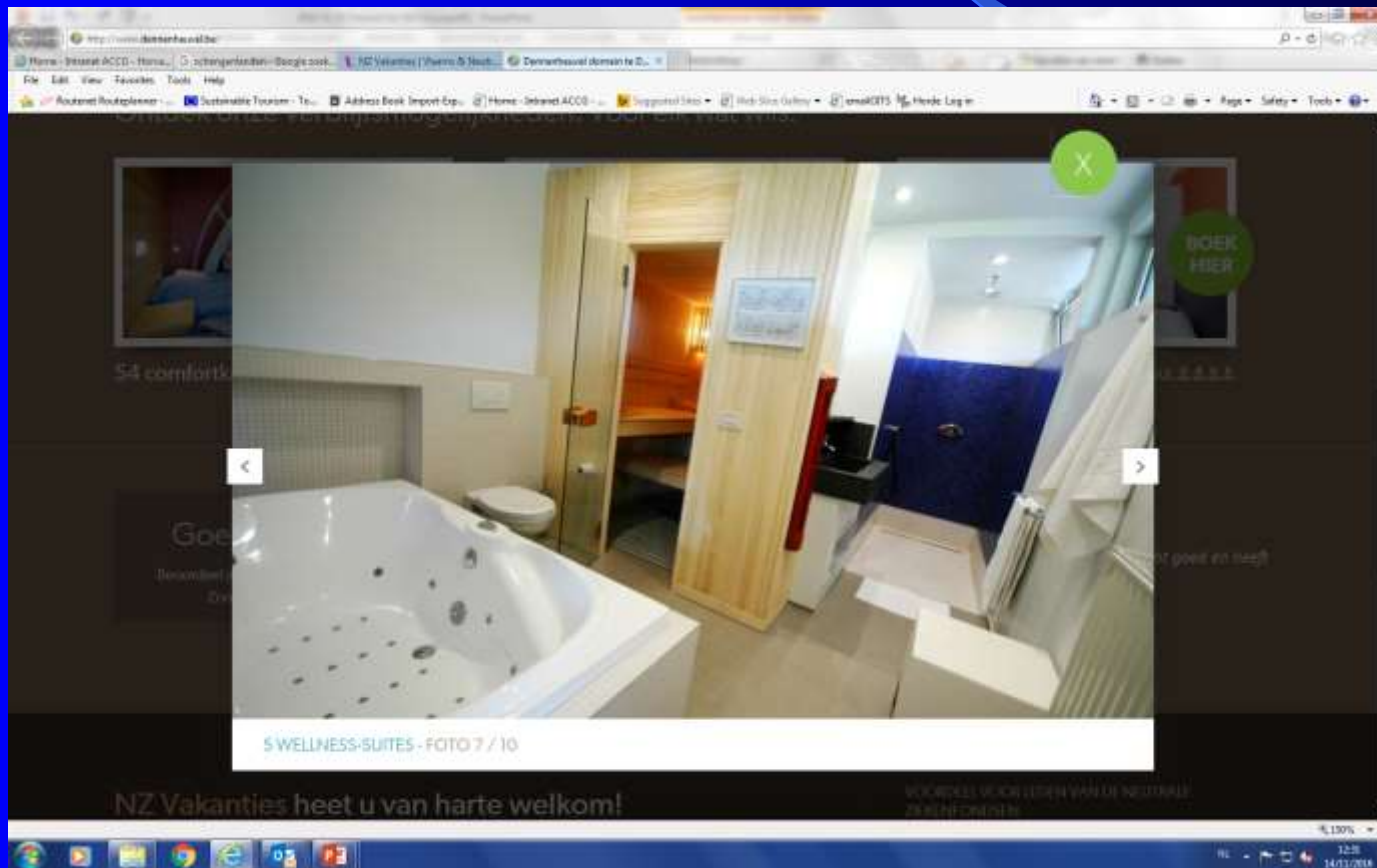
BOEK HIER

Goed, 7.9

Goede prijs/kwaliteit

Wanneer sukkert perfect voor je bedje te slapen in een aparte slaapkamer met deur, het restaurant is echt goed en heeft.

Wellness suites



How can Spa and Tourism for All work together in Europe?

- Exchange of best practices
- Work on the same societal goals
- Increase the network of contacts
- Innovation (mini Labs - learning meetings)

→ **WELL BEING AND SOCIAL HEALTH**
for as many people as possible.....

Thank you for your
attention.

Questions:

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