

COUNCIL OF EUROPE
COMMITTEE FOR OUT-OF-SCHOOL EDUCATION

INTERNATIONAL TOURISM
FOR YOUNG PEOPLE



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COMMITTEE FOR OUT-OF-SCHOOL EDUCATION

INTERNATIONAL TOURISM FOR YOUNG PEOPLE

Conclusions
of the

Course organised by the Government
of the Federal Republic of Germany
under the auspices of the Council of Europe

(Munich, 22nd-30th June 1966)

INTRODUCTION

At its session in February 1965, the Committee for Out-of-School Education included, in its long-term programme, the problems arising in connection with travel and holidays abroad by young people, and in particular the training of educational advisers.

It was therefore desirable that a meeting on a European scale should be held, at which experiments carried out in this field by member States could be discussed. The Committee for Out-of-School Education consequently welcomed the proposal by the Federal Republic of Germany to hold a course in 1966 under the auspices of the Council of Europe on "International Tourism for Young People".

This course was held at the Institut für Film und Bild in Munich, from 22nd to 30th June 1966.

The participants sent to Munich by the Member States comprised government representatives from the relevant ministries, delegates from organisations concerned with educational tourism for young people, psychologists, sociologists and educationists specially conversant with the problems arising in connection with tourism by young people (See list of names at Appendix A).

The aim of the course was, chiefly, to evaluate the experiments carried out in the member countries and to decide what action should be taken in future. The programme (See Appendix B) included reports and discussions on the following subjects :

- Progress and forms of tourist travel by young people in Europe (reports on the situation in each member country);
 - Educational advantages of tourist travel by the young;
 - Training of leaders and escorts of tourist travel trips by young people;
 - International tourism as a leisure occupation for young people;
- ./.

- Preparation of the tourists and of the host population;
- International co-operation between organisations concerned with travel by young people.

The various subjects were discussed in detail in committee meetings. The conclusions reached were approved by the participants at the closing sitting; they must now be submitted to the Committee for Out-of-School Education of the Council for Cultural Co-operation. These texts are attached herewith.

GROUP I

Questions of principle

Chairman : Mr. D. Pouris
Rapporteur : Mr. D. Pouris

1. Youth tourism is playing an increasingly important part in the present-day phenomenon of tourism which sets considerable numbers of people in motion throughout the world.
2. The possibility of young people engaging in tourism already raises special problems which will increase in view of the growing desire of young people to travel and their age, the age at which individuals are particularly receptive and susceptible to influences.
3. Youth tourism might be generally defined as: travel abroad by young people for more than 24 hours.
4. Such movements of young people might be classified as follows:
 - (1) Individual tourism;
 - (2) Group tourism comprising:
 - (a) travel by a group that already exists
 - (b) travel by a group specifically formed for a particular trip.
5. It should be mentioned that young people who engage in individual tourism for recreational or other reasons are more independent and better educated than those who travel in groups. In some countries, however, it is observed that this form of young people's travel is tending to decline as compared with group travel.
6. The most usual forms of youth tourism are:
 - (1) specifically educational travel;
 - (2) recreational travel with educational effect.
7. The aims of youth tourism may be classified under the following heads:
 - (1) educational travel (school, cultural, vocational);
 - (2) recreational travel;
 - (3) exchanges;
 - (4) travel to volunteer work camps.

8. The problem of suitable accommodation and its proper use is of prime importance for the development of youth tourism. The present inadequacy of supplementary accommodation must also be taken into consideration by the responsible authorities.

9. Youth tourism calls for the use of special techniques of equipment, transport, accommodation, reception, education and information which must be adapted to the increasing frequency of such movements of young people.

10. Young people's requirements are not only different but change, and raise problems that vary according to their age, occupation (workers or students), social origin (agricultural, industrial, middle-class) and local origin (urban or rural environment).

11. The journey itself widens a young person's horizon and knowledge. It enables him to become acquainted with different mental outlooks and habits, to make personal contacts, to become aware of other realities. Thus it has an educational influence, either improving personal culture or, in the case of the less fortunate, opening up perspectives of culture.

12. Youth tourism may therefore lead to a better international understanding and to the dawning of a "European" awareness.

13. There are, however, many socio-psychological obstacles such as isolation and insecurity in a new environment, language difficulties, inadequate preparation of travel organisers and monitors, possible refusal of the local people to mix with young tourists, inadequate organisation and information services.

14. The way of overcoming these obstacles would be to make enquiries into the best possible way of organising international contacts, but also to study how an understanding with other peoples can be improved otherwise than by personal contacts.

It would be particularly desirable to make a scientific study of the following means of communication:

(1) individual conversations;

(2) group discussions;

(3) lectures;

(4) information booklets,

and possibly special forms of group work (work camps, seminars on getting to know a country).

15. The Council of Europe should consider arranging pilot experiments in this field, with the collaboration of some Governments. Three factors in particular should be kept in mind: choice of collaborators, planning of work, and preparatory studies.

GROUP II :

Training of youth tourist travel leaders

Chairman : Mr. Horst Greinert
Rapporteur : Mr. George Demey

1. The importance of international tourism for young people in relation to youth training, international education and European understanding has been recognised by all member States of the Council of Europe. All member States represented in Working Party II are already providing funds for this purpose. In future, particular emphasis is to be placed on the training of qualified youth tourist travel leaders and leaders at international meetings. In view of the importance of the task, special **additional** funds should be made available for training according to co-ordinated educational principles. Funds should be increased at national level and also under the Council of Europe Budget.

2. In order to co-ordinate this training in its European aspects, the Council of Europe will have to set up a documentation and information centre to examine the following questions in detail:

- (a) What funds are awarded by member States to promote tourist travel by young people in the case of non-organised groups, but particularly to organise training courses for youth tourist travel leaders and to pay for them?

- (b) According to what principles are funds provided?
- (c) What methods are adopted in the selection, training, advanced training, vocational counselling and occupational guidance of youth tourist travel leaders?
- (d) What kind of youth legislation (e.g. for the protection of young people) exists in individual countries, in so far as it applies to visits abroad?

Pending the creation of the institution requested the tasks described above are to be performed by the Documentation Centre for Education in Europe or the Experimental Youth Centre.

3. After the setting-up of the documentation and information centre, an international meeting of the training leaders in the individual member States is to be organised on the following basis:

- (a) Participants: the training leaders of the Out-of-School Youth Tourism bodies which arrange international tourism for organised and non-organised young people, as well as representatives of the appropriate ministries for youth questions in individual member States.
- (b) Aim of the course: to develop a joint training programme for leaders of international tourist travel groups for young people and international youth meeting programmes, including the award of a certificate for youth travel leaders, to be recognised by all member States.

Member States will supply funds for promotion to organisers of training courses only if the principles to be worked out for this course are observed.

4. After the training programme worked out by the experts has been issued, the Council of Europe should organise as a specimen activity an international training course for youth tourist travel leaders with selected, qualified participants from various European States.

5. The Council of Europe should increase its efforts to suggest to all mass media in member States that they disseminate views on existing facilities for international tourist travel by young people.

GROUP III

Preparation of travellers and of the host population

Chairman : Mr. Pierre du Pontavice

Rapporteur : Mr. Pierre du Pontavice

1. Before starting on the subject set for discussion, the Group thought it should define its conception of tourism or at least specify for which section of tourism it meant to work. In fact we are disregarding the traditional forms of tourism, those taken by this activity as practised by tourists at the beginning of the century, which affected only a certain comparatively cultivated *bourgeois* class who used travel to confirm the exactness of the knowledge gained from history or geography text-books. Today, thanks to greater leisure, rapid development of means of transport and a certain rise in living standards in the industrialised countries, tourism must make available to all, whatever their social background and education, the universal cultural values which may be found in all our countries and which are the basis of our common civilisation. It is this tourism, which we agree to call Social Tourism, that we wish to use as a factor in education and international understanding.

2. The other groups have dealt with the qualities required for tour organisers and leaders to find the right approach to these riches and make their value obvious to all, not so much in the past as in the construction of the world that we wish to see built up for tomorrow. This group was to deal with the preparation of possible travellers and of those who are to be their hosts, in order to make these values known without separating them from their current social and human context.

3. The first point which seems to us important, where the Council of Europe might have a decisive influence, must be the use of means of communication with the general public (television, radio, Press, film, books) to eliminate the discriminatory prejudices which too often separate the young people of Europe. These prejudices are usually quite familiar. The Council of Europe should encourage the production of films, broadcasts, articles, books and booklets that will counteract them, and should promote their diffusion particularly among young people.

4. The Council of Europe should also, if possible by supplying them with suitable material, encourage youth movements and Popular Education Associations to develop their activities along this line. It is desirable, for example, for students in an English class in a secondary modern school to study, in addition to the language, the human geography of England, and to prepare together their forthcoming holiday visit to that country. Other activities might help with such preparation: European civics, art, history, cinema and photography, etc. The Group stressed the fact that since any international exchange should both receive and give, it is also often very important for young people who travel to improve their knowledge of their own country and its institutions in order to be able to answer the questions of their hosts.

5. The Group also hopes that the Council of Europe will make considerable documentation available to all its usual correspondents (governmental and non-governmental), acting as a kind of information bureau for European youth, where all future young tourists, both individual and organised, may obtain all the information they require both regarding what should be known about a country and regarding the individuals or bodies who can help them to find this out. The Group expressed reservations regarding the use of such a service by commercial tourist agents.

6. The existence of the European Information Centre and of regional centres would be made known to the general public by the usual mass-communication media (Press, radio, television); this would require permanent contact between information specialists and youth services. The public should in fact be periodically reminded of the existence of such a centre, particularly before each main tourist season.

7. The group was also to study the question of the preparation of the host population. Obviously, of course, youth tourism cannot result in international understanding unless there are opportunities for visitors and hosts to meet.

8. Members of the Group drew attention to certain experiments which should be systematically reported or scientifically analysed. Their intention is to make the local population aware of cultural riches that they often have close at hand without knowing it; and also to encourage youth

and popular education movements to provide a warm welcome for foreigners, or even to form voluntary or paid teams of young guides who will be available for tourists of their own age. The idea of rural tours, at present being developed in France and Italy after being very successful in many other countries, offers wide possibilities in this field. These experiments should be developed, but if they are to become general it would be desirable for the Council of Europe to conduct a wide investigation of the reasons that lead young tourists to visit any particular region. What are young English people looking for when they go to Spain ? What does the young Frenchman hope to find when he goes to Greece ? Such an investigation, which might be generally guided by that made by the EMNID (German Institute for public opinion research) and the IFOP (Institut Français d'Opinion Publique) for the Franco-German Youth Office, would provide valuable information for teachers and travel organisers and for all local communities which wish to receive tourists. It might also be a useful basis for work towards the creation of the European Youth Office that is unanimously desired today.

9. The final recommendation, on a small point which is, however, important and possibly easily covered, is the preparation of a vocabulary for the use of local communities that agree to mark in several languages for tourists the most interesting sights in their area. Such standardised multilingual sign-posting would be most useful for tourists and at the same time would create locally a permanent attitude of welcome for foreigners.

GROUP IV

International co-operation in the field of youth travel and exchange.

Chairman : Mr. N.F. Peterssen
Rapporteur : Mr. J. Platt

1. Definition

The term "international youth tourism" is here taken to cover all forms of youth travel and exchange.

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2. The role of youth travel in national and European education

In the changing society of today, the beneficial use of leisure time is already of critical importance. Cultural needs apart, it is politically and economically vital that each national community gives its citizens the opportunity to utilise to the full the increasing amount of leisure time they will enjoy. It is not less important that Governments co-operate to ensure a ready contact between national groups, and it is necessary here to underline the significant role in the shaping of the Europe of tomorrow that a full interchange of young people will play.

Travel, and especially travel which gives rise to real personal contacts and the exchange of ideas, is a principal means by which the young will acquire a balanced view of the Europe in which they as members of national groups must meet and co-operate.

The situation in youth tourism today is one of unplanned investment, uneconomic use of resources and uneven distribution of funds and facilities. This situation demands that we look forward to planned investment in facilities and activities which answer real social and educational needs, to adequate financial arrangements so that all young people may benefit, and to the development of national and international educational programmes which will enable and encourage all to make the best use of the services provided.

A quite modest investment allied to a better spirit of co-operation between Governments and organisations would give substantial returns in a very short time, and the following paragraphs outline the main proposals we feel the Council of Europe should sponsor, and other practical responses to present needs.

3. The establishment of national offices and of a European central office for youth tourism

A full and free choice between the opportunities open to them is a basic right of all young people. The appropriate information must therefore be available to them and to those adults whose advice may be sought when the choice of activity is made. It is proposed that each Council of Europe country take immediate steps to establish a national office which will collect information and opinion on the whole range of youth tourism, and prepare and disseminate documentation and advice. In making this proposal, the

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working group considered the work of the Central Bureau for Educational Visits and Exchanges, of the United Kingdom, and feels that certain of its functions could serve as a model for other countries, though in each country the national office may take a different form depending on the existing situation.

Allied to this proposal is our recommendation that a European central office be established to bring together the documentation and other results of the proposed national initiatives and of scientific studies of youth tourism, and to act as a centre for formulating guiding principles in youth tourism. We see its role as being informatory and advisory in the first instance. (See Appendix C, a).

4. Proposals for practical work in youth tourism for consideration and action by the Council of Europe

We propose that the Council of Europe:

- (a) ensure the continuation of the Council of Europe "European Youth Congress" at least bi-annually, and adopt the proposal that the next Congress take the form of a cruise on a specially-adapted ship under the theme "International Youth Travel"; (See Appendix C, b);
- (b) encourage Governments to relate financial assistance to the value of the activity and not merely to the status and age of the young person;
- (c) strongly encourage schools and national youth organisations to help prepare young people for participation in youth tourism. Two points are stressed: first, that personal contact with other languages and ways of life is now an essential part of education and growing-up; second, that we must consider and attempt to answer the needs of the non-student youth who so often comes to adulthood with all his prejudices intact and perhaps confirmed by ignorance and lack of personal contact;
- (d) consider the critical role the mass media of communication may play in presenting the full picture of opportunity, and encourage international co-operation in the production and distribution of films and other material;

- (e) organise or sponsor pilot projects in those aspects of youth tourism where there is an international under-provision of facilities for personal experience and contact;
- (f) take note that the success of the Franco-German Youth Office, which has received substantial financial aid, may be better documented so that other European countries are encouraged to begin similar if less costly initiatives;
- (g) initiate a study of the problems of the exchange of young people at work, and recommend Governments to promote and facilitate such exchanges.

5. Proposals of surveys and studies on the practical side of youth tourism

We propose that the Council of Europe:

- (a) sponsor a study of documentation needs and how they might most economically and effectively be met;
- (b) undertake a continuing study of travel methods and costs;
- (c) produce a survey of accommodation facilities and of sources of information; (See Appendix C, d);
- (d) sponsor a study of the opportunities for contacts with non-Council of Europe countries, and especially with Eastern European countries;
- (e) promote and co-ordinate scientific studies of various aspects of youth tourism, and especially of motivation and activity-evaluation to help establish priorities and encourage appropriate investment.

APPENDIX A / ANNEXE A

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APPENDIX B

P R O G R A M M E

22nd June 1966

a.m.)
p.m.) Arrival of participants

23rd June 1966

8.30 a.m. Welcome in the Main Hall of the Institut für Film und Bild by a representative of the Federal Minister of Family and Youth Questions.

Statement on the significance and the purpose of the Seminar.

Presentation of the general theme (Dr. Ott)

9.15 a.m. Visit of the town and reception offered by the Mayor of Munich

2.30 p.m. Statement on the progress of tourist travel by young people in Europe (M. Kentler)

Statement on the role of tourist travel in foreign countries for international understanding (M. Kumpfmüller)

Showing of films by the Institut für Film und Bild

Evening Free.

24th June 1966

9.00 a.m. Statement on the educational advantages of tourist travel by the young (Dr. Giesecke)

Statement on the functions and opportunities of leaders of tourist travel trips and holiday projects for young people (M. Schricker)

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24th June 1966 (cont/d.)

2.30 p.m. Statement on recruitment and selection of leaders of holiday projects (M. Steinkamp)

Statement on the education and further training of leaders and others - psycho-sociological and pedagogic experiments (M. Hahn)

Evening Concert, opera or operette

25th June 1966

9.00 a.m. Appointment of expert committees :

- Recruitment and selection of specialists
- Education of specialists and further training - practical hints for activities at the holiday centre
- Conditions of employment, remuneration and guarantees for persons selected.

Beginning of Committees' Work

2.00 p.m. Excursion, motor-coach and boat to the Frauen- und Herreninsel of the Chiemsee.

26th June 1966 A free day.

27th June 1966

9.00 a.m. Committees' Work continued

2.30 p.m. Situation reports and accounts of individual experiments, presented by the representatives of the various countries.

Statement on the possibilities of using films and pictorial material for the education and further training of leaders and escorts of tourist travel trips by young people (M. Grieger)

Showing of films by the Institut für Film und Bild.

28th June 1966

9.00 a.m. Situation and experiment reports continued
2.30 p.m. Preparation of the plenary sitting
Evening Free

29th June 1966

9.00 a.m. Plenary sitting
 - Results of the Committees' Work
 - Recommendations by common agreement on
 collaboration, co-ordination of guiding
 principles, documentation, and the exchange
 of holiday centre leaders
 - Preparation of a press communiqué.
2.30 p.m. Plenary sitting continued
 Final report on the importance of tourist travel
 by young people in relation to the whole
 international policy concerning youth
 activities (Dr. Ott)
 Reception by the Federal Minister of Family and
 Youth Questions.

30th June 1966

Departure of participants.

APPENDIX C

Additional information, submitted by Mr. J. Platt,
concerning the proposals made by Group IV.

a) Foundation of a European central office :
finance and functions

Europe is full of unplanned, unco-ordinated, uneconomic work and investment in youth exchange. However, the first need is not for better planning, nor for more co-ordination, nor even for better budgeting. The first need is to bring together - from existing sources - information on opportunities that have already been developed, and to make this information more accessible to potential young participants. A token investment in a European information office on youth exchanges would serve a useful and immediate purpose.

The Council of Europe should sponsor, perhaps through the Council for Cultural Co-operation, a small office responsible for the functions already named. The office would also stimulate co-operation among existing national offices, and work towards the production of more standardised material on : a) national facilities for the reception of the young foreign visitor (including study, camping, international meetings, voluntary work and service, accomodation); b) working holidays and voluntary service abroad; c) vacation courses; d) recreation holidays and other opportunities bringing the young tourist into contact with young people of the country being visited.

A staff of four, two of them executives, could bring about radical improvement in a very short time; given success, the office could promote meetings between national experts and also consider international standards in youth tourism.

b) Proposed Council of Europe "European Youth Congress" cruise

The first two European Youth Congresses sponsored by the Council of Europe, at Rome and Duisburg, gave rise to hopes that the Youth Congress would become a regular feature every two years. It appears that the high cost to a host country has led to an indefinite postponement but there is at least one

way of running a successful international youth congress without involving any one country in large financial commitments.

This is the international cruise.

There follows a rough outline of the form the next Council of Europe Youth Congress could take.

The British-India ships "Dunera" and "Devonia" are well fitted already to carry out such a cruise. Each carries about 830 passengers in dormitories, and about 150 cabin-class passengers.

Council of Europe countries would provide delegates as to national populations, the United Kingdom, Germany, France and Italy supplying 100 - 120 each, the smaller countries between 10 and 40. Further, each country would send a number of adult experts who would occupy cabin space; these would act as discussion leaders, lecturers, social organisers, etc.

A proposed route is : start at Venice, have port calls at Athens, Istanbul, Cyprus and Marseille, the cruise to end at Marseille. This route affords visits to five Council countries. At each port of call a different "manifestation" could be arranged : a concert at Venice, theatre in Athens, dance at Istanbul, participants' show on Cyprus, and grand reception in Marseille, for example.

During the voyage, the participants split into three sections, and at any one time one group is discussing in small groups, another is in the film/lecture theatre, and the third are having deck games. Short visits could be organised so as to give chances for meeting young locals, who might join in the main social evenings.

Providing the right sort of assurances could be given to the shipping company, it could be possible for the cruise to be organised without any country having to "guarantee" the cost of the full charter. In any event, the total cost to any country would be the subsidy it agreed to give its delegates (this could be quite small) times the number of delegates sent, and the cost of supplying adult leaders. The present cost of such a cruise to British participants would be about £50 - 55, so a subsidy is not absolutely necessary even when London - Venice and Marseille - London travel costs are a large item. A cruise of this character would attract tremendous interest, and it should be possible to devise an appropriate theme; indeed, "International Youth Tourism" would be very appropriate.

The Council of Europe should consider this proposal as a matter of urgency, as it is essential to book ships far in advance. A study should also be made of proposals for an international youth cruise to be organised by Scotland next September.

c) Terminology

In the field of youth tourism and exchanges, much confusion is caused by lack of agreement on certain frequently-used terms : "youth", "exchange", "no-currency exchanges", "student", are among the most common terms, yet are also among those most often misunderstood.

The Council of Europe should sponsor a small guide on European terminology in youth tourism, one nominee from each country being made responsible.

d) Accommodation for young visitors in Europe

The Council of Europe could play a useful role in sponsoring a conference on this subject. At present, few Council member-countries have any clear policy, and no single country has yet produced a really comprehensive guide for young visitors. Further, governments have been slow to respond to what is in many cases now a huge demand from abroad, which being satisfied conduces to much international goodwill but which remaining in its present disorganised and undocumented state continues to stimulate illwill and prevent any real development of youth exchange.