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DIGITAL GUIDE

CAPACITY BUILDING IN THE FIELD OF YOUTH

CULTURAL TOURISM AS A FORM OF YOUTH ENTREPRENEURSHIP



DIGITAL GUIDE	
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INTRODUCTION:

This publication contains a holistic approach for the training in entrepreneurial skills and entrepreneurship of youth, concerning the idea of creating youth cultural-touristic enterprises as well as, containing an analysis of the main barriers and opportunities for the social inclusion of the most vulnerable youth in Europe and Latin America, mainly in the partner organizations countries.

The Digital Guide was created in cooperation with all project partners and key persons involved in realization of CTAFOYE project. All good practices as well as the opinions of all participants of Training Course and Job Shadowing activities were taken into account and presented in this publication. The consortium identified the best approaches to foster youth skills for youth entrepreneurship, having in mind the analysis of current situation of the youth who is living in Europe and Latin America regarding the different crisis (economic, migration or refugees) that affect our society.

What is more, in this guide, project partners defined a set of 6 areas where young people can build a successful enterprise that are based on current market needs. The present guide shows the knowledge, skills and competences required in building a successful enterprise. These profiles were elaborated with special emphasis on the needs of SMEs (Small and medium-sized enterprises) at European and Latin America level.



Description of activities of the project

1) Kick- of meeting – Ilheus- Bahia, Brazil

On 6-7/02/2019 in Ilheus-Bahia, Brazil there was organised a meeting which aim was to discuss and agree on project management, research procedures, methodologies and implementation strategies. During the Kick of Meeting the organizations divided their responsibilities, in particular the implementation of the Internet platform and the modules as part of e-learning course. The meeting was attended by two people from each organization.





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2) Job shadowing

Argentina - > Spain

From 18/05/2019 to 24/05/2019, Asociación PROJUVEN hosted in Málaga, Spain, the two youth workers, Carla Mercedes Cado and Carlos Rodrigo Amanquez, from Asociacion Civil Red de Accion Climatica, Argentina. During their stay in Málaga, they had the opportunity to learn more about PROJUVEN work and objectives as well as to present their sending organization RAMCC and its local, regional and international activities. They discussed more about common goals related to the project topics and shared good practice on how to work better for developing CTAFOYE goals. The youth workers had the chance to interact with the local communities and to visit different organizations based in Málaga. They were hosted by The Innovation Centre for Sustainable Development (CIDS) that are mainly collecting the innovative ideas generated in business and society and implementing projects together with strategic organizations that analyze, validate, and distribute their projects ideas. In addition, they were welcomed also in Malaga's town hall where they had the chance to present their work in RAMCC and share more about CTAFOYE project and activities.





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Spain -> Argentina

From 9/05/2019 to 15/05/2019 Asociacion Civil Red de Accion Climatica, Argentina hosted the two youth workers – Luca Ruberto and Pasquale Russo, from Asociacion PROJUVEN, Spain. were visiting the office of RAMCC and also different initiatives about cultural tourism entrepreneurship such as: Centro Cultural La Toma (this was a supermarket that closed suddenly so workers decided to create a cooperative), Acuario del Río Paraná (in this place people can learn about the environment and different educational programs that are developed with fishermen communities), Franja del Río Galpón de la Mutualidad (a government space where entrepreneurs can implement their own projects), Facultad de Humanidades and Casa del Che Guevara.





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Brazil, Peru - > Poland

From 14/05/2019 to 20/05/2019 two youth workers from Brigada de Voluntarios Bolivarianos del Peru- Carlos Mejia Espinoza and Juan Taboada Garcia and two youth workers from Cooperativa de Turismo e Promocao Social, Brazil- Maria Morais and Marcela Abrantes took part in Job Shadowing in Poland. Instytut Współpracy Regionalnej agreed that Job Shadowing of youth workers from Brazil would take place in Ośrodek Doradztwa MT Monika Tarczyńska. During 7-days of activity they had a chance to observe the work position of the coordinator of European projects in the main office. They also visited Polish Naval Academy in Gdynia, and had there meeting with Paweł Kusiak- university lecturer of international relations. The youth workers had opportunity to visit the Pomeranian Science and Technology Park and they broaden their knowledge about entrepreneurship in the field of cultural tourism during the meeting with the representative. They also visited the Youth Exchange of the “My business- my chance” Erasmus+ project that was realised by friendly organization which took place in Puck, Poland. They watched the final presentations of sustainable tourism enterprises using the Business Model Canvas and they joined the discussion with participants.



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Poland -> Peru

From 26/03/2019 to 01/04/2019 two youth workers from Poland – Wojciech Miłosz and Monika Tarczyńska took part in Job Shadowing activity in Lima, Peru. During 7-days activity they observed the work of the youth workers Carlos Mejia Espinoza and Juan Taboada Garcia from the organization Brigada de Voluntarios Bolivarianos del Peru, the oldest organization from Peru. The Job Shadowing was held in the main office of the organization. During 7 days of activity Youth workers had opportunity to observe functioning of the hosting organization and their projects. They took part in the meeting and workshops with volunteers cooperating with the organization during which they had opportunity to share their experiences and knowledge. The youth workers visited also a local school Colegio Santa Maria Reyna. They joined in the discussion about the project which the school was realizing. The project titled “Lomas de Lucumo” was related to cultural tourism and consisted in preparing youths for working as local guides.





Poland -> Brazil

From 2/05/2019 to 08/05/2019 two youth workers from Poland – Alicja Ochnik and Adrianna Juszcuk took part in Job Shadowing activity in Ilheus Bahia, Brazil. During 7- days activity they watched the work of volunteers from Cooperbom Turismo organization in Ilheus, Brazil. The participants took part in the workshops thanks to which they got to know how tourist, cultural and historical features can be used in running an enterprise and shared their knowledge about Tourism in Poland. The main point was the Chocolate Route farm and the CEEP do Chocolate School of Technical Studies where they learned the secrets of cocoa fruits. They also had the opportunity to see a building dedicated to the works of Jorge Amado- the most famous twentieth century Brazilian writer of literature, Centro Cultural Bataclã and the viewpoint- Mirante de Serra Grande.



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3) Training course – Poland

Training Course was organized in Gdynia, Poland by Instytut Współpracy Regionalnej for a total of 12 Youth workers for 7 days (10 participants, 1 Trainer and 1 Facilitator). It took place from 31/05/2019 to 06/06/2019. Before the TC the youth participants were obliged to undertake the e-learning course through the project online platform and they were working on them also during workshops. During the TC the participants took part in workshops and activities which main objective was to promote youth entrepreneurship education in the field of cultural-touristic enterprise. They visited Pomeranian Science and Technology Park, Experiment Science Centre, Ethnographic Museum in Sopot, Emmigraion Museum and Job Fair in Gdynia when during meetings with representants they could find out how to use cultural points of city in creating a succesful enterprise. They also had workshops about Business Model Canvas which made them broaden their knolegde concerning creating a succesful enterprise in the field of cultural tourism. (Instytut Współpracy Regionalnej- Daria Dekowska (facilitator), Maciej Kuczyński; Ośrodek Doradztwa MT Monika Tarczyńska- Alicja Ochnik (trainer), Adrianna Juszczuk; Brigada de Voluntarios Bolivarianos del Peru- Yanira Caceres Calvo, Jorge Gonzales Godoy; Cooperativa de Turismo e Promocao Social- Jamario Souza, Vitor Figueiredo; Asociacion Civil Red de Accion Climatica- Nilce Gregoret, Sabrina Kriger).





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4) Youth Exchange – Spain

The mobility took place at Hotel Natali in Torremolinos (Málaga metropolitan area), Spain from 20th - 28th September 2019. The YE involved 36 participants, 6 for each of the Partner Countries (Poland, Peru, Brazil, Argentina and Spain). Participants were active young people with a role in local communities and interested in developing new skills and knowledge on the project topic; Experienced or interested in working with Erasmus+ programme. The participants were among 18 – 30 years old; the team leaders could be over 30 years old. The participants spoke English.

The mobility aimed to share best practices, methodologies and to empower the participants to raise their projects impact and to produce a sustainable effect on young people. We expect to have several follow-up projects by using the knowledge acquired throughout the group activities. The mobility was based on non-formal learning methodology including methods such as: ice breakers, energizers, name games, reflection groups, working into intercultural subgroups, facilitated discussion, creative presentations, simulation, case study and debates.





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5) Final conferences



1-day conferences in partners' countries were organized at the end of realization of the project. Project partners organized 5 local meetings in which took part representatives of youth, youth workers, project partners, experts who work in the field of fighting youth unemployment. On conferences, there were presented results of the project, participants of youth exchange and training course shared their experiences and there were also organized discussion with experts on the topic of implementation of results of the project on local labour market and the methods of fostering youth entrepreneurship. The dates of each meeting were announced to all project partners and we conducted online transmission that allowed observation of the course of each meeting by all participants from other countries. The results of the project were presented to wider audience – approximately in each conference took part 25 persons, in total 125 people.

The Spanish final conference was conducted on 12th of October, in Málaga. Conference gathered together 20 people and during the event, project results and mobilities were presented as well as was given a workshop on cultural tourism and entrepreneurship.

The Brazilian final Conference made by Cooperbom Turismo was conducted on 25th October 2019 at CEEP do Chocolate Auditorio in Ilhéus – Brazil.

The final conference held by our Argentinian partner was made on November 6, 2019.

The Peruvian final conference was held on November 23, 2019 and Polish on November 22, 2019.





Globalisation of Cultural Tourism

*Cultural Tourism
as a form*



of Youth Entrepreneurship



- 1. Analysis of the current situation which youth are living in your country regarding the different crisis (economic, migration or refugees) that affect society.
Analysis of the main barriers and opportunities for social inclusion of marginalized youth in your countries.**

POLAND

The labour market in Poland is relatively one of Poland's 'brands' in the EU: the exceptional combination of skilled labour with moderate wages on the market. This feature was one of the advantages during the crisis, that helped Poland to keep manufacturing and economic growth at the moderately high level up to 2015.

The overall picture on Poland's labour market is relatively optimistic. In 2017, the total population reached 38,4 million people, out of which 17.43 million people are active on the market. 15,86 million citizens were working in 2017 whereas 1.57 million Poles are unemployed, which means that the unemployment rate reached 9%.

Working people in the age group 15 – 30 make up a significant share of Poland's working population. Their working conditions are not, however, central in the policy debate, which is focused on whether they have any jobs at all. Meanwhile, the data gathered shows that their pay is significantly lower; that they are injured in occupational accidents just as often as other age groups and are rather frequently absent from work due to their own illness. They are often employed on temporary contracts. However, the higher the level of their education, the better their situation.

One in three students admitted that it was difficult to make a decision about their career path, that they needed support or were afraid of what lies ahead after graduation. Over four in ten said they had doubts over entering the labour market but felt they could cope on their own.

The survey of more than 1,000 students and graduates was carried out by SW Research for the Polish Business Roundtable. For years, many have complained that Polish higher education does not prepare young people in practical terms for the world of work, according to sociologist Dr Małgorzata Durska, director general of the Polish Business Roundtable.

"Meanwhile, this study shows that it is no less important to prepare future employees for the psychological challenges of starting work. This is a role not only for universities but also for the employers themselves," Durska said.

"The cost of neglecting this area may be the wasted potential of many young people," she added.

SPAIN

Spain, located in the south-west corner of the European continent, has an area of over half a million km² and a population of approximately 46 million. In addition to its own population, Spain receives over 70 million visitors per year, many of whom are Europeans who reside there for long periods of time. In fact, it is the EU country that receives the highest number of tourists. In 2016 the Spanish population grew for the first time since 2011 due to a positive migratory balance and a natural increase rate that was practically zero.

In terms of nominal GDP, Spain is the number four economy in the euro area, the fifth of the European Union and the thirteenth in the world. In 2016 it grew at an average annual rate of 3.2 %, nearly double the euro area average. This year it has continued to perform well and following growth of 3.1 % this year, the Bank of Spain has forecast a rise in GDP of 2.5 % and 2.2 % for 2018 and 2019.

Based on Q3 2017 data from the Labour Force Survey (LFS), the population aged 16 and over totals 38.66 million, 60 % of whom are considered to be economically active. This figure has decreased more moderately this past year compared to previous years especially due to a decline in the foreign labour force, Spanish emigration and disillusionment among job seekers.

In parallel with the general economy, Spain's labour market is improving somewhat, managing to reverse the job destruction trend dating back to the beginning of the crisis. The result is growth in employment and the occupation rate. Nevertheless, Spain has the second highest unemployment rate in the EU which currently stands at 16.38 %, 2.53 percentage points less than the previous year.

From an employment standpoint, Spain's business structure is highly fragmented, consisting of small business units. In fact, eight out of every 10 companies in Spain has two or fewer employees. The largest percentage of small enterprises is in the services sector, especially trade. In contrast, the bulk of large companies is concentrated in the industrial sector. Moreover, a significant number of large companies are major international players in sectors related to infrastructure development, renewable energy, tourism, banking, insurance, the textile industry, health technology, aeronautics, the agri-food sector and the car industry.

The number of active companies grew by 1.41 % in 2016. This is the third consecutive year that the number of active companies has increased following six consecutive years of decline. This increase was concentrated in the services sector in contrast to the slight decline in the number of companies in the trade sector. There was also a minimal increase in industrial companies and a small decline in the number of those working in the building sector. The creation and disappearance of companies is a very dynamic process in Spain: only 16.3 % of companies are 20 or more years old and 20.8 % have not yet completed their second year as active economic entities. Industrial companies account for the largest proportion of the

veteran undertakings in contrast to the services sector (particularly accommodation and food services) where there is a higher concentration of young companies.

According to information from the Public State Employment Service's Occupational Monitoring Centre, this trend can also be observed in the labour indicators recorded. A total of 3.41 million unemployed persons were on the public employment service register in September this year. This is an 8.34 % reduction in one year and a total of 18.40 million people on social security rolls, an increase of 4.53 %. The 8.56 % rise in the labour recruitment figure was also a substantial improvement.

Slightly more than 1.86 million foreign workers are on social security rolls, increasing for the third consecutive year in 2017 after seven consecutive years of decline. The largest number of EU workers are from Romania, Italy, United Kingdom and Bulgaria while the largest number from outside the EU are from Morocco, China, Ecuador and Bolivia.

Although improving, Spain's labour market still has severe structural problems such as high unemployment rates among young people and workers over 50, a high percentage of low-skilled long-term unemployed and a high percentage of temporary workers.

Some rural areas in southern Spain are mainly dedicated to agriculture and are not so developed industrially speaking, that is why many young people quit studies before they finish to work in farm, and this generates numerous problems and perpetuates the poverty.

Another barrier we can find is technology; although on the one hand, all young people handle technology easily, they do not use it properly, losing some opportunities that are found in the network. Of course we find opportunities such as the boom of tourism in the coastal zone or the increase of quality of life in our country.

In urban areas, entrepreneurs are these young people that try to create new companies. If not - they do internships or grants. Barrier is the competitiveness in general.

The economic situation has undoubtedly marked the new generations, the great destruction of jobs and precarious work have made thousands of young people leave Spain to go abroad to work, on the other hand Spain has also welcomed some refugees to those who are trying to insert themselves into society.

Nowadays, at least we say goodbye to our economic crisis but also there are really bad conditions in jobs. Most of the young people are still studying until they find a nice job and stability. There are many public programs and money for training and try to get a job, and also some funds to enter young people to the working market.

ARGENTINA

According to the UN's 2015 Work for Human Development report Argentina has the highest youth unemployment rate in Latin America. With a 19.4 percent rate, the country narrowly beats Uruguay (19.2 percent) and Colombia (19.1).

The report states that the nation's youth unemployment is well above the regional average of 13.7 percent — a rate that has gone down from 14.3 in 2012. In the same year, youth unemployment in Argentina was estimated at 16.7 percent by the Permanent Household Survey, which is the going report conducted by the national statistics bureau (INDEC) tracking how the labor market affects Argentines.

The UN report defines "youth unemployment" as encompassing the unemployed aged 15 to 24. Take note that the legal working age in Argentina is 16, however exceptions are made for children aged 14 to 16 working for a company owned by their parents.

Researchers believe that the high number of unemployed youth is a result of changes in education, the job market, as well as a decreasing demand for workers.

According to Ana Miranda-a researcher at the Latin American Social Sciences University (Flaso) and the National Scientific and Technical Research Council (CONICET): "Youth unemployment is not only a matter of inadequate high school education. The job market changes so fast that it is difficult to establish a relevant education program for working life. On top of that, the jobs that one used to be able to get with just a high school education (cashier, secretary, administration and the like) are now slowly being replaced by technology."

Unfortunately, the situation is not favorable at all, due to the current economic situation in the country. Precisely, countless SMEs had to close their doors due to the existing inflation and high tax rates that must be paid every month. Although the economic situation of the country is not optimal, in recent years the sector has grown steadily. The option of micro-enterprises is a way to face the labor uncertainty or the lack of employment. A study carried out by the Department of Economic Sciences of the National University of La Matanza, informs that micro-entrepreneurs are the individuals that develop independent productive activities and that generate an added value for the community. These microenterprises are highly valued within the social economy and, in addition, are supported by state policies. Without going any further, the study reveals that the Ministry of Social Development of the Nation generates active policies to create the necessary conditions to overcome social situations of inequality and social exclusion. The social economy is present in each of the corners of the country because there are more than one million jobs created through cooperatives and productive ventures. In this sense, it is emphasized that micro-entrepreneurs constitute a

solidary economy and in many cases of subsistence. Argentina has about 4.5 million workers in the informal sector, 1.3 million unemployed and between 3 and 4 million who live on social plans. The challenge is giant.

It is auspicious that at least some consensus begins on the importance of the role of SMEs and entrepreneurs in generating employment and opportunities for all.

According to the president of the Association of Entrepreneurs of Argentina (ASEA) "Nowadays, you need a lot of perseverance, resilience and passion to start in the country, because the beginnings are not easy and the context makes it difficult."

There are many programs in Argentina today to promote entrepreneurship both in the private sector and in the public sector in the 3 levels of government. However, economic and cultural problems make it difficult to implement most of the proposals.

The first step to protect the project is to create it with the corresponding legal framework, which depends on capital, responsibility and other factors. Choose and put together a corporate framework requires time, effort and money, but it is essential to have something to protect.

A good multidisciplinary team is also essential, with a group of people who can combine what they do very well.

ENTREPRENEURS LAW

The Entrepreneurs Law (sanctioned by parliament in 2017) establishes a new type of company, the simplified joint stock company (abbreviation in spanish: SAS) , which can be established in 24 hours over the Internet and in the same period obtain the CUIT (unique tax identification key, for VAT purposes) in the AFIP (federal administration of public revenue) and open a simplified bank account, from anywhere in the country and with a much lower cost than the current one.

To develop the entrepreneurial capital industry, the law contemplates tax benefits for registered investors who bet on the development of Argentine ideas.

In addition, in order to facilitate and expedite the process of financing entrepreneurs, the National Entrepreneur Capital Fund is created (in spanish FONDCE).

From this trust, entrepreneurial capital funds of a public-private nature will be created to generate incentives for investors of high-impact projects. There will be 10 funds whose 40% will correspond to public investment, will have a minimum capital requirement of 30 million dollars each and will have private administrators who will select the projects.

Also 13 accelerators will be selected (3 of them based on science), with licenses for 4 years, to which contributions will be allocated for operating expenses and for joint investment in Argentine enterprises.

Likewise, the law contemplates the regulation of collective financing mechanisms to democratize and federalize the possibility of Argentines investing in local talent.

Also under the FONDCE, loans will be promoted at a rate of 0 to help grow those who are starting their business.

BRAZIL

There are 156 million young people between 15 and 24 years of age currently living in Latin America and the Caribbean, 20% of the total population (UN 2011). It is the largest proportion of young people ever in the region's history. Despite having higher levels of education and better access to health services than previous generations, they confront a series of challenges, according to the UN (2011), of which several are related to violence and drug trafficking.

The 'Labour Overview' report prepared by the ILO highlights the fact that unemployment in Brazil represents 40% of the Economically Active Population in Latin America. The unemployment rate stood at 6.9% four years ago; it increased to 12.5% in 2017 and finally fell to 11.6% in late 2018, a figure that is still very high, particularly regarding youth unemployment (people under 29), which is practically twice as high at 21.8%. In addition to this, we must add informal labour. According to the same study, two out of every five new workers have not signed a contract.

The new president of Brazil, Jair Bolsonaro, has stormed onto the political stage in his country with a new neoliberal economic model that seeks to reduce the role played by the state and promote the privatisation of several economic sectors. Previous governments did not address the necessary changes regarding employment in an alarming global economic environment for an exporting country.

60% of Bolsonaro's voters are aged 16 to 34. Of these, 30% are under 24 years of age. The active presence of the politician in the social media has been a key element of his campaign, which has resulted in the removal of Lula's Workers' Party. According to the latest report by the Brazilian Institute of Geography and Statistics (IBGE), 27.6 million people are unemployed. This will certainly be a challenge he needs to address over the four years of his term in office.

As soon as he came into office, Bolsonaro signed his first decree increasing the minimum wage to 988 reales, the equivalent to 225 euros. This is a 4.61% increase over the previous year. A measure that Brazilians have seen as a change and that has generated hope for the future.

PERU

In Peru, 15.2% of young people do not study or work- it is one of the lowest rates in the region (OECD / CAF / ECLAC, 2016). A young person who does not work, is not enrolled in the education system, or attends a short-term study program is considered a “nini”. The percentage of young people who neither study or work (nini) is frequently used to capture the underutilization of youth labor, especially when combined with the underemployment rate. Being “nini” is a predominant phenomenon among women, the youngest, the least educated, the most poor and the Spanish speakers. The high rate of “ninis” among young women is explained by the high number of women who work unpaid in their homes carrying out domestic tasks and caring for children and family members.

The “Nini” rate remained relatively stable in recent years, 16.5% in 2004 and 15.3% in 2014. Comparing the rate for the different population groups in 2004 and 2014, a concentration of these in traditionally disadvantaged groups is noted: the rate of “Nini” among the less educated and in (extreme) poverty increased between 2004 and 2014.

The type of work varies according to gender. Young people are more dedicated to physical work. Young women are more oriented towards jobs in the service area, 61.5%, compared to 42.6% of young men (ILO, 2016). Women tend to engage in jobs that require lesser skills, often in highly feminized areas that tend to be less socially valued and result in lower wages (Aedo and Walker, 2012).

Urban-marginal youth and workers in general are exposed to conditions of job insecurity, particularly in regard to the lack of stable long-term jobs. Informality is one of the main challenges of the market

Peruvian labor Informality refers to informal economic activity and informal employment, informal economic activities are not officially recognized by the State and, therefore, do not adhere to laws and do not pay taxes. Likewise, informal employment refers to jobs that are not under the protection of labor law and social security. Peru has one of the highest informality rates in Latin America (OECD, 2015). Even informality among young people between 15 and 29 years old (82%) is even higher than the high rate among adults (69.7%). Among young people in rural areas, from 15 to 19 years of age, with low educational level, in extreme poverty, and indigenous mother tongue, there is almost 100% informality.

Often young people accept an informal job seeing it as a step towards a formal job, however only 20.7% of young people and 17.1% of young people manage to move from an informal job to a formal job (OECD / CAF / ECLAC, 2016).

2. How to create an enterprise on the basis of the notion of cultural tourism? Indicate set of 6 areas where young people can build a successful enterprise in current times based on current market needs.

First we must choose legal form we want our company to have, we must choose between a limited or autonomous company.

In the case of the self-employed entrepreneur, the responsibility is unlimited; that is, there is no difference between the business and personal assets. On the contrary, in limited companies, liability is limited to the capital contributed. Thus, when a company of this type declares bankruptcy, it responds only with the assets that the company owns, but never with those of its owners.

It also depends on the funds that we have, because the limited company requires disbursement of a minimum capital. At the time of granting a loan, banks ask partners to provide personal guarantees.

We have chosen those six competitive areas for young people in cultural tourism:

- **Beach tourism** - one of the earliest modern forms of tourism and a staple of the tourism industry. This kind of tourism at coastal resorts is often considered to result from an inevitable attraction to the beach, but the relationship is one in which tourism and leisure are an inherent part of the formation of the desirability of beaches. As a resort-styled destination, the beach is almost synonymous with the makings of modern tourism. This is partly because the beach as a desirable pleasure space did not become notable until the 19th century, following the defeat of sentiments of danger and strangeness through its gradual reinvention as a coastal resort and playground for pleasure.

Tourism itself plays a very significant role in the overall development of any country. As we know that tourism industry is the world's largest employer and the role of its various resources are important in development process.

Beaches are great resource of tourism. It attracts a large number of domestic and inbound tourist for any country blessed with sea and ocean.

It helps the government to increase the revenue and the development of infrastructure. Local people gets employment through beach tourism, directly or indirectly.

Local govt utilizes the amount received as tax collected from tourists for the various development work there to maintain the tourist traffic in that area.

There are many countries and cities in the world whose economy's backbone is only sustained due to the great importance of beach tourism.

- Ecotourism - defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2015). Education is meant to be inclusive of both staff and guests.

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles: minimize physical, social, behavioral, and psychological impacts; build environmental and cultural awareness and respect; provide positive experiences for both visitors and hosts; provide direct financial benefits for conservation; generate financial benefits for both local people and private industry; deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries’ political, environmental, and social climates; design, construct and operate low-impact facilities; recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

Eco-tourism careers offer a different approach to conventional travel. Eco-friendly travel integrates respect for indigenous people, minimal human impact, environmental conservation and financial benefits for local communities. As "greener" solutions continue to replace practices that adversely affect the environment, more eco-friendly travel destinations are available. This widens the market for job seekers who want environmentally responsible careers in the travel and tourism industry. Eco-tourism jobs attract all personality types and skill levels, from adventurous outdoorsy workers to administrative and housekeeping professionals.

Adventure - there is no limit to adventurous job opportunities in the eco-tourism industry. Conservation tours, or eco-treks, hire instructors for adventurous pursuits such as hiking, diving and bird-watching. Tour guides lead excursions and educate tourists about a specific region's climate and wildlife to raise awareness about threatened species and promote conservation efforts.

Divers, for example, lead tours around endangered coral reefs. Professional photographers with an ecological bent capture images of native and sometimes endangered plants and animals. Photographers work with researchers and conservationists as they compile information for travelers to promote eco-tours.

Accommodations - eco-lodges are accommodations that are built using green materials and technology. They are as unobtrusive as possible in natural settings. Architects, planners and engineers carve job niches in the eco-tourism industry by designing such custom-made buildings at travel destinations. Carpenters, electricians and plumbers with green-technology skills build and finish the buildings.

Furniture makers, textile companies and food services supply eco-resorts with furnishings, linens and food that comply with their guidelines. Resorts employ massage therapists and nutritionists who cater to health-minded travelers. The resorts also need service employees, including housekeepers and wait staff.

Administration - eco-tourism jobs include office and administrative positions for workers who want to use their organizational and people skills in environmentally conscious careers. Tour planners and schedulers find and organize excursions at travel destinations. Promoters advertise and market conservation tours. Eco-travel agents book trips for travelers. Website designers work with eco-travel agencies to build an online presence that promotes resort opportunities and the benefits of eco-tourism.

- Hospitality industry - refers to a variety of businesses and services linked to leisure and customer satisfaction. A defining aspect of the hospitality industry is also the fact that it focuses on ideas of luxury, pleasure, enjoyment and experiences, as opposed to catering for necessities and essentials.

Sectors Within the Hospitality Industry:

Accommodation - is concerned with providing customers with a place to stay, on a temporary basis. It is most commonly associated with the tourism industry, where people book holidays or trips and require lodgings, but the accommodation sector also caters to local people seeking a short break from their everyday routine, or those who require temporary accommodation for almost any other purpose. (Bed & Breakfasts, Hotels, Motels, Hostels, Resorts, Serviced Apartments, Time Sharing)

Food & Drinks - while food and drinks are necessities, most food and drinks services also fall under the hospitality industry umbrella, due to the fact that they offer people a way of spending their leisure time and disposable income, as well as an opportunity to socialise and enjoy an experience. Again, the food and drinks sector caters to a wide range of customers, including tourists, locals, ex-pats and passers-by. (restaurants, catering, bars & cafes, nightclubs, tea & coffee shops)

Travel and Tourism - it is important to understand that the hospitality industry and the travel industry are closely linked. Many of the services that are classed as travel industry offerings are also hospitality offerings, because they are linked to leisure, customer satisfaction, pleasure, experiences and the use of disposable income. Importantly, the cross-over between the tourism industry and the hospitality industry centres on services, rather than end-products. (travel agents, tour operators, online travel agencies, cruises, car rental, casinos)

- Agriculture - described as both an art and a science (needs skill and founded on scientifically verified facts) and thus includes specialized disciplines; the words “growing” and “raising” are



descriptive of enterprise, activity or practice. It has two main divisions: plant or crop production and animal or livestock production; and it's ultimate purpose is for food production, other human needs such as clothing, medicines, tools, artistic display, dwelling, and feed for animals, or for economic gain or profit.

- Engineering - is the use of scientific principles to design and build machines, structures, and other things, including bridges, roads, vehicles, and buildings. The discipline of engineering encompasses a broad range of more specialized fields of engineering, each with a more specific emphasis on particular areas of applied mathematics, applied science, and types of application.

- Digital marketing - encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.