



EUROPEAN COMMISSION
Enterprise and Industry Directorate-General
Tourism, CSR, Consumer Goods and International Regulatory Agreements

Call for Proposals



ENT/TOU/10/711B - Facilitating Transnational Low Season Exchanges in Europe through the Development of Social Tourism

Project Title: **European Senior Travellers**
Acronym: **EST**
Project Leader: **Ana Lynce Amaral** (aamaral@inatel.pt)

Project Summary

PARTNERS:

1. Fundação INATEL – Portugal: (INATEL) – Coordinator
2. SEGITTUR, Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas.– Co beneficiary
3. Ministry of Sport and Tourism - Poland: Co beneficiary

PROJECT:

The **European Senior Travellers** project was developed under the objectives defined by the call for proposals itself:

The Project aims to encourage the exchange of senior citizens between Portugal, Spain and Poland. Legal, financial and management studies will be carried out in order to define an asymmetric model. This project will lay down the foundations of what can represent a transnational exchange in all Europe in accordance with the Calypso spirit.

To that effect, the purpose of the project **European Senior Travellers (EST)** is to analyze the different possibilities for transnational seniors exchange, carrying out simulations that allow us to recognize the advantages and disadvantages of each option, together with their viability and finally, preparing the first multi-country pilot experience to be launched once the performance period regarding the Call for Proposal finishes.

OBJECTIVES:

The main goal of the project **European Senior Travellers (EST)** is to achieve a model or several models which allow senior citizens exchange between Portugal, Poland and Spain, during each country off-peak tourist season.

This model aims to ensure social and economic viability for all agents directly or indirectly involved in the project, that is to say governments, employers, workers and tourist destinations, by also taking into account sustainability and accessibility criteria.

It is intended that the resulting model or models can be transferred to other European Union countries not included within this project. The ultimate goal is to create an exchange network for senior citizens among all EU Member States, which voluntarily want to join this initiative, without ruling out that it can also be

transferable to other groups of social tourism (young people, families facing difficult social circumstances and adults with disabilities).

ACTIVITIES:

The project *European Senior Travellers (EST)* is conceived to be developed within 11 months.

1st quarter: 2 meetings will be held in order to establish concrete operative aspects. Spain will open a tender to develop a legal study aimed at analysing the different legal frameworks existent in each country, so as to confirm that there will be no interferences in any aspect regarding national or EU regulations, when implementing these exchanges. Portugal will carry out a subcontract with Aveiro University to study more indicators that will show the impact that each euro invested by the Portuguese Government in the senior tourism program, will have in the economy of the country. Poland will request technical experts to develop a study on current statistics concerning senior programs.

2nd and 3rd quarters: trips for research purposes will take place in each country in order to get to know the offer that each country may provide to remaining partners. It is necessary to take into account several aspects such as accommodation, cultural offer, tourist excursions, traditional shows and food, weather as well as other specific conditions that seniors will experience in their exchange. Taking advantage of these trips for research purposes, different meetings with the private sector, trade unions and travel agencies will take place in each country involved.

4th quarter: definition of the dates, places and prices concerning the exchange that will begin in 2012. Partners involved will distribute two publications: a Decalogue of good practices and a Manual of requirements to be fulfilled by participating countries. A marketing campaign will also be performed.

Others technical team meetings, which in principle require the attendance of participants, may be implemented, when appropriate, via teleconference or conference call.

PUBLICATIONS

A publication is planned at the end of the project, in digital format, aimed at publicize the work performed, the findings drawn and the model or models to be used in the first pilot experience.

In addition, there will be another two digital publications, containing the requirements to be met by the establishments participating in the program and a Decalogue of good practices for the management of trips.

All these publications will be disseminated among Member States, associations and organizations related to social tourism, seniors and, in general, among the tourism sector, trade unions and tourist destinations.