

Calypso – A Programme for Everybody...

Why?

- A bigger **social cohesion**
- **Cultural enrichment** of the beneficiaries of the Programme resulting from experience exchanges.
- A higher rate of **demand**
- It will not be **related** with a **Programme for poor** people.

- The less favoured economically travel because it **elevates them socially**.
- The economically better travel due to prices which are similar to those in the market (or even cheaper) and **the quality of the trips much higher**
- **The quantity factor decreases the prices** and increases the quality of the Programme (more activities can be carried out)
- The **Success** of the Programme (big demand) means much more complete travels.

Being the Programme for everybody,
exempts it from being a Social
Programme?

NO!

Why?

Scales – Programme of Social Tourism in Portugal

Scales	Monthly Revenue	Value	% of inscribed people
1	$\geq \text{€ } 246,36$	€ 65	18%
2	$> \text{€ } 246,36 \text{ e } \leq \text{€ } 475,00$	€ 120	34%
3	$> \text{€ } 475,00 \text{ e } \leq \text{€ } 950,00$	€ 194	30%
4	$> \text{€ } 950,00$	€ 298	19%

How to control the participants
in what concerns the
revenues?

→ In Portugal it is made
through the presentation of
the tax return

A social Programme,
with quality,
In quantity

=

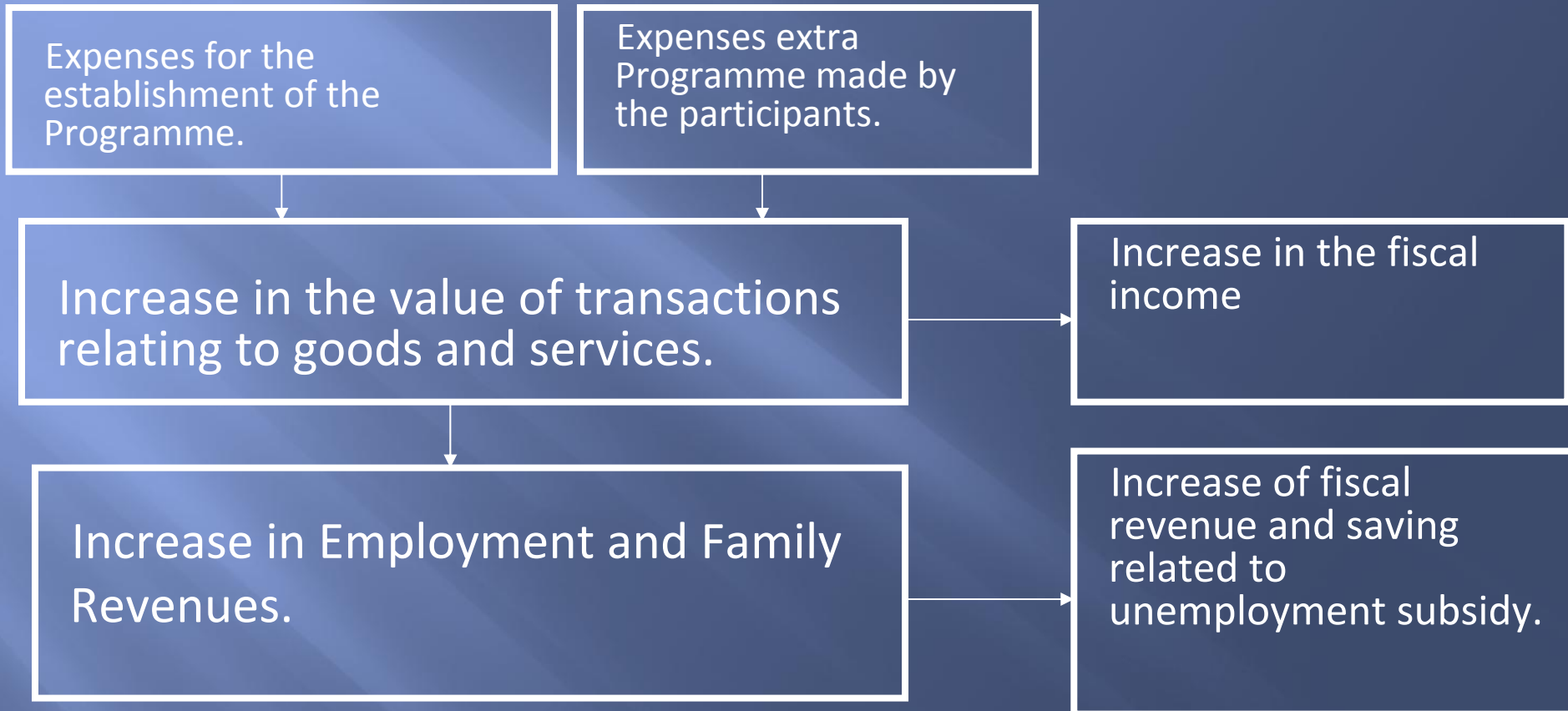
A successful
Programme

If it is a successful Programme, richness is
granted

For each € 1 invested (by the European Union or by the state of each country) € 3 are recovered directly or indirectly

Source: Report concerning the socio-economic impact of the Programmes relating to: Senior Tourism 2001/2005; Health and Senior Thermalism 1997/2007. Aveiro University: 2009

Some economic mechanisms



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Calypso

A Programme FOR ALL