

Call: COS-TFLOWS-2014-3-15 (676737/COSME Programme)

Title of the project: *Off to Spas*

Acronym: *Off to Spas*

Project duration and start date: 15 months (from 1 August 2015 to 31 October 2016)

Short description of project

The main idea of the project is to create new, thermal water related international health tourism products (international balneology product) in spa towns of Central Europe, that could serve as a main attraction in order to bring seniors to these regions in the low tourism seasons.

As one of our main objective is to involve and mobilise the largest number of various players of the health tourism value chain, the project will be open for the direct involvement of keys stakeholders (e.g. spa towns, health related associations to join in for product development and other phases as well). Our project intends to set a good practice in bringing together various economic players from different geographical locations in order to reach a common goal, which is of the interest of all participants.

We would like to demonstrate that by good planning, harmonising goals and with a fairly low financial investment, new transnational tourism networks and products could be developed, that could provide not only tempting leisure programmes but could also serve as improving or maintaining good health conditions of senior tourists.

The main objectives of the projects:

- Encourage a better cooperation and increased agreements among different actors of the health tourism value chain;
- Increasing the number of tourism flows during the low and medium seasons;
- Communication and promotion of tourism as a strategy for active and healthy ageing;
- Foster the construction of innovative health insurance policies in order to make the product sustainable.

Lead partner/coordinator: University of Pannonia (Hungary)

Partners: AGE Platform (Belgium), Hévíz Turisztikai Nonprofit Kft. (Hungary), Consiliul Judetean Covasna (Romania), Asociatia pentru Dezvoltarea Turismului in Judetul Covasna (Romania), Travel Specialist Group Sweden AB (Sweden), Zala County Government (Hungary)

Contact:

(email:) Tünde VAJDA (Ms), vajdatunde@gtk.uni-pannon.hu (University of Pannonia)

(website:) www.uni-pannon.hu