



Lauku Ceļotājs

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SenGoR - Seniors Go Rural

Goals, WPs, Results

Project kick-off meeting
Riga, September 29-30, 2014



This project is co-funded by the European Commission

Project partners

- **Latvian Country Tourism Association (LV)**
- **EuroGites – European Federation of Rural Tourism (EU / FR)**
- **HANEN (NO)**
- **LKTA – Lithuanian Rural Tourism Association (LT)**
- **NFE – Nationaal Ouderenfond (NL)**
- **ANCESCAO (IT)**
- **Toerisme Vlaams-Brabant (BE)**



SenGoR short description:

The proposal will develop an operative model to promote and incentive the travel of:

- seniors
- in off-season
- to small and micro rural tourism hospitality services
- in a maximum of EU countries.

Project duration: 18 months

Project start date: September 1, 2014



Objectives

A generic **Operative Model** to generate and market products based on individual travel arrangements, that facilitate transnational tourism flows of seniors in low season to rural micro- and SMEs and their destinations.

- (1) Guidelines for a “Senior-friendly” product accreditation “Seniors Go Rural”. Content agreed and supervised by the representative transnational organisations EuroGites and AGE Platform. Sets specific criteria for rural tourism hospitality services and destinations to receive Seniors. Complemented by Guidelines for rural tourism businesses on the preparation of products that are adequate to senior needs.
- (2) Operative Systems for promotion, sales, and clearing such as off-season voucher, discount / club card, or similar. The accredited senior-friendly products will be made accessible for Seniors by means of agreements that regulate promotion, sales, and payment in a homogeneous way across Europe.



Objectives -2

The complete Operative Model – from definition to implementation – is a **B2C** solution, based on the direct responsible involvement and self-regulation of the interested parties.

The **Public Administration** participates at the side of beneficiaries (through social support to senior orgs), or at the receptive side (NTOs and DMOs) in the setting up and running of the system.



What are “operative models”?

Any structured and organised concept or method that puts together the clients (seniors) with the providers (services and destinations).

Examples:

- *Holiday cheques and vouchers*
- *Discount or “membership” cards*
- *Booking channels with built-in benefits*
- *(...)*

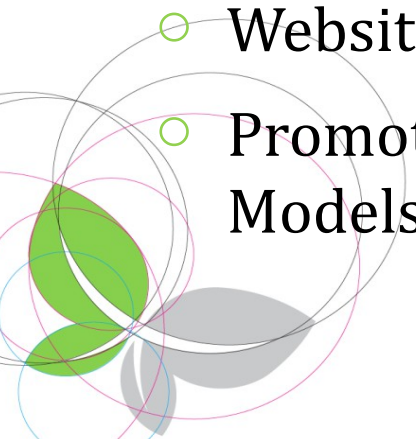
Project results shall include:

- Concrete proposals for 2-3 such systems
- Rules and draft agreement texts
- Testing of the proposed models



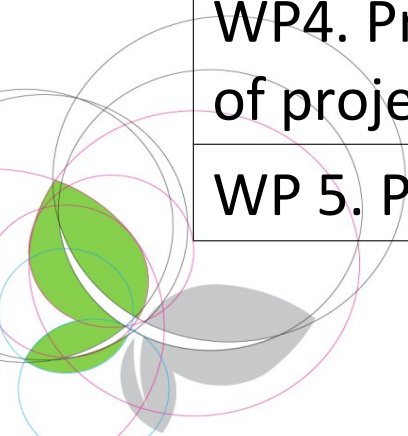
Deliverable results to achieve

- Senior Go Rural accreditation criteria
- Guidelines for rural tourism businesses on rural tourism products for senior market.
- Framework Agreements of structures for Operative Systems to promote and incentive the travel of individual seniors in off-season to rural tourism services across Europe.
- Pilot Rural tourism products for seniors
- Website
- Promotion tools for the Operative Promotion and Incentive Models



Work Packages to achieve results

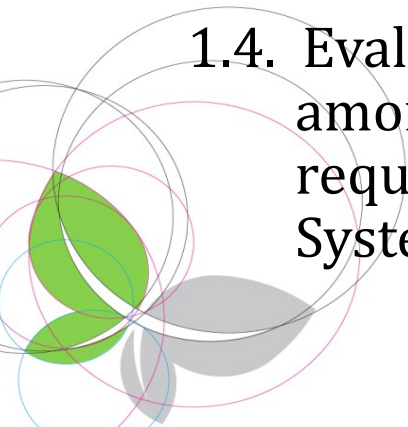
| Work Packages | Project months |
|---|----------------|
| WP 1. Research and Evaluation of existing experiences | 1-6 |
| WP 2. Elaborate the content of the accreditation and operative systems | 5-15 |
| WP 3. Pilot implementation – definition of products, testing, evaluation, results | 8-15 |
| WP4. Promotion tool and channels – Dissemination of project results – Exploitation Plan | 6-18 |
| WP 5. Project management | 1-18 |



WP1 - Research and evaluation of existing experiences

Activities:

- 1.1. Research and document the specific needs and expectations of Senior tourists when travelling abroad.
- 1.2. Feasibility analysis regarding requirements for services and equipment in order to be attractive for senior travellers; done by Trade Organisations.
- 1.3. Research and documentation of different solutions for efficient promotion and incentive schemes that could be relevant for the Operative Systems for promotion, sales, and clearing, such as offseason voucher, discount / club card, or similar.
- 1.4. Evaluation of the three previous research actions to co-decide amongst all partners the content of the accreditation requirements “Seniors Go Rural”, and the options of Operative Systems to be implemented through the project in trials.



WP1 - Research and evaluation of existing experiences

Deliverable results:

- Summary report on findings (specific needs and expectations of senior tourists, draft criteria of the SenGoR product accreditation, proposal of the Operative Systems to be defined).
- Decision about core criteria to be included in the accreditation guidelines.
- Decision about the Operative Systems to be defined in detail.

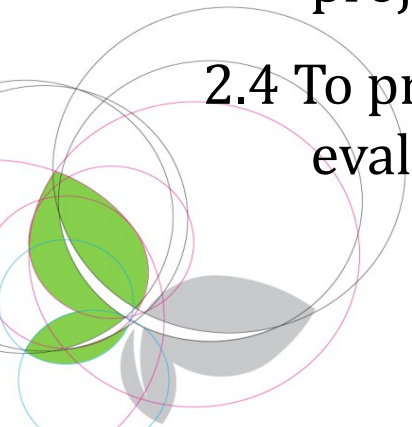
Deadline: 28.02.2015.



WP 2. Elaborate the content of the accreditation and operative systems

Activities:

- 2.1 To write Guidelines for a “Senior-friendly” product accreditation “Seniors Go Rural” (with criteria list and best practice examples)
- 2.2 To define Operative systems that are capable to promote and incentive the travel of seniors in off-season to rural tourism services across Europe.
- 2.3 To develop complementary criteria and agreements that may be required to assure the sustainability of the results after end of project.
- 2.4 To produce Technical supporting documents: checklist for evaluation, Legal framework agreements.



WP 2. Elaborate the content of the accreditation and operative systems

Deliverable results:

- Guideline for the senior-friendly product “Seniors Go Rural” (including criteria list, checklist for evaluation, and best practice cases)
- Final version of the Operative Systems to promote and incentive senior-friendly products
- Complementary criteria and agreements to assure sustainability
- Legal framework agreement templates for each of these systems

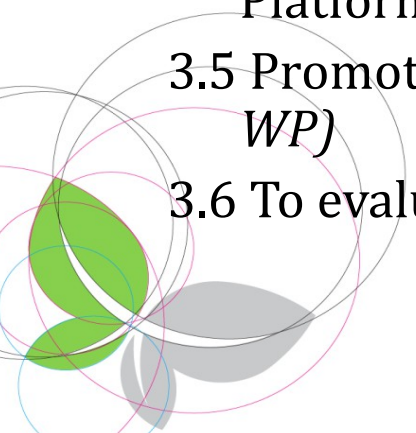
— **Deadline:** 31.12.2015.

WP 3. Pilot implementation – definition of products, testing, evaluation, results

Activities:

Seniors Go Rural product criteria and the operative systems shall be tested amongst the consortium partners:

- 3.1 To develop transnational tourism products in the Baltics and neighbouring countries for seniors according to criteria from <2.1> (partners 1, 4)
- 3.2 To create regional / national products (partners 3, 7)
- 3.3 To organise travel of seniors to these products, making use of the Operative Systems that result from <2.2> (partners 5, 6)
- 3.4 To coordinate the negotiation process, to monitor practical experience, and to evaluate results (partner 2, plus coop by all other partners and AGE Platform)
- 3.5 Promotion and Marketing of these Pilot Implementations (*tools – see next WP*)
- 3.6 To evaluate of the Pilot Implementation



WP 3. Pilot implementation – definition of products, testing, evaluation, results

Deliverable results:

- Rural tourism product for seniors in the Baltic countries and St. Petersburg, Poland - >30 senior tourists (*Online at website, Printed version in IT, NL, EN*)
- National product in Norway and Belgium/Flanders - >20 seniors each (*Online at website, Printed version in IT, NL, EN*)
- All Operative Systems <2.2> applied and tested (testing reports from senior travellers that used the products: *70+ testing surveys, final testing report*)
- Promotion and marketing tools prepared in WP 4 are fully tested and evaluated in their effectiveness (*Evaluation report on the impact of tools - internal*)
- Experiences and report about the feasibility of proposals from WP2, with decision about eventual adjustments, resulting in final versions of Guidelines, Operative Systems, and Supporting technical documents (*Report (internal), Final versions of Guidelines - printable file in partner languages plus EN, FR, DE, Final versions of Operative Systems Framework agreements - Technical files PDF in English (printable)*)

Deadline: 31.12.2015.

WP4. Promotion tool and channels – Dissemination of project results – Exploitation Plan

Activities:

4.1 To develop Website / platform presenting Rural Tourism products for Seniors.

4.2 To integrate into the E-Calypso platform STEEP

<http://www.ecalypso.eu/steep/public/index.jsf>

4.3 To integrate into the websites of all project partners

4.4 To integrate in relevant third-party global sites that show interest.

4.5 To develop dissemination material in electronic and printed formats.

4.6 To organise dissemination events at national and European level:

- *Each partner organisation organises one internal technical workshop about the project topic, preferably during WP1 or WP2*
- *EuroGites organises an open international Workshop at its General Assembly in spring 2014 – changed for Eurogites GA in Cyprus, May 2015*
- *Panel session or equivalent on Rural Tourism for Seniors during the 5th European Congress on Rural Tourism in October 2014 in Austria. – changed for International senior rural tourism seminar in Nov 2015, in Belgium.*

4.7 To develop exploitation plan to assure sustainable application of the project results after end of EU financing



WP4. Promotion tool and channels – Dissemination of project results – Exploitation Plan

Deliverable results:

- Specific website presenting the pilot products (*in IT, NL, EN, FR, DE - Website with public access*)
- Integrated in STEEP, partner's websites, and third-party
- Promotional product leaflet “SenGoR - Rural Tourism for Seniors in Europe” (*seven languages, Electronic versions for download, Printed leaflet, 1000 items per language*)
- Professional brochure “Rural Tourism for Seniors – A new opportunity for Business” (*four languages, Electronic printable files, available for download*)
- **Five national technical workshops (*Minutes and reports*) – changed according to WP activities**
- **International EuroGites workshop (*Minutes and report*) – changed according to WP activities**
- **Panel session at 5th European Congress on Rural Tourism (*Program, proceedings, report*) – changed according to WP activities**
- Exploitation plan (*Internal document in EN*)

Deadline: 31.03.2016.

WP 5. Project management

Activities:

5.1 Communication with and amongst partners. The lead partner coordinates the communication and supervises results, deadlines.

5.2 Meetings:

technical meeting with the services of the European Commission

1st project meeting - month 1 in Latvia

2nd project meeting – 16-17 March, 2015 in Utrecht, NL

Eurogites workshop – Cyprus (May 2015)

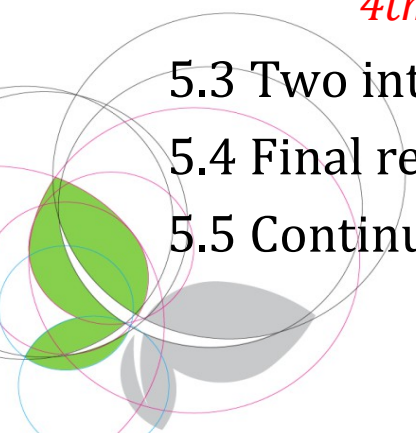
International seminar on senior Rural Tourism and 3rd project meeting in Belgium, Nov 2015

4th project meeting – month 16 in Italy (Feb 2016)

5.3 Two interim reports (after M 6 and M 12)

5.4 Final report

5.5 Continuous monitoring of progress and quality of results



WP 5. Project management

Deliverable results:

- Minutes of project meetings (*Internal document*)
 - Proceedings of 5th European Congress on Rural Tourism (*Congress website, other publication tbd*) – *changed according to WP activities*
 - Interim and Final Reports (*Internal documents*)
-
- **Deadline: 28.02.2016.**



Action plan

6. DURATION AND PLAN OF ACTION

Total duration of the project: **18 months**

ACTION PLAN

The action plan in form of GANTT-chart indicates the time planning of the different activities following the above points <3> Description of Activities and <4> Workpackages. Milestones are marked with a **X**

| No. | Activity | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|---|---|------|-----|-----|-----|-----|-----|-----|-------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| WP 1 – Research and Evaluation of existing experiences | | | | | | | | | | | | | | | | | | | |
| | MONTHS: | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APRIL | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB |
| .1.1 | Research and document the specific needs and expectations of individual Senior tourists | | | | | | | | | | | | | | | | | | |
| .1.2 | Feasibility analysis regarding requirements for rural services and equipment to be attractive | | | | | | | | | | | | | | | | | | |
| .1.3 | Research and documentation of solutions for efficient promotion and incentive schemes | | | | | | | | | | | | | | | | | | |
| .1.4 | Evaluation of the three previous research actions, co-decision about criteria. | | | | | | | X1 | | | | | | | | | | | |
| WP 2 – Elaborate the content of the accreditation and operative systems | | | | | | | | | | | | | | | | | | | |
| .2.1 | Guidelines for a "Senior-friendly" accreditation "Seniors Go Rural" | | | | | | | | | | | | | | | | | | |
| .2.2 | Specify Operative Systems to promote and incentive the travel of seniors in off-season | | | | | | | | | | | | | | | | | | |
| .2.3 | Complementary criteria and agreements to assure sustainability | | | | | | | | | | | | | | | | | | |
| WP 3 – Pilot implementation – definition of products, testing, evaluation, results | | | | | | | | | | | | | | | | | | | |
| .3.1 | Creation of transnational senior tourism products in the Baltics and bordering countries | | | | | | | | | X2 | | | | | | | | | |
| .3.2 | Creation of regional or national products | | | | | | | | | X2 | | | | | | | | | |
| .3.3 | Travel of seniors to these products | | | | | | | | | | | | | | | | | | |

Action plan

| No. | Activity | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|---|---|--------------|-----|-----|-----|-----|-----|-----|-------|-----|-----|---------------------|-----|------|-----|-----|-----|-----|-----|
| | MONTHS: | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APRIL | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB |
| .3.4 | Transnational organisations coordinate negotiations, monitor experience, and evaluate results | | | | | | | | | | | | | | | | X4 | | |
| .3.5 | Promotion and Marketing | | | | | | | | | | | | | | | | | | |
| .3.6 | Evaluation of pilot implementation | | | | | | | | | | | | | | | | | | |
| WP 4 – Promotion tools and channels – Dissemination of project results – Exploitation plan | | | | | | | | | | | | | | | | | | | |
| .4.1 | Website for Seniors Go Rural | | | | | | | | | | | | | | | | | | |
| .4.2 | Integration in STEEP | | | | | | | | | | | | | | | | | | |
| .4.3 | Integration in websites of all partners | | | | | | | | | | | | | | | | | | |
| .4.4 | Integration in third-party global sites | | | | | | | | | | | | | | | | | | |
| .4.5 | Production of dissemination material in electronic and printed format | | | | | | | | | | | | | | | | | | |
| .4.6 | Dissemination events – European RT Congress in 2014, national / regional workshops, Eurogites GA in 2015, International seminar on senior rural tourism tourism in 2015 | | | | | | | | | | | | | | | | | | |
| .4.7 | Exploitation plan | | | | | | | | | | | | | | | | | | |
| WP 5 – Project Management | | | | | | | | | | | | | | | | | | | |
| .5.1 | Communication with and amongst partners | | | | | | | | | | | | | | | | | | |
| .5.2 | Project meetings (Sept 2014 in LV, March 2015 in NL, Nov 2015 in BE, Feb 2016 in IT) | | | | | | | | | | | | | | | | | | |
| .5.3 | Interim Reports | | | | | | | | | | | | | | | | | | |
| .5.4 | Final Report | | | | | | | | | | | | | | | | | | |
| .5.5 | Continuous monitoring | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| | | Core actions | | | | | | | | | | Reviews and updates | | | | | | | |

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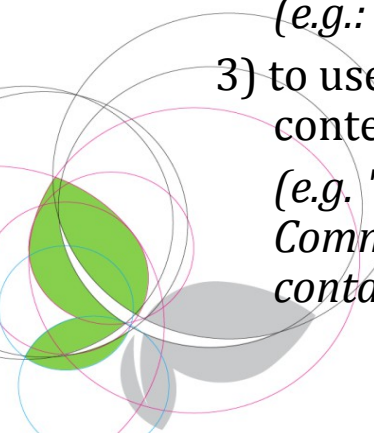
http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

2) along with the EU emblem, to use the funding statement stating that the project/initiative is the recipient of European Union funding.

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