



# Lauku Ceļotājs

[www.celotajs.lv](http://www.celotajs.lv)

## SenGoR - Seniors Go Rural

### Results achieved and next tasks

3rd project meeting – 15-17 November 2015 in Belgium



This project is co-funded by the European Commission

# Info on 2<sup>nd</sup> interim report from EC

## Specific comments

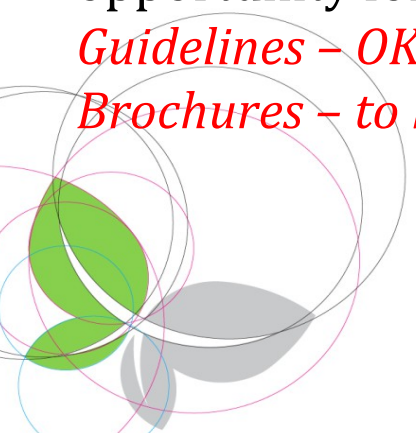
I recommend checking if the following issues are enforced in the next months of the contract:

- The review From B6 "Description of the Action" sent after one of the partner's withdrawal (ANCESCAO) needs to be revised in WP3. Partner 3 (HANEN) assumes some activities specified in point 3.2.3.5. but this is not reflected in the table showing person-days. *Explained.*

- Outcomes n<sup>o</sup>2 (guidelines for tourism businesses) and n<sup>o</sup>6 (Brochures of "Rural Tourism Seniors in countries of Europe" and "Rural Tourism for Seniors - a new opportunity for business") are not presented neither followed by any clarification.

*Guidelines – OK*

*Brochures – to be discussed in this meeting*



# Info on 2<sup>nd</sup> interim report from EC

- The pilot test of senior travelling to transnational tourism products, expected in WP3, action 3.3. is not clear. The project explains a new activity by HANEN (visiting senior organisations in Norway to facilitate booking and testing of transnational tourism products outside Norway) but there is no information of senior tourism testing trips.
- The project officer should provide more detailed information of the evaluation of the pilots.
- Deliverables of WP4 (dissemination – website, brochures) are clear but there is no mention to the time they will be delivered. We appreciate to receive some annexes of promotional activities but it would be welcomed a copy of some activities not justified (e.g. digital presentation and leaflet created by P5).
- The programme and minutes of the 2nd meeting held in Utrecht on March 15-17 is missing.

# Action plan – gantt chart

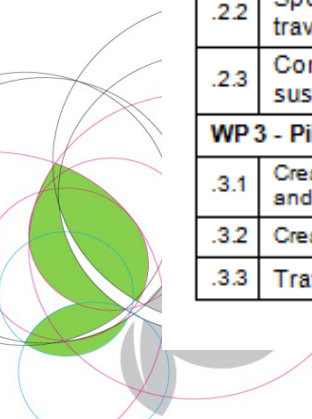
## 6. DURATION AND PLAN OF ACTION

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
<b>WP 1 – Research and Evaluation of existing experiences</b>																			
	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				█	█					█	█
<b>WP 2 – Elaborate the content of the accreditation and operative systems</b>																			
.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					█	█	█	█						█	█			
<b>WP 3 - Pilot implementation – definition of products, testing, evaluation, results</b>																			
.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													█	█	█			





# WP1 – remaining tasks

- Evaluation and update of the research analyses doc, co-decision about criteria.  
 Deadline: **Feb 2016**  
 Deliverable as said in application: documented in the summary report

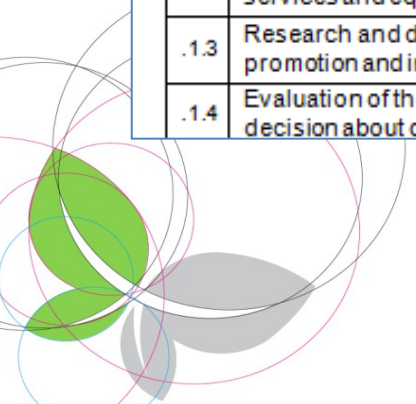
## 6. DURATION AND PLAN OF ACTION

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
<b>WP 1 – Research and Evaluation of existing experiences</b>																			
	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 3. Remaining tasks

- Update - Creation of transnational and regional or national products for Seniors per partner. **Deadline: Aug 2015.**
- Evaluation of pilot implementation – test period results (internal report). **Deadline: Jan 2015.**
- Promotion and marketing per partner. ). **Deadline: Feb 2015.**

WP 3 - Pilot implementation – definition of products, testing, evaluation, results																
.3.1	Creation of transnational senior tourism products in the Baltics and bordering countries															
.3.2	Creation of regional or national products															
.3.3	Travel of seniors to these products															
.3.4	Transnational organisations coordinate negotiations, monitor experience, and evaluate results															
.3.5	Promotion and Marketing															
.3.6	Evaluation of pilot implementation															







# 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 – 15-17 March, 2015, NL*

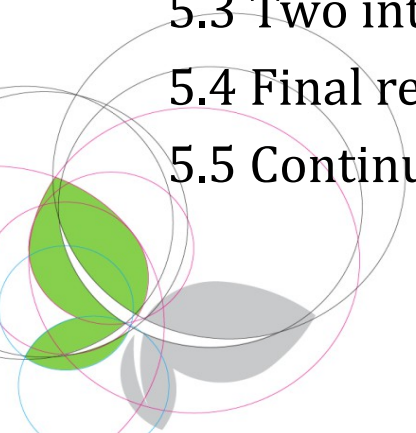
*Eurogites workshop – Cyprus (4.-5. May 2015)*

*International seminar on senior Rural Tourism and project meeting in Belgium,  
Nov 2015 **postponed to 4th Feb 2016***

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

5.4 Final report **15.01.2016 financial info on planning expenditure summs**

5.5 Continuous monitoring of progress and quality of results





celotajs.lv



**Latvijas lauku tūrisma asociācija "Lauku ceļotājs"**

Kalnciema iela 40, Rīga, LV-1046, +371 67617600

E-pasts: [lauku@celotajs.lv](mailto:lauku@celotajs.lv) Facebook: [Lauku Celotajs](https://www.facebook.com/Lauku-Celotajs) [twitter.com/Laukucelotajs](https://twitter.com/Laukucelotajs)