



Lauku Ceļotājs

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SenGoR - Seniors Go Rural

remaining tasks

4th project meeting, 03.02.2016
Florence



This project is co-funded by the European Commission

Action plan – gantt chart

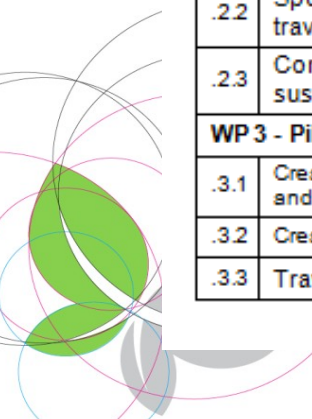
6. DURATION AND PLAN OF ACTION

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
WP 1 – Research and Evaluation of existing experiences																			
	MONTHS:	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	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 – gantt chart

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													X3					
.5.4	Final Report																		
.5.5	Continuous monitoring							X1		X2				X3			X4		
		Core actions										Reviews and updates							

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

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.1.4	Evaluation of the three previous research actions, co-decision about criteria.							X1											

WP 2. Remaining tasks

2.3. Update - Complementary criteria and agreements to assure sustainability.

From the report: *Actually in course:* a) *agreement amongst the four Senior Tourism projects about one common core set of criteria for senior-friendly services;* b) *extension of support to the “Silver Suitcase” logo and label by other tourism industry organisations;* c) *data interoperability*

Updates deadline: Nov 2016

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. Remaining tasks

- 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									X2								
.3.2	Creation of regional or national products									X2								
.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 4. Remaining tasks

- Brochure “Rural Tourism for Seniors – A new opportunity for business” - four languages, Electronic printable files, available for download. **Deadline: Jan 2016.**
- Update - Promotional product leaflet “SenGoR - Rural Tourism for Seniors in Europe” (seven languages). **Deadline: Jan 2016.**
- Integration in websites of all partners. **Deadline Feb 2016.**
- Eurogites GA, International seminar on senior rural tourism **Deadline Nov 2016.**

Exploitation plan. **Deadline Feb 2016.**

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