

SENINTER

Is not only a trip, it is a legacy

“SENINTER TOURISTIC PRODUCT MODEL”

COSME

Deliverable 2.1

COS-TOUR-2015-3-04-1

Proposal number: 699497



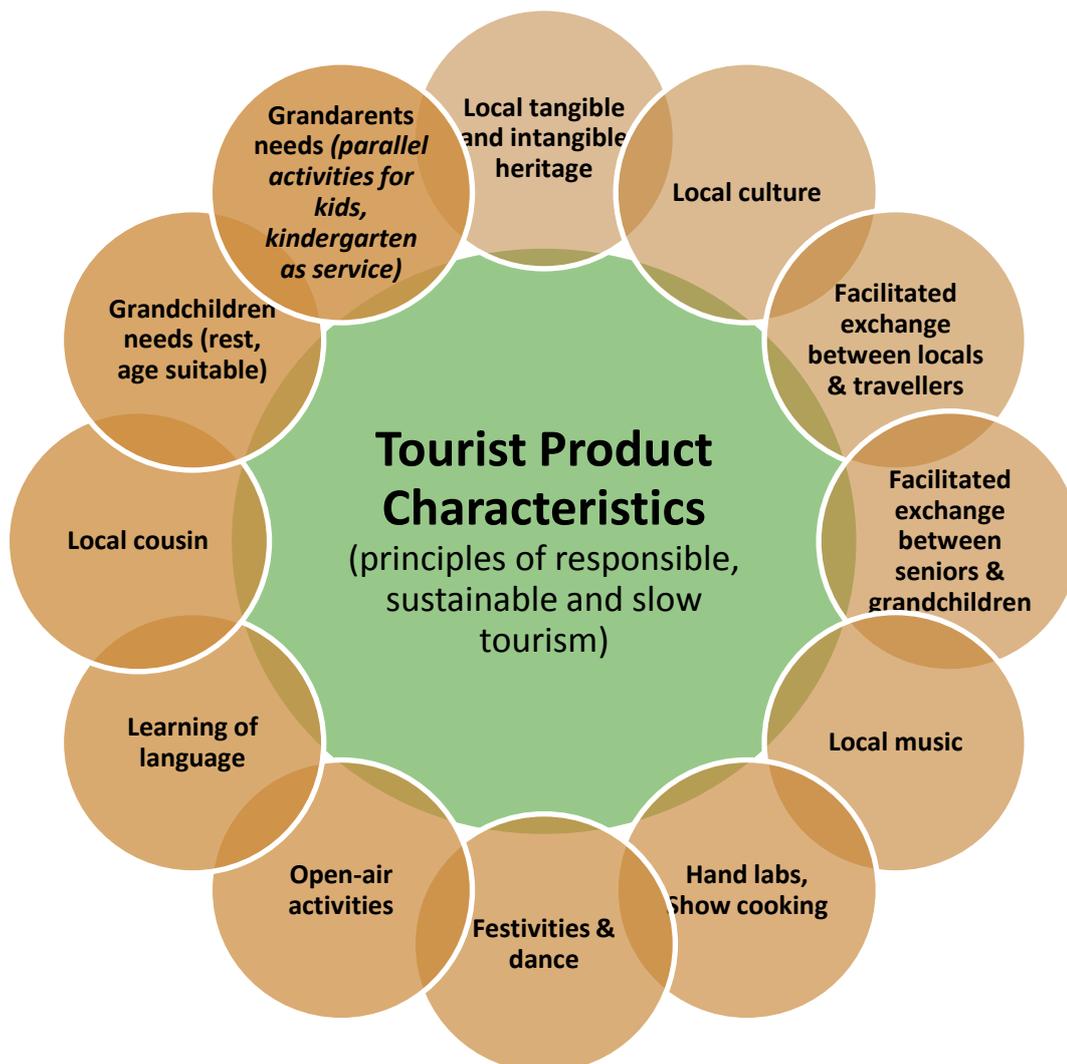
SENINTER TOUR

SENINTER TOUR aims to promote a slow and sustainable tourism product targeted and adapted to the **seniors travelling with their grandchildren** during the **low and medium season in Europe**.

The children are preferably **less than 6 years old**, which means that they are quite free to travel. The **seniors** are preferably retired in order to travel out of the high tourism season which means that they are **from 55 years old** and more.

In that sense, the tourism product will be based on the **discovery of the local heritage** (tangible and intangible), **culture** and on meetings with the **local community**, especially with other seniors and their **grandchildren** of the destination.

Tourist product characteristics





Specific **moments of festivities** between the welcoming and the travellers are included in order to **exchange and enjoy intangible heritage and local culture**. Indeed, this tourism product aims to promote the **exchange between the seniors and their grandchildren** but also **between the seniors and children** as “**travellers**” and as “**locals**”.

Activities such as initiation to the **local music, cooking class, dance or telling stories** are favoured in order to promote and enhance the **local culture** and to facilitate the contact among the participants without requiring too many knowledge of the languages.

Beside all these moments, the tourism product will also include touristic activities such as **cultural visits**, pedagogical visits for the children, **open-air activities**. For the children, the travel could include **language courses**, games with other children.

Facilitators and translators will assist the travellers in order to facilitate the **contact between the cultures and languages**.

The participants will stay in the same place, in the same city in order to discover the particularities and the traditions according to the **principles of responsible, sustainable and slow tourism**.

The construction of the tourism product is realised by **local tour operator**, involving **seniors** (via association or any other way) but also **local providers** engaged in **sustainable and accessible tourism**.

In addition, senior travellers will receive specific information in order to prepare them to the traveller before it. The purpose is to make them **aware of the culture, the language, the tradition of the destination** in order to facilitate **mutual understanding** with the welcoming seniors with their grandchildren.

“Responsible tourism is tourism that is carried out according to principles of social and economic justice and with full respect toward the environment and cultures. Responsible tourism recognizes the centrality of the local host community and its right to be protagonist in devoting sustainable and responsible tourism in its native land. Everyone of us might be a “good traveller” caring for the world and people around, just following some easy behavioural rules.”

The SENINTER 4 PILLARS

SENINTER TOUR is based on 4 important factors and values such as **discovery the local heritage and tradition, mutual understanding, involvement of local community.**



1) Description of the SENINTER model

This document targets tourist operators specialized in products for seniors or children, as well as those committed to responsible tourism. Moreover, some suggestions are given also to seniors' organization willing to participate in this innovative tourism product. This handbook presents a model for tour operators that are willing to address new target groups, by promoting niche products on their market. The SENINTER model, created as pilot activity in the framework of a European project, is aimed to foster a responsible and sustainable tourism. Retired grandparents and their 3 to 5 years old grandchildren are the main targets of this package tour. Even though in the package construction both interests shall be considered, activities and experiences for grandchildren play definitely a central role in the tour program.

The project is composed of different elements that are already singularly sold on the market, but it also adds some special activities that characterize it as an innovative product. The model is based on four pillars that shall be considered in order to differentiate the product by creating a competitive package within the tourism offer. Each tour operator creates its unique package by giving different priorities to the pillars listed and described below and by choosing among different aggregation of activities, both for seniors and for children.

Figure 1: The four pillars of the SENINTER model





The four pillars that compose the SENINTER model are the following:

- Transnationality: the product increases its interest in term of sharing experiences and culture if made in an international context;
- Intergenerational: by giving the chance for seniors to travel with their grandchildren, the relationship within elderly and youngest will benefit;
- Local community: in terms of sustainable and foremost responsible tourism, the supply side will benefit in terms of income and knowledge/engagement and the demand side will have a deeper experience of the visited places;
- Low season: due to the target groups it will be possible to cope with the challenge of increasing the occupancy rate during the low season.

The next section will describe the values behind each pillar and gives an insight on their opportunities and threats, to be considered while creating a new product based on the SENINTER model.

1st PILLAR: Transnationality

The SENINTER model is based on important values promoted by responsible tour operators. In fact, it is based on three important elements that have been stated by the Cape Town Declaration (2002), which are:

- To create a positive contribution to the conservation of cultural heritage and to the maintenance of the world's diversity;
- To provide enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local culture;
- To engender respect between tourists and hosts, and builds local pride and confidence for both host and guests.

According to the purchase capacity of the target group, the package based on the SENINTER model should involve seniors and children which are preferably resident in Europe. This will increase the mobility within this area, by gathering together groups of different nationalities and historical backgrounds.

In the long term, the growth of the number of seniors will have a big influence on tourism. In 2080 the EUROSTAT foresees that the over 65 years old target group (EU28) will be the 28 per cent of the total population in Europe. Statistical data describe that in 2014, 18 per cent of the tourist population were seniors over 65 years old. Among them, 7 per cent decided to travel abroad (Source: EUROSTAT). This means that traveling to another country may potentially increase by developing different and innovative tourism products.

Generally speaking, seniors traveling abroad, i.e. potential target group of the package based on the SENINTER model, have the following characteristics:

- A medium income level, even though entity varies depending on the EU member state;
- «Young seniors» (in age 55-64) are the most attractive for the tourism and hospitality industry;
- Seniors travel more to foreign tourist destinations rather than in their own country (25 per cent of “over 55” Europeans traveled outside Europe in 2012). Traveling with children implies different condition and therefore this percentage may decrease.
- The active and youthful seniors are interested in culture and they like to discover new things. They take responsibility and are seeking for knowledge.

Summing up pros and contras (advantage and disadvantage) of the TRANSNATIONALITY:

	<ul style="list-style-type: none"> - Favors intercultural exchange among seniors and among children - The Knowledge of foreign cultures and life styles is a way to understand and/or overcome the differences - Multiplier effect: the same destination can be furthermore be chosen for a next family trip
	<ul style="list-style-type: none"> - Higher transport costs - Language barrier, foremost for seniors - Grandparents and parents may feel insecure about being abroad with young children

2nd PILLAR: Intergenerational values

According to the European project “**European Senior Citizens’ Actions to Promote Exchange in tourism**” and to the **Italian Young Tourism Observatory** statistics (2015), most senior traveler use to travel with their partner (40%) and only 5 per cent is traveling with grandchildren younger than 5 years old. This means that the SENINTER model could act as new format/new product for the senior’s target by means of inviting their grandchildren and make the experience jointly. As far as other targets are considered, i.e. children in age 6-10, the share of grandchildren traveling with grandparents increases up to 12 per cent (Source: Italian Young Tourism Observatory, 2015).

Moreover, giving the opportunity to grandparents and grandchildren to travel and spend time together affects positively the relationship within the two generation and is very much appreciated by grandparents. To take care of children under a certain age might indeed be tiring for one person. The model should consider involving both grandparents whenever possible.

The added value of the model, according to the opinions of grandparents involved in the pilot activity, is the possibility to share precious moments with their grandchildren: adults in their age perceive the value of time differently, therefore they appreciate more the time spent with their grandchildren. For children, indeed, having the opportunity to spend time with their grandparents sharing knowledge in a familiar dimension is an enormous and precious moment in their development.

Together with private conversation and narrations, sharing knowledge about personal traditions and history in a broader context (for example, storytelling moments) will firstly strengthen the relationship and secondly foster learning opportunities and knowledge transfer within the two generations. Moreover, these experiences will be done slowly and with the joy of being together.

Summing up pros and contras of the INTERGENERATIONAL element:

	<ul style="list-style-type: none"> - Great pleasure for grandparents to spend time with their grandchildren - Enrichment for both target groups in terms of knowledge transfer - Strengthening the relationship and the family ties along with learning opportunities - Enhancing self-esteem of seniors by sharing experiences with younger generations
	<ul style="list-style-type: none"> - Caring for children is demanding for older grandparents - Children in age 3-5 years are not often used to travel without parents - Different needs and interests of the two target groups

3rd PILLAR: Local community

The pillar focuses on the role of the local community according to the principles of responsible tourism. Its acts as a service provider in two different ways: tourist service providers and welcoming local community.

Tourist service providers

The tourism product should be fulfilled by a local tour operator, that has a deeper knowledge of the tradition most particular and important attraction elements of their territory. Moreover, local tourist operators are able to inform and persuade other local stakeholders to be part of the experience. A

tour operator or travel agent will enhance the positive aspects and the benefits that other local providers could get by participating in this innovative product.

From a merely economic point of view, the involvement of local providers together with a program that privileges a responsible and sustainable behavior favors the territory in terms of economic direct and indirect fallouts. The SENINTER model represents a concrete opportunity also for minor destinations, those that fit for sustainable tourism and whose supply chain consists of tourist services combined with experiential and interactive offers linked to the local community. In this context, tourism is perceived by the residents primarily not as an opportunity, but as a disturbing element. A model that involves the community, in this case the older and probably more reluctant part of it, is a tool that can discard this perception. This innovative product may affect positively the development of the local tourism industry.

Welcoming local community

The program involves seniors and children of the host community by giving them the chance to interact with guests from abroad, sharing activities that may help to exchange experiences and knowledge on specific topics. The experiences should give the opportunity to the guests to learn more about the destination they are traveling in and, on the other hand, shall give the local community the opportunity to get a deeper knowledge of their own culture, but also learn from each other. Seniors and children participating in the activities benefit from the interaction as far as they reach a mutual understanding.

The welcoming local community increases the awareness of its own cultural values and unicity through the interaction with other people. Sharing personal knowledge on culture and tradition is a major benefit for the local community as it increases the affinity with the territory they live in.

Summing up pros and contras of the involvement of the LOCAL COMMUNITY:

	<ul style="list-style-type: none"> - Raise awareness in the host community about the values of own tangible and intangible heritage - Local providers will benefit of the tourism income and indirect fallouts - Helps accepting tourism as leverage for the local development
	<ul style="list-style-type: none"> - Language barriers, in particular among seniors, limits the interaction - Need for an awareness raising project to involve local authorities and seniors' organizations

4th PILLAR: Low Season

According to the European Commission, promoting tourism during the low season can stimulate economic growth and job opportunities, contributing to the competitiveness of the industry. A long term strategy should be applied to the tourist destination in order to extend the season beyond the traditional peak periods (summer holidays and winter festivities). Already in 1991, the CEE Commission stated that “the most serious problem of the tourism sector in Europe is its strong concentration in the high season. This causes the congestion of transport capacity and reception services as well as the degradation of the natural and human environment in the high season and a low use of financial and human resources in the low season”.

Mostly in Southern Europe tourism destination try to expand the season in order to increase the occupancy rate in the accommodation facilities during the low season; this is one of the main tourism development goals. Local enterprises could benefit from this possibility by splitting fixed costs on a longer period. Even the job market would be more stable. Nevertheless, the carrying capacity of tourism destination will strongly benefit from this product.

In order to cope with the challenge of the seasonality, the target groups, seniors and children, hosts and guests, should be:

- Retired grandparents and/or with possibility to travel during the low season
- Children free from a regular and mandatory school schedule and attendance

It is important to underline that such constraints apply to the guests as well as to the host community. Even though, to reach a broader target activities taking place in the afternoon shall be planned, in order to involve local children that attend a part-time morning daycare (i.e. kindergarten or similar). Moreover, as school calendar differs considerably within the European Union, while organizing a tour based on the SENINTER model, the period could reflect the school calendar of guest children.

The involvement of a specific target group in order to bring guests in a tourism destination during the low season is an important marketing issue and allows tourist service providers to differentiate their product’s panel and reach a broader market share. While investigating the rentability of this model, the fact that seniors travelling with small children are still a niche market should be taken into consideration.

Summing up pros and contras of the development of a LOW SEASON package:

	<ul style="list-style-type: none"> - Experience tourism destinations during non-crowded periods - Enhance the profitability of the tourism SMEs involved in the package - Decrease the congestion of transport and services - Not weigh on the carrying capacity of the tourism destination
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	<ul style="list-style-type: none"> - Tourist attraction may have shorter opening times, due to the reduced tourism flows - Hotel special services, such as babysitting or baby club, may be available only upon request - No possibility to reach age group over 6 years old
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2) Practical description of the model

Chapter 1 presents the values that withstand the SENINTER model, while chapter 2 is focused more on the practical aspects. The different elements presented in chapter 1 can be listed differently according to the market needs of each tour operator. Through this differentiation, tour operators and travel agents will have the possibility to promote different packages. On the other hand, the suggestions listed in chapter 2 are much more independent from the contents of the product itself and represent suggestions for a successful product.

Practical information

The tourist operators willing to create a tour package based on the SENINTER model have to consider the following list of expenditures:

- Travel costs to/from and within the destination
- Accommodation and extra meals (i.e. show cooking)
- Sightseeing activities for seniors and children (guide, entrance)
- Interactive activities with the local communities (c/o seniors organizations)
- Workshops and ateliers for children only
- Tour leader, children's entertainer, interpreter, facilitator/moderator during the whole tour

All those elements are part of the package, except for the choice of the guidance during the tour that depends on the group composition.

Moreover, specific elements shall be taken into account as the tours are organized during the low season:

- guided tours might not be available in all languages,
- historical sites and attraction may have shorter opening times,
- seniors' organizations might be closed on Sundays,
- the calendar of children's organization may be in conflict because overwhelmed with activities in schools.

Involvement of local community

There are two different levels of involvement of the local community: while considering the logistic aspects, the involvement of local enterprises and organizations – both for children and seniors – is preferred. They are able to promote sightseeing and workshop activities at its best, while considering the characteristics of the particular target groups. The local seniors' and children's organization are a different kind of local actors as they influence mostly the cultural part of the tour package through the valorization of traditions and intangible cultural heritage.

Local tourist operators

- Accommodation: prefer local SMEs, ***hotels with B&B treatment and with children's menu. When possible, the hotel should correspond to the sustainability criteria such as, for instance, the possibility to offer local products in the restoration. Please note: check the availability of family services such as entertainment (baby club), proper playgrounds inside and outside the building.
- Sightseeing: as being transnational is a strength of this model, local visitors bureau shall be involved in the organization of a tailor-made product for this specific target group. The offer should include the opportunity to visit some relevant highlights of the territory in accordance with the slow tourism philosophy.

Local edutainment organizations

- Seniors' organization: seniors' organizations act through a territorial system (for example, involving the Italian social centers) or through an interests-based model (for example, involving the Third Age Universities). Both organizations are valid partners for the development of the tourism product, but activities organized within this framework may vary.
- Children's organizations: there is plenty of association dealing with children and nowadays services for preschooler are increasing. In accordance with the principle of sustainable and responsible tourism that undergo the whole product, the organizations shall be able to promote workshops or ateliers with a strong pedagogical commitment in transmitting this philosophy.

At the beginning of the development of the model, a strong effort in the communication and in raising awareness of the opportunities for local actors and local tourism and culture authorities shall be planned. The more structured the organization is, the more effort shall be paid in the planning of the activities. The activities that are organized according to the SENINTER model should reflect seniors' organizations' scopes and objectives and should not affect much their daily routine.



Due to the fact that the tourism product involves four target groups (foreign seniors, foreign children, local seniors and local children) a special effort shall be made by considering the opportunity of having one or more tour leader that will accompany the group and moderate the interactive activities. The facilitator plays, in fact, a very important role: he should favor the interaction between hosts and guests and should preferably have a deep knowledge of both cultures. An interpreter is necessary for those activities where more passive interaction is planned. On the guest side and depending on the age and number of children, could be necessary to have an entertainer for the younger guests.

In order to favor the better possible interaction among hosts and guests and having special consideration for seniors who must face also language barriers, the tour package should have a maximum number of participants which is up to 15 children and up to 30 adults, which means that each child is attended by both grandparents, whenever possible.

Furthermore, for a better interaction within the two groups, some special sightseeing tours and activities could also involve the group of local seniors and children, so to let them participate actively in the travel experience. In this case, a separate tourist offer shall be planned and sold separately and in accordance with the local seniors' organization.

Involvement of seniors

Foreign seniors traveling abroad shall be informed in advance of the peculiarity of the SENINTER model and should be aware which activities are planned together or without children. Moreover, they should be informed the interaction with the local community is central and they should receive some information about the hosting community before traveling.

For instance, Third Age Universities could plan this tour together with the proposal of one or more seminars on the travel destination. Special focus, when possible, should be the local culture (cuisine, dance, customs, and traditions). Italian social centers, indeed, could schedule particular activities in order to raise the awareness of local knowledge among the hosting community (cooking or dance contests, revival of past traditions ...).

Activities for the target group

The SENINTER model is based on the involvement of two target groups. This means that two different needs and expectations shall be met. Some activities are made at the same time but in different locations, while others are experienced together. Generally speaking, the activities that involve the active participation and are feasible also for children can be planned jointly. On the other



hand, cultural visits that do not foster a strong interaction can be only partially participated by children.

As the target group is composed by seniors and children together it is necessary to bear in mind that the time schedule should foresee no more than two organized activities per day and some free time. Adults and children have different rhythms for visiting and sightseeing activities rather than commercial organized tours.

Activities for seniors

In order for seniors to overcome language barriers, only specific kinds of activities can be planned in order to favor a better acquaintance with the host group. Examples of activities that may favor the knowledge transfer among hosts and guests and do not expect knowledge of foreign languages could be music and dance contests, show cooking and lunch/dinner together with the results of the class, handicrafts workshops, special games tournaments, and so on.

However, the tour is intended also as an important mean of knowing the most important attractions of the tourism destination. This means that also guided tours to the city centers and to the most relevant monuments shall be part of the package. If the participation of some seniors and children of the host community is supported, a good relationship with the guest can be established.

Activities for children

All children and particularly preschoolers have the ability to interact easily with each other without any kind of barrier or bias. Nevertheless, children in age 3-5years old shall be led into specific activities. This means that the product gains in appraisal if valuable associations/entertainers can involve children in workshops on the same topics their grandparents are dealing with. For instance, while seniors are visiting important Roman mosaics, children are creating their own artwork. In order to be coherent with the SENINTER model and respect the sustainable and responsible principles, the children's activities shall take into consideration historical, social and environmental issues.

Of course, organizing games has a great pedagogical potential and children should be allowed to have free time to play, but also be guided in games with their grandparents and the hosting community such, for example, a treasure hunt or similar "competitions".



Specific requirements for tourist services

Along with usual requirements, such as accessibility, family rooms, playground / playroom and dedicated menus, there are some other aspects that are specific for a product based on the SENINTER model.

1. The destination of a tour can include a territory and not only a city, but the transfer shall not last longer than 20 minutes, i.e. all attractions and activities shall be reached in a 20 kilometers range.
2. The accommodation should not be too far from the location of single activities, in order to be able to get back to the hotel and rest. Free time is fundamental for both seniors and children, even though optional activities can be offered.
3. Cultural sightseeing might be demanding for children staying with grandparents as the level of attention decreases easily and fast.
4. Depending on the regions involved in this package, consider two complete traveling days, one to reach the destination and one for the return.

Useful tips for planning

1. The main target of the SENINTER model is the guest children group: it is necessary to plan the tours and the activities according to a slow schedule that encounters children's needs to play, rest and recover. Plan time to rest after lunch and free time after the workshops/visits.
2. A strength of the SENINTER model is the fulfilment of seniors' expectations in spending time with their grandchildren. Free time during the trip could favor this opportunity.
3. As the model is based on the interaction within the two target groups, a special attention shall be paid while choosing activities which favor the dialog and the interaction with each other. This is particularly true for elderly people whereas children have fewer barriers.
4. Promoting a sort of routine in the tour program may favor the relationships among seniors. In this case, the program could be turned easily into a twinning, with a greater benefit for both tourist operators and tourist groups.
5. Facilitators and translators play a crucial role in order to favor a better and more genuine interaction among the seniors. A translator will be necessary during sightseeing, but also during activities such as "story telling", where a mutual understanding is needed.
6. Local senior's organization develop trust in the SENINTER model through the repetition of the visits by different groups of grandparents and grandchildren.
7. The tour should not exceed 6 days, where day 1 and day 6 are planned for travelling to/from the destination.



The FIRST EXPERINCE :

SENINTER RIMINI TOUR

Rimini – Emilia Romagna Region

DAY 1

Arrival in the afternoon in the location or surroundings – welcome drink – dinner and overnight at the hotel.

DAY 2

Breakfast at the hotel

Departure from the hotel with a little train to the **historical city center of Rimini** (weather permitting – otherwise by bus) going through Rimini’s Borgo San Giuliano, a charming neighborhood of small cobbled streets still conserving the colors and the atmospheres with its fishermen's houses which were repeatedly celebrated by the popular director from Rimini, Federico Fellini, in his films and still cherishes impressive murals depicting scenes from ordinary life – and the historical monuments of the town such as Tiberius Bridge – the Roman bridge, Augustus arch , the Cathedral.

Lunch at the hotel

15.00 p.m. Departure to the **“Viserba 2000” in Viserba, Social Center in Rimini north**

15.30 p.m.: foreign grandparents and children together with Italian grandparents and children will be welcomed by the local community. Foreign and Italian grandparents will start their stories telling about their own childhood and different experiences – a vital emotional involvement for both generations and positive relationship. Entertainment activity for children and at the end an afternoon snack all together.

Dinner and overnight at the hotel.

DAY 3

Breakfast at the hotel

Free time or optional: in the morning you can visit the Republic of San Marino – the smallest republic of the world. Since 2008 the historical center of San Marino and Mount Titano have been included in UNESCO ‘S World Heritage Sites. It is the oldest Republic of Europe and it is also the state that in proportion with its inhabitants welcomes the biggest number of visitors attracted by its historical center with its many shops, ancient squares, palaces, museums, churches and middle aged stone houses. On the top of Mount Titano there are three towers linked by walls and walkways and from here you can enjoy a splendid view.

Lunch at the hotel



15.00 p.m. meeting at Domus del Chirurgo : **Roman monuments and “ domus del chirurgo”**: a little Pompei just in the heart of Rimini’s old town and **Rimini museum for seniors and Laboratory for the children : Orfeo’s book** – children visit the archeological section of the Museum and through preprinted sheets they colour and build their book inspired to Orfeo’s fairy tales. End of works about 17.00 p.m. One hour free time and then departure by train to the hotel

Dinner and overnight at the hotel.

DAY 4

Breakfast at the hotel

08.00 a.m. departure from the hotel for the visit to the International **Museum of the Ceramics in Faenza Laboratory for the children**: Land surprises “– short introduction of the ceramics and linked playing, experience of pure manipulation of the clays using the basic techniques of the ceramic art. End of works at 12.00 a.m.

Lunch at the hotel – In the afternoon free time

Dinner and overnight at the hotel.

At 20.30 p.m. Special dancing evening for seniors and children in a social center in Rimini “ I Sempre Giovani “ – with local orchestra and show of local mini-dancers.

DAY 5

Breakfast at the hotel

8.30 a.m. Departure to **Santarcangelo** – at 09.00 a.m. meeting at “**A. Franchini**” social center: show cooking of local specialties - at 10.00 a.m. visit of the typical middle aged village, its Grottos and “Stamperia Marchi” (old cloth printing workshop)

12.00 a.m. Lunch at the social Center (tasting of type of pasta as per show cooking).

Free time

16.30 p.m. departure to the **Natural park of Cervia.**

17.00 p.m. Activity: “ in the old farmhouse “ : children go inside the paddocks and the nursey where through funny stories they discover what the animals eat , how they live and meet the newborn ones.

Dinner and overnight at the hotel.

DAY 6

Breakfast + packed lunch and departure



Accommodation: in Hotel *** in Rimini or surroundings

Nice family owned Hotel placed in front of the sea –Living room, restaurant, bar, lift. Play room for children comfortable rooms with box shower/wc, TV, hair dryer-Buffer breakfast – choice of menu with drinks at meals included - special menu for children. Welcome drink and staying tax.

Services included:

- N° 4 Full boards and 1 half board with drinks at meals included
- Activity at the Social Center Viserba 2000
- Excursion by train to Rimini city center
- Visit of the Domus del Chirurgo and laboratory for children
- Visit of the Museum of the Ceramics in Faenza and Laboratory for children
- Dancing evening at Social center I sempre Giovani with local orchestra and show of dancers
- Show cooking at Social Center Franchini in Santarcangelo
- Visit of the grottos and stamperia Marchi
- Lunch at Social Center Franchini in Santarcangelo (tasting of type of pasta as per show cooking)
- Visit of Natural Park of Cervia and activity in the old farmhouse
- Facilitator and translator



Co-funded
by the COSME programme
of the European Union

SENINTER RIMINI TOUR					
DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
Arrivals	Optional Visit to Rimini city center going through Rimini's Borgo San Giuliano, a charming neighborhood of small cobbled streets.	Optional Visit to San Marino city center. UNESCO 'S World Heritage Sites	Visit to Faenza International Museum of the Ceramics and <i>Laboratory for the children: Land surprises</i>	Santarcangelo meeting at "A. Franchini" social center visit of the typical middle aged village, its Grottos and "Stamperia Marchi	Departures with lunch box
	Lunch	Lunch	Lunch	Lunch at the social Center (tasting of type of pasta as per show cooking)	
	Meeting in Viserba 2000 Social Center. Foreign and Italian grandparents telling stories about their own childhood and different experiences.	The visit of the Domus of Chirurgo museum for seniors and <i>Laboratory for the children: Orfeo's book</i>	Free time	Optional visit to Natural park of Cervia. <i>Activity for children in the old farmhouse.</i>	
Dinner	Dinner	Dinner	Dinner	Dinner	
			I Sempre Giovani Social Center - Special dancing evening		



ANNEX:

This product was realized and tested by a group of 21 grandparents travelling from Slovenia with their 15 grandchildren. The participants were hosted for 5 days in Rimini, Emilia Romagna Region. Before the departure, the group was informed about their important role and the necessity to be specific and clear in the evaluation phase. Questionnaires gave insight into the understanding of the Slovenian tourist (grandchildren and seniors), the product itself, the pilot group purchase and leisure profile, and actors. Based on the questionnaires results, further corrective actions and recommendation have been set.

In accordance with the questionnaires¹ realized during the first pilot trip, here some advices to take in consideration.

TRANSPORTATION *arrangement need to be organized considering the seniors and children needs. If by bus make sure to have enough stops during the trip but also plan activities to occupy the travel time.*

ACCOMODATION *consider a hotel that in the travelling season offers a playground. There could be some difficulties in finding hotel with mini-club to give spare time for grandparents in some dates during the low season. But if it will be required upon payment they can forward it. Water heater in the room – to accommodate grandparents' and kids' needs.*

MEALS *a cold – hot buffet for kids with more fresh fruits and vegetables and adapted to the diet needs of older people is suitable.*

GUIDES and FACILITATORS *prepare a brief for them about the target group (language, age of kids etc.) and expectations. Find guides and facilitators that understand the needs of the specific target groups and consider their native language.*

ACTIVITIES *take into account the time the grandchildren need (rest after lunch, biorhythm), maybe plan short activities because of the kids or suitable babysitting/ parallel activities for kids. Organize more activities for kids outside (park, beach). Also try to include interactive (doing with hands) workshops about regional cuisine and cultural heritage.*

RESPONSIBLE TOURISM AND SOLIDARITY VALUES *brief to the travellers on the first day about the characteristics of the product and the link with responsible and sustainable values.*

BUT ALSO:

- *Kindergarten (occasionally) as an additional service*
- *Give some time after lunch*
- *Plan some free time after the activities*

¹ WP2 – Deliverable 2.3 Surveys analysis

Purchase and travel habits:

In general most of the participants would pay 451-550 EUR per person for the trip (43%) or 350-450 EUR per person (30%). There are 78% of grandparents who would travel with a grandchild and spend between 451-550 EUR. However, between couples, 36% are willing to pay a lower price and 29% a higher price.

On average, participants would pay **556, 52 EUR** per person, which is a bit more than the usual spending of the participants. Individual grandparents would usually dedicate 100 EUR less for the trip and the couples would usually spend 42, 86 EUR more. The average spending is higher at individual travelers than couples.

TO HAVE MORE INFORMATION ABOUT THE OPPORTUNITY TO REPLICATE THE MODEL IN YOUR OWN CITY PLEASE CONTACT:

ORGANISATION	COUNTRY	EMAIL
DIESIS COOP	BELGIUM	diesis@diesis.coop
DT SLOVENIA	SLOVENIA	info@dt-slovenia.com
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EGOCENTRO	ITALY	eventi@firmatour.it
EMILIA ROMAGNA REGION	ITALY	emiliaromagnaturismo@regione.emilia-romagna.it
AITR	ITALY	info@aitr.org
KOAN CONSULTING	SPAIN	info@koanconsulting.com

3 Reasons



WHY SENINTER WILL IMPROVE YOUR DESTINATION'S TOURISM MODEL

We are providing mature and rural destinations in Europe a new tool to target seasonality and make their tourism model thrive throughout the year.

How? By attracting senior travellers and their grandchildren in a new and innovative way

Tours are designed to work during low and mid season

Senior travellers have full flexibility all year round. SENINTER offers cultural activities and tours specially designed for senior travellers and their grandchildren that will boost your local businesses during low and mid season.

1

You'll target visitors who value local heritage and traditions

Besides tourism businesses, you will now be able to get involved local residents and cultural centres in the tourism activity of your destination. They will become ambassadors of local culture and creators of unforgettable experiences for the visitors.

3

The product is focused on intergenerational exchange and responsible tourism

SENINTER allows you to prove your efforts towards a better tourism. You will be using the power of travel to enhance the relationship between grandparents and grandchildren, whilst promoting cultural exchange between EU countries

2

Would you like to find out more about this innovative way to approach sustainable tourism in your destination? Get in touch today comunicacion@koanconsulting.com

