

TOURage

Every age is tour age



**Sustainable Senior Tourism
Development as the Result
of Implementation of
TOURAGE Project**

**Vidzeme Planning Region
LATVIA**



European Union
European Regional Development Fund

Vidzeme Planning Region



Vidzeme Planning Region

- Regional administrative authority
- Acting under supervision of the Ministry of Environment Protection and Regional development
- Established in 2006 by the Law of Regional development
- Funding: national level funded budget + EU project funding
- 33 projects in last 5 years (16 Interreg-type projects)



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Good practice transfer (1)

Cultural volunteers
programme
(Granada, Spain)



Volunteer guides of
Amata region



EKSKURSIJU PAVADOŅA APLIECĪBA



Vārds Uzvārds
00000-00000

Teritorija: Amatas novads
Apliecības nr.: 000/2014
Izdošanas datums: 19.06.2014.
Izdevējs: Amatas novada pašvaldība

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Cultural volunteers programme of Parque de las Ciencias (Sciences Park) (Granada, Spain)

- Interactive museum of over 70,000 m²
- Located a few minutes' walk from the historic city centre of Granada
- Elderly people who want to be a cultural guide receive 2 months training
- Cultural volunteers guide groups of the elderly

Cultural volunteers programme (Granada, Spain)

Objectives:

- To improve the quality of life of the elderly people of the country.
- To use the human potential of the elderly.
- To promote active ageing.
- To contribute senior`s experience.

Results:

- Increase the number of visitors to the museum.
- Involvement of the volunteers in the museum life - exhibitions, conferences and book presentations.
- Elderly volunteers encourage elderly people to visit Parque de las Ciencias.



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Reasons for Good Practice Transfer to Amata territory

- Innovation – volunteers in tourism
- Social process – improvement of social life of seniors (20% are over 60 in the Region)
- Cultural specific – encouragement of local knowledges and history

Good Practice Transfer to Amata territory

Araisu Lake Castle



Zvarte Cliff



Implementation of GP step by step



Training of volunteers

- Duration 03/05/2014 – 19/06/2014 on Fridays or Saturdays
- Programme created by tourism expert and lecturer in Vidzeme University Mr. Andris Klepers



Encouragement of volunteers programme

- Volunteers profile on TIC webpage
- Excursion dedicated to International day of the Elderly



Experience sharing and cooperation

- Presentations about programme in regional meetings of tourism experts
- Cooperation with local schools

Training modules

03/05/2014 – 19/06/2014



- Tour guide skills and qualities, communication with groups
- First aid ABC



- History of Amata Region, interpretation of place
- Historical trails and places



- Presentation skills, excursion as performance
- Modelling of tourist routes



<http://amata.lv/amatas-pagastu-stastnieki/>

Good Practice transfer (2)

Accessible Nature
Tourism (North
Karelia, Finland)



The improvement of
accessibility in tourism
attractions in Vidzeme
Region



Accessible Nature Tourism (North Karelia, Finland)

The aim of the project - development of services and operational environments of companies that are specialized in nature tourism in North Karelia and to provide nature experiences for everyone, including senior citizens, people with disabilities and families with children.



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Accessible Nature Tourism (North Karelia, Finland)

Objectives:

- To develop nature tourism services for a wide range of customers.
- To assist organisations and entrepreneurs that are providing nature tourism services in the development of accessible environments and services.
- To develop evaluation and classification methods for accessible nature resorts and offer guidance on accessibility.

Results:

- Procedures for advancing accessible nature tourism, instructions and recommendations for accessibility, analysis on customer needs including elderly customers and the publication “Accessible nature tourism guide for entrepreneurs” to help enterprises to improve their facilities and services

Reasons for Good Practice Transfer (2)

- There are more than 60 nature trails, pedestrian routes, tourist trails and cultural and historic trails in Vidzeme Planning Region. Access for all the visitors is ensured only partly
- Accessibility to tourist sites increases the number of visitors and educates the society about the social responsibility and involvement.

The first step



Seminar for accessibility in tourism attractions in Līgatne on 28/08/2014. Seminar was organized by Vidzeme Planning Region with participation of expert from North Karelia Mr. Timo Ekros. Seminar included presentations and practical “accessibility walk” through the Līgatne nature trails.

Further steps

- Recommendations and improvement of nature trail access in Līgatne Municipality.
- Experience and knowledge gained about providing access to natural objects and trails will be applicable for their owners, operators and entrepreneurs

Policy support for senior tourism development for «age sensitive tourism products»

Implementation
Plan 2014

Mid term policy
Document 2020

Long term
development
strategy 2030

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Thank you!

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