

I'LL BE RIGHT BACK: SENIOR EXCHANGE PROGRAM

Research Team

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Opportunity and Scope of the Project

Modern society presents an unprecedented ageing process and an increasing number of elderly people. In tourism industry, the increase of active ageing practices, as well as the importance of improvement of the quality of life of elderly, increase their interest and readiness to participate in various touristic activities. It encourage, as well, one market segment – the senior tourism – that enhances the creation of employment and can help to fight the seasonal nature of the tourism sector.

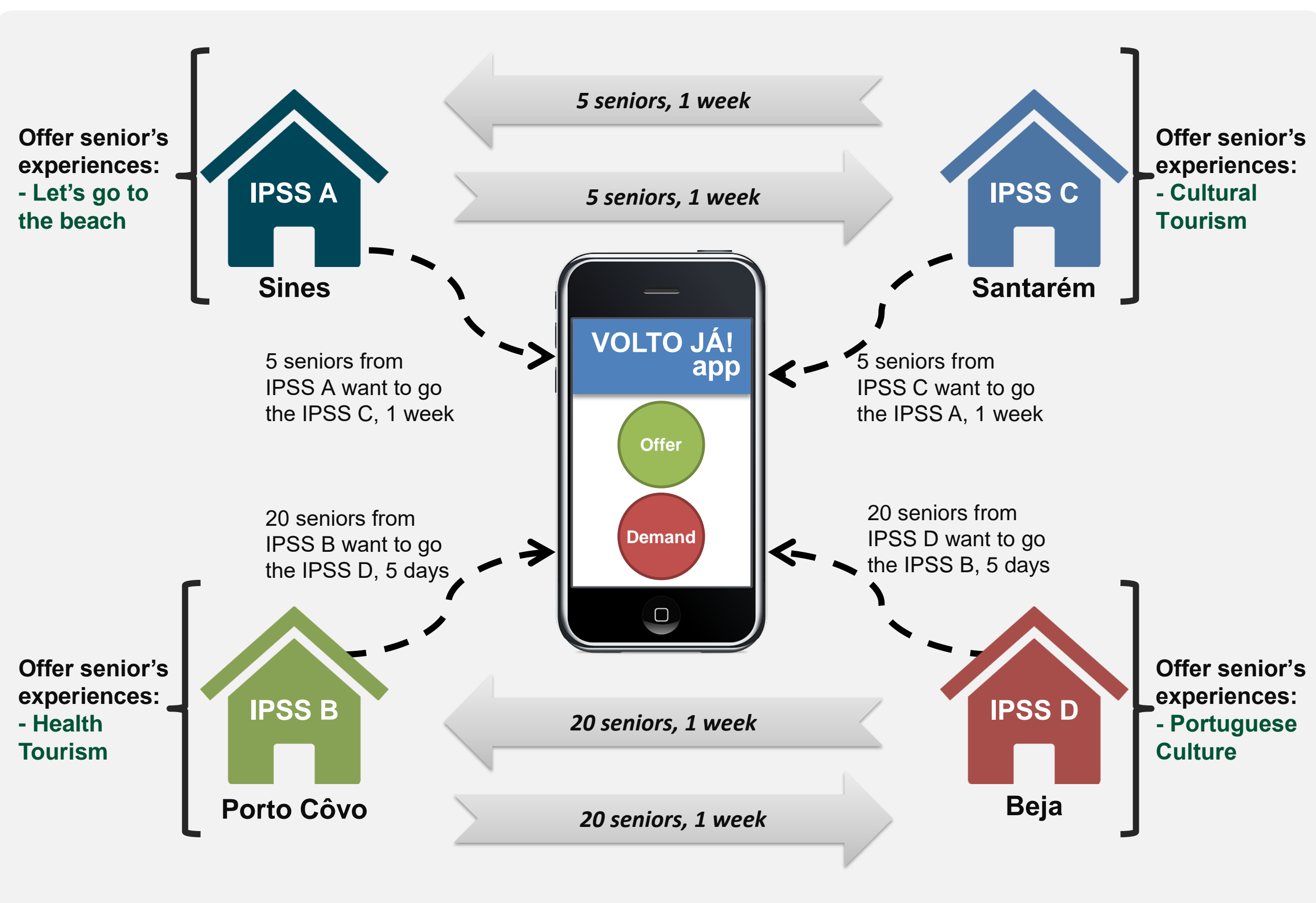
Considering the characteristics of this age group, some limitations relative to the autonomy, and a lower purchasing power, touristic packages have to be adapted to take into account the specific profile of elderly. The public that this project addresses is the institutionalised elderly in the Sector of Social Economy organisations.

In Portugal, this public has a lack of economic and financial resources, and is growing in number, as well as in economic and social difficulties. This project focuses in Social Tourism for low-income groups, particularly institutionalised seniors, who would not otherwise go on holiday. Special focus will be put on the elderly population motivations to experiment new cultural expressions and on the impact that this process may have on their cognitive abilities and culture.

Main Aims

- To develop a **social tourism business model** in the Social Economy Sector, for the elderly people, mainly the ones institutionalised in nursing homes;
- To implement a business model through a **network of Social Economy institutions** that guarantees the services exchange in the Alentejo region;
- To stimulate the **active ageing**, to fight and prevent social exclusion, and to endorse social inclusion of elderly, in the **Alentejo region**;
- To implement an **ICT platform** to manage the registration of Social Economy institutions, which browses the offers of available exchange services, allows the access to institutions and experiences provided for the senior social tourism area, specifically designed for Social Economy organisations and their users;
- To improve the **quality of life of the elderly people** (e.g., an increase of wellbeing, life satisfaction, happiness, etc.).

Social Tourism Business Model



Partners

^a Instituto Politécnico de Santarém
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People Enrolment

To accomplish milestones, the project is supported by a multidisciplinary team (Management, Economics, Health, Informatics, Tourism, Communication and Design) from two Higher Education Institutions (IPSantarém and IPBeja).

Students from Higher Vocational Technical courses, bachelors and master degrees (from both institutions) will be involved, as part of solution for the action research project. Local partners are key stakeholders since they provide our clients.

Territorial Impact

- Enhance mobility in seniors population;
- Potential gains in health state of the seniors involved;
- Taylor made answer for the elderlies;
- Openness of the institutions to the use of ICT.

Horizon 2020 Societal Challenges to Achieve

- In "Health, demographic change and wellbeing" challenge: Active, autonomous and healthy aging;
- In "Europe in a changing world" challenge:
 - Inclusive society;
 - Innovative society;
 - Reflective society.

Contribution to the Regional Priority Areas of Smart Specialisation in Alentejo

- Technologies (ICT) and specialized services of the Social Economy
- Heritage, cultural and creative industries and tourism services

Expected Results

- Social Tourism Business Model**, replicable to similar institutions, revealing the relation between a differentiated service and the wellbeing of seniors;
- Potential for being replicable to other regions and publics;
- Development of Social Tourism package's for seniors**;
- Development of different communication tools based on ICT for seniors**;
- To transfer knowledge to partners** through the development of a network of Social Economy organizations opened to promote senior exchange programs.

Outputs and Dissemination

- One report** characterizing of the seniors' profile;
- Two reports** describing all the pilot project evaluation and improvements;
- Development of an **IT platform and an APP (Prototype)** for the management of the social tourism exchange program for seniors;
- Pilot test of the social tourism exchange program** in two nursing homes or day care centres for the elderly;
- Communicational videos;
- Books (2)**. One in form of an e-book for Social Tourism Packages;
- Scientific papers (7)** to be published in international (4) and national (3) journals, with peer reviews;
- Communications in **international conferences (4)**;
- Master dissertations (2)**;
- Organization of 2 project-specific **scientific workshops**;
- Organization of 1 nation-wide **Congress**;