



**ICOMTT2020**

INTERNATIONAL CONFERENCE ON MANAGEMENT TECHNOLOGY AND TOURISM  
SOCIAL VALUE CREATION

# A FRAMEWORK FOR DEVELOPING TOURISM PACKAGES AND EXPERIENCES IN SENIOR TOURISM

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1. Conceptualization: Social Tourism; Senior Tourism; Tourism experiences
2. Tourism Packages and Tourism Packages for Institutionalized Seniors
3. “VOLTO JÁ” Project (*I’ll Be back: Social Exchange Program*): Case Study
4. Model of Creation and Evaluation of Tourist Experiences in Senior Mobility
5. Examples of tourism package designed within VOLTO JÁ project
6. Results
7. Constraints and positive benefits



*“It is a fact that tourism is a major force in the economy of the world: it is an activity of global importance and significance”...*

(Cooper, Fletcher, Gilbert, Fyall & Wanhill, 2005:6)

*But tourism is not yet accessible to all* (Carneiro, Eusébio, Kastenholz & Arvelos, 2013)

In order to increase **seniors' access to tourism**, some countries have developed social tourism programs for this market.



**Social Tourism** = type of tourism that provides tourism experiences to groups who are excluded from it due to several constraints such us:

- i) people with disabilities;
- ii) **senior citizens** with income and health constraints;
- iii) young people
- iv) low-income families.

(Carneiro et al., 2013)

It is based in the assumptions of **equality, equity and social justice**, obeying a rationale of **social inclusion and promotion of quality of life**.



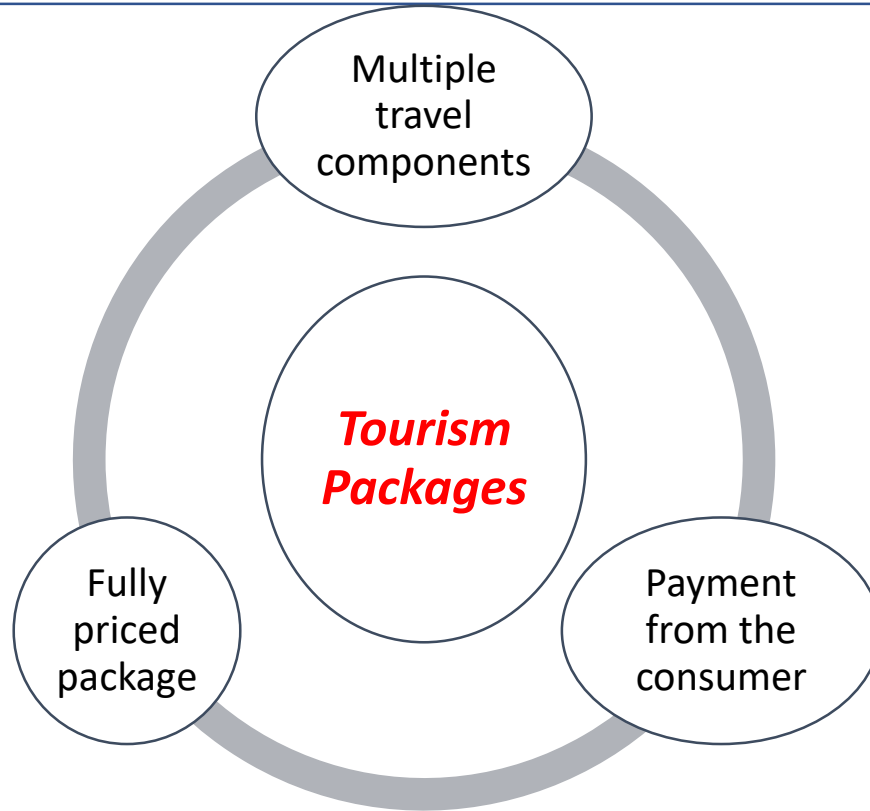
*Getting old does not necessarily restrict people's motivation to travel (Cejudo, 2018).*

**Senior Tourism** = *is considered to be comprised of groups made up of people over 60 who are mentally and physically self-sufficient and have the time and financial resources to travel and visit a tourist destination (Alén et al., 2012 p. 143)*

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## Tourism Experience

*The tourism industry (...) it is considered to be the “**industry of dreams**” – is framed by the experiential age, where “work is theatre and every business is a stage” (Pine & Gilmore, 1999).*

Consumer behaviour that relate to **multi-sensory, fantasy** and **emotive nature** of one’s experience with products (Hirschman & Holbrook, 1982)

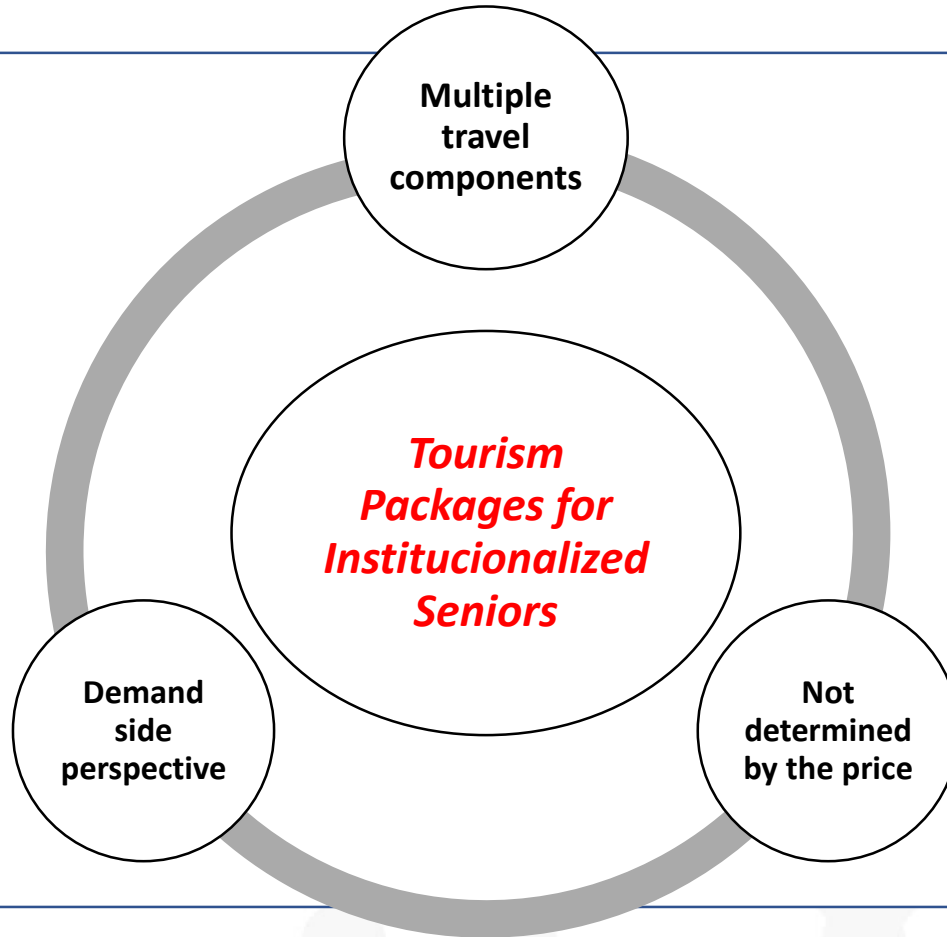
Combination of factors that shape the tourist’s **feelings** and **attitudes** towards his or her visit. (Page et al. 2001)

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*Supply Side*



*Demand Side*



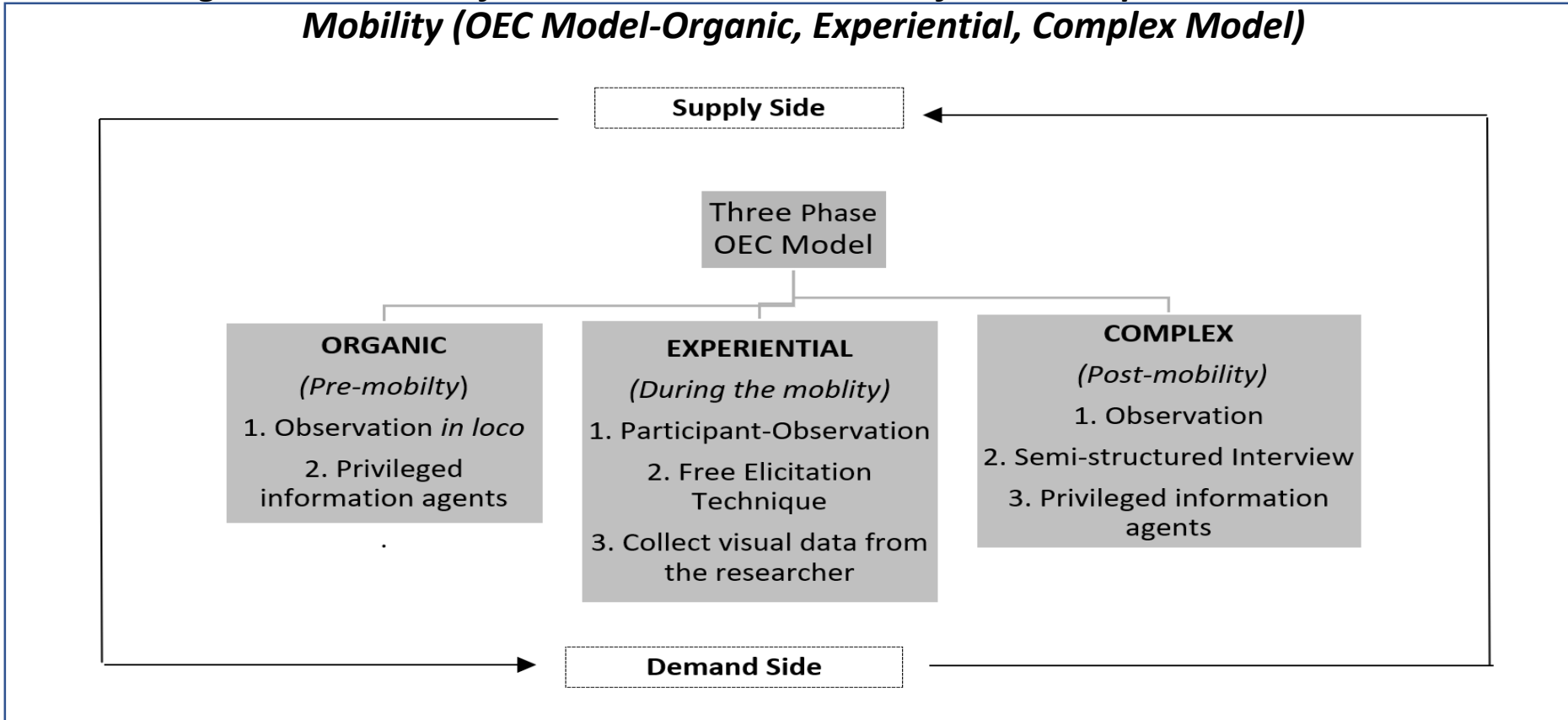


The definition of the conceptual model named ***OEC Model-Organic, Experiential, Complex Model*** = creation of tourism packages and evaluation of tourism experiences in senior mobility.

Is based on a **social senior's exchange project – “VOLTO JÁ” (*I'll Be back: Social Exchange Program*)** – with the mission of providing tourism experiences to institutionalized elderly people in social economic organizations.



**Figure 1 – Model of Creation and Evaluation of Tourist Experiences in Senior Mobility (OEC Model-Organic, Experiential, Complex Model)**





## Characteristics of the OEC model

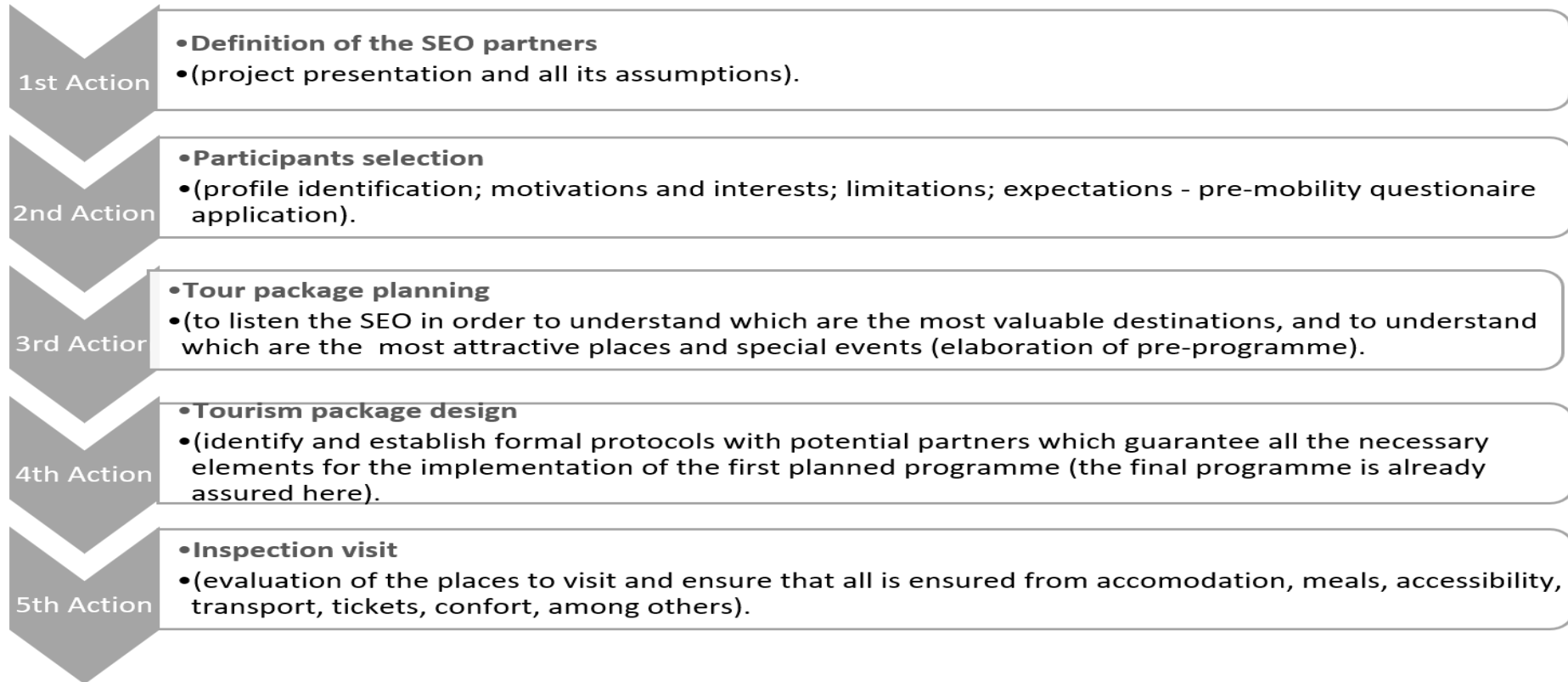
- 1º Follows all phases of the process of conceiving and evaluating tourist experiences in senior mobility;
- 2º Provide an **evolutionary, holistic and dynamic view** of the whole process to inject **feedback into the system**;
- 3º Based on a set of **data collection instruments** carefully and appropriately chosen, **according to the goals of each phase of the process**
- 4º Triangulation of methods and data by **crossing multiple perspectives, insights and techniques**

**Focus on the 1<sup>st</sup> stage of the model: Organic/Pre-mobility**

**Assumption:** supply should be adapted to the demand; each mobility programme has different specificities and contexts.



Figure 2 – Actions of the construction of tour packages for the VOLTO JÁ project



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ISSUING ENTITY	RECEIVING ENTITY	DATES	EXCHANGE STATUS
Santiago do Cacém	Santarém	12nd -13rd June	Already occurred
Chamusca	Sines	26th - 27th October	Already occurred
Santarém	Santiago do Cacém	1st - 2nd October	Already occurred
Sines	Chamusca	3rd - 4th October	Already occurred
Montemor	Beja	23rd - 24th October	Already occurred
Beja	Montemor-o-Novo	6th - 7th November	Already occurred

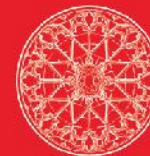




*Santa Casa da Misericórdia Santiago do Cacém Tourism Package*

Hours	Activities 1st October, 2019
<b>11:00</b>	Arrival of the guests (users and employees of SCM de Santarém and employees of the VOLTO JÁ programme); direct trip to the accommodation (Casas de Miróbriga) to leave belongings
<b>11:30</b>	Reception by SCMSC Ombudsman Jorge Nunes, SCMSC employees and users at SEO Santa Maria
<b>12:00</b>	Lunch at SEO Santa Maria
<b>14:00</b>	Visit the historic centre of Santiago do Cacém (Castle, Mother Church, Tapada Garden and Palace of the Counts of Avilez, Church of Mercy, Hospital and Church of the Holy Spirit, Clock Tower, Town Hall, Lobo de Vasconcelos Family Palace, Carlos Parreira Family House, Harmony Society)
<b>16:00</b>	Lunch at Caixa Agrícola Costa Azul Foundation
<b>17:00</b>	Visit to Romeirinhas and tour of Cumeada (windmill)
<b>18:30</b>	Dinner at SEO Santa Maria
<b>20:00</b>	Visit to Quinta do Chafariz (public park)
<b>21:00</b>	Return to accommodation.

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Hours	Activities 2nd October, 2019
<b>09:00</b>	Breakfast (SEO)
<b>10:30</b>	Arrival at Monte do Paio (Santo André Lagoon Nature Reserve) PA Presentation at Monte do Paio Bird Release/CRASSA (Santo André Wildlife Recovery Centre)
<b>11:15</b>	Salgueiral da Galiza nature walking route
<b>12:15</b>	Lunch at the Santo André Lagoon House
<b>14:00</b>	Santo André Coast Tour
<b>16:00</b>	Snack
<b>17:00</b>	Departure of guests



## GENERAL RESULTS

- 1. The **business model of the VOLTO JÁ project is the operationalization of a senior's social exchange programme** which allows tourism to be a possibility available to all regardless of their social status
- 2. It is based on a **multidisciplinary work team that is responsible and committed to creating tour packages** that are the result of individual research respecting the characteristics of the institutions involved and the profile of the selected users
- 3. **A total of 6 senior's exchanges were carried out, with a total of 12 travel exchanges**, since those did not develop simultaneously



*Specific Results*

Tourism Experiences packaged **STRONGLY BASED** on a **direct contact with the partner entities** in order to identify potential participants, their habits, motivations and limitations.

Tourism packages/experiences conceived **totally involving the employees of the partner entities** **STRONGLY BASED** on inspection visits of the places to visit

Care is taken **to adapt supply to demand**, i.e. the proposed activities tend to respond to the aspirations of the participants

A proposed framework that should be grounded on a **constant evaluation about the participant's opinion**; not only the supply side, but mainly a demand side approach.

**TOTALLY A TOURISM PACKAGE ON DEMAND, BUT MORE THAN A PACKAGE IS A TOURISM EXPERIENCE IN ALL SENSES!**



The project has been the subject of changes based on **the reality of the SEO**

The main obstacles faced are related with the accommodation of participants, but **the partnership model help to surpass it;**

### *Constraints*

It is also important to highlight **limitations of both human and financial resources** that institutions face nowadays;

To face limitations of the participants (health, mobility, socially)



The balance of senior exchange was very positive and contributed significantly to the well-being and happiness of these participants (*“as pessoas marcaram-me não podia ter sido melhor”*; *“a minha vida passou a ter mais sentido, voltava a repetir”*; *“experiência inesquecível”*, *“senti-me realizada”*;

## Positive Benefits

The senior market-adapted tourism business plans undoubtedly added value to the exchanges as they allowed these institutionalized users to access new experiences;



Another fundamental element, and one of the most important, is the **affective bonds that participants create with each other.**