

2nd period of project "Tourage" implementation was full of activities - 3 Study Visits, a lot of regional activities as well as regional analyses were made. For more information on the Project Team's activities during the 2nd period, together with updates on Regional Events, I invite you to read the following "2ND TOURAGE Newsletter"

Project 1st Annual Conference in Granada

"Good practices of senior tourism can be an instrument for dealing with depopulation, unemployment and other economical regression issues in Europe Unions remote areas." With this idea project's "Tourage" 1st Annual Conference in Granada, Spain, has concluded. Together with representatives from Institute for Elderly and Social Services of Spain and Program "Europe Senior Tourism" and participants of the conference project partners discussed senior tourism as opportunity for demographic change emphasizing European year for Active ageing and Solidarity between Generations 2012. More information about the conference You can find [here](#).



Study Visits in Spain, Ireland and Hungary

One of the main focus of the project "Tourage" is exchange of experience among partners, and especially using the good practice methodology. During the 2nd project period there have been 3 different Study visits:

- Granada (Spain)
- West Region Authority (Ireland)
- Lake Balaton Development Coordination Agency (Hungary)



Granada

In the end of September 2012 project "Tourage" partners met in Granada for projects first Annual Conference and Study Visit. The Study visit was focusing on good practices located in Granada region. All the project partners got information about three examples of good practice in senior tourism: Program "Alhambra for Seniors", The accessibility in a tourist cave: Cave of Windows of the municipality of Piñar and The Tropical Coast of Granada, a tourist destination for European senior tourism. More [here](#).



West Regional Authority

The West Regional Authority organised a Study Visit for the participating TOURage Partners leaving Galway City at 9am on Tuesday the 23rd October and traveling firstly to Knock Shrine. Seniors representing various organisations and Good Practices travelled on the coach facilitating informal interaction with the Partners throughout the day. More [here](#).



Lake Balaton Development Coordination Agency

At the study tour organized on November 27, 2012, the good practices on senior tourism developments were introduced for the Tourage project partners from the Lake Balaton Development Coordination Agency. The main scene of the study tour was the Thermal Spa at Tamási, where the majority of presentations were held combining good practices about thermal recreation with different leisure time activities. More [here](#).

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Tourism and demographic trends of TOURAGE regions

During the first year of implementation the partners of TOURAGE project intended to explore through a regional analysis those trends which are describing the senior tourism. Based on a common decision of partners two such regional analysis were conducted.

Based on a systematic collection of data during Summer 2012 the regions provided information on the actual state-of-play of their regions in the field of tourism and demographic change. A challenging issue was that how to collect data for different levels of territorial structures (NUTS2 or NUTS 3 level of organisations, functional regions) but through some selection of available data, the partnership could have been analyzed on this issue. The comparison of the available data were hard in that sense,

that although all of the involved regions are a remote region, but in sense of tourism and demographic data and trends there are many unique differences between the partners. Some of the regions are already involved actively in tourism (e.g. Granada), some others are not at all known as a touristic location, or only for domestic travelers. These differences could help to analyze the different patterns of remote regions from the perspective of remote regions. Also this data collection is useful to profile all the regions involved in TOURAGE, and based on this profile to launch some common actions in the future.

The final results of the analysis will be presented during the 2nd Dissemination Conference of the project in Burgas, Bulgaria in May 2013. That could be a good platform to jointly interpret the outcomes of the study on regional analysis, and later this discussion could be the basis for development of implementation plans and final policy recommendations on senior tourism.

Author: Zoltán Balogh, Component 3 Leader

New project partner

In the 2nd period of the project implementation there has been change within project partners from Hungary. Project "Tourage" team welcomes on board new project partner - Szabolcs-Szatmár-Bereg County Regional development and Environmental Management Agency. More information about the partner find [here](#).



Active ageing: closing ceremony of European Year 2012 looks to the future



The European Year 2012 has mobilised a wide range of stakeholders across Europe to take action with the aim of creating better opportunities for active ageing and strengthening solidarity between generations. It has given rise to hundreds of new initiatives and events at European, national, regional or local level dealing with employment, social participation and independent living of older people, many of which will be of long-term benefit. A review of these activities is taking place at the closing event of the European Year for Active Ageing and Solidarity between Generations 2012 in Nicosia (Cyprus) on 10th December. More about the closing ceremony and the European Year 2012 find [here](#).
[Source](#).



July - December 2012

Regional site

TOURage

Every age is tour age

Vidzeme Planning Region – “Middle land of Latvia”

Word Vidzeme in Latvian means „Middle land”. It is a region that unites all three Baltic States. When driving from Lithuania via Riga to reach our northern neighbor Estonia Vidzeme necessarily is on the way. Vidzeme region has a favorable location as it is the closest to the capital which concentrates most of the population and has a lot to offer for different tourist groups both local and international tourists.

Specific types of tourism and target groups is a challenge for every destination especially if it is seasonal and the region is not overflowed with target investments in tourism development. Therefore senior tourism and active ageing is one of the necessities for the population in general and it can be beneficial for the regional development.

So far Vidzeme is in the leading positions developing tourism clusters and presenting the good examples of corporation, competition and common work based on trust in order to achieve development in the region. Gauja river National Park cluster is one of the excellent examples of tourism development in the regions. There are around 300 initiatives in the region so far 60 are in the cluster.



According to Latvian statistical office the main motives both for local (23% year 2011) an international tourists (22% in 2011) is leisure. In the case local tourists tourism activities are most often combined with visiting friends and relatives. Further more State Tourism Development Agency provide information on tourism characteristics. Around 14% from all tourists in Latvia are aged over 60 with the main aim to spend holiday in Latvia and from all tourists 22% spend their time in Vidzeme region. Research shows that senior tourists are more concerned about security matters, which are satisfactory in Latvia. Highly valued is responsiveness of local people as well wild nature and not high number of other tourists around. Natural objects in Latvia are considered very important by 48% of tourists. Report also shoes that around 50% of German and Swedish tourists in Latvia are over 46 years.

As mentioned before some territory of Vidzeme planning region is covered by Gauja River National Park which together with one of the good practices – Ligatne rehabilitation centre offers inexpensive treatment and enjoying surrounding nature. In addition to natural richness in the region which is most valued by foreign tourists exceptional attraction object is Valmiera’s Drama Theatre. It is well known both in Latvia and the region performing high standard cultural events well suitable and visited by senior population.

The Tourage Senior project in Vidzeme region serves as a catalyst uniting entrepreneurs, senior organisations and different administrative units. Firstly there should be actualisation of the topic and promoting specific products for senior population. Secondly the region in general should use existing resources available in the region to target different groups of tourists. Vidzeme planning region aims to adapt the best suitable practices in the context of nature, culture and society so Vidzeme could offer an experience to the visiting seniors.



Annual Conference of Tourage will be in Burgas on Spring 2013, for more detailed information, please follow: www.tourage.eu

West Regional Authority

Galway Age Friendly County Initiative Update

Last November, more than 250 older people from Galway City and County came together as part of the Age Friendly County programme for Galway. The Age Friendly County Programme is a key initiative of the Ageing Well Network – an independent network of leaders and heads of organisation across the public, private and voluntary sectors in the field of ageing who share a vision of Ireland as the best country in the world in which to grow old, and are committed to achieving it. More information find [here](#).

Report: Evaluating the Impact of Membership of Active Retirement Ireland on the Lives of Older People

NUI Galway and Irish Centre for Social Gerontology. Active Retirement Ireland, an organisation that aims to foster independence and solidarity among older people, is making a significant contribution to Irish society, according to a Report produced by the Irish Centre for Social Gerontology, National University of Ireland Galway (NUIG) Ireland. Active Retirement Ireland is a national network of 550 local Active Retirement Associations that provide a variety of activities for more than 23,000 older people in the Republic of Ireland. More about the results of evaluating the Impact of Membership of Active Retirement Ireland on the Lives of Older People read [here](#).

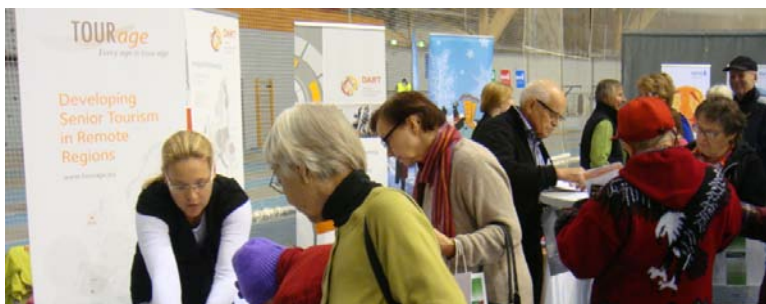
The Region of East Macedonia & Thrace

The Region of East Macedonia & Thrace - everything for tourists



“Culture and tourism unite people and nations. The Region of East Macedonia – Thrace invites you to meet it and explore it. We are next to you...” With greeting from the Region of East Macedonia - Thrace the Deputy Governor in Culture and Tourism - Mr. Konstantinos Papakosmas - welcomes project “Tourage”. Greeting words and description of the region find [here](#).

Regional Council of North Karelia



Tourage actively promoted at events in North Karelia, Finland

During the second project period, Tourage participated in three different dissemination events held in Joensuu, North Karelia, Finland. The objective was to promote the project, spread information of the demographic change and collect data for the tourism survey that is conducted in each partner region. More about “a Day of the Old Town”, “Imp@ct” seminar” and “Senior Citizens’ Health Fair” find [here](#).

Vidzeme Planning Region Hiking for Seniors in Vidzeme planning region

In the end of July 2012 Vidzeme Planning Region together with representatives from Bas-Rhin (France) met for discussion “Senior tourism and Hiking”. Hiking is one of the most popular touristic ways in Europe. Based on cooperation agreement with Bas-Rhin Vidzeme Planning Region started to develop different hiking routes for several target groups. More information [here](#).

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