

Call for proposals 2014

Facilitating Eu Transnational tourism flows
for seniors in the low and medium
seasons

Proposal of la Consejería de Turismo y Comercio
de la Junta de Andalucía

Consejería de Turismo y Comercio
JUNTA DE ANDALUCÍA



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DESCRIPTION

1. DESTINATION OVERVIEW

Andalusia enjoys one thousand kilometres of coastline with one common factor: the Sun. It offers the visitor a succession of unspoilt beaches, majestic cliffs, salt marshes teeming with wildlife and a little-known underwater world waiting to be discovered.

The Coast of Andalusia is an unparalleled holiday destination for seniors. With pleasant temperatures no matter what the season, Andalusia's outstanding beaches are a gift for those who come during any time of the year.

Small coves and immense golden-sand beaches line the hundreds of kilometres of Andalusia's coast, where you can enjoy an unforgettable holiday.

Andalusia shares the Mediterranean Sea and the Atlantic Ocean. One is calm and gentle, the other aggressive and exciting; two large coastal areas with their own identities, both governed by a sub-tropical Mediterranean climate. The coast of Andalusia offers the chance to lose oneself in contemplation of its deep red sunsets and its waters, caressed by the easterly wind.

Andalusia's beaches are its natural heritage and have their own personality. The coastline, encompassing the Almeria Coast, the Costa Tropical in Granada, the Costa del Sol in Malaga, the Costa de la Luz in Cadiz and the Costa de la Luz in Huelva, is an idyllic natural setting, with warm waters and non-stop sunshine.

Mild temperatures join forces with the magic of Andalusia's towns and villages, its charming harbours and an excellent range of hotels, along with splendid countryside and the convergence of sea and breezes. These are the basic ingredients for a destination not to be missed.

Andalusia's gastronomy is a faithful reflection of its history, packed with aromas, flavours and colours. It is a highly varied cuisine and its traditional products make it different and delicious. Its cuisine centres on fresh, local ingredients, with fish dishes available in coastal provinces and the finest meat dishes inland. Perhaps the only difference is the personal touch that each town and village gives to its typical dishes.

Andalusia is the region in Spain with the most protected nature areas, and each and every one is outstanding in its own right. Emblematic places like the Doñana National Park declared "Biosphere Reserve" and the Cabo de Gata Nature Reserve make the coast of Andalusia a perfect destination for nature lovers.

2. CURRENT SCENARIO

Seasonality is a major challenge for many tourism destinations worldwide due to the major impacts it has on their economic, environmental and socio-cultural structures. The effects of tourism seasonality are related to several social, labour and weather factors, for this reason, tourism managers have difficulties in establishing appropriate policies to reduce their impact.

In order to support destinations to overcome seasonality, UNWTO has recently developed its first prototype on seasonality, called "Punta del Este 365" together with the Ministry of Tourism and Sports of Uruguay, the Regional Government of Maldonado and Destino Punta del Este.

The Andalusian coastline must also deal with the effects of seasonality. Both local and regional administrations as well as tourism business owners are currently confronting this problem by implementing remedial measures to reduce seasonal concentration. This can be corroborated by the recent policy strategy adopted by la Junta de Andalucía to overcome the problem of seasonality in the region called "Estrategia para la gestión de la estacionalidad turística" and more specifically in the coast with the "Plan de Choque contra la

estacionalidad turística del litoral andaluz” to improve the competitiveness of the coastal destination.

About this last one, measures include the start-up of a network with all the public and private stakeholders from the coast which will give all of them a chance to discuss and to reach agreements for the implementation of fast and effective solutions against seasonality.

Others measures are the diversification of the tourism product, the marketing and promotion campaigns amongst others.

3. THE PRODUCT

Our main goal is to offer a tourism product that could satisfy the different interests and personal tastes through holidays in coastal Andalusia offering seniors many activities – nature, sports, wellness, gastronomy, nightlife, traditional events, cultural tourism or history among many others – they will be able to enjoy even if they are persons with any disability. Andalusia is accessible to all.

Seniors will have the chance to practice a wide variety of sports such as horse riding, hiking, sailing, scuba diving, cycling or golfing in privileged areas with beautiful landscapes. The coast of Andalusia is also a perfect destination for nature lovers, for birdwatchers and whale watchers.

The Mediterranean diet is in fashion. Basic products such as fresh seafood, vegetables, and pulses, fruit and virgin olive oil have made andalusian cuisine a major attraction. Also, wines of exceptional quality, with a wide variety of types and characteristics. In this area, there’s an ever-growing range of places seniors can visit and activities they can enjoy - farms, wineries - to see and learn how food and wine are produced.

Therefore, we aim to offer a tourism product with a variable length of 8 to 15 days, which combines accommodation with activities related to culture, nature, sports, or gastronomy.

OBJECTIVES

- Support steady tourism flows of European seniors in low and medium season in the coast of Andalusia, hence contributing to preserve and create jobs, generate wealth and improve SME's competitiveness and quality of service.
- Promote tourism as a strategy for active and healthy aging and make it accessible to all including persons with disabilities.
- Foster cooperation among European tourism actors through the development of a transnational tourism product that would extend the stays of seniors in the coast of Andalusia.
- Facilitate European public-private partnerships in order to develop common strategies and examples of good practices against seasonality in tourism.

RESULTS / EXPECTED IMPACT

- Elaborate (a) tourism product(s) concept tailored on seniors specific needs;
- Implement a medium to long term strategy for self-sustainable tourism products on senior;
- Encourage a better cooperation and increased agreements among different actors of the tourism value chain and seniors associations/organisations;
- Establish specific and measurable indicators to evaluate and monitor the results of the activities;

- Increase the number of tourism flows during the low and medium seasons;
- Improved knowledge of the senior tourism market;
- Promote tourism as a strategy for active and healthy ageing;
- Strengthen aware-ising of Europe as a sustainable, quality, and safety destination.

METHODOLOGY AND TASKS

1. Requirements

- Discussion fora and networking activities.
- Intelligence work (market analysis).
- Design of a tourism product (transnational trip or mobility scheme)
- Running a pilot to test and validate the designed product.
- Measure and evaluate the results of the test and gather the lessons learned.
- Elaborate a business plan to further develop and market the designed product after the end of the project.

LEADER AND PARTNERS

- Project leader: Consejería de Turismo y Comercio de la Junta de Andalucía.
- Affiliated entity: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía
- Possible Partners: SME (tour operators), association, federation or an organisation active in the fields of seniors.

BUDGET

- 220.000 euros.

FINANCING LINE – TO BE DEFINED