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"Forever Young!"

Digital Booklet

FOREVER YOUNG

Summary

Sommario

1. The Programme: EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME). 3

2. The project: “Forever Young!” 4

3. The partners: the “Forever Young!” Consortium. 5

4. The Activities 6

4.1 Research and identification of Senior tourists’ needs and Senior tourism market demands 7

4.2 Identification of tangible/intangible UNESCO assets, tourism service providers and destinations of interest in partner countries. 7

4.3 Elaboration of Senior-specific tourism itineraries. 8

4.3.1 Itinerary in Estonia: Tallinn Song Festival Grounds 9

4.3.2 Itinerary in France: Provins: at the discovery of the medieval past 14

4.3.3 Itinerary in Slovenia: Mens Sana in Corpore Sano 17

4.3.4 Itinerary in Greece: Meteora: A glimpse of the divine 20

4.3.5 Itinerary in Italy: Sardinia: A Culture to Live! 22

4.3.6 Itinerary in Slovakia: Original Monuments and relaxation in the city of Kosice. 26

4.3.7 Itinerary in Spain: Cultural gems of Extremadura, a travel to the origins. 29

4.4 Web Development: “Forever Young!” Web Platform and APP 35

4.4.1 Offers and Services 36

4.4.2 Suggested Destinations 36

4.4.3 Itineraries 36

4.4.4 Mobile App 37

4.4.5 Cultural Offer 37

4.4.6 Partners 37

4.4.7 Contact 37

4.5 Testing project Itineraries: the Fam Trip phase 37

5.1 Disseminating the project: Conferences and Events 39

1. The Programme: EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME).

The European Union programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME) will run from 2014 to 2020, with a planned budget of €2.3 billion.

The COSME programme provides a concrete tool of implementation to the EU's Small Business Act (SBA), which reflects the Commission's political will to recognize the central role of SMEs in the EU economy.

The programme aims at promoting entrepreneurship and improving the business environment for SMEs, with a view to allowing them to realize their full potential in today's global economy.

COSME also backs the implementation of the "Entrepreneurship 2020 Action Plan" through providing a framework for disparate initiatives such as mobility exchanges,, research, best practices' diffusion and pilot

projects in areas such as entrepreneurship education, mentoring and the development of guidance and support services for new and potential entrepreneurs.

2. The project: "Forever Young!"

"Forever Young!" is a project in the frame of COSME supported by the coordinating agency EASME under the specific COSME Call for proposals "Supporting Competitive and Sustainable Growth in the Tourism Sector" (COS-TOUR-2015-3-04), whose main aim was to strengthen the competitiveness and sustainability of the European tourism sector by encouraging the extension of the tourism season, by diversifying the EU tourism product and by enhancing its accessibility.

The specific objective of the Call wherein "Forever Young!" is embedded refers to *"Increasing tourism flows in low/medium seasons for seniors and youth target groups"* (Theme 1 of the Call for proposals).

The main aim of "Forever Young" is to strengthen the sustainability and competitiveness of the European tourism offer in the low and medium seasons in the frame of the so-called "grey tourism". "Grey Tourism" is a specific sector of the tourism market dedicated to filling the specific needs and demands of Senior customers (Adults aged 55+).

"Forever Young!" is specifically focused on valorizing the unexplored or only partially explored assets of cultural peculiarities, traditions, natural beauties, UNESCO heritage (tangible as well as intangible) of peripheral regions in Europe, generally excluded from mass tourism circuits.

The project has developed a peculiar tourism offer linked to cultural and industrial heritage promoting a new concept model of "culture": experiential learning and full immersion in the hosting country to enjoy tangible and intangible cultural assets such as traditions (food and beverage), hospitality (agritourism and hosting families), cultural heritage (archaeological sites and unique natural beauties recognized by UNESCO), products (how to produce wines or typical handcraft) and ancient traditions (festivities).

The peculiar approach to the tourism experience characteristic of "Forever Young!" is immediately expressed by project formula "Live the Culture!" synthesizing an eclectic and highly immersive approach to the tourism experience allowing the Senior customer to live in complete embeddedness within the hosting country's culture.

"Forever Young!" achieved the aims and objectives outlined above through delivering on key tangible outputs, as follows:

- A set of 7 specific tourism itineraries targeted at meeting the needs and demands of Senior tourism customers as well as based on project tenet of "Live the Culture!". The project entailed the elaboration of 1 itinerary per partner country. The itineraries were produced for the purposes of release in the European tourism market, after an articulate procedure of assessment and customization. The needed feedback from

the side of suppliers and buyers in the tourism market was provided in the context of a phase of testing delivered through the "Fam Trip" (reduced tourism experiences) formula, where four project itineraries (in Spain, Italy, France and Slovenia) were tested by international groups of tour operators and Seniors from Italy, Estonia, France, Slovakia and Spain).

- A specific project Web Platform (www.foreveryoung.eu), conceived with state-of-the-art requirements was produced for the purposes of ensuring visibility and diffusion of project results and tourism offer within the relevant audiences of Senior customers, tour operators, general public and stakeholders in the tourism sector.

3. The partners: the "Forever Young!" Consortium.

"Forever Young!" is managed by the Italian organization Mine Vaganti NGO (MVNGO) and implemented by an international Consortium of 9 partner organizations from 7 European countries: Italy, Estonia, France, Greece, Slovenia, Slovakia and Spain.

The list of project partners is provided below, as follows:

1) **Mine Vaganti NGO**

Country: Italy

Website: www.minevaganti.org

2) **Youth in Science and Business Foundation (YSBF)**

Country: Estonia

Website: www.ysbf.org

3) **E-Seniors: Initiation des Seniors aux NTIC Association**

Country: France

Website: www.eseniors.eu

4) Peripheria Thessalias

Country: Greece

www.thessalia.gov.gr

5) **Meplas podjectje za veleprodajo, maloprodajo, zastopanje, inzering inzunanjo trgovino doo (MEPLAS)**

Country: Slovenia

Website: www.hotelroute.it

6) **Pro-Moveo**

Country: Slovakia

Website: www.promoveo.webnode.cz

7) **Associacion AEI Cluster de Turismo de Extremadura**

Country: Spain

Website: www.clusterturismoextremadura.es

8) **Fuentes del Trampal S.L.**

Country: Spain

Website: www.fuentesdeltrampalcom

9) **Agenzia Sarda per le Politiche Attive del Lavoro**

Country: Italy

www.intranet.agenzialavorosardegna.it

The Consortium of "Forever Young!" is composed of experience partner organizations, with a previous record of involvement in high-end European projects. Some partner organizations also have specific experience and expertise in the field of tourism as well as in catering to the needs of Senior audiences.

4. The Activities

"Forever Young!"'s implementation spanned a period of 18 months, from April 2016 to September 2017. In the aforementioned time-span, the project achieved its set objectives through successfully delivering on the following activities through a transnational cooperation effort across the 7 partner countries:

1) Research and identification of Senior tourists' needs and Senior tourism market demands.

2) Identification of tangible/intangible UNESCO assets, tourism service providers and destinations of interest in partner countries.

3) Elaboration of Senior-specific itineraries.

4) Establishment of project Web Platform and App.

5) Itineraries' testing for market release through a "Fam Trip" phase.

The punctual tasks and accomplishments of each of the above identified project activities are highlighted in the sections below.

4.1 Research and identification of Senior tourists' needs and Senior tourism market demands.

A coordinated effort involving all partners across the entire spectrum of countries composing the "Forever Young!" Consortium was deployed in order to set the stage for the elaboration of project tourism offer through providing the background information over the state-of-the-art in the tourism market (with a particular focus on Senior tourism) and the needs and preferences of Senior potential tourism customers. The foregoing effort involved a detailed cross country analysis and comparison of the different national models of tourism offer characterizing each partner country of the "Forever Young!" Consortium. The analysis was performed through the "SWOT Analysis" methodology.

SWOT Analysis is an internationally recognized method of assessment and planning based on the identification of the *Strengths* and *Weaknesses* as well as the *Opportunities* and *Threats* (SWOT is indeed an acronym) of a given product/company/strategy.

The successful performance of the SWOT analysis was part of a two pronged effort at drawing a comprehensive informational backdrop of the European tourism scenario from both the supply and the demand sides.

The buyers' perspective of the foregoing analysis was composed by means of a cross-country assessment targeted at actual and potential Senior tourism customers. In this frame, the Consortium produced a specific questionnaire aimed at analyzing the specific needs and preferences of Seniors for what concerns tourism offer/services (preferred types of accommodation, favoured destinations, requested services etc.) as well as methods of purchase thereof (online, through tourism agencies or associations etc.). The questionnaire was produced in English and translated in all partners' languages, with the following submission to Senior customers in each partner country. A more in-depth assessment of Seniors' needs and preferences was achieved through the implementation of "focus groups" (in-depth interviews) with Seniors in France and Italy.

The results of the analysis were integrated in a specific Report, representing the base for the delivery of the following project phase.

4.2 Identification of tangible/intangible UNESCO assets, tourism service providers and destinations of interest in partner countries.

The "Forever Young!" Consortium followed up on the phase of research and assessment of European tourism market trends and Senior tourists' needs and preference with a cross-country research effort

aimed at identifying the landscape of potential tourism destinations, UNESCO sites and immaterial assets of tourism interest and tourism-related services (transport, accommodations, restaurants, travel agencies, typical shops etc.) forming part of the territorial context and tourism market offer in each partner country.

In the frame of this task, each partner organization produced a list of the most relevant sites and intangible resources marked as forming part of the heritage of mankind by UNESCO in its own country, with the production of a final comprehensive list at the level of the Consortium.

At the same time, each partner conducted a thorough research at the national level aimed at identifying sites of potential tourism interest as destinations in the frame of Senior tourism in its own country.

The sites identified were categorized according to period of availability (Low and/or Medium tourism season) and period of accessibility (timetable of opening to the public).

The list was complemented by a comprehensive identification and categorization of tourism related facilities and services.

In this context, partner organizations produced a detailed mapping of facilities (airports, harbours, train stations, highways) and services (taxi companies, transport services' providers, public transports as trams and subways etc.) allowing direct access to selected destinations, in addition to a classification of facilities services providers and itineraries allowing direct connections between the selected tourism destinations.

The final stage of the outlined effort entailed research and mapping of existing tourism-specific services operating in the different tourism destinations and Unesco sites identified, with a particular focus on those working in the field of providing accommodation, food and services (hotels, B&Bs, typical shops, locally-based travel agencies, offices/institutions involved in Cultural Tourism).

Identified accommodations were categorized in accordance with their typology (Hotels, B&Bs, Guesthouses) as well as availability of specific services meeting the preferences of potential Senior cusromers (Air Conditioning, Central Heating, Equipment for persons with reduced mobility, Spa and Massage etc.).

The informational backdrop built in this phase provided the grounds for the development of the core element of "Forever Young!"'s strategy, concerning the elaboration of tourism itineraries specific for Senior customers.

4.3 Elaboration of Senior-specific tourism itineraries.

The following phase of the project focused on the development of Senior-specific tourism itineraries targeted at meeting the needs and preferences of Senior tourism. In this phase, a Senior-specific itinerary was developed per each country of the Consortium.

The itineraries' development was oriented by the results of the analysis brought forward in the previous research phase, outlined in a specific Report, and grounded on the declination of the 6 specific tenets

making up “Forever Young!”’s approach to the tourism experience, expressed in the formula “Live the Culture!”.

The aforementioned 6 tenets are the following:

1) **Time**: Devoting time to analyze, understand and design, quality improvement activities, services and destinations for customers and employees in the tourism sector;

2) **Slow**: Focus on services and products related to slow tourism (which means enjoying every single moment spent abroad as a unique experience);

3) **Contamination**: The capacity of the supply system to create fertile opportunities for exchange between Seniors and their hosting environement;

4) **Authenticity**: The ability to offer products and services that are not standardized and can enhance the features of the destinations;

5) **Sustainability**: The impact of tourism on the local environment with a main focus placed on the need for a sustainable approach;

6) **Emotion**: The ability to create memorable moments.

The processing of research results in interplay with the general orientations provided by “Forever Young!” tourism concept guided a coordinated process of itinerary elaboration, which led to the development of 7 specific itineraries.

4.3.1 Itinerary in Estonia: Sea and Song- Tallinn Song Festival Grounds

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Theme: Culture, heritage, music, history, nature.

Place: Tallinn, with the exception of some sites around the rest of Estonia.

Period(s) of availability: Low season (Spring or early Autumn)

Services offered: - Multilingual guided tours.

- Traditional accommodation and food establishment.

- Multilingual tourism offices for informational purposes.

Target: Seniors interested in the particular history of Estonia and the Baltic region; nature and culture.

Difficulty: Easy to medium.

Particular offer/services: - Bike rentals.

- Guided bus tour.

- Skating, cross-country skiing and snowtubing during wintertime.

- Natural sites.

- Monuments.

- Local food and handicraft.

- Various cultural events.

Developer "Forever Young!" partner: Youth in Science and Business Foundation (YSBF)

Overview

Completed in 1960, Tallinn's Song Festival Grounds were the first modern post-war construction to be built in the city. Unique in Europe, they were designed by Alar Kotli, Henno Sepmann and Uno Tölpus. Their design took into account the nature of the land they were to be built on: audiences would be seated on the slope of the hill, so the song arch would need to echo sound to them. A copy of the song stage was later erected in Vilnius.
The Song Festival Grounds are a popular venue for events. It is best known as the place where every 5 years the Song Festival is held, in which nearly 25,000 singers take part, attracting an audience of nearly 100,000.
The Song Festival is an enormous open-air choir concert held at the Tallinn Song Festival Grounds with the participation of hundreds of choirs and thousands of singers. The number of participants in the Song Festival can reach up to 25 or 30 thousand, but the greatest number of people is on stage during the performance of the joined choirs—there are usually 18 000 singers on stage at that moment, and their powerful song touches even the most frigid Nordic disposition.
Not every choir in Estonia is able to perform at the Song Festival. Due to the popularity of the festival, there is stiff competition among the choirs,
The Light House next to the arch is 42 m high and the torch on top of it is lighted only during Song Festivals. Nevertheless, the tower is open all year round to people who want to admire the beautiful view.
At the top of the hill you will also see a large golden sculpture of Gustav Ernesaks, the famous conductor who also played a big role in the Singing Revolution.
In 1869 Johann Voldemar Jannsen established the Estonian Song Festival while the nation was still a province of the Russian Empire. This festival was considered responsible for fostering an Estonian national awakening. After that, the new tradition was born and the festivals are still held every five years.
In 1988, Estonians gathered at the Tallinn Song Festival Grounds, to sing patriotic hymns in what became known as the Singing Revolution that led to the overthrow of Soviet rule.
In November 2003, UNESCO declared Estonia's Song and Dance Festival tradition a masterpiece of the Oral and Intangible Heritage of Humanity.
The 26th Song and Dance Festival took place from the 4th to 6th of July 2014 in Tallinn. The total number of performers was 43 107 and they performed before an audience of 153 822! The next Youth Song and Dance Celebration is going to take place from 30 June – 2 July 2017.

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Today, Tallinn's Song Festival Grounds are also used for hosting international acts, such as Iron Maiden, Red Hot Chili Peppers, Michael Jackson, Tina Turner, 50 Cent, Metallica, The Rolling Stones, Elton John, Depeche Mode, Pet Shop Boys, Andrea Bocelli, Madonna, Thirty Seconds to Mars, Lady Gaga, Green Day, José Carreras, Robbie Williams and the contemporary dance music event, the Sundance Festival.

Timetable

Day 1

Upon arrival, the participants will be introduced to the Forever Young Project and to the itinerary.

The participants will go to the Estonian Open Air Museum. The Museum area provides the experience of an Estonian countryman in the 18th and 19th century, so the tourist can see and try things and live into the era.

The exhibits change through seasons and a variety of events are hosted at the site, so it is possible to get a different experience at different times of visit. The site also hosts local handicraft shops and traditional gastronomy and hosts Folklore groups at the museum at weekends during the summer.

After the museum visit, the seniors can take a walk in the nature. The walk can either be taken through of Kakumäe, where the track follows the Northern- Estonian klint and an amazing view of the sea, or on the promenade towards the Stroomi beach.

Day 2

On the second day, the participants can visit the Tallinn Old Town, a UNESCO world heritage historic site. It is possible to take an guided tour through all the important sites, or a walk or various ways of transport (cycle-taxis; a tour train) can be taken to visit them at own accord. The Tallinn Town Hall square in the center of the Old Town often hosts fairs and different events, especially on different holidays, and is a display of the Hanseatic culture and history of Estonia in and of itself.

The Kiek in the Kök museum and its bastion tunnels is an video and sound-effect packed journey through the time allowing visitors to not only see the historical fortifications of Swedish origins but the history from 1219 to 2219, giving glimpses of what is to come too.

The various churches around the Old Town can be entered and explored at most times. The Old town is filled with handicraft stores and restaurants offering traditional foods, providing a wide choice for the tourists.

Day 3

The third day will start off by visiting the Seaplane Harbour, a big hangar which was used for seaplanes until the Second World war. The naval themed museum introduces the tourist to the maritime history of Estonia, both the military and the non-military. Various sub-activities can be done in the museum and it hosts a naval themed handicraft store.

After the museum visit, the tourists will take a transport of their choosing near Pirita road. A walk on the promenade can be taken with a view on the sea and the Tallinn Harbour. The Russalka memorial can be visited on the promenade, a memorial to a sunken Russian warship.

The Tallinn Song Festival Grounds is right next to the promenade. It is an area designated to accommodate a public of about a quarter of a million and a choir of up to 30 thousand singers at a time, the site for the biggest event in Estonia, the Song and Dance Festival, hosted in its full size every five years and in various smaller alterations yearly. Other events are often hosted at the site, but if not then a 42 lighthouse can be visited, allowing an awesome view of both the sea and Tallinn itself.

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4.3.2 Itinerary in France: Provins: at the discovery of the medieval past

Theme: town of Provins, recognized by UNESCO as a world heritage site and renowned for its medieval fairs, historical center, ancient fortifications and city walls.
Place: Provins
When: During the low/medium season of the spring trimester (March, April, May).
Services offered during the itinerary:

- Multilingual travel guides.
- English spoken in various tourism offices.
- Other foreign languages including European language documents available (print or web)

Target: Seniors lovers of history, culture and traditions.

Difficulty: Easy

Particular offer/services:

- Meals in typical restaurants.
- Demonstrations of falconry.
- Visits to historical and archaeological sites.

Description

Provins is a UNESCO world heritage site, famous for its medieval fairs and its beautiful historical centre.

The town is known for its medieval fortifications, such as the Tour César (the Caesar Tower) and well-preserved city walls.

This perfectly preserved walled town is the destination for all lovers of medieval culture and traditions: festivities take place during different periods of the year and include activities with horses, falconry shows and dressed up medieval parades.

Provins also offers other tourist attractions; all over the town visitors can admire remarkable medieval architecture from the 12th century.

La Tour César and the 5km of ramparts are fine examples of medieval military architecture dating. Several medieval buildings stand on the Place du Châtel , incluing Saint-Thibaut Church, the Hôtel de la Coquille and the Croix des Changes monument in the centre of the square. La Grange aux Dimes was a 12th century storage building that now shelters an exhibition on Medieval Provins fairs. And La Maison Romane is the earliest example of a Provins' stone structure, in modern times it has been converted in a museum.
Provins is placed 80km east from Paris.

Timetable

Day 1

The participants will arrive in Paris at different times and then will meet the guides at the Gare de l'Est station in order to catch the train to Provins (see more details in the "Arrival of the participants" section here below).

The group will reach Provins station by train and then will reach by bus (see "Arrival of the participants" section here below) the Ibis hotel where dinner will be served to the group of travelers.

Day 2

The visiting day will begin with the breakfast at the hotel. Then the participants will reach the tourist office to buy tickets to access the medieval buildings.

The visit of the Medieval centre of Provins will start with the ramparts from Porte Saint Jean to Porte de Jouy will take you to Place du Châtel, then the César Tower, symbol of the power of the Counts of Champagne. The tour will end with a visit of Collegiate Church of Saint-Quiriace.
The group will have lunch in the traditional restaurant of "Le César Gourmand" with local traditional food.
In the early afternoon, participants will attend the Traditional Falconry Show “The Eagles of Ramparts”.
Since 4000 years, falconry, an ancestral hunting technique, has been practiced throughout the world. This art of hunt was famous in the Middle Ages and passed from generation to generation. This tradition, respectful of nature and the environment, is included in the list of the UNESCO Intangible Cultural Heritage.
The medieval show "The eagles of Remparts" will give you the opportunity to discover falconry through the people who have practiced these hunting techniques, as a real art of living: the Western lords of the Middle Ages, the Arab nomads of the Middle East, the Kazakhs in the steppes of Central Asia. You will be fascinated by the flight of eagles, hawks, kites, caracaras, vultures, owls and serpentines. This prodigious aerial ballet will leave unforgettable remembrances of Provins!
The rest of the afternoon will be devoted to visiting the Medieval Market and the Underground ancient graffiti.
The palace of the underground in graffiti is a mythical place of the heritage of Provins that owes its existence to the exploitation of the "fuller's earth" used in textile industry in the Middle Ages. It also served as a refuge, a cellar and a warehouse. This fabulous network of galleries was also the secret meeting for Freemasons and Companions, as shown by the many graffiti that you will discover.
The Grange of the dimes is a sumptuous 13th century merchant's house, which served as a covered market during fairs and then warehouse for the tithe (a tax for the support of the Church or the clergy). Nowadays, in its magnificent vaulted rooms, the building hosts carved capitals representing the corporations and merchants of the Middle Ages.
The dinner will be served to participants in a typical French restaurant and then the travelers have the possibility to go wine tasting in traditional wine cellar (this activity is optional and it is on the participants fees).

Day 3

Breakfast will be served at the hotel at 8:30. At 10:00 the participants will visit the Rose gardens in the morning. This garden is placed in the centre of the medieval city and hosts more than 400 varieties of roses, organized by specific historical themes.
After the visits the group will have lunch at 12:00 at "La Fleur de Sel" restaurant.
After lunch, the guides will accompany the group to *Gare de l'Est* and will provide information on the transports to the airports.

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4.3.3 Itinerary in Slovenia: Mens Sana in Corpore Sano

Theme: Julian Alps (Unesco Biosphere) and Local Intangible Heritage (Food, Dance).

Place: Kranjska Gora and Gorenjska Region.

Period(s) of availability: May, June and July.

Services offered: - Multilingual travel guides.

Target: Seniors lovers of nature, mountains and physical activity; seniors willing to improve their healthy conditions; seniors lovers of food, handicraft and other intangible heritage expressions;

Difficulty: Fully adaptable to the target group (very easy, easy, medium, hard, very hard).

Particular offer/services: - Morning gymnastic and functional movements (nature or indoor);

- Culinary/cultural/health-related/traditional workshops and seminars.
- Excursions and walking in the nature of the Julian Alps (UNESCO Biosphere);

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- Visits to cultural places – e.g museums, churches, traditional housing/farming;

- Visits to Ljubljana or to other sightseeing places (e.g. Prehistoric Pile dwellings on Alps) can be organized.

Developer "Forever Young!" partner: Meplas.

Overview

Kranjska Gora is a picturesque town located in the Northern part of Slovenia, close to the borders with Italy and Austria. Characterized by Alpine traditional architecture and climate, the town is a perfect starting point for discovering the Triglav National Park, the Julian Alps (UNESCO biosphere) and Karavanke Mountains. The environment is composed by mountains, hills, valleys, rivers, waterfall, gorges, lakes and forests, (coniferous trees, larches and mountain pines), where is possible to find chamois, deer, rabbits, grouse, many birds and other animals.

The specific program of the itinerary will be discussed in advance: the participants can choose the level of difficulties, the main focus on the excursions on cultural or natural sites, the integration of meals, workshops on healthy physical activity, nutrition, culinary or handicraft.

The first evening will be composed by a social event – a picnic with Slovenian food – and the introduction on the program.

Timetable

Day 1

Kranjska Gora is a picturesque town located in the Northern part of Slovenia, close to the borders with Italy and Austria (how to reach). Characterized by Alpine traditional architecture and climate, the town is a perfect starting point for discovering the Triglav National Park, the Julian Alps (UNESCO biosphere) and Karavanke Mountains. The environment is composed by mountains, hills, valleys, rivers, waterfall, gorges, lakes and forests, (coniferous trees, larches and mountain pines), where is possible to find chamois, deer, rabbits, grouse, many birds and other animals.

The specific program of the itinerary will be discussed in advance: the participants can choose the level of difficulties, the main focus on the excursions on cultural or natural sites, the integration of meals, workshops on healthy physical activity, nutrition, culinary or handicraft (sight-seeings).

The first evening will be composed by a social event – a picnic with Slovenian food – and the introduction on the program.

Day 2

After the breakfast, the participants will get familiar with the topic of healthy lifestyle for seniors through a theoretical and practical session of functional healthy workout (outdoor or indoor, according to the weather). The methodology is taken from the "ABC training model", developed by the Sports Union of Slovenia and the University of Ljubljana: the model has been developed for physically inactive adults and seniors, it allows to improve health and fitness through physical activity and basic exercise.

The participants will then discover the nature of Gozd Martuljek and its surroundings. Among the natural sigh-seeings, there are the rivers Martuljek and Sava Dolinka, waterfalls, natural gorges and panoramic points. Among the main cultural sight-seeings, in the surrounding areas there are the Slovenian Alpine Museum, the Pocar Homestead, the Psnak sawmill and watermill. A wide range of cycling and walking paths are available, as well as other activities such as fishing:. therefore, the itinerary can be tailored on the profile of the participants.

Before or after the dinner, the participants can choose between handicraft workshop or traditional dancing evening.

Day 3/4

After the breakfast and the morning healthy workout, the participants will discover Kranjska Gora. Through a variety of infrastructures, the town offers a wide range of leisure opportunities to enjoy the nature in every season: walking, hiking, fishing, cycling, watch-birding, mountaineering, climbing and paragliding as well as a wide range of winter activities. Each activity can be tailored on the specific profile of the participants: a wide range of qualified service providers and expert professionals with deep knowledge of territory, having all the legal certifications and speaking different languages is willing to assist and to support everyone in enjoying the activities properly, in safety, relaxed and comfortable way.

Among the most interesting natural site-seeings, there is the Jasna's lake (equipped for bathing purposes during the Summer), the natural reserve of Zelenci with the spring of the river Sava, the intermittent lake Ledine, a variety of waterfalls, rivers and small lakes. Particularly interesting is the Triple Borders path and mountain, which highlights the strategic position and the cosmopolitan, intercultural and international dimension of the town. Among the most relevant sight-seeings there are also the center of the town (with all the main services available) with the Church of the Assumption of Virgin Mary, the Olympic Sport Center "Planica", the picturesque villages of Ratece and Podkoren.

A workshop on nutrition, culinary or handcraft can be added to the program, as alternative to have free time. The day will end with dinner and free evening.

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Day 5

The program includes breakfast, morning healthy workout and departures. Further activities, as excursions or workshops, can be added.

4.3.4 Itinerary in Greece: Meteora: A glimpse of the divine

Theme: Meteora (most important monastery site in Greece after Mt. Athos)

Place: City of Kalambaka, Regional Unit of Trikala, Greece.

Period(s) of availability: October to May.

Services offered: - Multilingual travel guides and services.

Target: Seniors lovers of nature in conjunction with history, architecture and religion.

Difficulty: Easy.

Particular offer/services: - Can be combined with mountain hiking, cycling and/or climbing.

Developer "Forever Young!" partner: Region of Thessaly.

Overview

Meteora is the biggest and most important group of monasteries in Greece after those in Mount Athos. The gigantic rocks of Meteora are perched above the town of Kalambaka, at a maximum height of 400 m (1200 ft). The most interesting summits are decorated with historical monasteries, included in the World Heritage List of Unesco. Only 6 of them have made it through the centuries, from an initial estimated number of 24. Mostly dating to the 14th and until the 16th century, these monasteries were built by monks who were previously hermits in the area, living in individual caves. Once united, these monks took months and years to carry the construction material to the top of rocks, using ropes, folding ladders, nets and baskets, and with much determination.

A trip to Meteora offers the unique experience of nature's grandeur in conjunction with history, architecture and man's everlasting desire to connect with the Divine. From the early Christian times, the Meteora vertical cliffs were regarded as the perfect place to achieve absolute isolation, to discover peace and harmony and, thus, to support man's eternal struggle for spiritual elevation.

Meteora is a truly inspiring and sensational setting of overwhelming rock formations, but one must also be prepared to expect that this trip is much more than merely visiting an exquisite landscape. It is a pilgrimage to a holy place for all Christians around the world. Meteora has become a preservation ark for the 2000-year-old Christian Orthodox creed.

Timetable

Day 1

Participants will take the train to Kalambaka in the morning from the Athens Railway Station and enjoy a trip that will give them the chance to admire the beauty of the countryside. An English speaking driver will be waiting for participants holding a signboard with their names on it and will drive them to the hotel in Kalambaka. In the afternoon, participants will meet their guide in order to visit unique places and sites around Meteora. They will see places outside the beaten path that only locals know and they will enjoy amazing views while they learn the true history and traditions of this astonishing place. They will also have the chance to visit the 1,000 years old Badovas hermitages build inside caves and the old Byzantine church dedicated to Assumption of Virgin Mary in Kalampaka. And then, filled from the beauty, the history and the culture of this place the tour will take them to enjoy unique panoramic views and capture one of the most amazing sunsets they could ever imagine.

Day 2

Next morning, the guide will meet participants in the hotel lobby to visit two main monasteries of Meteora and discover the natural beauty and the cultural heritage of this area. This half day morning tour will take

participants back in the dark ages and the story of the first hermits and monks who laid the foundations of what later on became the monastic community of Meteora.

Day 3

On Day 3 participants will have all morning at their disposal at the city of Kalampaka. They will visit the town's old picturesque district, with narrow cobble-stoned streets and traditional houses, some of them built right next to the rocks. They will also join a walking tour of the old town with a local guide, to discover the town's unique beauty and history.

Home-made sausages and top-quality meat, cheese and yoghurt are highly ranked in the gastronomical list of domestic products. Participants will have the occasion to try a variety of home-made pies – the local specialty. Senior tourist might also accompany their dish of preference with a glass of house wine or a few tsipouro shots and… also tasting the regional pudding (spatoula) or some halva for a sweet aftertaste.

Kalampaka has a long tradition in the production of hand-made, wood-carved objects, but also in the making of religious icons that are painted by domestic artists. Some of the workshops are located outside the town's center. Also, tourists will take a look at the local variety of embroideries, the leather-sandals shops and the local souvenir shops.

4.3.5 Itinerary in Italy: Sardinia: A Culture to Live!

Theme: Canto a Tenore (Sardinian Pastoral Song).

Place: Uri (Sardinia)

Period(s) of availability: December.

Services offered: - Multilingual travel guides (Italian, French, German and English)

Target: Seniors aged 55+ interested in History, traditional styles of artistic expression and typical food;

Difficulty: Easy.

Particular offer/services: - Lunch and Dinner in agritourisms ad typical household businesses.

- Demonstrations and practical sessions of Sardinian traditional Dance.
- Seminars about Sardinian ancient pastoral song, "Canto a Tenore".
- Workshops on the preparation of typical food.
- Tasting sessions of local typical food, wines and liquors.
- Excursions at the discovery of the local site heritage.
- Practical sessions on the production of local typical handicrafts.
- Visits to local cultural and folk associations.

Developer "Forever Young!" partner: Mine Vaganti NGO.

Overview

Uri is a village located in Northern Sardinia within the province of Sassari, ca. 12 Km, far from the provincial capital. The village counts a total of 3,044 inhabitants.

The community insists on an area profoundly shaped by rural as well as traditional patterns of settlement and identity, deeply embedded in Sardinia's multifaceted history and composite cultural/archeological background.

The local economy is strongly based on the rural sector, with a considerable diffusion of vine grape and olive cultivation. Vine grape and olive cultivation is connected to the existence of an established production of local wine and oil blends.

Among local agricultural products, particularly important and long established in time is the cultivation of artichoke, which makes up the most substantial portion of Uri's agricultural industry and is renowned across the entire Sardinian territory. The embeddedness of artichoke production in local tradition as well as

its importance in regional terms are testified by the yearly recurrence of an "Artichoke Fair" (Sagra del Carciofo) which gathers visitors from the whole Sardinia in Uri on the second Monday of March.

In historical and archeological terms, Uri and its immediate surroundings are characterized by an important material and immaterial heritage, bearing the marks of the most ancient remaining vestiges of Sardinian human history- the so called "Nuragic Civilization" which thrived in the Island between the early Bronze Age in around 1800 BC to the II century- as well as of the period of Roman domination and of the Middle Ages.

Timetable

Day 1

Upon arrival to the destinations, Senior tourists will enjoy a first welcoming by the team of guides and organizers in a local agro-tourism business wherein they will acquire a first taste of local food as well as traditions of hospitality. After lunch, an official welcoming ceremony will be held, with annexed a presentation of the whole "Sardinia: A Culture to Live!" itinerary: its philosophy, context and activities. Senior customers will as well be introduced to "Forever Young", the project in the COSME frame on which the itinerary is grounded. After the presentation, Senior customers will follow the team of organizers and guides to a local household restaurant for dinner. The closing event of the first day of the itinerary will be represented by a demonstration of Sardinian traditional dance held by the "Santa Rughe" folk group, a local folk association experienced in the performance of traditional dance pieces grounded in local historical traditions. The demonstration will be followed by a dancing evening wherein Senior customers will have the occasion to directly test themselves in Sardinian traditional dance. After the event, participants will be led to the accommodation for the night.

Day 2

After breakfast, participants will be led to a Seminar on "Canto a Tenore", the ancient Sardinian form of musical expression sanctioned with UNESCO recognition as one of mankind's intangibile assets. The Seminar will be organized in cooperation with "Coro di Uri" (Uri's Choir), a local folk group specialized in the public performance of Canto a Tenore pieces. The sesson will include a presentation of Canto a Tenore, its features and history, followed by a practical demonstration performed by the Coro di Uri group. After the presentation, a final closing of the Seminar will be held wherein Senior tourists will be involved in the performance of a number of Canto a Tenore pieces. In the early afternoon, the team of organizers and guides will lead Senior tourists to a local household restaurant, wherein lunch will be served. Later in the afternoon, Senior customers will move to the headquarters of the local "Pro-Loco", an association involved in promoting local traditional and cultural heritage. In cooperation with the Pro-Loco association, Senior customers will be offered a specific workshop on the preparation of local typical food. The workshop will be introduced by a demonstration performed by the Pro-Loco staff, which will be followed by a practical sessions wherein participants will directly work, with the support of Pro-Loco staff, in the preparation of different typical dishes forming part of the local gastronomical tradition. After the practical session, Senior customers will have the occasion to taste local food (prepared by themselves during the activity), together with local oils and sausages. Dinner will be served in a local household restaurant. After dinner, Senior customers will be involved in a session of tasting of local wines and liquors, performed in cooperation with the restaurant. The activity will involve a presentation, wherein each wine and liquor will be introduced as well as described, followed by a tasting session.

Day 3

The morning of the third day will be entirely dedicated to the discovery of the local historical heritage. The area of Uri can display a composite historical heritage whose centerpieces are represented by the vestiges of the ancient Nuragical civilization, which flourished on the Island from the early Bronze age to around the II century BC, and of the Medieval history of the village, epitomizing a continuity of human settlement Uri's area across the ages. The first destination of the tour, led by the team of organizers and guides will be the "Santa Croce" church, situated near the very center of Uri's urban circuit. The construction of the church dates back to the XII century, with the former having been the village's parish church until the XV century. After the visit to the Santa Croce church, the team of organizers and guides will lead participants to the discovery of Uri's Nuragical heritage in cooperation with the local association "Archeouri Vagando". Archeouri Vagando is a local youth association specialized in discovering and promoting the vast Nuragical heritage of Uri and its surrounding territory. The first step of the tour will be a visit to the "Santa Caterina" Nuraghe, located in the immediate proximity of Uri's urban circuit. Nuraghi (the plural for Nuraghe) are the characteristic form of architectural expression of the Nuragic civilization. Their appearance is that of megalithic cone-shaped constructions made up of different layers of stone. Notwithstanding a growing concern of present historical research about the function Nuraghi were designed to perform in the eponymous civilization (military, religious etc.), no ultimate agreement has at present been reached among scholars as of yet. The Santa Caterina nuragical complex is composed of the remains of a Nuragical compound made up of a 3 tower Nuraghe bordered by a village, which can be made out by the remains of the foundations of the village's huts.

After the visit to Santa Caterina, Senior tourists, alongside the team of organizers and Guides will move on to visiting the Giants' Tomb "Sa Pedra Longa" located a few kilometers from Uri's urban circuit. Transportation will be ensured through the cars ut at the disposal of the group by the accompanying staff of Archeouri Vagando. The Giants' Tomb Sa pedra Longa is a menhir originally part of a burial complex dating back to the medium Bronze Age (1700-1350 BC). Albeit the original complex is no more in place, the considerable dimension of the menhir testify to the sheer size of the latter in ancient times. Giants' Tombs are megalithic burial complexes dating back to the Nuragical age many examles of which can be find scattered across the Sardinian territory. The very denomination by which they are commonly referred to by the general audience and the expert alike is related to their size, which in ancient times generated the belief that these monuments hosted the bodies of giants. Upon conclusion of the visit, Senior customers, alongside the team of organizers and guides will move on to visiting the "Nostra Signora di Paulis" abbey, located a few kilometers from Uri. Transport will be ensured through the cars put at the disposal of the group by the team of Archeouri Vagando. The Abbey was founded in 1205 by monks belonging to the Benedictine monastic order along a Roman road, then renamed "The Road of Fathers" (S'istrada de sos Padres") and remained active until the 15th century. As of now, only parts of the original complex remain in place: a well, part of the central right nave, the trachyte floor, the barrel ceiling in tufa, the base of the altar and the two chapels on the sides. The visit to Nostra Signora di Paulis will close the morning excursion and the team will lead Senior tourists to a local household restaurant wherein lunch will be served. After lunch, Senior tourists will be involved in a workshop on the creation of local typical handicrafts in cooperation with Pro-Loco. The workshop will include a presentation and a series of demonstrations by Pro-Loco staff, followed by a practical sessions wherein Senior tourists will be directly involved in the production of different local typical handicrafts. The remaining part of the afternoon will be spent in a number of educational visits to local associations working in the promotion of local cultural heritage: the Cultural and Volunteering Association "Paulis" and the "Uri" Folk Group. Volunteers from each association will deliver a presentation explaining the origins of their association, its core principles and the nature of its work. In the

evening, dinner will served in a local household restaurant. After dinner, Senior tourists will take part in a presentation of Uri's artichoke industry delivered in cooperation with the Pro-Loco association. The session will involve an explanation of the local tradition of artichoke farming followed by a session of tasting local artichokes.

4.3.6 Itinerary in Slovakia: Original Monuments and relaxation in the city of Kosice.

Theme: History, cultural heritage, nature and relaxation.

Place: Kosice, Northeast region of Slovakia.

Period(s) of availability: Low season (April, October, November, December) and Medium season (January, February, March).

Services offered: - Experienced and Multilingual Guides.

- At least bilingual service offered at accommodation and restaurants.

Target: Tourists over 55 years with an interest history, culture, traditions, local gastronomy and easy hiking place could be more than satisfied. Other possibilities in terms of visits to natural wonders are within a radius of about 50km, according to specific requirements and possibilities of the clients.

Difficulty: Easy/Medium.

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Particular offer/services: - Preparation and tasting of food.

- Manufacturing crafts.

- Excursions to nearby places of interest.

Developer "Forever Young!" partner: Pro-Moveo.

Overview

The city occupies the Košice Basin formed by the wide valley of the River Hornád. The city centre lies at 208 metres above sea-level, and the climate in Košice is moderately warm with average temperatures of 19° C in July and -3°C in January.

The city covers area of 244 km2 and there live 235.000 inhabitants. As an independent legal entity it is divided into 22 city wards. It is the second largest city in Slovakia.

The average age of citizens is 35.13 years, which has led to Košice becoming known as the city of youth. There is also the Technical University with 8 faculties, P. J. Šafárik University with 4 faculties, the University of Economics and the University of Veterinary Medicine.

For a long time Košice served as one of the vital commercial crossroads of Europe. It has always been the centre of Eastern Slovakia, a region of special importance within the Kingdom of Hungary.

Medieval Košice was one of the most densely populated urban areas of the Kingdom. In the 13th century, an association of 24 towns of the Spiš region was formed here, as well as the association of 7 mining towns and the so called Pentapolitana, which united the 5 most important cities of Upper Hungary.

The first written record of the city dates back to 1230. The oldest Hungarian guild regulations dating back to 1307 and the fact that in 1369 Košice became the first city ever to be granted its own coat of arms are testimonies to the rapid growth of the city, due to its strategic location and Royal privileges. Since the early 15th century, Košice presided over the Pentapolitana association and maintained its position as the second city of the Kingdom after Buda (today's Budapest) from 1347 until the early 18th century. The founding of a university in Košice in 1657 was a natural reaction to its economic, administrative and political status.

The historical centre of Košice, whose medieval city walls were removed in the 18th century, is today formed by a nearly one kilometer long promenade lined with exquisite historical buildings, once inhabited by medieval kings and nobility. Together with craftsmen's houses, churches, squares and narrow streets, they create an atmosphere full of legends and stories.

You can uncover these and much more of the city's history, science, culture and art at some of the exhibitions available in the city centre, dominated by a medieval square, the heart of the largest conservation area in Slovakia.

Buildings of great historical and architectural value line the lens-shaped city centre – a lens through which you can look into history.

Every step you take in Košice is a step in a city abundant in history. Looking at the buildings in the city centre, you will be taken back to a time cloaked in the cobwebs of the past. Entering the buildings you will

step into the 21st century and experience an atmosphere of life as it is today – bustling cafes and stylish shops. If you venture out of the city centre, you will find so much more than you would expect. Summer relax at the lakeside, skating on ice rinks, shopping fever in the many shopping centres, works of art in the Andy Warhol gallery or tranquil strolls or cycling in the parks or forest park of the city. You will experience the charm, excitement and vibrancy that the city of Košice has to offer as an ideal destination for a long weekend.

Why not start your visit with a tour of the city? On the tour you will visit places showing traces left by Roman emperors, kings, presidents, the Pope, artists and writers. Sample the flavour of Košice on a culinary journey, step into the world of museums and galleries, or join the throngs of fans at some sporting event. After a nice dinner, you can spoil yourself at a spa or get sucked in by the busy nightlife. Take in a concert, an enchanting play at the theatre, dance the night away at a bar, go see a good film or simply enjoy a relaxing glass of fine wine.
If you exhaust the possibilities of the city, the region of East Slovakia has so much more to offer, making extending your stay by a few days well worth while. We will gladly advise you about what natural beauties and works of human creativity you should not miss out on.

Timetable

Day 1

The group of Senior tourists from the airport Kosice to the Kosice centre will move by bus no.23, the journey takes about 20min.

Penzion Plaza Kosice is located in the historic center of Kosice, just 3 minutes walk from St. Elizabeth. The cozy guest house is ideally located for a walking tour of the old town. Jakab Palace is 700 meters, Chapel of St. Michael from the 14th century by foot in 5 minutes.

Rooms are furnished with wooden furniture and parquet or carpeted floors. Each room has a radio and a private bathroom. For breakfast available 8 breakfast menu. They will served in the restaurant where there will be the occasion of tasting samples of traditional local cuisine. Dinner will be served at the restaurant of the hotel, offering homemade traditional dishes where to taste a wide range of flavors, fresh salads, traditional food, crepes and much more.

Day 2

After breakfast in the pension Plaza Kosice, the tourists will visit the historical and cultural places in Kosice city.

The lower gate, The Cathedral of St. Elizabeth, St. Michaels Chapel, Park with musical fountain and carillon, State Theatre, Immaculata (Plague Column), The alley of crafts, City Coat-of-Arms, Gerster House (Gersterov dom), Kunsthalle, Tabacka Kulturfabrik, Kasarne/Kulturpark.

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In the afternoon tourists visit the site known as Tokaj, known production of quality vines for the production of Tokaj wine. Ostrozovic degustation of wine http://www.ostrozovic.sk/. Wine cellars of Tokaj are simply amazing. They are mysterious, full of liquid treasures hidden our eager thirst. These wine cellars were originally shelters for villagers hiding themselves from invasions of Turkish troops. Their function is much more pleasant today.

The wine tasting session will be accompanied by a dinner served in the traditional style. After dinner, tourists can buy Promotions – top-quality wines and unique brand.

Day 3

The third day will be opened by a trip to the touristically interesting cave Domica and Betliar along with the Krasna Horka castle. After breakfast at the penzion, the group will go by bus to visit beautiful cave Domica UNESCO sites, castel Krasna horka and Betliar. Domica is the most renowned and longest cave in Slovak Karst National Park. In addition to its significant geomorphological values, it attracts attention especially for its valuable archaeological finds, among which there is a rich occurrence of flowstone shields and drums, as well as numerous generic representation of bats. Within the caves of the Slovak and Aggtelek Karst it is included in UNESCO.

During the day of visit, lunch will be served at the restaurant day of visits, dinner will be served at the pension to conclude the trip.

4.3.7 Itinerary in Spain: Cultural gems of Extremadura, a travel to the origins.

Theme: Culture, History, Heritage and Nature.

Place: Region of Extremadura.

Period(s) of availability: Medium (November-December) and Low (January and February) seasons.

Services offered: - Traditional accommodation and gastronomy establishments.

- Guided visits.
- Travel guides.
- Other options on Natural Tourism are also included upon customers request (as there are two natural sites included in the Itinerary)

Target: Over 55 who are interested in Cultural Tourism, Gastronomy, Architecture, History and Arts.

Difficulty: There are a total of 10 sites of interest available to be visited and included in the Itinerary, which will be fully adaptable. Several alternatives will be offered by combining some of these sites, and offering customers different alternatives so that they can choose the one they are interested the most and therefore customize their own experience. Consequently, the customized itineraries will have different levels of difficulties in each case.

Particular offer/services: - Visits to cultural places and monuments.

- Tasting menus.
- Panoramic points.
- Excursions to other close sites of interest.
- Visits to local factories dedicated to handicraft and gastronomic products.
- Local food and organic products tasting.

Developer "Forever Young!" partner: Cluturex.

Overview.

The Itinerary's offer is mostly centered on the locations of Caceres, Merida and Guadalupe.

Cáceres is a City located in the center of the Iber-ian Penin-su-la, in the region of Extremadu-ra (it is the capital of the Cáceres Province), it has 96,000 citizens, being the biggest and most populated city in the Province.

The Old Town of Cáceres was declared UNESCO cul-tur-al site in 1986. It is one of the most complete and well preserved Medieval and Renais-sance urban Ensemble in the world. The city stands out for being one of the centers of the University of Extremadura, as well as for its active cultural life.

The origins of Cáceres date back to 25 b.C., in an ancient Roman Settlement called Norbensis Caesarina. Centuries later, during the Arab domination (12th century), Cáceres becomes an impor-tant city due to its strategic position during the battles between Arabs and Christians. After many years of wars, Alfonso IX de León finally reconquered the city, which reaches its maximum splendor in the 15th and 16th centuries, with the arrival of the Catholics Queen and King. Romans, Arabs, Chris-tians and Jews left many traces in the city, that are reflected in numer-ous and valuable monuments such as:

- The Wall, that separated the two city areas (inside the wall and out-side the wall), whose main entrance is the Arco de la Estrella (Star´s Arch).
- The Jewish Quar-ter.
- The Main Square (out-side wall) that con-cen-trates numer-ous options for accommodation, shopping and gas-tron-o-my.
- The defensive towers (Albarran Towers and Bujaco Tower).
- The fortress-palaces, symbol of the wars between nobles families, examples are Carvajal (with a characteristic arab, circular tower), Golfines de Arri-ba and Golfines de Abajo, and Las Veletas Palaces.
- The religious monuments such as Santa María Con-Cathedral (the most important Christian Temple in Cáceres Province), San Mateo and San Jorge Church.
- Squares (Santa María, San Jorge, Las Veletas and San Mateo).
- The Arab Aljibe (inside Las Veletas Palace, it still remains in use).

The cultural and tourism alternatives of Cáceres also integrate other types of attractions, such as:

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- Muse-ums: Archaeological Museum of Cáceres Province, Casa Pedrilla History and Culture Museum, Santa Maria Con-Cathedral Museum, Carvajal Place Museum , etc.

- Cáceres Holy Week, declared festivity of international tourist interest in 2011. The most remarkable feature is the procession of Penitents of the Brotherhood of the Black Christ.

- San Jorge Fes-tiv-i-ty: the 23rd April, but the celebration takes place the previous day, with a parade with performances symbolizing the fight between San Jorge and The Dragon. The Dragon is finally burned in the Main Square.

- WOMAD: international festival of alternative music organized by the organization “World Of Music, Arts and Dance”.

Others: Classic Theatre Festival, Three Cultures Medieval Fair, Extregusta, etc

Mérida was founded by the Romans in 25 b.C. under the name of Emérita Augusta, the main purpose of its foundation was to award the retired, senior soldiers who fought against Cantabrians and Astures. It was elected as Capital of the Lusitania Province by the Roman Empire.

Its strategic location made it one of the most relevant and influential places of the Roman Empire, which is reflected in its huge historic-artistic heritage. Among its most relevant monuments is The Roman Theatre (where the International Classical Theatre Festival takes place), the Amphitheatre, “Los Milagros” aqueduct, the Arch of Trajan, the Roman Bridge, the Circus and the Temple of Diana. All of them are evidences of the characteristic lifestyle in a Capital city of the Roman Imperium. The Arab alcazaba located next to the roman bridge is the oldest in the Iberian Peninsula and conserves a cistern with Roman and Visigoth ele-ments.

From the Middle Ages, it has to be pointed out the Basilica of Santa Eulalia, which was the first Christian temple built in the Iberian Peninsula (4th century). It keeps a crypt with a remarkable Christian necropolis. Other relevant monuments are: the Con-cathedral of Santa María la Mayor, Nuestra Señora de la Antigua Church, the Main Square, Menzona Palace, etc.

The Archaeological Roman Ensemble of Mérida was declared UNESCO World Heritage in 1993. The city has been the capital of the region of Extremadura since 1983 and it is an important administrative center, serving as communication hub with other major cities such as Madrid, Seville and Lisbon.

The Mérida International Classical Theatre Festival is the oldest in Spain of these characteristics and has its beginnings around 1933 with Seneca´s play “Medea”. The plays are performed annually in July and August in the arena of the Roman theatre, making it the oldest theatre in the world holding performances of classical texts, its 62 edi-tion took place in summer 2016, receiving a big representation of relevant theatre professionals and actors from the national scenery.

Guadalupe is a town of approx-i-mate-ly 2000 inhabitants located in the north-east of Extremadura, in Las Villuercas Area. It is an important and artistic center it holds the Royal Monastery of Guadalupe, with remarkable examples of Mujedar art, Gothic Architecture and Zurbarán works. However, one piece stands out from the rest: the statue of the virgin of Guadalupe, patroness of Extremadura. This holy place was declared UNESCO World Heritage in 1993 and is located in the Main Square, it counts on an astonishing Gothic façade.

According to the legend, the statute of the Virgin of Guadalupe was founded by a shepherd in the 13th century, which had been previously hidden by Sevillian clerics during their runway from the Moors. As a result, a little hermitage was built. In 1337 it was extended by initiative of the king Alfonso XI.

The church present in the monastery was re-built three times, being the current one of gothic style, with Latin cross shape. The monastery also possesses two Cloisters: the Mudejar is the most beautiful, with representations of Virgin´s miracles.

During the period in which the monastery was ruled by the Hieronymite monks, the painter Francisco de Zurbarán painted eight enormous canvases to decorate the sacristy, illustrating different scenes in the monks' life.

The Virgin niche has octagonal floor and Roco Style, and it was a work from Francisco Rodríguez Romero. It also possesses painting of Luca Giordano and Francesco Leonardi.

A visit to the monastery is not complete without seeing the museums. One of them is an embroidery museum, with the craftsmanship elaborated by the monks in the monastery. The illustrated books museum is in the Mudejar Cloister and holds works of El Gre-co and Goya.

Timetable

Day 1

First day morn-ing visitors will be tak-en to a guid-ed tour through the Old Town of Trujillo. Trujillo city is known by many as the City of the Conquerors, as it is the place of origin of relevant conquerors such as Francisco Pizarro and Francisco de Orellana.

The central point of Trujillo is its Main Square or Plaza Mayor, which is and has been the center of the economic and social life of the city during centuries, with the equestrian statue of Pizarro occupying a central place.

When walking around Trujillo´s Old Town, visitors will feel as they are travelling back to times to the late Middle Ages, visiting churches, palaces and manor houses which were built between the 14th and 16th centuries. On the top of the Old Town lays the Trujillo Castle, which offers breath taking views of the city.

Cáceres city is 45 km far from Trujillo, visitors will arrive to the city to have lunch and enjoy the gastronomic specialties of the 2015 Gastronomy Capital of Spain. After that, they will be taken to a guided tour through the UNESCO Old Town of Cáceres, which is one of the most well-preserved walled, medieval cities in Europe.

The architecture of the Old Town is a blend of Roman, Islamic, Northern Gothic and Italian Renaissance styles. Visitors will pass through the "Arco de la Estrella" to enter the walled area and will visit relevant monuments and buildings such as the Bujaco Tower (part of the ancient Arab alcazar), the Santa María Cathedral, the Carvajal Palace, churches such as San Jorge or San Mateo, the Arab Cistern- Aljibe- (inside the Cáceres provincial museum) and many nobility constructions (fortress-houses) that are symbol of the battles maintained by the noble battles and the peace generated by the unification of the different kingdoms by the Catholic King and Queen during the late Middle Ages.

Day 2

Morning will be dedicated to visit the Barruecos Natural Monument, which was declared Mejor Rincón de España (best corner of Spain) in 2015. It is a unique natural creation and landscape character-ized by granite formations shaped by the water and other erosive agents. The combination of these formations and several lakes that are present in the place create the perfect habitat for many animal species such as the storks and the grey heron. Traces of ancient population are reflected in their archaeological remains as well.

The Vostell-Malpartida Museum is located in the monument area. Founded in 1976 by Wolf Vostell, a Spanish-German artist of international prestige, the museum keeps an important collection of fluxus art.

Visitors will be taken to Mérida at lunch hour and then they will visit the UNESCO Archaeological Ensemble of Mérida. It is an excellent example of a provincial Roman capital during the empire and in the years afterwards.

The colony of Augusta Emerita, which became present-day Mérida in Extremadura, was founded in 25 B.C. and was the capital of Lusitania, as well as one of the three border capitals of Al-Andalus, along with Toledo and Zaragoza, ensuring control of the western part of the Iberian peninsula.

This UNESCO Archaeological Ensemble is formed by several monuments: Roman Theatre and Amphi-Theatre, Roman Circus, National Roman Art Museum, Arab Alcazaba, Moorish Quarter, Saint Eulalia´s Crypt and Columbarios. Apart from these, there are other outdoors monuments such as Diana Temple, the Roman Bridge, Trajano´s Arch, etc.

Day 3

Third day morning, visitors will enjoy a guided tour through Olivenza. This city was founded by the Order of the Templar Knights in the 13th century and was under Portuguese government until the 19th century. The monumental Olivenza preserves with pride the remains of its Portuguese past. In general, its architecture combines styles from both countries, and its monu-mental heritage is quite rich. Being on the border with Portugal, Olivenza built many fortresses lined with bastions, as well as many other fortified structures such as the Arsenal of Santa Bárbara, the watch-towers found by the gates, and the barracks.

After lunch, visitors will be picked to Badajoz, where the itinerary ends up. The City of Badajoz has Arab origins, being founded in 875 by Ibn Marwan al-Chilliqui. In that moment Badajoz is fortified and becomes a true city in which the three cultures coexist: Arabic, Christian and Jewish. The oldest part of the city is the “Alcazaba”, which is one of the better preserved Arab fortifications in the country. This fortified area will be the start point of the visit, which highlighted two relevant attraction: the “Espantaperros” Tower and the Provincial Archeological Museum.

Other relevant attractions that will be visited are the “Plaza Alta”, the “Giraldilla” Tower, the “Soledad” Church, the Cathe-dral and “Puerta de Pal-mas” and “Palmas” bridge.

4.4 Web Development: “Forever Young!” Web Platform and APP.

The comprehensive approach towards the tourism experience characterizing “Forever Young!” is reflected in a particular attention to ensuring compliance with the most elevated standards of visibility and accessibility of project achievements as well as specific tourism offer.

The wide audience of direct and indirect project targets comprises Seniors, professional tour operators and businesses operating in the tourism field as well as stakeholders in the field of tourism (Senior groups and associations, NGOs involved in the fields of Cultural Tourism and Environmental Protection, public authorities).

Wide visibility and generalized access to project achievements and tourism offer towards interested individuals and external entities was ensured through the delivery of an articulated web development phase, tailor-made to meet the accessibility requirements characteristic of the Senior audience.

In this context, the Consortium developed a specific project Web Platform (www.foreveryoungtourism.eu) as a dedicated hub of project disclosure and tourism offer promotion.

Project Web Design was integrated through the elaboration of an APP functional to ensuring availability of "Forever Young!" information and tourism offer for users of mobile devices.

Project Web Portal and APP were developed as tailor-made products to the limitations often hampering Seniors' use of digital technologies (i.e. visual impairment), integrating an optimized font (+35% the normal size), a size regulation button as well as a text-to-speech system.

The "Forever Young!" Web Platform integrates different sections containing relevant information for Seniors and stakeholders:

4.4.1 Offers and Services

The section "Offers and Services" integrates details and illustrative pictures of each of the Senior-specific country itineraries produced in the context of "Forever Young!". Access to each national itinerary is provided through specific country hyperlinks.

4.4.2 Suggested Destinations

This section embeds the results of partners' research of tourism destinations in the form of suggested tourism destinations for the low and medium seasons in each of the countries involved in "Forever Young!". Country hyperlinks provide access to the specific country pages. Each site and event comprised in the country-specific sections is accompanied by specifications regarding its typology, period of availability (Low/Medium season), accessibility indications (Airports, Seaports, Trains, Buses and Other Transports), available accommodations with related contact information.

4.4.3 Itineraries

The section "Itineraries" stores digital mapped versions of the tourism itineraries produced in the frame of "Forever Young!". By clicking on the related country hyperlink, the user can access a digitalized version of the related "Forever Young!" tourism itinerary. The digitalized itinerary is displayed in the form of a map featuring an embedded identification of the landmarks included in the itinerary through a set of icons placed on the map.

4.4.4 Mobile App

The link to project APP included in this section allows interested users to access, download and install the "Forever Young!" APP on their mobile devices.

4.4.5 Cultural Offer

The section "Cultural Offer" stores the key highlights of partners' research on UNESCO sites and intangible assets across Consortium countries. The information stored in this section is conceived as indications to potential destinations/thematic itineraries of tourism focused on the UNESCO heritage characterizing each partner country. The section includes hyperlinks leading to specific sub-sections wherein key UNESCO sites and intangible assets per each partner country are stored. Key information regarding typology, period of availability (Low/Medium season) is attached to each identified site.

4.4.6 Partners

The contact information of each partner organization are stored in the Website for the purpose of allowing direct communication between the Consortium of "Forever Young!" and Seniors, interested individuals, tourism professionals as well as stakeholders in the field of tourism interested in acquiring further information about the tourism offer of the project in each partner country.

4.4.7 Contact

This section provides Senior customers, interested individuals, tourism professionals as well as stakeholders in the field of tourism with the possibility of activating a direct communication with the Consortium of partners for the purposes of acquiring further information about the project and its tourism offer, submitting suggestions and/or proposing joint initiatives and follow-up schemes.

4.5 Testing project Itineraries: the Fam Trip phase

"Forever Young!" tourism itineraries were conceived as part of the strategy for the diversification and improvement of European tourism offer in the low and medium seasons for the market niche of Senior tourism customers (actual as well as potential).

The aforementioned strategy as one of its crucial milestones in the release of project tourism itineraries on the European tourism market, with a view to ensuring a wide, resilient and sustainable impact on the overall European landscape of tourism offer, with a particular focus on the offer dedicated to Senior customers.

In order to assess the concrete quality of project itineraries and compliance with the needs and preferences of Senior customers as well providing a groundwork of indications for the improvement/further development of "Forever Young!" itineraries, the project embedded a specific phase of transnational testing, organized through the internationally recognized formula of "Fam Trips".

Fam Trips (abbreviation of "Familiarization Trips") are an internationally recognized method of offer packages' testing in the tourism market. They consist in reduced tourism experiences involving professionals in the field of tourism (tour operators, tourism guides, tourism wholesalers) who experientially "test" the key aspects of a given package, in order to assess the latter's quality and compatibility with ultimate customers' needs and preferences.

"Forever Young!" Fam Trips were organized to test 4 of the country itineraries produced in "Forever Young!", respectively in Italy, France, Slovenia and Spain, with the involvement of a total 34 among tour operators and Senior customers.

The specific adaptation of the "Fam Trip" formula adopted in "Forever Young!" involved the participation of Senior customers, alongside tour operators in order to allow the expression of a comprehensive feedback including the standpoint of both ends of the tourism market, with tour operators representing the "supply side" and Seniors providing the feedback from the final customers' side of the market.

"Forever Young!" Fam Trips involved a total of 34 among tour operators and Seniors from Italy, Estonia, France, Spain and Slovakia.

The dates and locations of Fam Trips' implementation were the following:

1- Fam Trip in Spain

Dates: June 21st-24th 2017

Location: Caceres

2- Fam Trip in France

Dates: June 26th-29th 2017

Location: Provins

3- Fam Trip in Slovenia

Dates: June 26th-29th 2017

Location: Kranjska Gora

4- Fam Trip in Italy

Dates: June 27th-29th 2017

Location: Uri

Participants' contribution to the testing of project itineraries was provided through the experiential involvement in the latter's offer translated in the completion of specific questionnaires, divided per category (one questionnaire for tour operators and a specific questionnaire for Senior customers) wherein participants were asked to report their impression about the tourism offer as well as their insights and suggestions with regards to its improvement.

The questionnaires' results in each Fam Trip country were processed at the central level of the "Forever Young!" Consortium through the elaboration of Fam Trip-specific reports (containing the assessment of national experiences) which were cross-assessed and integrated in a comprehensive report of the entire Fam Trip phase.

A specific Conference dedicated to the presentation of the "Forever Young!" project and of the Fam Trip phase in its entirety, prelude to the Final Conference of the project in Cagliari (Sardinia) was implemented on the first day of the Fam Trip in Italy.

During the Conference, representatives of "Forever Young!" coordinating organization Mine Vaganti NGO presented the project, its achievements and the specifics of the Fam Trip phase to an international audience including tour operators and Seniors from France, Spain and Slovakia as well as representatives of the local authorities.

5.1 Disseminating the project: Conferences and Events

"Forever Young!" dissemination was finalized in the context of a dedicated international Conference hosted by the institutional partner of the project "Agenzia Sarda per le Politiche Attive del Lavoro" (ASPAL) in the premises of the Sardinian Regional Government in Cagliari (Sardinia) held on July 28th 2017.

The Conference included the participation of representatives of all "Forever Young!" partner organizations, representatives of local authorities and the Sardinian Regional Government as well as stakeholders in the tourism sector, including Senior groups and associations, NGOs and associations involved in the field of Cultural tourism/Environmental valorisation and protection, Tour operators and wholesalers, Businesses operating in the Tourism field (Hotels, restaurants, B&Bs etc.), experts in the field of Tourism/Senior Tourism/Cultural Tourism.

The introduction of the Conference was provided by the President of Regione Sardegna Francesco Pigliaru who delivered an inaugural address introducing the audience to the activities of Regione Sardegna, to the

general outline of Sardinian tourism industry and potential, as well as to the challenges and opportunities for local development provided by the promotion of Sardinian cultural and natural heritage.

There followed a presentation of the "Forever Young!" project performed by the President of the leading organization Mine Vaganti NGO Roberto Solinas and by the MVNGO's Vice President and "Forever Young!" responsible Maria Grazia Pirina.

In the context of this presentation, promotional and informational materials about "Forever Young!" were circulated among the audience of stakeholders.

Each "Forever Young!" partner organization, through its representative in the Conference, presented itself and the specific project tourism itinerary developed in its own country.

The Conference put forward a dedicated effort to outline project research and customization strategy and activities, in whose context partners identified the characteristics and needs of the Senior tourism audience as well as produced customized packages targeted at meeting their specific needs.

In the context of a detailed presentation of the specifics and achievements of project tourism itinerary Piloting phase, each national partner hosting project Fam Trips displayed a video presentation outlining the most salient moments and destinations of each package alongside interviews to Senior targets and tourism professionals who took part in the testing.

A showcasing and practical demonstration of project Web Platform and APP was delivered by representatives of project web development responsible organization "Youth in Science & Business Foundation" (YSBF).

In this context, the audience of stakeholders was introduced to the digital translation of project information and offer comprised in the two instruments as well as to the interactive and user-friendly features integrated therein (Digital Mapped itineraries, Optimized font for Seniors and people with impaired vision, Size regulation button, Chat system).

YSBF representatives, on behalf of the Consortium of partners, illustrated the potential of visibility and marketability of tourism offers provided by project Web Platform and APP.

An open roundtable was dedicated to acquiring feedback from stakeholders on the quality of project products and results as well as on their potential impact on the tourism market.

In the last session of the Conference, partners engaged stakeholders in a participatory discussion over potential strategies, partnership and initiatives to ensure long-term sustainability and marketability of "Forever Young!" results and tourism offer.

The closing dissemination event of the project was a Tourism Exhibition implemented in the premises of Mine Vaganti NGO in Sassari (Sardinia) in September 2017.

The Tourism Exhibition involved an audience of local tour operators, tourism agencies, Senior tourism stakeholder, local authorities' representatives and general public.

The Tourism Exhibition focused on displaying the achievements and the specific tourism offer of the "Forever Young!" project and on engaging the audience in a comprehensive reflection over the prospects of sustainable continuation, integration and follow-up of the project.