



WG2 Case study profile

WG2 Thematic group	WG2.1a. Care for older people
Name(s) of proposer	Estrella Durá, Mireia Ferri & Jorge Garcés
Institution	Polibienestar Research Institute
Title of case study (and priority ranking)	Active ageing and accessible social tourism
Country/region/place investigated	Valencia and Spain
Social service sector(s) investigated • Older people	People older than 65 years from Valencian Region and from Spain
Category of case study ('what' is investigated) <i>(Erase non relevant ones)</i> • Subsector/policy/programme (meso-level) • Project/initiative/experience (micro-level)	<p>In a meso-level the Ministry of Justice and Social Welfare from the Valencian Region offers a programme called Social Holidays ('Vacaciones Sociales') that provides to older people who apply the possibility to enjoy some days of holidays in tourist localities from Valencian Region coast. So, the objective of this programme is to offer to Valencian older people a vacation with the possibility to know different touristic places from the Valencian Region, as well as to promote social and cultural exchange with a programme of activities designed for the personal development and enjoyment of free time.</p> <p>In a micro-level the project SOCIALTOURISM (funded by the Spanish Ministry of Science and Innovation) aims to increase the sustainability and competitiveness of the Spanish tourism sector through the knowledge in social tourism accessible for all. The result of the first part of this project is the unique self-assessment model of Accessible Social Tourism (SAMAST) that allows all tourism entities to self-evaluate their grade of accessibility, detect their shortfalls, know the correct ways in which to change and provide reliable information about their accessibility status with regard to universal design and different kinds of disability. This model is available in Spanish in http://socialtourismplatform.com.</p>
Time frame considered <i>(from when to when)</i>	The project SOCIALTOURISM covers from 2011 to 2013.
Five 'perspectives' <i>(Erase non relevant ones)</i> • Cost efficiency/quality/user satisfaction • Governance • Social and/or territorial cohesion	<p>The programme Social Holidays impacts directly in users as it contributes to promote the physical and psychological wellbeing of older people that enjoy of this programme through a wide variety of cultural, sports and leisure activities; which contributes also to improve their quality of life. Moreover, the programme aims to promote the development and maintenance of employment in tourist areas during low season.</p> <p>The project SocialTourism impacts also in governance, as it allows governments to develop their Social Tourism Policies to face up to the ageing process and to build age-friendly environment; and for entities that could use the SAMAST to adapt their infrastructures and services to the elderly and disabled people and, therefore, increment their clients. So, consequently, it promotes quality of life and health status of elderly by increasing their social participation. At the same time, it contributes to make older people remain physical and mentally active in society and extend the possibility of enjoying a longer autonomous living, helping them to overcome physical and cognitive impairment and preventing depression, among other benefits. Moreover, these benefits could impact in the health and social spending of Governments because the less use of both services by elderly travellers.</p>

<p>Three processes in restructuring + crisis</p> <ul style="list-style-type: none"> • Cuts/rationalization/management reforms (NPM, others) • Vertical subsidiarity (administrative re-arrangements between government levels) • Horizontal subsidiarity (involvement of/outsourcing to other suppliers) 	<p>These two examples are cases aimed to promote social tourism addressed to older people since two different government levels (regional and national). Moreover, the benefits of the programme Social Holidays and the work carried out within the project SOCIALTOURISM are part of one of the objectives of the European Innovation Partnership on Active and Healthy Ageing by the European Commission to provide sustainable environments to respond to the European ageing process (Action Group D4).</p> <p>In 2011, 16.000 people benefited from Social Holidays programme and, although we have not found data from 2012, everything points to the number of beneficiaries around Valencian Region is similar in comparison to previous years.</p>
<p>Specific questions/focus</p>	<p>The importance of the initiatives cited in this case study lies in the promotion of an active, healthy and independent life to older people through tourism options adapted to the necessities of this target population. Moreover, through the development of policies aimed to detect shortfalls, public and private entities can adapt them to achieve infrastructures and services accessible to the elderly and disabled people.</p>
<p>Local Stakeholder Network (LSN)</p>	<p>NO</p>