CALL FOR TOUR GUIDES TO PARTICIPATE IN THE “PLEASE LET ENJOY A SENIORS EXPERIENCE” PROJECT

The Please Let Enjoy a Seniors Experience (PLEASE) project is a project which has received funding from the European Union’s COSME Programme (2014-2020). The aim of the PLEASE project is to develop a tourism product concept applied to 4 Member States (Malta, Bulgaria, Greece and Spain) for senior travellers involving a total of approximately 32 persons visiting a 5th member State in the Region of Abruzzo (Italy). Concretely, the project offers to a group of 8 seniors of each country the opportunity to learn how to choose their tourism destination (not just capitals) according to their budget and inclination, to be the testers of the pilot touristic product to carry out in Abruzzo, to evaluate and improve the product, and to be able to travel again on the basis of the received training and experience made. Moreover, the project offers 2 local tourist guides of each country the opportunity to learn about the product concept promoted in the project, to study the replicability of the model, and to join a Community of International Local Guides Experts in thematic web-offers and experimental tourism solutions.

The concept product to be tested is based on the Abruzzolink model. It is a dual web platform which allows the tourists to book their own customised tour directly by keeping in touch with local native professional guides. The targeted tour is an experience for small groups of tourists, that can learn how to choose among a network of more than 80 guides in Abruzzo, and more than 100 tours (about art, religion, food-tasting, trekking, bike, etc.) and facilitate the accommodation booking that is checked and verified. Abruzzolink is an innovative easy ICT tool which responds to the tourism increasing demand, expected in the next years, based on the new framework of Social Networks expansion, by using local resources and taking advantage of the new mobility ICT technologies. Moreover, the Abruzzolink is a network of local skilled tour guides which can get in touch easily and directly via internet. The tour guide will take care of the tourist since the first approach until the delivery of the product, assuring the best quality of service. Such a service is self-sustainable because the offer is flexible and his growth is depending on the demand.

The PLEASE project is composed by 9 partners from 5 countries representing seniors, regional governmental authorities, academia, SMEs, and non-profit association. In Spain the project is implemented by Dependentias and Polibienestar Research Institute (University of Valencia). This call is addressed to recruit the 2 local guides from Alcoy that will be part of the project, concretely in the 3-days training session in Abruzzo possibly during the month of September 2016, in the 2-days training for seniors in Alcoy, and in the pilot testing travelling again to Abruzzo in October/November 2016 during 7 days. Travel and subsistence costs are covered by the project.

Selected participants should commit to participate in the three activities (2 trainings and piloting):

3-days training session for local guides:

The training will be designed and implemented by UVEG-Polibienestar and Abruzzo.com in Abruzzo trying to improve the professional skills of local guides and fostering the entrepreneurship at international level for re-use the business model proposed in the project. The training will be implemented, given the diversity of situations and experiences across Europe, in a way to have a sharing of best practices...
and supporting mutual learning and benchmarking activities. From this experience, participants will receive the input to replicate the best practice learnt and to join a Community of International Local Guides Experts in thematic web-offers and experiential tourism solutions. Travel and subsistence costs are covered by the project.

An efficacy questionnaire will be delivered and implemented at the beginning and at the end of the training session to the extent of registering the acquired new skills because the training.

2-days training session for seniors:

After the training received in Abruzzo, the selected local guides will collaborate in the 2-days training session developed for seniors in Alcoy. The training will be carried on the basis of a program delivered by UVEG-Polibienestar, Dependencias, and Abruzzo.com. The objectives of this training are:

- to explain the goals of the pilot they will be involved in October/November 2016;
- to let senior travellers to explore the opportunities that they can pick surfing in the web and taking advantage of new ways to be transported, accommodated, fed and entertained, much cheaper than the traditional tourist offers and that can be enjoyed, in certain situations, also for free, for example, by exchanging their homes for the holidays;
- to collaborate in designing the pilot flow to Abruzzo to be developed in October/November 2016; and
- to empower them to be able to organise and enjoy again a transnational travel by using the lessons learnt.

An efficacy questionnaire will be also delivered and implemented at the beginning and at the end of this training session to the extent of registering the acquired new skills because the training.

7-days travel and staying in Abruzzo:

The 2 selected local guides that participated in the trainings will also participate in 7 days travel and staying in Abruzzo, enjoying the tourism product concept learnt in the training session together with seniors participating in the project. Travel and subsistence costs are covered by the project.

Participants will be surveyed in order to assess if their expectations were covered, to collect potential improvements to the tourism product, etc.

At the end of the activities, participants will receive a certificate of their participation.

**Criteria to apply for this call:**

- Knowledge of Italian and English language.
- Being certificated as a tour guide.
- Previous experience in dealing with the senior tourists (55-70 years old).
- Slight digital knowledge: creation of posts/blogs.
- Belong to Alcoy.

As mentioned before, 2 local people will be selected to participate in the project activities according to previous criteria and guaranteeing gender balance among the group. A list of 10 eligible local guides will be included in a waiting list in order to mitigate the risk of cancellation and to guarantee that the projects activities can be performed if any of the selected participants finally reject or abandon his/her participation.
This call is published in the project partners’ website and distributed among interested stakeholder in the cities where the piloting will be performed in order to make it transparent.

**Documentation, place and timeline to submit candidatures:**

Interested candidates to participate in the project implementation in Alcoy should present the following documentation:

- Standardized document of Expression of Interest
- A copy of his/her Identity Card
- CV

The place to present candidatures will be Dependentias (Calle Murillo, 25, Alcoy) or by mail to (info@dependentias.net).

The deadline to present the Expressions of Interest is the 1st June 2016.

For any doubt, you can call to 965 54 99 67 or 961 62 54 12 or write an email to info@dependentias.net or Polibienestar@uv.es.

Final decision will be communicated to candidates at the end of June 2016.

| DEADLINE for expression of interests: 1st JUNE 2016 |

**Data protection:**

All personal data from candidates to this call will be recorded in a file owned by Polibienestar Research Institute and Dependentias according to the Law 15/1999, de 13 de diciembre, de Protección de Datos de Carácter Personal.