

"SENIOR TOURISM: A TOOL FOR DEVELOPMENT OF TERRITORIES"

1st Annual Conference of the Project "TOURAGE"

Granada, 25th September 2012

Organized by: Delegation of Employment and Provincial Development, Provincial Council of Granada.

Venue: Auditorium of the headquarters of the Provincial Council of Granada. St. Periodista Barrios Talavera, number 1 C. P. 18015 Granada – Spain

Timetable: 09:30 – 14:00 y 15:30 – 18:00

PROGRAMME

09:30 – 10:00 **Registration of participants**

Welcoming Speeches

10:00 – 10:10 **Institutional Welcome.**

Mr. José Antonio Robles Rodríguez, 2ND Vice-President of the Department of Family, Social Welfare and Economy and Delegate-Deputy of Family and Social Welfare of the County Council of Granada - Spain

10:10 – 10:20 **Introduction of the TOURAGE project**

Ms. Ulla Äänismaa, Project Manager, Regional Council of North Karelia - Finland

Opening Speech: The Spanish approach

10:20 – 10:35: ***European Year for Active Ageing and Solidarity between Generations 2012: (Spain)***

Ms. Maite Pozo Querol, Technical Support for Coordination, General Secretariat, Institute for Elderly and Social Services of Spain (IMSERSO). Spanish Representation of European Year for Active Ageing and Solidarity between Generations 2012

10:35 – 10:50 ***Activities of IMSERSO (Institute for Elderly and Social Services of Spain) to promote senior tourism***

Ms. M^a Ángeles Aguado Sánchez, General Management Assistant Director of the Institute for Elderly and Social Services of Spain

10:50 – 11:05 ***"Europe Senior Tourism"***

Ms. Marta Santamaría García, Technician of the Department of R+D+I, "SEGITTUR" State-Owned Company for Tourist Innovation and Technologies Management, Tourism State Secretariat, Spanish Ministry of Industry, Energy and Tourism (Spain)

11:05 – 11:30 **Discussion**

11:30 – 12:00 **Break**

Project TOURAGE Good Practices in Senior Tourism: Regional approach

1st session

Moderator: Mr. Antonio Garcia Gonzalez, Secretary General of the Provincial Federation of Hotel and Tourism Companies of Granada - Spain

12:00 – 12:15: Good practice provided by the County Council of Granada - Spain: **"Sierra Nevada a mountain and ski resort also for older"**

Ms. María José López González, Chief Executive of Cetursa Sierra Nevada

12:15 – 12:30 Good practice provided by the Regional Development Agency of Prešov - Slovakia **"Wooden Churches in Eastern Slovakia – Preservation and Promotion"**

Mr. Matúš Goč, project manager, Regional Development Agency of the Autonomous Region of Prešov

12:30 – 12:45 Good practice provided by the Regional Council of North Karelia - Finland **"Koli Shuttle Taxi – Sustainable Way to Reach a National Park"**

Ms. Sonja Tynkkynen, project manager, RTS project, Regional Council of North Karelia

12:45 – 13:00 **Good practice provided by Vidzeme Planning Region - Latvia**

Ms. Laila Gercāne, Head of Department of Development and Projects, Vidzeme Planning Region

13:00- 13:15 Good practice in the Region of East Macedonia & Thrace – Greece: **"Challenges and Obstacles towards a focused touristic product in East Macedonia and Thrace".**

Mr. Pavlos DAMIANIDIS, Deputy Regional Governor of Region of East Macedonia & Thrace

13:15 – 13:30 **Good practice provided by the Agency of Regional Development and Environmental Management of the Province of Szabolcs-Szatmár-Bereg - Hungary**

Mr. István Oláh, Managing director, Agency of Regional Development and Environmental Management of the Province Szabolcs-Szatmár-Bereg

13:30- 14:00 **Discussion**

14:00 - 15:30 **Break**

2nd session

15:30-15:45 Good practice provided by the County Council of Granada - Spain **"Regional and Provincial Programs of Hydrotherapy Baths in Spain"**

Mr. Javier Ballbe, Director of the Hydrotherapy Baths Association of Andalusia and the Observatory of Hydrotherapy Baths

15:45- 16:00 Good practice provided by the Association of Polish Communes of the Baltic Euro-region - Poland **"Tourism as a tool for physical, mental and social engagement of seniors"**

Ms. Agnieszka Walczak, Chair of the Board of the 'Without Barriers' Tourism Association in Gdynia

15:00 – 16:15 Good practice provided by the Regional Tourist Association of Bourgas - Bulgaria **"Strandzha Nature Park"**

Ms. Mariana Assenova, PhD, Assistant Professor, Tourism Department of the Sofia University

16:15 – 16:30 Good practice provided by Region of Podkarpackie - Poland **"Podkarpackie region as a senior tourism destination"**

Mr. Jarosław Reczek, Head of Department, Region of Podkarpackie

16:30 – 16:45 Good practice provided by the Coordination Agency for the Development of the Balaton Lake - Hungary **"Ability Thermal Spa in Tamási, Hungary"**

Mr. Zoltán Róth, Leader of the Thermal Spa Tamási

16:45 – 17:00 Good practice provided by the West Regional Authority-Ireland: **"Active retirement in Ireland. A regional perspective"**

Mr. Shane Winters, West Regional Authority, EU Project Officer

17:00- 17:30 Discussion

17:30 – 18:00 **Closing Speech**

Ms. M^a Merinda Sádaba Terribas, Delegate – Deputy of Employment and Provincial Development of the County Council of Granada.