

PILOT TESTING TOURS– SENIORS' RESULTS



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AGENCIJA M
po poteh kulture



Center za idrijsko dediščino



DEVELOPMENT CENTRE OF THE HEART OF SLOVENIA

Pilot testing

- ▶ Verify the suitability of tourism products designed for seniors aged 55+ on the basis of Tourism Product Transnational Mobility Model for Seniors in Pilot EDEN Destinations;
- ▶ Tourism products: 5 days, 3 EDEN destinations;
- ▶ Testing conducted using two target subgroups of seniors from Italy (women and couples);
- ▶ Participants assessed the suitability of the tourism offers they tested (time, programme, accommodation, experiences...).



Pilot testing women

- ▶ 24th – 28th April 2017;
- ▶ Vulkanland, Solčavsko, Idrija;
- ▶ 12 women from Università delle Libereità AUSER Trieste (Italy).



Who participating women are?

- ▶ 12 Italian women;
- ▶ The majority aged from 65 to 75;
- ▶ Accustomed to traveling.



Vulkanland

- ▶ In general they assess excellent their experience;
- ▶ Destination appropriate for the target group;
- ▶ Accommodational and catering offers, degustations appreciated;
- ▶ Most interesting attraction: Vulcano Ursprung.



Vulkanland

- ▶ Inspired: “the nature”, “professionalism during degustations”, “the calmness in the way of life of local people”, “the pride of people for their own products”, “the conscious management of natural resources”
- ▶ Disturbed: lack of information in Italian or at least in English.



Vulkanland – suggestions by participants

- ▶ Include spa/wellness in the offer;
- ▶ Provide a map of the itinerary;
- ▶ Some brochure in Italian language would be appreciated;
- ▶ Made available at least one TV channel in Italian language.



Solčavsko

- ▶ In general they assess excellent their experience;
- ▶ Destination appropriate for the target group;
- ▶ Accommodational and catering offers, degustations, workshops appreciated:
- ▶ Most interesting part of the program: ethno-cultural programme



Solčavsko

- ▶ Inspired: “the generosity of people”, “the nature and its majesty”, “genuineness of people”, “ the research to valorize the ancient traditions”, “the pride and sense of belonging to the own territory of local people”
- ▶ Disturbed: lack of information in Italian.



Solčavsko – suggestions by participants

- ▶ Take in consideration the possibility to offer single room;
- ▶ More excursions in the nature;
- ▶ More information in Italian language.



Idrija

- ▶ In general they founded the program neither bad nor good;
- ▶ Not all experiences were appropriate for the target group (e.g. accommodation);
- ▶ Degustations and workshops appreciated;
- ▶ Most interesting attraction: Ecological farm “Naš Raj” and Lace School.



Idrija

- ▶ Inspired: “the nature”
- ▶ Disturbed: poor attention to the group.



Idrija – suggestions by participants

- ▶ Foreseeing valuable alternatives (e.g.g. Cultural) in case of bad weather;
- ▶ Considering the possibility to opt for single rooms;
- ▶ Many persons over 55 need help with luggage, especially in case of stairs.



Pilot testing women – general suggestions

- ▶ Shortening the time for lunch;
- ▶ Plan some degustations as optional.



Pilot testing couples

- ▶ 25th – 29th May 2017;
- ▶ Northern Velebit National Park, Kolpa Region, Idrija;
- ▶ 6 couples from Università delle Libereità AUSER Trieste (Italy).



Who participating couples are?

- ▶ 6 Italian couples;
- ▶ Age: 5p. → 65 to 75, 4p. → 75-85, 3p. → 55-65;
- ▶ Accustomed to traveling.



Northern Velebit National Park

- ▶ In general they assess very good their experience;
- ▶ Destination appropriate for the target group;
- ▶ Catering offer, degustations, workshops appreciated:
- ▶ Most interesting part of the program: hiking in the National Park, followed by the visit to Refuge for Bears Kuterevo



Northern Velebit National Park

- ▶ Inspired: “the beauty of the nature”, “the amazing landscapes”
- ▶ Disturbed: accommodation



Northern Velebit National Park – suggestions by participants

- ▶ Add some more walks in the Park;
- ▶ Foreseen also visits to come coastal villages in the program;
- ▶ Pay more attention to table service;
- ▶ Pay more attention to accommodational services.



Kolpa Region

- ▶ In general they assess excellent their experience;
- ▶ Destination appropriate for the target group;
- ▶ Accommodational and catering offers, degustations, workshops appreciated;
- ▶ Most interesting part of the program: Šokčev dvor (2p.). All other experiences received 1 vote.



Kolpa Region

- ▶ Inspired: spring of Krupa and the nature, folklore performance , typical house Šokčev dvor;
- ▶ Disturbed: too much food, too full programme.



Kolpa Region – suggestions by participants

- ▶ More walks in the nature,
- ▶ A bit of calm!
- ▶ Utilization of a central theme.



Idrija

- ▶ In general they assess excellent their experience;
- ▶ Destination appropriate for the target group;
- ▶ Accommodational and catering offers, degustations, workshops appreciated;
- ▶ Most interesting part of the program: Visit of Anthony's Shaft and visit/workshop at Šturmajce homestead.



Idrija

- ▶ Inspired: Nature, history and folklore
- ▶ Disturbed: the mistreatment of men and things



Idrija – suggestions by participants

- ▶ Add some walks to enjoy the nature.



Pilot testing couples – general highlights

- ▶ Very beautiful places;
- ▶ Excellent hospitality;
- ▶ Very good relationship born among participants.



**GRAZIE PER
L'ATTENZIONE!**

