



EUROPEAN COMMISSION
Enterprise and Industry Directorate-General
Tourism, CSR, Consumer Goods and International Regulatory Agreements



Call for Proposals

7/G/ENTTOU/11/511A - Facilitating Transnational Low Season Exchanges in Europe through the Development of Social Tourism

PROJECT SUMMARY

Project title: Health Tourism Exchange Program

Acronym: **Healtour**

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PARTNERS:

1. Central-Transdanubian Regional Development Agency (CTRDA), Hungary (Coordinator)
2. National Institute of Research Development in Tourism (INCDT), Romania (co-beneficiary)
3. Extremadura: European Academy of Yuste Foundation (FAEY), Spain (co-beneficiary)

PROJECT

The Healtour project will give due importance to the existing Calypso preparatory studies that delivered concrete information on social low-season tourism exchanges in the EU. The project will also benefit from studies and expertise generated through projects like SOWELL and URTS that have already been co-financed by Calypso in 2010.

Healtour will continue and complete the previous Calypso research on the financial and normative local conditions (in the territory covered by the partners) under which trans-national exchanges may take place and will provide insight on the feasible models of low-season economical exchanges (social public policy co-financing, private operators involvement, etc.).

The project will also investigate how a “social tourism” label can facilitate the involvement of the private sector (tour operators, hotels, travel agencies, transport companies, etc.) into building new products and offers within the social tourism sector. Research will involve the relevant local partners, associations and stakeholders. The results of the studies will also benefit from a thorough dissemination strategy (targeted newsletters, press releases, information on social media, etc.).

OBJECTIVES

The main objectives of the project are:

- to support the partners in setting up, developing and/or strengthening Calypso structures in their country;

- to provide network opportunities by enhancing collaboration, with the ultimate aim of promoting low season exchanges in the Calypso target groups;
- to conduct relevant studies that could improve the knowledge base and eventually facilitate low season exchanges;
- to show how the specific project deliverables could be linked to the use of the Calypso web platform.

Building upon the Calypso study finding that national structures were not always sufficiently organised and consolidated to engage in Calypso, Healtour seeks to consolidate the structures of each participating country, to enable a strong structure for future European exchange mechanisms.

Through this project, the partners - in close collaboration with the national contact point - will disseminate information on the Calypso project at national level to public authorities, tourism professional organizations and NGO`s involved within the Calypso target groups.

The studies that will be conducted during the project can be categorized in two ways: studies on the actual social tourism offer in the partner countries, and others geared at enhancing cooperation with private suppliers. These studies will also be proposing solutions to create a new low season exchange mechanism between the countries participating in the project and/or to find ways to join existing mechanisms.

ACTIVITIES

Project management - (Responsible for the activity is Central-Transdanubian Regional Development Agency)

Promotional campaign and dissemination of the results of the project as well as of its objectives (Responsible for the activity is Central-Transdanubian Regional Development Agency)

The main elements of the promotional campaign and dissemination:

- Country meetings for own (local) stakeholders
- Preparation of a flyer
- Press releases, articles in Internet
- E-newsletter
- Information brochure
- Final conference

Analysis of health tourism offers and products in Europe and comparative analysis of subsidizing mechanisms.

1. A study on the existing health tourism and social tourism offers in the partners' territory.
2. A study on the already existing public financial support, and the possibility to create symmetrical or asymmetrical exchanges.
3. A benchmark of the tourism offer in health resorts and of the specific tourism products created for these target groups in various countries. The results will be presented and disseminated to private operators through tourism professional organizations, with the aim of involving private actors in the Calypso Program and encouraging them to collaborate with public authorities to enhance their products and create low season exchange offers.

Design of different scenarios concerning legal, institutional and commercial frameworks, and incentives for the development of low season tourism exchange

1. A study on the possibilities to subsidize low season exchange mechanisms and to create, if necessary, a cooperation framework between national insurance funds.
2. A study on the creation of a social tourism label (as a tool to group tourism offers that could eventually be made available on the Calypso web platform).