Title: Tourist routes and attractions accessible to all generations
Objective: To identify and promote routes to natural and cultural heritage sites which are suitable for all generations
Description: Elderly visitors are often reluctant to visit interesting sites or to do walks because they do not have information whether they are easily accessible. Some of the most interesting sites will be checked and then promoted on the web sites of municipalities and/or local tourist organisations as “DEMOCHANGE routes accessible for all generations”. If feasible, a brochure will also be printed.

Title: Guidelines for development of new tourism products suitable for the elderly
Objective: To improve and adapt tourism offer in the pilot region
Description: Even though demographic changes are recognised as important in existing municipal strategies and development documents in the model region, concrete measures are often lacking.

Based on the analysis of the existing tourism offer, guidelines and recommendations for new products especially suitable for the elderly in the fields of culture, sport & recreation and education will be developed.

Title: It is never too late: Skills of the young for the needs of the old
Objective: To stimulate local youth to engage actively in tourism
Description: The observation of new patterns of living has shown that nowadays the elderly remain active and eager to learn new skills to a much higher age than before. However, the training of activities such as skiing, canoeing, canyoning etc. which is currently offered in model region is usually tailored for younger generations. Together with the local youth, already skilled and involved in such training, specially designed courses, adapted to the capacities and pace of the seniors will be designed. Additionally recommendation for the youth on how to implement these programmes will be provided.