# silver-tourism

*Developing Innovative Touristic Products for Silver Economy*

## FINAL CONFERENCE

**Mayte Gallego Garrido**

**Project Advisor**

Brussels, 19th October 2017

Cámara Badajoz · FUNDECYT PCTEX · Trusted Business Partners · ZAVOD NOVI TURIZEM · EUROMONTANA · ADR Agenția pentru Dezvoltare Regională NORD-EST · Erasmus+

WHY **SILVER TOURISM** IS DIFFERENT?

# We have tried to...

Hybridize Trends

- **TOURISM**    - **SILVER/ SENIOR**

Innovative Tool/ Methodology

**DESIGN THINKING**

Innovative Tool/ Training Platform

**MOOC (Massive Open Online Course)**
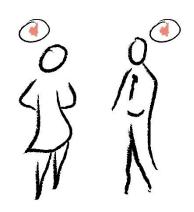
# What is

# Design Thinking?

*Design thinking* can be described as a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.

TIM BROWN
CEO at ideo.com

# DESIGN THINKING

**Design Thinking** promotes the use of **creative** and **analytical thinking**, with tools that empower:
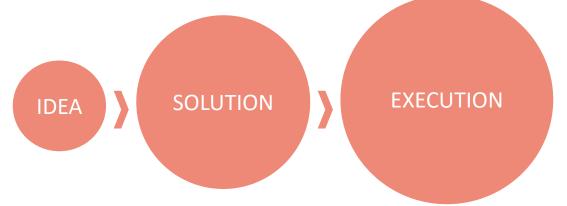
EMPATHY            COLLABORATION            FUN
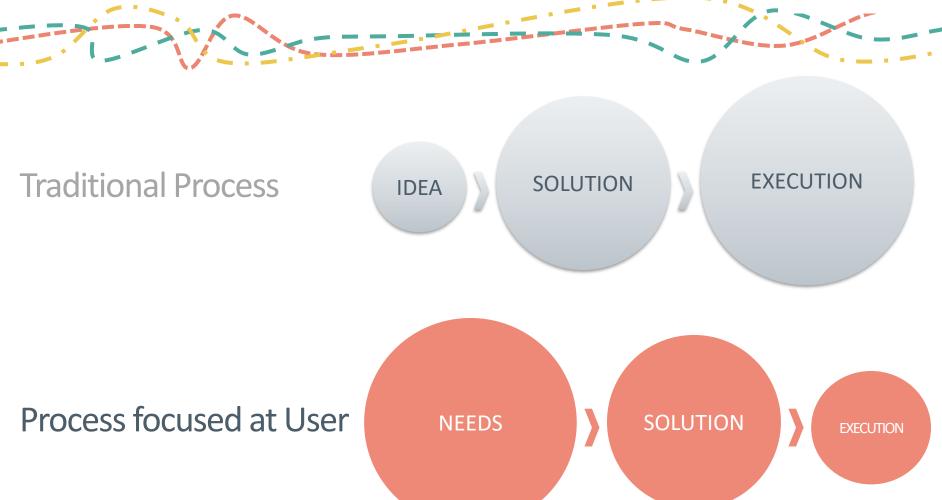
# DESIGN THINKING PROCESS

Traditional Process

**IDEA** 〉 **SOLUTION** 〉 **EXECUTION**

# DESIGN THINKING PROCESS



Traditional Process

IDEA › SOLUTION › EXECUTION

Process focused at User

NEEDS › SOLUTION › EXECUTION

# PHASES OF DESIGN THINKING

EMPATHIZE — DEFINE — IDEATE — PROTOTYPE — TEST
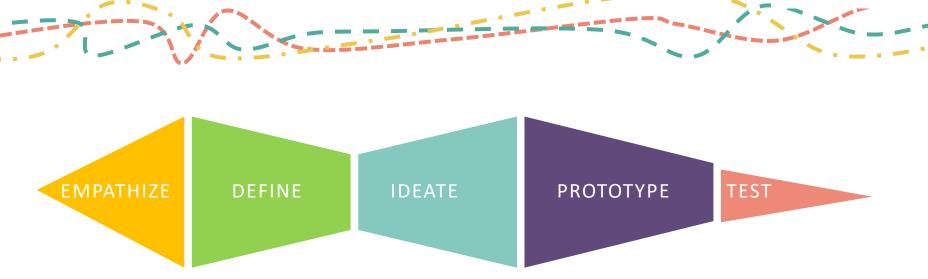
- It is an iterative process, being able to move forward or backward whenever we need
- Users can be involved at all stages
- For each stage we can use different DT Tools

# The **Design Thinking** process

**EMPATHIZE:**     Work to fully understand the experience of the user for whom you are designing.  Do this through observation, interaction, and immersing yourself in their experiences.

# The **Design Thinking** process

**EMPATHIZE:**    Work to fully understand the experience of the user for whom you are designing.  Do this through observation, interaction, and immersing yourself in their experiences.

**DEFINE:**    Process and synthesize the findings from your empathy work in order to form a user point of view that you will address with your design.

# The **Design Thinking** process

**EMPATHIZE:** Work to fully understand the experience of the user for whom you are designing.  Do this through observation, interaction, and immersing yourself in their experiences.

**DEFINE:** Process and synthesize the findings from your empathy work in order to form a user point of view that you will address with your design.

**IDEATE:** Explore a wide variety of possible solutions through generating a large quantity of diverse possible solutions, allowing you to step beyond the obvious and explore a range of ideas.

# The **Design Thinking** process

**EMPATHIZE:**  Work to fully understand the experience of the user for whom you are designing.  Do this through observation, interaction, and immersing yourself in their experiences.

**DEFINE:**  Process and synthesize the findings from your empathy work in order to form a user point of view that you will address with your design.

**IDEATE:**  Explore a wide variety of possible solutions through generating a large quantity of diverse possible solutions, allowing you to step beyond the obvious and explore a range of ideas.

**PROTOTYPE:**  Transform your ideas into a physical form so that you can experience and interact with them and, in the process, learn and develop more empathy.

# The **Design Thinking** process

**EMPATHIZE:** Work to fully understand the experience of the user for whom you are designing. Do this through observation, interaction, and immersing yourself in their experiences.

**DEFINE:** Process and synthesize the findings from your empathy work in order to form a user point of view that you will address with your design.

**IDEATE:** Explore a wide variety of possible solutions through generating a large quantity of diverse possible solutions, allowing you to step beyond the obvious and explore a range of ideas.

**PROTOTYPE:** Transform your ideas into a physical form so that you can experience and interact with them and, in the process, learn and develop more empathy.

**TEST:** Try out high-resolution products and use observations and feedback to refine prototypes, learn more about the user, and refine your original point of view.

# What is a

# MOOC?

A MOOC can be filled with...

Text

Video

Quizzes

Images

**The Massive Open Online Courses** allow an efficient use of both social media and audiovisual content

# WHAT WE WILL FIND AT ST MOOC?

- **A PREZI about the Project**

- **5 UNITS**

  - **UNIT 1.** UNDERSTANDING THE NEEDS OF SILVER- AGE TOURISTS AND ACCOMPANYING PEOPLE

  - **UNIT 2.** DESIGNING SILVER TOURISM PRODUCTS & SERVICES

  - **UNIT 3.** MARKETING SILVER TOURISM PRODUCTS & SERVICES

  - **UNIT 4.** DEVELOPING LOCAL/ REGIONAL SILVER TOURISM DESTINATION

  - **UNIT 5.** SILVER TOURISM MANAGEMENT FRAMEWORK

- **Additional Information**

  - **DT Tools**

  - **MOOC Additional Information**

  - **Glossary**

  - **Doubts about the MOOC**

UNIT 1. UNDERSTANDING
We have to **gain** an **empathic understanding** of the **problem** we are trying to **solve**
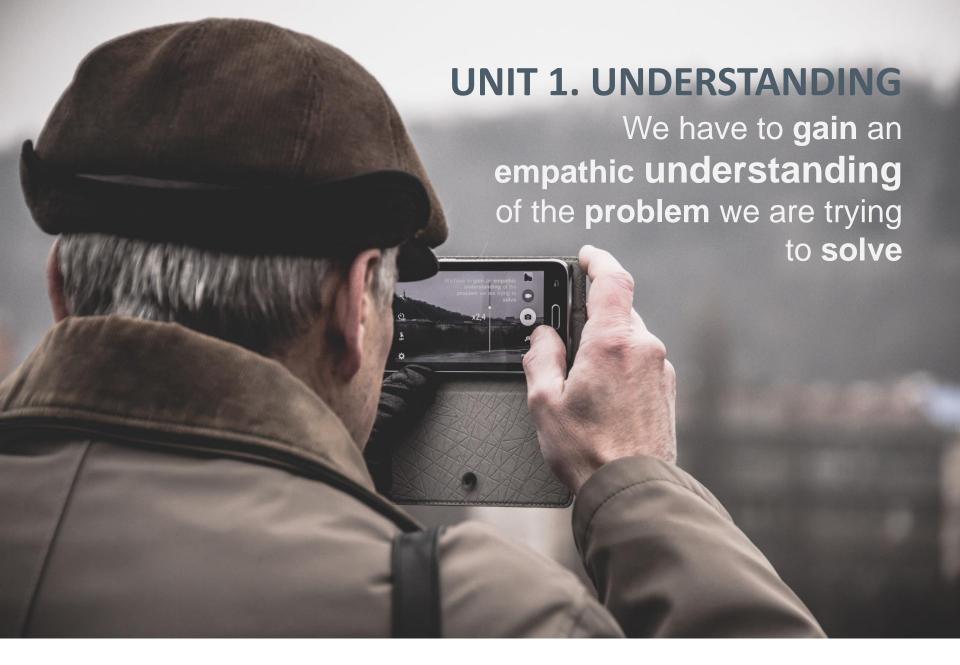
# UNIT 1. UNDERSTANDING

- This Unit has been developed by **EUROMONTANA European Association of Mountain Areas (BE)**

- Main objective of the Unit:

  *to trail the Silver Tourism Expert to give him/her the points to **Better Understand** the increasing market represented by **Silver Tourists** and to provide them key understanding **Tools** to better apprehend this specific target group.*

# UNIT 1. UNDERSTANDING THE NEEDS OF SILVER- AGE TOURISTS AND ACCOMPANYING PEOPLE

**Tourism Industry** needs to continuosly improve the quality and mobility of its staff to provide top quality, personalised services to all tourists. Adapting tourism to globalisation and new market demands requires that efforts are made to improve the professional skills of workers in the sector. The workforce must adapt to new technolocies and changes in customer expectations. In particular, this involves the demand for customised travel experiences that can be planned, recorded and reviewed in across multiple digital platforms.

This is precisely the goal of this first unit, to trail the **Silver Tourism Expert** to give him/her the points to Better Undestand the increasing market represented by **Silver Tourists** and to provide they key understanding tools to better apprehend this specific target group.

Thus, an in-depth analysis on the silver tourists will be done, to help him/her to Better Understand who the silver tourists and accompanying persons are. This would help the **Silver Tourism Expert** to <u>better understand their needs, wishes, interests and motivations to travel and thus to better answer to their needs</u>. The **Design Thinking methodology** will be used to learn how to develop a <u>Profile Card Tool</u> and a <u>Motivation tool</u> to facilitate this analysis (Learning Element 1.1)

Then, the <u>Mobility Patterns</u> will be developed to better understand how silver tourists go to a tourism destination and how they move once they have reached their holiday destination. Alternative and innovative good practices will be presented to improve mobility especially in rural and mountain areas, which are often heavily dependent on the individual car. <u>The technique of individual and group interviews</u> will be used to better understand the travelling patterns of silver tourists (Learning Element 1.2).

Senior mobility is often embedded by **Health Problems**: from minor Health issues to major ones, tourism destination need to develop accessible infrastructures and services to comfortably welcome their senior tourists and to answer to their specific needs. The difficulties to make a destination accessible will be assessed and solutions will be presented to facilitate destination accessible to all (Learning Element 1.3).

Senior tourists have different **Spending Capacity**, largely depending on their socio-economic development and if they are still working or not. Their financial means will determine to which extend they will be able to pay for additional services and products. The **Silver Tourism Expert** will gain a better knowledge on the spending capacity of these silver tourists and will learn how do an <u>empathy map</u> to estimate what are the missing services and products that the silver tourist will be ready to pay for (Learning Element 1.4).

Finally, the **Silver Tourism Expert** will learn how to engage into **Digital Tourism** and to make the best of Information and Communication Technologies to better inform about his/her destination but also to better answer to the needs of silver tourists. While the access to technologies can offer great development and new services, a good balance between technologies solutions and maintaining human relationship will be sought (Learning Element 1.5)

📁 1.1 Better Understand the Interest of Silver Tourists

📁 1.2 Mobility of Silver Tourist and Accompaying persons

📁 1.3 Health- Care & Accessibility of Silver Tourists

📁 1.4 Spending Power of Silver Tourists

📁 1.5 Potencial and New Technologies

📁 Exercices Unit 1

  After studying this unit, you can try to solve these exercises and then upload them. We will correct them and inform you about your advances.

  Exercise 1.1. Understanding the Needs of Silver Tourist

  Exercise 1.2. From Feedback to Empathy and Definition

✔️ Evaluation Unit 1

Design Thinking **TOOLS** used in this Unit:

- *INTERVIEW*
- *EMPATHY MAP*
- *PROFILE CARD*
- *EXTREME USERS*

# UNDERSTANDING

## INTERVIEW

- In exercise 1.1, we will work with this tool. First we can create a **questionnaire** and late select a group of people to be interviewed.

- **Interviews** are crucial in the Empathize phase as human-centered tool and the best way to hear from "people" in their own words.

- In this questionnaire we will take into account the different approaches tackled along the Unit 1 (motivations, mobility, health-care & accessibility, spending power and new technologies potential).

*Once we finish the interviews, it is time to gather all the answers/feedbacks and analyse them to try to understand the real needs, motivations, expectation of the silver tourist as a starting point to generate new products and services.*

# UNDERSTANDING
## PROFILE CARD

- In exercise 1,2 and after the interviews, we have a large number of comments, etc., now it is necessary to **group** them, **analyse** and **synthesize** our observations.

- We can design a profile with the **most relevant characteristics** of our target. This profile will help us to focus our ideas and possibilities.

- The tool to do so is the **"Profile Card".** The purpose of this tool is to create reliable and realistic representations of our different segments.

# Profile Card

silver-tourism



**Personas**

**Objetivo**
Crear arquetipos de usuarios para apoyar una decisión.

**Desarrollo**
Para cada persona se definirán características personales como una descripción física, edad, género, cultura, gustos, rutina, hábitos, etc. Estos arquetipos servirán para sostener posibles ideas o soluciones futuras.

Design Thinking para generación de nuevas iniciativas orientadas al Turismo Silver.

Equipo:

Fecha:

**Nombre**
Gloria López

**Frase**
"Prefiero los alojamientos con encanto donde la gente te trata con amabilidad y cercanía".

| | |
|---|---|
| **Edad** | 85 |
| **Profesión** | Jubilada |
| **Estado** | Casada |
| **Ciudad** | Granada |
| **Nivel Tecnológico** | Bajo |

**Bio**
Gloria vive con su marido y, como muchos abuelos hoy en día, suelen tener en casa a sus tres nietos adolescentes mientras sus hijos trabajan. Tiene una día a día muy activo rodeado siempre de su familia.
En sus ratos libres, hace sus viajes en pareja a sitios tranquilos donde no haya mucha gente. Habitualmente, opta por viajes de relax en spas o balnearios de buena calidad, en zonas donde, además, puedan disfrutar de una buena gastronomía, siempre cuidando sus pequeños problemas alimenticios que no le permiten comer de todo.
Gestiona sus viajes a través de agencias y no suele hacerlo con mucha antelación, ya que aprovecha cualquier oportunidad para hacer una escapada. Valora que los alojamientos sean de calidad y que el trato sea agradable.

**Personalidad**

Activa/Familiar/Afable/ Exigente

**Objetivos**
- Relajarse en lugares tranquilos.
- Disfrutar de una buena gastronomía.
- Dar un buen paseo por lugar con unas bonitas vistas.
- Viajar con su marido. Fuera de grupos.

**Frustraciones**
- El trato impersonal en los alojamientos.
- Los alojamientos que no cumple sus expectativas.
- Los hoteles que ofrecen comida de poca calidad y poco variada.
- La poca información que en algunos restaurantes ofrecen sobre sus comidas.
- Los alojamientos que se ofertan servicios de relax, como los spas, pero están saturado de gente.
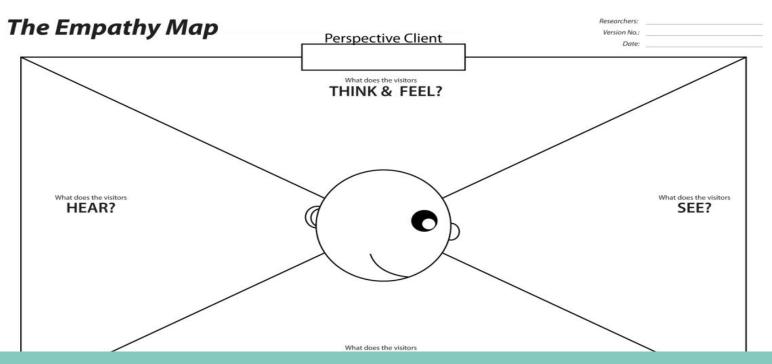
# UNDERSTANDING

## EMPATHY MAP

- Other tool to be used in this part of understanding is the **"User Empathy Map".** It will help us to start a discussion about the **needs** and **wishes** that users have.

- The discussion will be centered about what was observed, and what can be understood about these user groups' **beliefs** and **emotions**.

- Now… use all the feedback gathered during the interviews, and fill the empathy map template…

# Profile Card



The Empathy Map

Perspective Client

What does the visitors
THINK & FEEL?

What does the visitors
HEAR?

What does the visitors
SEE?

What does the visitors

Researchers:
Version No.:
Date:

*After these two exercises (Persona/Profile Card and Empathy Map), we have a real known about the large part of our future clients.*

# UNIT 2. DESIGNNING

**Design** is not just what it looks **like** and **feels like**. Design is **how it works**

*Steve Jobs*

# UNIT 2. DESIGNNING

- This Unit has been developed by the **Chamber of Commerce, Industry and Service of Badajoz (ES)**

- Main objective of the Unit:

    *This unit will study how to design a tourism product/service through the most efficient methodologies used in the business environment. Particularly, the **Design Thinking** and **Business Model Canvas methods.***

# UNIT 2. DESIGNING SILVER TOURISM PRODUCTS & SERVICES

A **Product** is an object created by a manufacturing process. <u>The concept of tourism product refers to the activity that people make when they visit a place that is not their own, either for leisure, culture, business, etc.</u> Thus, the tourism product covers both physical goods and services that characterize the destination, forming all part of the tourist experience.

The **Tourism Product** has tangible components (natural environment, cultural heritage, ...) but also intangibles (hospitality of the people, quality of care, ...), establishing its characteristics by the interaction and combination of all these components. We can say that the tourism product includes all elements that enable the development of tourism. We must consider that any tourism product has the following characteristics:

- **Intangibility**, which means that we cannot touch, smell or feel

- **Expiration**, because we cannot be inventoried for later use

- **Heterogeneity**, which means it consists of a wealth of values and elements that depends on who provides them or when they are made

- **Inseparability**, since they cannot be separated from who are their suppliers

- **Discontinuity**, because demand variability alternately creates waiting lines, or idle services resources

- **Instantaneity**, because oftentimes services are created and at the same time delivered

**Tourism Specialists** say that travelers are always looking for tourism products instead of tourist destinations, ie, that they are not satisfied with a single aspect of the destination they are visiting, but enjoy living a full experience in all aspects. For this reason, communities when they consider how to attract visitors, should develop a comprehensive strategy that allows them to offer a quality tourism product. Similarly, when a single business looks for designing a product, should develop a complete definition of how its environment can be related with its product/service.

This unit will study how to design a tourism product/service through the most efficient methodologies used in the business world. Particularly, the study will focus on the knowledge of the **Design Thinking** and **Business Model Canvas methods** as well as multiple tools for generating ideas, creativity, or business design. Naturally, we are looking for the viability of our value proposition both economically and legally. Finally, aware of the importance of linking our product to the location where we are, we will consider the political, economic and social environment, including our social responsibility in social progress and environmental sustainability.

📁 2.1 Silver Tourism Design Thinking

📁 2.2 Emotional Approach to Design Products and Services

📁 2.3 Business Planning

📁 2.4 External Context Analysis

📁 2.5 Corporate Social Responsibility

📁 Exercises Unit 2

After studying this unit, you can try to solve these exercises and then upload them. We will correct them and inform you about your advances.

Exercise 2.1. Creativity

Exercise 2.2. Value Proposition Canvas

Exercise 2.3. Customer Journey Map

✅ Evaluation Unit 2

# UNIT 2. DESIGNNING/ Learning Elements

- **All Units are divided into Learning Elements**

- **Within each LE we can find:**
  - An explicatory video
  - Good Practices examples
  - A pdf with all the Unit content

# UNIT 2. DESIGNNING



silver-tourism

**UNIT 2.** Designing Silver Tourism Products & Services

Video 2
EMOTIONAL DESIGN FOR SILVER TOURISM

Erasmus+

# UNIT 2. DESIGNING

Design Thinking **TOOLS** used in this Unit:

- *STAKEHOLDERS MAPPING*
- *SCAMPER*
- *VALUE PROPOSITION CANVAS*
- *CUSTOMER JOURNEY MAP*

# DESIGNNING
## VALUE PROPOSITION CANVAS

This tool consists of how to analyze **our value proposition** from what our customer see and feel.

- It is the solution offered to the clients in order to satisfy their needs or solve their problem. STEPS:

  - first, select one of the ideas already obtained during Unit 2

  - Second, contrast it using the Value Proposition Canvas tool to determine if the chosen idea is aligned with the needs of the selected target audience (Unit 1).

  - Third, if you find that the chosen idea does not properly align with your selected target audience, then please choose another idea or modify the current one.
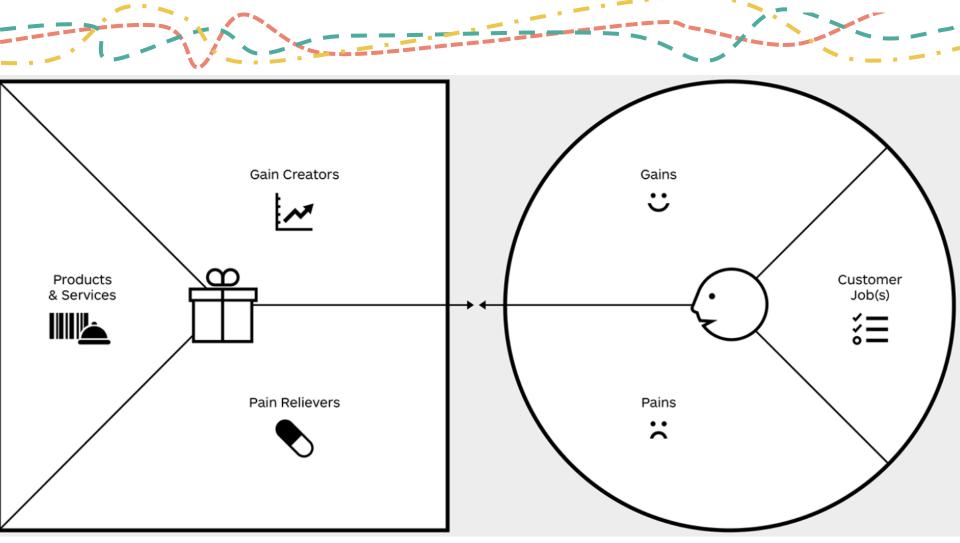
# Value Proposition Canvas

# DESIGNNING
## CUSTOMER JOURNEY MAP

The previous exercise has given us as result a product or service idea aligned with the needs of our target audience.

Through the **Customer Journey Map** (CJM) we can determine all the connections of **Silver Tourists** with our product or service already validated.

- Two important reasons to use CJM:
  - ✓ it identifies all the touch points related to the customers´ experience of our products or service, in order to improve that experience at these touch points.
  - ✓ It helps us understand the emotional impact the interactions between final users and our products or services in our existing customer experience
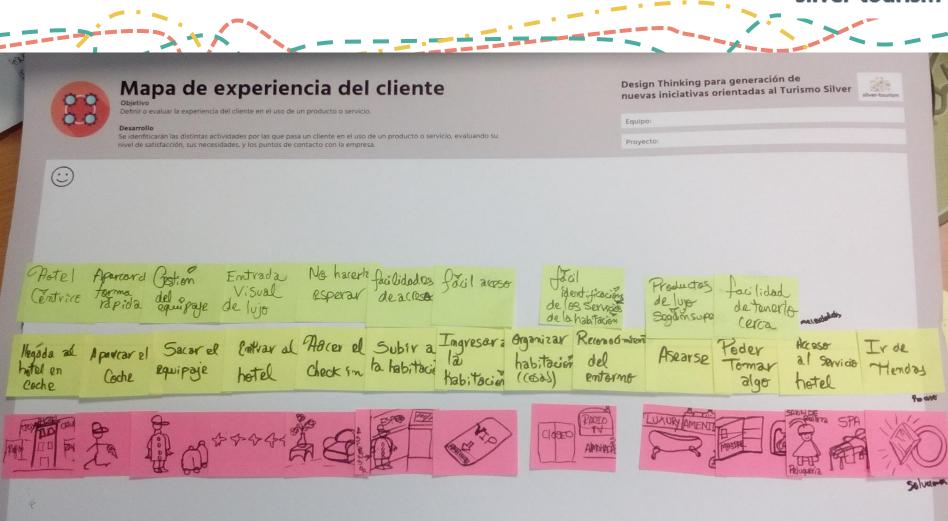
# Customer Journey Map

# UNIT 3. MARKETING

## Design is **Thinking** made Visual
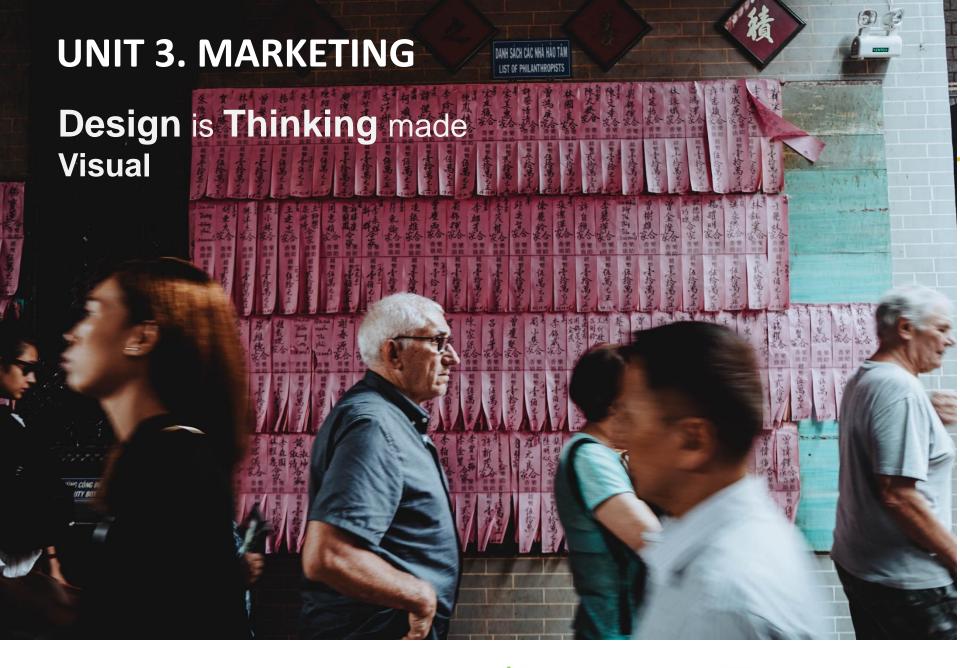
# UNIT 3. MARKETING

- This Unit has been developed by the **New Tourism Institute -Zavod Novi Turizem NT- (SI)**

- Main objective of the Unit:

  *Understanding of fundamental and in depth marketing skills regarding Silver Tourism. As an expert it is important to understand the challenges that come with marketing to this specific target.*

# UNIT 3. MARKETING SILVER TOURISM PRODUCTS & SERVICES

This unit focuses on **Marketing Silver Tourism Products & Services** and is divided in five learning elements: market segmentation, positioning & branding, marketing tools, cost benefit analysis & pricing and marketing effectiveness.

**Market Segmentation** focuses on the STP-process, which refers to the process of (1) segmentation, (2) targeting and (3) positioning, whereby it concentrates on the first two steps. The STP-process is considered a key concept in the study and application of marketing. It shows how an organization chooses to compete within a potential target market, in this case the **Silver Tourism** market.

**Positioning & Branding** deals with the last step of the STP-process – positioning. Rules and industry examples give insight in how to position your product, service or destination. Methods include a competitor analysis, the perceptual map, brand building essentials and product pitching.

**Marketing Tools** gives a theoretical introduction in traditional marketing and digital marketing (emarketing). By providing several marketing tools, including low cost marketing solutions, the student will be able to effectively communicate his/her products or services to the chosen **Silver Tourism** market segments.

**Cost-Benefit Analysis & Pricing** educates the student in how to price a product to be both competitive and profitable. Furthermore, this element introduces the student to a cost-benefit analysis (CBA) which is a systematic process for calculating and comparing benefits and costs of a project or decision (product, service or destination related to **Silver Tourism**). A cost-benefit analysis helps to predict whether the benefits of a decision outweigh the costs.

The last learning element, **Marketing Effectiveness**, helps to control the outcome and assists the student in using pre-emptive methods when marketing his/her product, service and/or destination. Marketing Effectiveness includes how to draw up action plans, result measurement, setting realistic timeframes, budgeting and evaluation & revision methods.

📁 3.1 Market Segmentation

📁 3.2 Positioning and Branding

📁 3.3 Marketing Tools

📁 3.4 Cost Benefit Analysis and Pricing

📁 3.5 Marketing Effectiveness

📁 Exercises Unit 3

   After studying this unit, you can try to solve these exercises and then upload them. We will correct them and inform you about your advances.

   Exercise 3.1. Motivation Matrix

   Exercise 3.2. Create your story

   Exercise 3.3. Marketing Action Plan

✔️ Evaluation Unit 3

- Eg. 3.2

Positioning and Branding:

## Good Practices

Silver Tourism
Developing Innovative Touristic Products for Silver Economy

### Uber vs. Lyft - an example of the effect brand positioning can have over both internal culture and customer expectation

Both Uber and Lyft are on-line ride sharing companies. **Uber** started as a luxury brand. Its original service (now called **UberBlack**) is using high end 'black' hire cars driven by professional hire car drivers. Their brand promise (their marketing slogan) is '**everyone's private driver**'. Being first to market it has been a very successful positioning for them, and they have become a brand synonymous with disruptive innovation by offering people a transportation service that is much more convenient and customer focused than the taxi industry around the world has become.

**Lyft** essentially offers the same product as Uber, however, their brand is built for a slightly different purpose. According to Lyft's CMO while both companies want to improve transportation, they have a goal that is environmental: having fewer cars on the road and filling empty seats. Lyft's brand promise is '**your friend with a car**' which drivers say does come with a different set of customer expectations when compared to Uber's 'private driver' promise. As a brand, Lyft positions themselves as being a more 'relaxed' experience for both the driver and their customer when compared to Uber, and it's right there in their promise.

In interviewing around two dozen drivers who worked for both Uber and Lyft, real differences between the types of customers (passengers) and employees (drivers), that each of the brands attracts appeared. When competing for the same

1

# UNIT 3. MARKETING

Design Thinking **TOOLS** used in this Unit:

- *MOTIVATION MATRIX*
- *STORYBOARD*
- *SHARE INSPIRING STORIES*

# MARKETING

## MOTIVATION MATRIX

Motivation matrix is a design thinking tool that tries to **identify** and **visualize** connections among all stakeholders/decision makers related to our product or service, including the motivation components.

- It reveals the needs and expectations of each stakeholder.

- It allows to see the stakeholder relations and flows of material, information and money during the whole process.

# Motivation Matrix



brings to

what each actor brings

what each actor takes out

stakeholders' own intentios
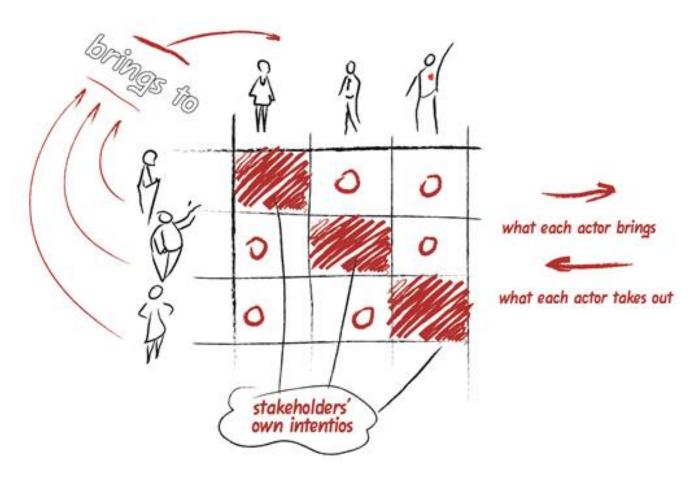
# MARKETING
## STORYBOARD

Storyboard is a tool that helps communicating how a user would experience a product or service and how the proposed design will help them accomplish their objectives.

▪ Until now we have learnt about how to segment our market, motivations of our target groups and creation and positioning of our brand. Let's now put all these concepts into practice.

▪ Lets create a story for our product or service. How? Using our creativity and what we have learnt in the previous Unit. All is connected!
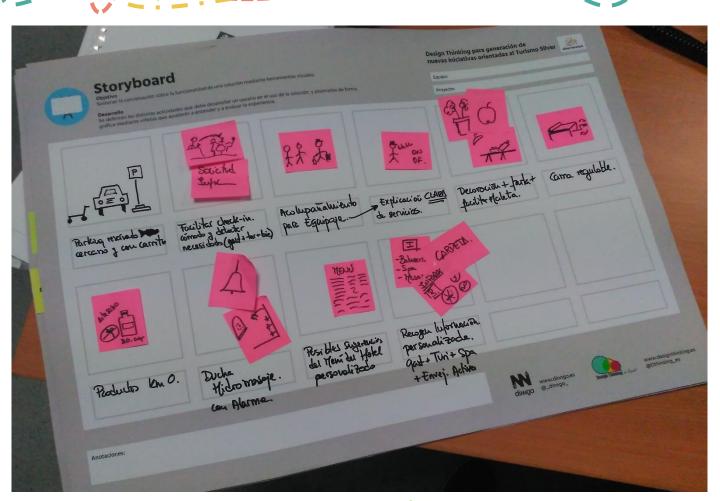
# Storyboard

# UNIT 4. DESTINATION

**Design** thinking is the **glue** between all **disciplines**
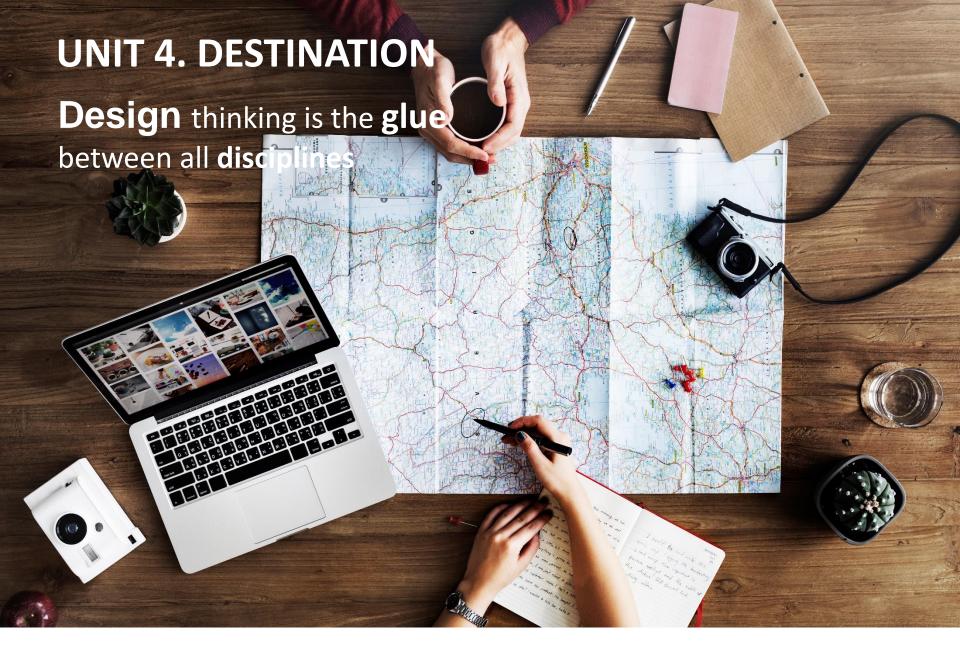
# UNIT 4. DESTINATION

- This Unit has been developed by **North-East RDA (RO)**

- Main objective of the Unit:

    *This Unit will study how to involve relevant local or regional stakeholders and their role in development of **silver tourism destination**, as well as how to implement a **SWOT analysis** in local or regional context and how to design a **sustainable destination** for silver tourists.*

# UNIT 4. DEVELOPING LOCAL/ REGIONAL SILVER TOURISM DESTINATION

**Destination Development** is a continuous process of coordination and development of amenities, facilities, products and services that support host communities to deliver quality experiences for visitors and enhance residents well-being. Managing destination development is fundamental to successful implementation of tourism management, where tourism experts and stakeholders put into action the priority strategies and plans developed.

The successful implementation of the destination development phase involves:

Development is shaped by the planning scheme and approvals process of a destination which is a reflection of community aspirations for 'places'. Getting the right planning scheme is a giant leap towards encouraging sustainable tourism development;

Development of an effective and collaborative destination management structure to facilitate stakeholder engagement and communication and guide development and management;

Facilitation of a process to engage public and private sectors for investment in required tourism infrastructure and product, including:

Identification of public infrastructure services and facilities demands, including consideration of host community and visitor needs;

Planning for the development of appropriate public and private infrastructure and facilities to transport and distribute visitors to, and effectively throughout the destination;

Development of tourism-related products and experiences that are aligned with core brand values and the needs of the visitor market segments of the destination;

Development of tourism experiences within natural and protected areas, ensuring conservation values are maintained;

Provision of visitor information services to encourage increased expenditure and satisfaction;

Facilitation of a process to engage public and private sectors for investment in required tourism infrastructure and product;

Providing a forum to engage stakeholders in a proactive way to address key sector challenges for the destination, including:

Ensuring high standards for tourism products and facilities to enhance the visitor experience;

Developing a high quality labour market to deliver on visitor expectations and needs;

Developing a strategic approach to the management of risk, visitor health, safety and security.

In this unit, the **Silver Tourism** Expert will study how to involve relevant local or regional stakeholders and their role in development of silver tourism destination, how to implement a SWOT analysis in local or regional context and how to design a sustainable destination for **Silver Tourism**. Not least, they will learn about networking and financial capacity building and methods of coaching the **Silver Tourism** Service Providers.

📁 4.1 Stakeholders Involvement

📁 4.2 Local- Regional context SWOT analysis

📁 4.3 Sustainable Destination Design for Silver Tourism

📁 4.4 Networking and Financial Capacity Building

📁 4.5 Mentoring of the Silver Tourism Service Providers

📁 Exercises Unit 4

After studying this unit, you can try to solve these exercises and then upload them. We will correct them and inform you about your advances.

Exercise 4.1. Stakeholders Map

Exercise 4.2. Motivation Matrix

Exercise 4.3. Marketing Action Plan

✔️ Evaluation Unit 4

# UNIT 4. DESTINATION

TOOLS to be used:

STAKEHOLDERS MAPPING

MOTIVATION MATRIX
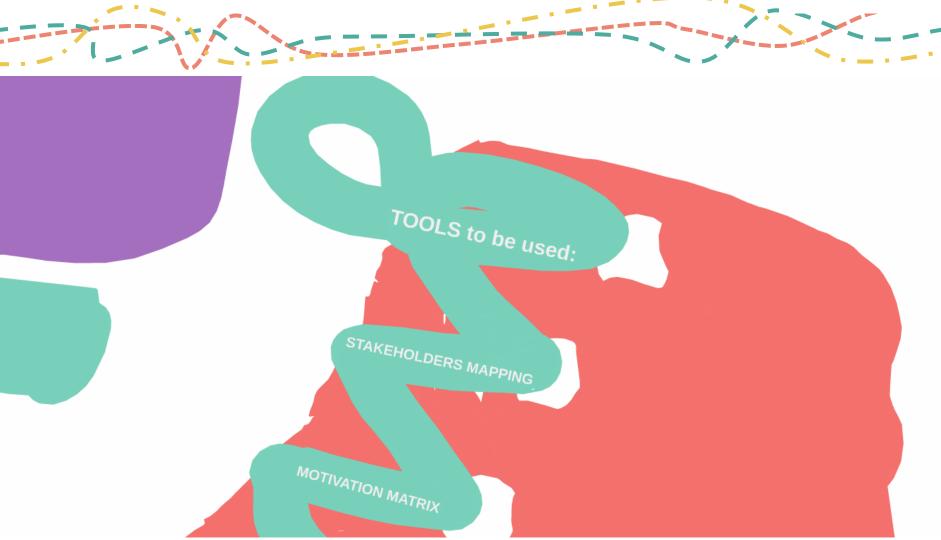
# DESTINATION
## STAKEHOLDERS MAPPING

Effective tourism destination planning is a complex process but a high level of stakeholder engagement and cooperation will enrich the all process

- How to create a stakeholders map:
  - put an idea, concept, project in the centre of the canvas
  - then put the people that you'll need to develop and implement the idea, concept, project around it.

*This will help understand the value we'll need to create, who to involve and when...and then,* ***develop a strategy for implementation.***
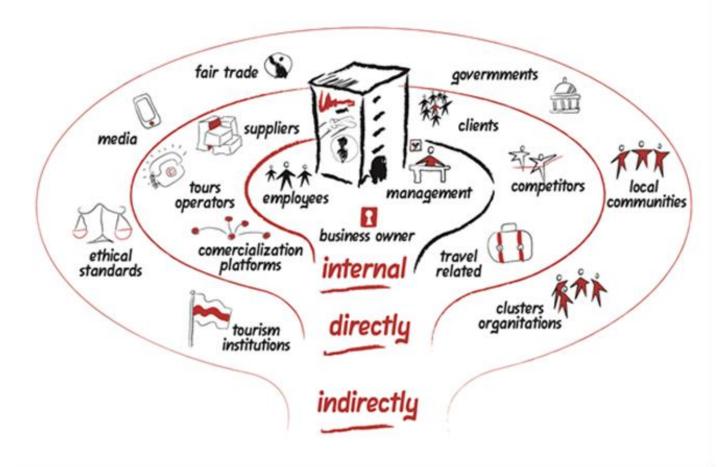
# Stakeholders Mapping

# UNIT 5. QUALITY

## Good Design is Good Business

# UNIT 5. QUALITY



- This Unit has been developed by **Trusted Business Partners (HU)** 

- Main objective of the Unit:

  *This Unit will deal with assurance and consulting skills based on transparent assessment methods and widely accepted standards of sustainable tourism.*

  ***The Silver Tourism Management Framework (STMF) is based on the four interlinked areas of effort corresponding to the four UNITS already seen.***

**Silver Tourism Management Framework** includes research, design, destination development and marketing elements as an adaptation of *"The guide to best practice Destination Management"* document. This guide was developed by the Australian Regional Tourism Network (ARTN) in association with the Department of Resources, Energy and Tourism. More information at: http://www.artn.com.au/destination-management

The **Silver Tourism Management Framework** (STMF) is similarly based on the four interlinked areas of effort.

Research & Analysis – Understanding the needs of silver-age tourists and accompanying people

Product Design – Designing **Silver Tourism** Products & Services

Destination Development – Developing local/regional **Silver Tourism** Destination

Marketing – Marketing of **Silver Tourism** Products & Services

Research & Analysis and Product Design inform all parts of the **Silver Tourism Management Process**. They inform and show how the traditional delivery areas of Destination Development and Marketing can yield tangible results that develop **Silver Tourism Products and Services** in a destination; and communicate the results to visitors and other stakeholders.

The best **Silver Tourism Management Process** to employ is one that will help you to focus on the products and services and compare them to your silver-age visitors' expectations and local community aspiration or vision. Then you have to identify any gaps in service delivery and consider mechanisms for measuring quality and visitor satisfaction. Access to and the availability of your product and service offering need to be considered in the mix as well.

The validation of each element of the **Silver Tourism Management Framework** should focus on the following aspects:

The best process(es) required

The place in which it relates

The people involved

The product (or service)

and The output of the validation.

📁 5.1 Best Practice Models and Performance Indicators

📁 5.2 Performance Measurement

📁 5.3 Capability Assessment

📁 5.4 Risk Management

📁 5.5 Quality Improvement

📁 Auto- Evaluation

# UNIT 5. QUALITY



**AutoEvaluation Process of the Silver Tourism Products Design**

## UNIT 1: Understanding the Needs of Silver-Age Tourists and Accompanying People

| | What Processes will you put in place to help you identify, resource, collect and manage research and information relating to Silver Tourism? | | LEARNING ELEMENTS |
|---|---|---|---|
| **Process** | Have you determined the process of identifying and collecting relevant research and information? | | 1.1.1 Silver tourists: an increasing part of the tourism market |
| | What information do you need to inform your approaches to design, development and marketing? | | 1.1.2 The specific interests of silver tourists in general: motivations and tendencies to travel and when do they travel |
| | What information do you have? | | 1.3.1 The economic interest in developing more accessible tourism |
| | Who owns the information you need and can you access it? | | 1.3.2 What are the most common health problems that prevent senior people to travel? |
| | Is it current? | | |
| | Is it sufficient to inform decision making? | | 1.3.3 How to provide enough information to answer to the needs of senior tourists? |
| | What are the information gaps? | | 1.3.4 What are the difficulties and barriers to overcome to have an accessible service or product? |
| | If you have gaps how can you commission or source the information you need? | | |
| | What is the cost? | | 1.5.1 The increasing role of ICT in the tourism sector |
| | How can this be resourced? | | |
| | **What is your place? Define your destination by a notional boundary.** You may need to return to the concept of defining the boundary a number of times during the process. | | LEARNING ELEMENTS |
| **Place** | What information already exists about the place you have defined as your Silver Tourism (ST) destination? | | 1.2.1 The mobility patterns to go to a tourism destination regarding the means of travel but also the tendencies of senior tourists to travel in groups/alone/with family. |
| | Is it a destination or part of a journey to, or from a destination? | | 1.2.2 The necessity to develop innovative and alternative transport means, especially in rural and mountain areas |
| | What physical attributes (natural and man-made) add to or detract from the attraction of the destination? | | 1.2.3 How to better understand the way your silver tourists travel: mobility patterns |
| | What historical (natural and social) information is available about the destination? | | 1.2.4 Mobility of Silver Tourists and Accompanying persons: Conclusion |
| | What plans, research or information are relevant to the destination? | | |
| | Investigate Local and State Government Plans and reports that may be relevant. | | 1.3.1 The economic interest in developing more accessible tourism |
| | Is there a community plan or strategic plan that sets out a vision for the community? | | |
| | Is there an economic development (ED) plan? | | 1.3.4 What are the difficulties and barriers to overcome to have |
| | What other industry sectors feature in the ED plan? | | |

Unit 1_Autoevaluation | Unit 2_Autoevaluation | Unit 3_Autoevaluation | Unit 4_Autoevaluation

# UNIT 5. QUALITY

## AutoEvaluation Process of the Silver Tourism Products Design

### UNIT 1: Understanding the Needs of Silver-Age Tourists and Accompanying People

| | | | |
|---|---|---|---|
| **People** | Do you know what are the main travel motivations of Silver Tourists? | | Annex 2: Good practices to have more accessible services and products |
| | **Who is visiting your destination?** | | **LEARNING ELEMENTS** |
| | Consider the current visitor demographic and psychographics | | 1.1.1 Silver tourists: an increasing part of the tourism market |
| | Where are ST visitors coming from? | | 1.1.2 The specific interests of silver tourists in general: motivations and tendencies to travel and when do they travel |
| | Why are they coming? | | |
| | Is this information current and consistent? | | 1.1.4 How to better understand who the silver tourists are: Introduction to the Interview |
| | **What staff and skill base is available to collate the information?** | | **LEARNING ELEMENTS** |
| | Consider the people you will need to help you to bring together the information and research you need in Silver Tourism Management. | | 1.3.4 What are the difficulties and barriers to overcome to have an accessible service or product? |
| | Do they have the time and capability (skill) to collect the information? | | |
| | **Who are your key partners in Silver Tourism Management?** | | **LEARNING ELEMENTS** |
| | Who do you need to collaborate with to bring together the information needed to support the Silver Tourism Management (STM) process? | | 1.3.4 What are the difficulties and barriers to overcome to have an accessible service or product? |
| | Define the type and level of involvement | | |
| | Can you co-opt other individuals or stakeholders to assist? | | |
| | If so who are they and what do they require or receive by their involvement in the STM process? | | |
| **Product** | **How does your Silver Tourism spot in its current form present as a total product or service?** You will need to bring together information that answers the following: | | **LEARNING ELEMENTS** |
| | What is your spot currently offering? | | 1.1.2 The specific interests of silver tourists in general: motivations and tendencies to travel and when do they travel. |
| | What is its unique selling proposition? | | |
| | Is this in line with the values and vision of your community of interest (destination)? | | 1.1.4 How to better understand who the silver tourists are: Introduction to the Interview. |
| | Is this in line with your ST brand values? | | 1.2.3 How to better understand the way your silver tourists travel: mobility patterns |
| | What are the unique ST products and services on offer? | | 1.3.3 How to provide enough information to answer to the needs of |

# ADDITIONAL INFORMATION

## ADDITIONAL INFORMATION

📁 Tools

You will find the different tools necesary to know the MOOC methodology. Each of these tools can be used throughout the contents of this course.

Design Thinking
Stakeholders Map
Customer Journey Map
Create Pitch
Empathy Map
Extreme Users
Inteview
Motivation Matrix
Prototype to Test
Scamper
Share Inspiring Stories
Storyboard
Value Proposition Canvas

💬 MOOC Additional Information

CampusTOP is an initiative promoted by the Silver Tourism project carried out in partnership with the Chamber of Commerce of Badajoz, FUNDECYT-PCTEX, Euromontana, Trusted Business Partners, Zavod Novi Turizem and ADR NORD- EST within the Erasmus + kA2 Strategic Partnership (2015-1-KA202-015963) program with the aim of providing distance training, Flexible and quality workers, business, unemployed and vocational students. The completion of the course is online, so the learning methodology is completely flexible and open. By accessing this specific portal, you can follow the agenda, with access during the 24 hours, managing the times of completion without days or fixed times, and from any country in the world We recommend you start the course by viewing each of the videoclass that are part of it. After completing the videotapes, read the study documentation, which is in each of the learning element, as well as the cases of good practices and in case you need to see the videos in that part, where you believe Repeat the class Reading and studying this documentation will allow you to further deepen your knowledge. At all times the participants of the course will have at their disposal the figure of the Tutor, which will be available to any request for information. With the support of the Tutor, it is possible to clarify doubts, ideas, and ask for deeper explanations on any aspect related to the topic addressed. At the end of the course, each participant is granted a certificate of participation that certifies the accomplishment of the same and its achievement of the category of Expert in Silver Tourism.

🔤 Glossary

You can consult here the most important terminology for this MOOC. You can suggest the inclusion of new terms if you consider it

💬 Doubts about the MOOC

If you have any questions, please, feel free to ask them in this forum

📄 Silver Tourism Certificate

# HOW TO PARTICIPATE?

- Please enter in our project´s website

  **www.silvertourism.eu**

- Click on **Results - Massive Open Online Course**

- Click on **Course**

- At the top right you will see **Is this your first time here?** Click on **Create new account**

- Fill in the requested info (fields) and the system will send to the email address indicated by you **username and password**

# HOW TO GET THE COURSE CERTIFICATE?

- An Evaluation will be found at the end of each Unit (1, 2, 3 and 4)

- Allowed attempts: 3

- Time limit: 30 minutes

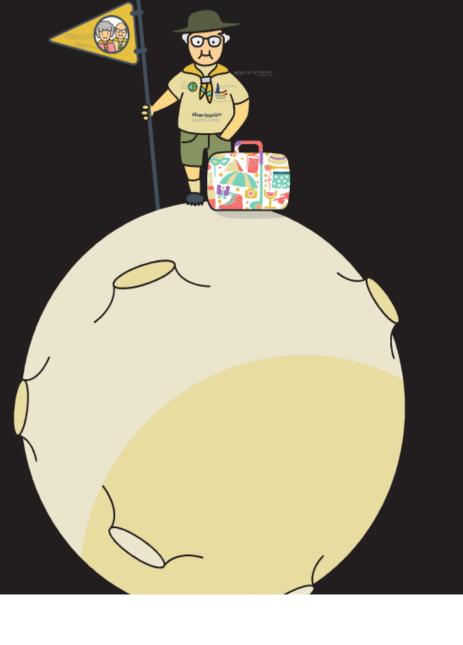*If you satisfactorily pass all 4 evaluations you will get your Certificate, GOOD LUCK!!*

# silver-tourism

*"Don´t let anyone to tell you the sky is the limit when there are footprints on the moon"*

Erasmus

Cámara Badajoz  FUNDECYT PCTEX  Trusted Business Partners  ZAVOD NOVI TURIZEM  EUROMONTANA  ADR Agenția pentru Dezvoltare Regională NORD-EST  Erasmus+