

# Supporting participation of **younger and older generations** in rural tourism development through **Intergenerational Practice**



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# Aging in rural mountainous areas



# Barriers to Participation of Younger and Older population

| Youth  | Elderly  |
|--|--|
| <b>Politics, power distribution and cooperation:</b>   |  |
| <ul style="list-style-type: none"> <li>· Power inequalities and hierarchy</li> <li>· Lack of agreement</li> <li>· Missing trust</li> <li>· Lack of identification with the area</li> </ul> |  |
| <ul style="list-style-type: none"> <li>· Missing respect</li> <li>· No addressing of youth</li> </ul>  | <ul style="list-style-type: none"> <li>· Perceived lack of economic benefits</li> </ul>  |
| <b>Information and media</b>   |  |
| <ul style="list-style-type: none"> <li>· Missing information</li> <li>· Unappealing information</li> </ul>   |  |
| <b>Personal conditions:</b>  |  |
| <ul style="list-style-type: none"> <li>· Disinterest</li> <li>· Lack of time</li> </ul>  |  |
|  | <ul style="list-style-type: none"> <li>· Age-related non-participation</li> <li>· Reservation, wariness, closeness and lack of self confidence</li> <li>· Inconvenience</li> </ul> |

# Intergenerational practice

*aims at bringing people together in purposeful, mutually beneficial activities, which promote greater understanding and respect between generations and may contribute to building more cohesive communities.”*

- extra familial contexts
- younger → older



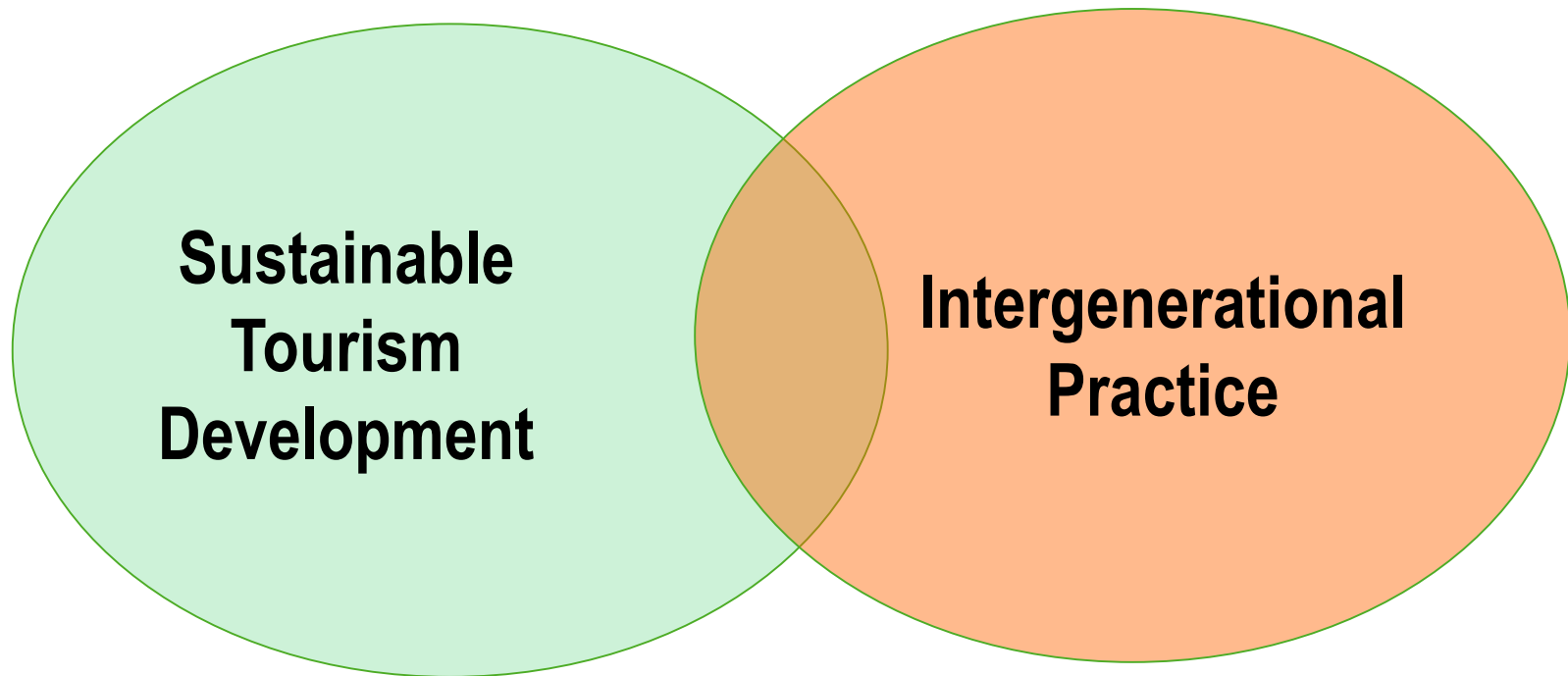
# Benefits of intergenerational exchange

- Reconstruction of social works
- Development of sense of community
- Construction of a more inclusive society
- Breaking down barriers and stereotypes
- Enhanced social cohesion
- Construct and strengthen culture
- Relieve parental pressure
- Build social networks and develop bridges in the community
- Provide civic behavior models
- Build, maintain and revitalize community opportunities and public infrastructures
- Produce public art
- Develop volunteer work
- Provide volunteers for community services and encourage people to work with others in community groups
- Care for the environment



local identity and solidarity

engagement and participation



sustainable communities, neighborhood renewal

environmental and cultural regeneration and preservation activities

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# What can the older and younger generations contribute to Sustainable Tourism Development?

## Older Generation

- ✓ Traditional and experiential knowledge:
  - Land use,
  - Flora and fauna: medical plants,
  - Cultural heritage
- ✓ Lifestyles respecting the natural environment
- ✓ Professional knowledge and skills
- ✓ Interpersonal and civic competences
- ✓ Interest in sharing knowledge
- ✓ Enthusiasm
- ✓ Potential to volunteer regularly

## Younger Generation

- ✓ Openness to innovation, ability to adapt
  - ✓ Openness to globalization
  - ✓ Networking skills
  - ✓ Knowledge of ICT, social media
  - ✓ Potential to become professionals
    - In sustainable tourism development
  - ✓ Civil rights activism
  - ✓ Time/ ability to learn;
    - sharing information interactively
  - ✓ Engagement in new trends in environmental protection
  - ✓ Potential to volunteer on action days
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# How can Intergenerational Practice be useful for Tourism Development?

**Making the local population aware of the tourism potential**

**Using the local knowledge and skills of younger and older population as a resource**

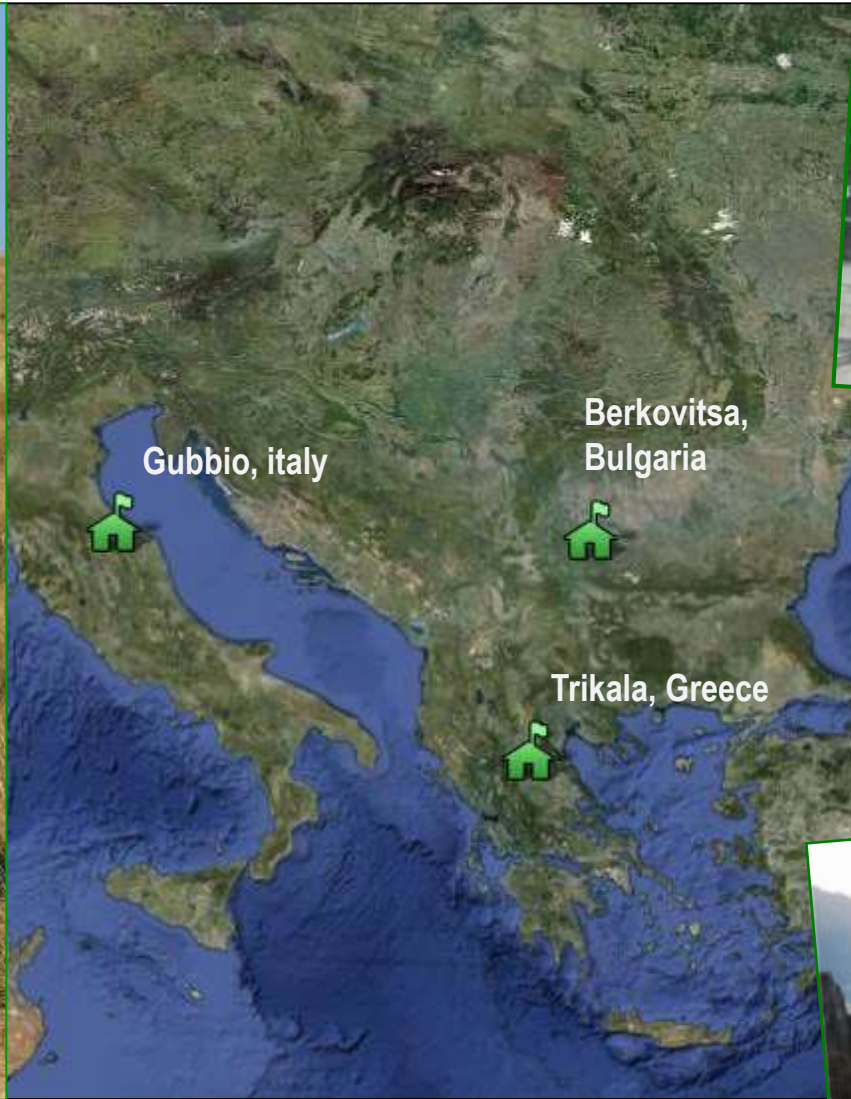
**Building cooperation in the local community on promoting sustainable tourism development**







# Big Foot. Crossing Generations, Crossing Mountains



Lifelong  
Learning  
Programme



# The local population aware of the tourism potential





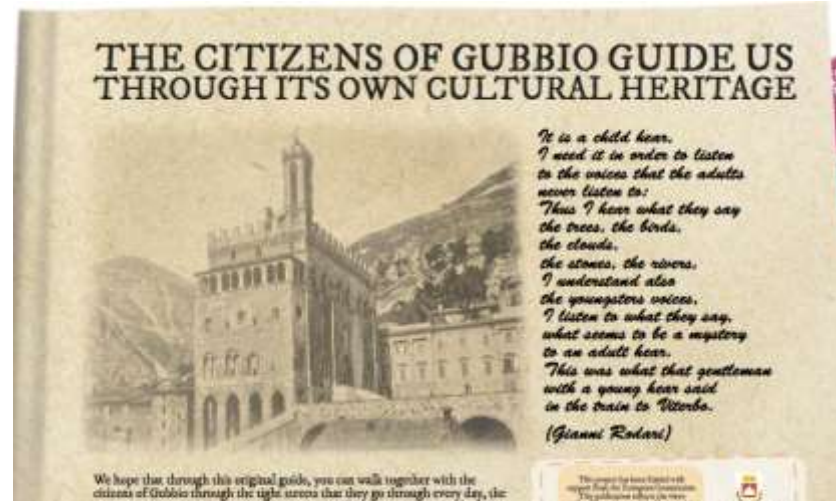
# Using knowledge and skills of the younger and older population

- Traditional culture, crafts, recipes, land use, ICT



# Local community cooperating on promoting sustainable tourism development

- Attracting younger and older tourists
- Promotion via new media





# THANK YOU!



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