



SOCIAL TOURISM CATALOGUE OF THE TRAKAI AND GIŻYCKO REGIONS

A document developed for the implementation of the Social Tourism Model in the Trakai and Giżycko regions for 2026–2030, prepared within the framework of a project implemented under the Interreg VI-A Lithuania–Poland 2021–2027 Programme, co-financed by the European Regional Development Fund.

Project No. LTPL00210

Implemented jointly by the Municipality of Giżycko and
the Administration of the Trakai District Municipality.

**“ACTIVELY CONNECTING GENERATIONS IN TRAKAI AND GIŻYCKO:
FOSTERING INTEGRATION AND JOINT SPORTS AND CULTURAL
ACTIVITIES FOR CHILDREN, YOUTH, ADULTS, AND SENIORS
ACROSS BORDERS”**

Social Tourism Catalogue Trakai–Giżycko

1. Document status and compliance with EU funding

The **Social Tourism Catalogue Trakai–Giżycko** constitutes an implementation (operational) document developed for the purpose of implementing the *Social Tourism Model in Trakai and Giżycko for the years 2026–2030*. The document has been prepared in accordance with the principles of programming and implementation of projects financed from European Union funds, in particular with regard to:

- the principle of complementarity between strategic and operational documents,
- the principle of consistency of project objectives with higher-level policy documents,
- the principle of equal opportunities and non-discrimination,
- the principle of accessibility for persons with special needs,
- the principle of sustainability of results.

The Catalogue serves as an **implementation instrument**, enabling the translation of the provisions of the Model into concrete, eligible project activities that may be financed from EU funds, national funds and the budgets of local government units.

2. Relationship between the Catalogue and the Social Tourism Model

The Social Tourism Model defines strategic objectives, directions of intervention and mechanisms of institutional cooperation. The Catalogue, in turn:

- specifies possible **types of operations and actions**,
- systematises **forms of support and social tourism products**,
- provides a basis for the **preparation of applications for EU funding**,
- facilitates monitoring, evaluation and accountability of interventions.

In this context, the Catalogue does not constitute a closed list of projects, but an **open set of types of actions**, subject to modification and updating during the period of validity of the Model.

3. Scope of intervention and target groups

The Catalogue covers activities addressed to groups identified in EU documents as being at risk of social exclusion or having limited access to tourism services, in particular:

- seniors,
- children and young people from low-income families,
- persons with disabilities and their carers,
- large families and single-parent families,
- persons with limited mobility or temporarily excluded due to transport barriers.

4. Catalogue of eligible types of actions

4.1. Actions increasing financial accessibility

Objective of intervention: elimination of economic barriers to access to tourism.

Types of actions:

- social tourism voucher and coupon schemes,
- co-financing participation in tourism and cultural events,
- discount mechanisms and preferential pricing schemes,
- support funds for integrative and recreational trips,
- instruments encouraging private entities to participate in social projects.

Results: increased number of beneficiaries using tourism offers.

4.2. Transport and logistical actions

Objective of intervention: improvement of spatial and transport accessibility.

Types of actions:

- organisation of collective transport to tourist attractions,
- support for inter-municipal and cross-border mobility,
- travel assistance and care services,
- shared and volunteer-based transport solutions.

Results: reduction of transport-related exclusion of target groups.

4.3. Infrastructure and organisational actions

Objective of intervention: increasing accessibility of tourism infrastructure.

Types of actions:

- adaptation of facilities and public spaces to the needs of persons with disabilities,
- implementation of universal design principles,
- equipping facilities with elements improving comfort and safety,
- training of staff and personnel serving the tourism sector.

Results: lasting improvement in infrastructure accessibility.

4.4. Social tourism programmes

Objective of intervention: social activation through participation in tourism.

Types of actions:

- recreational and rehabilitation stays,
- integrative and intergenerational trips,

- educational and cultural programmes,
- initiatives supporting carers of dependent persons.

Results: increased social activity and improved quality of life of participants.

4.5. Information and digital actions

Objective of intervention: ensuring equal access to information.

Types of actions:

- development of accessible tourism information systems,
- digital tools compliant with WCAG standards,
- information and promotional campaigns,
- information materials in alternative formats.

Results: increased accessibility of information and services.

5. Principles of implementation, monitoring and accountability

The implementation of activities included in the Catalogue shall be carried out in compliance with:

- EU, national and regional strategic documents,
- principles of eligibility of expenditure,
- measurable output and result indicators,
- transparent reporting procedures,
- ensuring sustainability of results after the end of financing.

Social tourism model for Trakai and Gižycko for 2026–2030

1. Vision

Trakai and Gižycko are regions where social tourism is accessible to everyone, and sustainable partnerships between municipalities, communities, and businesses, based on innovative solutions, ensure a higher quality of life, inclusion, and sustainable local economic development.

2. Justification of strategic priorities

The analysis revealed that a comprehensive, multifaceted approach is necessary to develop social tourism in the Trakai and Gižycko regions. Simply removing physical barriers is not enough – "tourism for all" requires simultaneous improvements to infrastructure, ensuring financial and informational accessibility, and involving various groups. An analysis of examples from Lithuania, Poland, EU policy, and foreign practice showed the need to take action in several directions: **(1)** improving infrastructure and accessibility, **(2)** ensuring service quality, **(3)** strengthening partnerships, **(4)** education (skills development), and **(5)** increasing awareness. Below are specific examples of insights linking these strategic directions to the analysis.

Improving infrastructure and accessibility. An analysis of the Trakai district showed that some tourist attractions are not yet sufficiently adapted – for example, the Skrebio Forest Educational Trail and Bražuolė Hillfort have infrastructure deficiencies (poor transport links, lack of parking spaces). International projects are already being implemented to remove these obstacles: for example, a new footpath around Galvė and Luka lakes has been built in Trakai through the Interreg initiative, and a community center has been built in the Gižycko district, thus improving physical accessibility for vulnerable groups. The strategic recommendations call for the continued adaptation of infrastructure for people with special needs, including the adaptation of educational and hiking trails for people with disabilities and seniors. These examples justify why the modernization of tourism infrastructure and the improvement of comprehensive accessibility have become one of the priorities in the model.

Ensuring service quality. The analysis of good practices emphasizes that in social tourism it is important not only to have *something* to offer, but also *how* to do it – i.e., to ensure the quality of services provided and their adaptation to people with different needs. The European Union has set high goals in this regard: the Transition Pathway for Tourism lists comprehensive accessibility of tourism services among its priorities and encourages the certification of services according to accessibility and quality criteria, motivating service providers to raise standards. At the national level, Lithuania's tourism development guidelines also provide for specific measures to improve service quality, ranging from financial incentives for universal design projects to education programs for service providers, introducing inclusive practices. This shows that the desire to improve the quality of tourism services is not just declarative – measures are already being implemented to ensure that every traveler receives a high-quality experience that meets their needs. Based on these insights, the model prioritizes the implementation of social tourism service standards and the development of accessible services.

Strengthening partnerships. The analysis showed that cross-sectoral and interregional cooperation is a prerequisite for the successful development of social tourism. Some municipalities in Lithuania (e.g., Trakai, Birštonas, Druskininkai) are initiating joint projects with neighboring countries, and partnerships with communities and businesses are yielding tangible results – attracting investment, increasing tourist flows, and improving the quality of life for local residents. Good practices from abroad confirm the value of partnerships: for example, the **AbilBeach** project implemented in Italy showed that a simple idea

(creating an accessible beach) can comprehensively solve accessibility problems only by bringing together partners from various sectors – municipalities, NGOs, and businesses. Similarly, the cooperation between Trakai and Giżycko in Interreg projects (e.g., **ActConnect**) brought together public, non-governmental, and other partners to jointly address the challenges of social exclusion and create a common social tourism network in both regions. These insights underpin the need to strategically strengthen partnerships, which is reflected in the model through separate measures promoting cross-sectoral cooperation, cluster creation, and joint projects.

Education (skills development). Both local situation analysis and international experience have shown that human resource development is a key factor in social tourism. Experts emphasize that in order to provide quality services to travelers with special needs, it is necessary to invest in employee training – this area will undoubtedly receive greater attention in the coming years. The Trakai district and the Giżycko municipality are recommended to actively use EU programs aimed at developing competencies: for example, organizing training for tourism sector employees to increase their knowledge of health and social tourism. It is also proposed to cooperate with scientific institutions in conducting research and implementing innovations that would help improve the accessibility and quality of services. The analysis states that without qualified specialists and awareness-raising in the field of social tourism, innovative ideas would remain unimplemented – therefore, the model integrates measures for employee education, dissemination of good practices, and raising awareness among target groups.

Information and publicity. The survey data revealed a clear lack of information dissemination – local residents are often unaware of social tourism initiatives. In the Trakai district, most respondents rarely see information about social tourism or do not encounter it at all (only ~6.5% said they see it often), and in the Giżycko district, as many as 68% of residents almost never receive such information. One in five residents of Giżycko admitted that they had never heard of social tourism activities, and the situation in Trakai is only slightly better. These figures clearly show a gap in the dissemination of information – the conclusions of the analysis emphasize the need to strengthen the publicity of social tourism so that residents are generally aware of such opportunities. In this regard, regional plans also provide examples to follow: all of the Lithuanian regions analyzed in the strategic documents plan to improve the accessibility of tourism information. It is emphasized that good infrastructure is not enough—information about tourism services must reach various social and age groups through channels and in forms that are appropriate for them. With this in mind, the model provides for a separate priority area – strengthening the marketing and information provision of social tourism, which will help to increase the visibility of this area and raise awareness among the population.

3. Logical structure of the social tourism model

Scheme: Direction → Objective → Tasks → Activities → Results → Impact.

Strategic direction 1: Increasing the accessibility of social tourism

Objective 1: Increase the accessibility of social tourism by removing financial and logistical barriers.

Task 1.1: Introduce a system of financial assistance and concessions to make travel affordable for socially vulnerable residents.

Activity 1.1.1: Encourage local entrepreneurs to create tailored tourism products (e.g., special weekend packages for seniors with discounts during the off-season).

Activity 1.1.2: When organizing social tourism events in the municipality, ensure free transportation for disadvantaged residents of the district.

Activity 1.1.3: Organize excursions for target groups between Trakai and Gižycko, with the municipality covering transportation costs.

Activity 1.1.4: Initiate a campaign encouraging businesses and private donors to contribute to social tourism.

Task 1.2: Develop and implement transport and logistics solutions that allow socially vulnerable residents to use tourism services safely and comfortably.

Activity 1.2.1: Analyze the needs of residents and launch pilot free or symbolic-fee buses adapted for people with disabilities during the tourist season (e.g., buses running on weekends in the summer along routes through municipalities to popular lakes).

Activity 1.2.2: Create a volunteer ride-sharing platform and encourage people to give rides to seniors, families, and children living in their neighborhood.

Activity 1.2.3: Create or adapt existing tourist routes for excursions for seniors and people with disabilities (including interactive routes).

Activity 1.2.4: Organize training for social workers, assistants, guides, and volunteers who accompany social tourists.

Activity 1.2.5: Establish a volunteer club to help organize social tourism camps, assist people with disabilities during trips, and initiate communication with seniors through tourism events.

Results of objective 1:

By financing trips and providing transport concessions, the accessibility of social tourism will increase: more representatives of target groups will participate in tourism activities (at least 1,000 participants by 2030), and financial barriers to travel will be reduced. The logistics of social tourism trips will be adapted to special needs – convenient routes will be implemented, ensuring safe travel and high traveller satisfaction (logistics rating $\geq 8/10$).

Impact:

Socially vulnerable community members are included in tourism, reducing their social exclusion and improving their quality of life, while a culture of accessible tourism is created in the Trakai and Giżycko regions.

Strategic direction 2: Innovative products, services, and cooperation

2 Objective: To develop innovative social tourism products and services and implement accessibility and inclusion solutions to ensure that the tourism offer in the Trakai district and Giżycko region is of high quality, accessible to all, and attracts tourists from other regions.

Task 2.1: Develop innovative social tourism products and services.

Activity 2.1.1: Create interactive virtual tours that allow people with disabilities and seniors to visit Trakai and Giżycko without leaving their homes (using advanced technologies).

Activity 2.1.2: Create a multilingual audio guide with inclusion modes (easy-to-understand language, subtitles, sign language videos, audio descriptions for the visually impaired, short "easy-read" summary modes).

Activity 2.1.3: Organize annual co-creation labs and accessibility hackathons, where new solution prototypes are created and tested with business, NGO, and startup partners (e.g., tactile maps, "calm rooms," e-mobility solutions), with pilot funding provided for the best solutions.

Task 2.2: Develop and implement an accessibility and inclusion assessment system to ensure that tourist attractions and services in the Trakai and Giżycko regions are accessible to all, including socially vulnerable groups.

Activity 2.2.1: Develop an assessment methodology and system to objectively evaluate the accessibility of social tourism service providers and tourist attractions for various target groups (people with disabilities, seniors, families, etc.), covering physical and service accessibility (transport, information, assistance).

Activity 2.2.2: Create an "Inclusion Label" awarded for the accessibility and quality of social tourism services and encourage local businesses and attractions to seek this label.

Activity 2.2.3: Prepare detailed recommendations for tourist attractions and service providers on how to obtain the "Inclusion Label" and improve the accessibility and quality of services.

Activity 2.2.4: Organize training and workshops for local businesses and service providers on the principles of social tourism, accessibility standards, and methodologies to help meet the requirements of the "Inclusion Label."

Task 2.3: Develop and implement specialized tourism programs for key target groups (seniors, people with disabilities, children, and families).

Activity 2.3.1: Organize at least one week-long recreation program for seniors in the Trakai or Giżycko areas each year.

Activity 2.3.2: Organize day or weekend trips for persons with disabilities and their accompanying family members.

Activity 2.3.3: Organize annual camps for children from socially disadvantaged families and family camps in Trakai and Gižyck.

Activity 2.3.4: Organize weekend trips for single parents with children and large families.

Activity 2.3.5: Organize at least one joint Trakai-Gižycko social tourism event each year.

Activity 2.3.6: Develop respite services so that carers of people with disabilities and special needs can receive a range of leisure services.

Activity 2.3.7: Utilize the infrastructure created or renovated by the projects (community halls, centers) – organize weekend camps for seniors, therapeutic activities for people with disabilities, craft training, culinary workshops, wellness events, etc.

Activity 2.3.8: Create and promote a joint Trakai-Gižycko wellness route, covering wellness facilities in both regions (lake shore trails, parks, health camps, spas, mineral springs, traditional craft centers).

Activity 2.3.9: Create tourism and leisure service packages of varying lengths for different social tourist groups in cooperation with NGOs and representatives of target groups.

Activity 2.3.10: Create and implement new themed routes with educational activities aimed at social tourism participants, involving businesses and local communities.

Task 2.4: Adapt tourism services and infrastructure to special needs, ensuring comfort for all travelers.

Activity 2.4.1: Adapt existing, newly created, and renovated tourist attractions in the Trakai region for people with special needs.

Activity 2.4.2: Create infrastructure adapted to families with small children (e.g., changing tables, high chairs, play areas) at tourist attractions and events.

Activity 2.4.3: Organize training for tourism sector employees (guides, accommodation and catering staff) on serving customers with special needs.

Results of Objective 2:

Develop and adapt innovative social tourism solutions (virtual tours, audio guides, specialized programs, accessibility assessment methodologies, certification marks), improve the quality of tourism services. Target groups can enjoy higher quality services, increasing their satisfaction (average $\geq 8.5/10$). New programs and routes tailored to various target groups are being developed in the Trakai and Gižycko regions, attracting more tourists and increasing the attractiveness of the region. More and more participants are getting involved in social tourism activities every year (the number of participants in specialized programs is growing by $\geq 10\%$ annually).

Impact:

An innovative, universally accessible tourism offer has been created in the Trakai and Gižycko regions. This increases the competitiveness and attractiveness of the regions, encourages inbound tourism from other regions, and contributes to greater social inclusion in tourism.

Objective 3: Strengthen cross-sectoral cooperation and strategic management to ensure the sustainability and development of social tourism initiatives.

Task 3.1: Establish strong partnerships between municipalities, NGOs, communities, and businesses in the field of social tourism, sharing responsibilities and resources.

Activity 3.1.1: Establish a Trakai-Giżycko social tourism council, composed of representatives of municipal administrations, NGOs, business associations, and target groups.

Activity 3.1.2: Annually announce competitions to finance social tourism projects of NGOs and communities.

Activity 3.1.3: Create a network of social tourism partners, bringing together companies that contribute to the development of social tourism.

Activity 3.1.4: Before introducing new social tourism services or routes for vulnerable groups, organize trial tours with small groups and collect feedback.

Task 3.2: Ensure the strategic consolidation of social tourism policy, long-term funding, and monitoring of results.

Activity 3.2.1: Establish social tourism objectives, tasks, and measures in municipal planning documents (integrate them into the strategic plans of Trakai District and Giżycko Gmina).

Activity 3.2.2: Create an annual monitoring and reporting system for social tourism activities.

Activity 3.2.3: Initiate discussions at the national level (through the Association of Local Authorities in Lithuania, Polish municipalities, etc.) with a view to creating national social tourism programs or measures.

Activity 3.2.4: Organize a regional social tourism forum, inviting representatives of Trakai and other Lithuanian-Polish border municipalities to share their experiences.

Activity 3.2.5: Develop and implement a portfolio of EU projects on social tourism (e.g., INTERREG, Erasmus+, Creative Europe, EU4Health, Single Market programs), actively applying for funding.

Activity 3.2.6: Initiate international consortia and partnerships and apply the municipality's co-financing mechanism in projects in which the municipality participates as a partner (e.g., HORIZON programs).

Results of Objective 3:

A permanent cross-sectoral cooperation platform has been established – the Trakai-Giżycko Social Tourism Council and a network of partners are in operation, and regular selection and funding of NGO and community projects is taking place. At least 10 NGOs and 15 businesses have joined social tourism initiatives, and partners consider the cooperation to be effective. The development of social tourism is established at the strategic level: long-term measures are provided for in municipal planning documents, a monitoring system has been created, additional funding is attracted (EU projects, national programs), ensuring a contribution of at least 30% from external funds.

Impact:

A sustainable social tourism ecosystem has been created: partnerships between government, the non-governmental sector, and business ensure the continuity and growth of initiatives. Social tourism policy is becoming an integral part of municipal strategy, creating the conditions for long-term development in this area.

Strategic direction 3: Marketing and increasing the visibility of social tourism

4 Objective: To develop local marketing and information about social tourism opportunities in Trakai and Giżycko.

Task 4.1: Organize information campaigns through local and national social networks, focused on the dissemination of social tourism services and adapted routes.

Activity 4.1.1: Create various social tourism campaigns presenting discounts, promotions, or events.

Activity 4.1.2: Create and use personalized advertisements for target groups, tailored to their place of residence, age, and other characteristics.

Activity 4.1.3: Organize contests and games on social networks (e.g., photo contests, travel idea suggestions) and engage opinion leaders to increase public engagement and awareness of social tourism.

Task 4.2: Use publications, the media, and informational events to better promote social tourism.

Activity 4.2.1: Create a special section called "Tourism for All" on the websites of the Trakai and Giżycko tourist information centers, where relevant information about social tourism events, routes, and discounts is regularly published.

Activity 4.2.2: Create a profile/group on social networks called "Trakai–Giżycko: Travel for All," where inspiring content is shared—event announcements, photos, participant stories—showing that anyone can travel.

Activity 4.2.3: Organize at least one open information event "Tourism for All Day" in Trakai and Giżycko each year, presenting new programs and inviting members of target groups to learn about social tourism opportunities and travelers' experiences.

Activity 4.2.4: Organize interviews with local leaders, NGOs, and business representatives presenting the benefits of social tourism for the region.

Activity 4.2.5: Publicize information about social tourism events in the local press, on municipal and community websites, and on social media accounts.

Results of Objective 4:

Comprehensive marketing and information measures will increase the visibility of social tourism: at least 50% of local residents will learn about social tourism opportunities, and the number of visits and reservations related to local campaigns will exceed 1,000 per year. Information platforms (TIC website sections, social media groups) and events will ensure that target groups and the general public receive regular information about social tourism. Public engagement will increase (social campaigns will reach >300,000 unique users), and a positive attitude towards tourism for all will be formed.

Impact:

Increased awareness of social tourism in the municipalities of Trakai and Giżycko encourages more and more people from vulnerable groups to take advantage of tourism opportunities. Local communities are increasingly supportive of social tourism initiatives, and social tourism is becoming an integral part of the local tourism image.

5 Objective. Implement an international marketing campaign to attract tourists from other countries.

Task 5.1: Run advertising campaigns in foreign countries

Activity 5.1.1: Create advertising banners and video content on social networks (Meta, YouTube, Google Ads, etc.) presenting the social tourism offer of Trakai and Giżycko (for families, seniors, people with disabilities).

Activity 5.1.2: Cooperate with international tourism agencies to promote social tourism services.

Activity 5.1.3: Publish tourism information on international tourism portals and social networks, targeting specific audience segments (by age, needs, interests).

Task 5.2: Encourage foreign travel agencies to organize trips

Activity 5.2.1: Compile a list of priority agencies in neighboring and target markets; prepare a pricing grid, a catalog of available services, logistics descriptions, a visual (photo/video) bank, and sample 1-5 day itineraries.

Activity 5.2.2: Work with agencies to create off-season (October–April) travel packages with guaranteed departure dates.

Activity 5.2.3: Prepare and implement a 90-minute B2B (business-to-business) webinar series "Social tourism in Trakai and Giżycko: products, logistics, accessibility." **Activity 5.2.4: Develop cross-border service packages with neighboring municipalities (e.g., Vilnius–Trakai–Druskininkai; Gdańsk–Giżycko–Trakai).**

Activity 5.2.4: Create cross-border service packages with neighboring municipalities (e.g., Vilnius–Trakai–Druskininkai; Gdańsk–Olsztyn–Giżycko), increasing the attractiveness of routes for agencies.

Results of objective 5:

Number of travel packages prepared and published for foreign markets per year – at least 20. At least 2 international partners (travel agencies) entries/newsletters with active links. Two portals and social networks publishing information about social tourism in Trakai–Giżycko. The number of localized content items per year increases to 5. At least 2 contracts with travel agencies, the number of Trakai–Giżycko packages on sale in agency catalogs will reach 10 in 2030. At least 1 B2B webinar per year. At least 2 cross-border packages will be created by 2030.

Impact:

The number of foreign travelers increases by at least 5% each year compared to the previous year, and the number of inquiries and reservations from abroad increases (according to digital analysis reports). The inclusion of Trakai–Giżycko offers in the sales networks of international agencies increases

(annual growth according to catalogs), and the seasonality of tourism decreases – a larger share of the total flow is in the off-season (annual share increases).

Fig. 1. Tree of model directions, goals, and tasks



Compiled by the authors

4. Target groups

The Trakai and Gižycko 2026–2030 social tourism model (hereinafter referred to as the Model) envisages the following main target groups – both *direct beneficiaries* (socially vulnerable groups) and *stakeholders* contributing to the implementation of the Model:

1. Seniors and people of retirement age.

Many older people face health and mobility challenges, so they need adapted tourism infrastructure (ramps, benches for rest, programs adapted to older people, etc.). Various municipalities are paying attention to this target group – for example, the Telšiai district strategy addresses the needs of older people by developing the principles of the "silver economy" and universal design tourism. Limited old-age pensions and income become a major financial barrier to travel – older people often cannot afford to go on holiday at their own expense. Social tourism helps to overcome this barrier by offering discounted or subsidised leisure opportunities for this target group. Seniors who participate in tourism activities experience the benefits of social integration – their isolation is reduced, their emotional health improves, and active aging is encouraged. Involving older people in tourism also increases community tolerance and understanding towards them.

2. People with disabilities.

For people of all ages with physical, sensory, intellectual, or mental disabilities, travel is often made difficult by an environment that is not adapted to their needs. It is necessary to ensure comprehensive physical accessibility, from ramps and special lifts to information provided in Braille or easy-to-understand language. This target group also needs specialized services and trained staff. The model provides for training for guides and accommodation and catering staff to familiarize them with serving customers with special needs. Workshops are also planned for local businesses on accessibility standards and methodologies for meeting the requirements of the "inclusion mark." This will ensure improved service quality and uniform accessibility standards. Inclusive tourism gives people with disabilities more independence and confidence, i.e. the opportunity to travel and participate in activities, thereby improving their quality of life and creating and strengthening social connections. At the same time, their family members or carers also benefit, as they can take a break (respite services) or travel together without the added stress of an inaccessible environment.

3. Socially at-risk children and young people.

This group includes children and adolescents living in difficult social conditions (children growing up in socially vulnerable families, children who are vagrant, beg, do not attend school or have behavioral problems at school, abuse alcohol, drugs, psychotropic or toxic substances, are addicted to gambling, are involved or prone to involvement in criminal activity, have experienced or are at risk of experiencing psychological, physical or sexual abuse, domestic violence, and for these reasons their opportunities for education and participation in social life are limited). Their opportunities to travel and spend their free time in a meaningful way are limited due to financial and social circumstances. For

example, various studies by have revealed that young people from socially disadvantaged families are particularly affected by crisis situations and need holidays and integration measures. Participation in social tourism programs (camps, educational trips, cultural events) provides these children and young people with positive experiences. Through tourism, they can broaden their horizons, develop social skills, and increase their self-confidence. This contributes to their integration and motivation to seek positive changes in their personal lives. When organizing special activities for this group, community involvement is also important—involving young people in joint events and volunteering in tourism projects helps to reduce stigma. Young people get to know the local community, and the community gains a better understanding of the challenges faced by young people, thus forming a more open-minded attitude.

4. Large families and low-income families.

Families with many children or living on very limited incomes face financial difficulties when organizing vacations. They are recognized as a priority group in European social tourism programs—as early as 2009–2014, the European Commission's Calypso initiative emphasized the need to include low-income families in tourism. Without additional assistance, such families often have no opportunity to take a break outside their living environment. Social tourism gives these families the opportunity to relax and strengthen their bonds. Specially tailored offers (e.g., discounts on accommodation, free events for children, family camps) help parents and children to experience new things together. This improves the emotional well-being of families, strengthens their sense of togetherness, and also helps to create new social connections. Ensuring the accessibility of tourism for low-income families promotes equal opportunities for all members of society. Children from socially disadvantaged families receive similar cultural and recreational experiences as their peers from wealthy families, which reduces social exclusion in the long term.

5. Local communities in Trakai and Gižycko (local residents).

The model aims to shape a positive attitude among the local community towards the above-mentioned social tourism groups. Information campaigns and events are used to raise awareness among residents about the needs and challenges faced by these groups and to reduce stereotypes. For example, there are plans to organize an annual public event called "Tourism for All Day," during which local residents and members of target groups could meet and hear travelers' testimonials. Such meetings will help the local community to interact directly with social tourists. Broader involvement of local residents in social tourism activities is encouraged. Members of the local community are invited to become volunteers – to help organize camps, accompany people with disabilities during trips, or interact with seniors during tourism events. The model provides for the creation of voluntary transport initiatives, where community members would transport seniors or people with disabilities living in the neighborhood to tourist attractions. Such voluntary involvement would increase social cohesion. The economic and social impact of community involvement is also beneficial to the local community – by fostering a culture of "tourism for all," the Trakai and Gižycko regions will become an attractive place for everyone to live and visit. The growing flow of social tourists means additional income for small businesses and new job and volunteer opportunities for locals. At the same time, pride in the community, which is characterized by openness and hospitality to all, is growing.

6. Tourism service providers (managers and employees).

The target groups of the Model also include representatives of the local tourism sector – managers and staff of accommodation and catering establishments and tourist attractions. Special training and workshops are planned for them to familiarize them with the principles of social tourism, accessibility standards, and best practices in serving tourists with different needs. For example, there are plans to organize regular training for guides, hotel and restaurant staff on serving customers with disabilities or special needs. Such training and consultations are expected to improve the quality and accessibility of services provided. Tourism service providers will be encouraged to obtain an "inclusive tourism" label or certificate confirming that their services are adapted to customers with special needs. International practice shows that accessibility certificates and digital labels can motivate businesses to raise service standards and increase inclusion. By participating in the activities planned in the Model, business representatives also develop social responsibility and awareness. In the long term, this increases their motivation to serve a wider range of customers – service providers understand that meeting the needs of tourists with special needs means not only social benefits, but also new business niches and loyal customers. Finally, the image of the entire region as an inclusive tourism destination is being shaped, which increases its competitive advantage.

7. Potential participants in social tourism from Lithuania and abroad.

The model is aimed at attracting social tourists not only from the Trakai and Giżycko regions, but also from other parts of Lithuania and Poland, as well as other countries. It is planned to share the best practices of Trakai and Giżycko at the national level in both countries in order to encourage the residents of these countries to come and relax according to the principles of social tourism. There are also plans to cooperate with international partners to ensure that the model implemented in Trakai and Giżycko is visible and recognized in a broader context. Special marketing campaigns will be carried out, targeting foreign countries: content will be created on social networks and portals, presenting the social tourism programs and adapted infrastructure of Trakai and Giżycko. Advertising material is being prepared with specific consumer segments in mind, emphasizing that seniors, people with disabilities, socially disadvantaged families, etc. are welcome here. Visits by influencers (opinion leaders) to the region are also planned, during which the content created will be used to spread the word about the adaptation of Trakai and Giżycko tourist attractions for all tourists. Such actions to attract social tourists have a multiple effect. Firstly, they increase the flow of tourists, which in turn increases the region's visibility and economic benefits. Secondly, intercultural exchanges take place: social tourists get to know the communities of Trakai and Giżycko, while local residents broaden their horizons by interacting with guests from other countries. Finally, Trakai and Giżycko are becoming examples of good practice at the international level, which may encourage other regions to develop similar social tourism initiatives.

5. Structure of services and products

Taking into account the above-mentioned needs, the model has developed a coherent structure of services and products covering various categories of measures. Each category addresses specific barriers that prevent target groups from participating in tourism. The main service and product blocks according to areas of need are presented below:

1. Financial accessibility measures. These are services that help reduce travel costs for target groups. A financial assistance system is being developed, which may include social tourism vouchers, cheques, discount cards, or compensation. For example, people on low incomes can receive partial reimbursement of travel expenses; seniors and people with disabilities receive discounts on accommodation or tickets during certain seasons. Special support funds or municipal budget funds are also provided to finance social tourism projects (e.g., the organization of camps). This category ensures that price does not become an insurmountable barrier to travel.

2. Transport and logistics solutions. These are services that improve the physical accessibility of tourist attractions. Special transport routes are established for social tourism purposes, e.g., free (or symbolic fee) buses running on weekends from remote settlements to popular places of interest (lake shores, parks) in the Trakai and Gižycko regions. Transport vehicles are adapted for people with disabilities (low-floor buses, lifts for wheelchairs). A voluntary transport platform is being created, connecting volunteer drivers with those who need a lift (e.g., a rural senior citizen to an event). Interregional excursions are also organized – the municipalities of Trakai and Gižycko agree to exchange groups, with the municipality paying for transport, thus enabling people to visit the neighboring region. All logistical solutions are coordinated to ensure a safe and comfortable journey: schedules, accompanying persons, and route information are available in advance.

3. Infrastructure adaptation and universal design. These are long-term products that ensure that the tourism environment becomes friendly to everyone. This category includes the adaptation of tourist attractions – adaptation works for existing places of interest, parks, beaches, museums (installation of ramps, handrails, non-slip surfaces, loops for the disabled, information signs with pictograms, elements adapted for the visually or hearing impaired). New or updated special tourist routes are also being created for seniors, families, and people with disabilities: rest stops (benches, shelters) and sanitary facilities are planned along the routes, and the length and surface of the routes are selected according to the needs of the target groups. Infrastructure elements for families with small children are being developed (e.g., changing tables in public toilets, playgrounds or play areas near places of interest). Staff training is being carried out – guides, accommodation and catering sector employees are being trained to serve customers with special needs in order to ensure high quality of service provision. Finally, universal design standards are being implemented in tourist information centers and hotels to ensure that the entire service chain (from obtaining information to the end of the trip) is barrier-free.

4. Specialized tourism products and programs. These are specific tourism service programs tailored to different target groups of social tourism. For example, week-long leisure programs are organized every year for seniors in the Trakai or Gižycko areas (with a special cultural and educational program, health activities, and an adapted pace); day or weekend trips for people with disabilities and their family members (visiting natural sites or cultural events with special adaptations); summer camps for children from socially disadvantaged families (providing the opportunity to relax for free, integrate with peers, and acquire new skills); family camps (for parents with children, especially single parents or large families, where the whole family participates in creative, therapeutic, and sports activities). Respite services for caregivers are also being developed – short-term breaks or programs where caregivers can relax. Thematic routes of various durations (one day, weekend, several days) with educational elements, aimed at social tourism participants (e.g., culinary heritage workshops in rural tourism farms for seniors, handicraft or craft training for people with disabilities, wellness hikes in nature for families). Cooperation with NGOs and representatives of target groups in developing programs is important in the structure of these products to ensure that the quality of the content meets the needs. Specialized products ensure that each target group will find a suitable tourism activity.

5. Innovative solutions in tourism. These solutions integrate modern technologies and new ideas to increase the accessibility of tourism services. This includes virtual reality tours and virtual excursions that allow people who are unable to physically visit to experience travel remotely (for example, computer-controlled 3D tours of Trakai Castle or the Giżycko landscape). Also included are multilingual audio guides with special modes: easy-to-understand narration, subtitles on video screens, sign language interpretation in videos, and audio descriptions for the visually impaired. Other innovative products: tactile maps (relief models of areas for the visually impaired), quiet rooms or areas in visitor attractions (designed for visitors with autism spectrum or sensory disorders to take a break from stimuli), new e-mobility solutions (e.g., lightweight electric carts or bicycles for rent, adapted for people with disabilities). The model encourages the creation of these innovations by organizing hackathons and competitions in which businesses, start-ups, and technology specialists participate together with representatives of target groups to create prototypes. The best solutions receive pilot funding and, if successful, are implemented on a large scale. This category of services ensures that social tourism does not stand still, but uses the latest technologies to improve accessibility.

6. Information and communication services. Special information channels are being created: sections on municipal TIC (tourist information center) websites entitled "Tourism for All" with updated information on events, routes, and discounts; newsletters on social tourism sent to registered members of target groups or organizations; active profiles on social networks (Facebook, Instagram), where stories, photos, and competitions (e.g., photo competitions from trips, suggestions for ideas) are regularly posted in order to engage the community. Public events are also organized (e.g., an annual conference or forum on social tourism, "Tourism for All Day") – this is not only a way to disseminate information, but also to receive direct feedback from participants. International communication is developed separately: information about social tourism opportunities in Trakai and Giżycko is published on international portals, and cooperation with travel bloggers and journalists is established to spread the word abroad. This service structure ensures that the products and programs created find their users—the target groups learn about and take advantage of the opportunities.

In summary, the services and products of the social tourism model form a coherent system in which each part complements the others: financial support without information would be ineffective (if people do not know about discounts, they will remain unused), innovative products without infrastructure adaptation will not provide the full benefit (e.g., an audio guide will not help if there is no access to the site), and special programs without transportation will not solve the arrival problem. Therefore, these measures are implemented in a comprehensive manner in the model. Such a structured service package ensures that all the main barriers for target groups (price, transport, information, lack of content, mistrust) are addressed consistently, creating conditions for social tourism to flourish.

6. Partnership cooperation mechanism

Effective implementation of the model requires a partnership cooperation mechanism that ensures smooth collaboration between actors from different sectors (municipalities, non-governmental organizations, businesses, communities). This mechanism defines the management structure, division of responsibilities, and communication procedures between partners. The main elements of the partnership mechanism are presented below:

Management. A joint Trakai–Giżycko Social Tourism Council (TGSTT) is being established – a collegial body composed of representatives of both municipal administrations, specialists from tourism and social departments, representatives of NGOs, members of business associations, and representatives of target groups. The TGSTT acts as a strategic-level supervisory body for the model (): it meets regularly (e.g., twice a year) and monitors the progress of the model's implementation, makes recommendations on annual plans, and resolves cross-sectoral issues. In each municipality, the process is overseen at the political level by a municipal council committee (in Trakai – the Committee on Economy, Tourism, and Investment; in Giżyck – the Economic Development Commission). These committees review the implementation results at least once a year, approve action plans for the following year, and initiate any necessary adjustments. Operational coordination is entrusted to responsible specialists appointed by municipal administrations (one in each municipality): they coordinate the implementation of measures on a daily basis, collect data for indicators, prepare reports, and organize partner meetings. This creates a multi-layered management structure: the political level sets the direction and approves decisions, the council oversees cross-sectoral partnerships, and the administration coordinators ensure daily work and the flow of information.

Responsibilities. Each partner has a clearly defined role in the implementation of the model. Municipal administrations are responsible for overall coordination, allocation of financial resources, organization of competitions (e.g., for NGO project funding), and also initiate business involvement (announce calls for partners, organize forums). Non-governmental organizations and communities are often the direct implementers of measures (organizing camps, events for target groups, providing respite services, etc.), and they also represent the interests of target groups and provide feedback to the municipality. Business enterprises (tourism service providers: accommodation, catering establishments, transport operators, entertainment organizers) undertake to contribute to social tourism by offering discounts, creating adapted products, and ensuring the quality of services for customers with special needs. Businesses are linked to a network of social tourism partners: they sign cooperation agreements or memoranda of understanding, which specify what discounts or adaptations they offer, what data they will provide to the municipality for reports, and what standards they will adhere to. Tourist information centers (TICs) are responsible for disseminating information (constantly updating information, advising residents) and organizing consumer feedback (e.g., conducting surveys). Representatives of target groups (e.g., members of organizations for people with disabilities, pensioners' unions) participate in both the TGSTT and working groups – their responsibility is to represent the needs of the group, help test new services (e.g., participate in trial tours) and disseminate information in communities. This division of responsibilities promotes a shared sense of ownership – all partners feel involved and interested in the success of the model.

Communication. Communication between partners is structured and periodic. An annual planning and reporting cycle has been established: at the beginning of each year, responsible municipal specialists prepare a draft action plan for the current year, discuss it at a TGSTT meeting (suggestions and comments are received), and then the plan is adjusted and submitted to committees for approval in municipalities. Every six months, TGSTT meetings discuss the progress of implementation: partners present the activities they have carried out, indicator data is analyzed, problems are identified, and solutions are proposed. Information is also shared between partners on an ongoing basis: there are e-mail groups, a common information system, and a database where partners can submit reports and receive news. Each partner knows who to contact if they have any questions—designated coordinating specialists in the municipalities act as contact centers. In addition, communication with the outside world (the general public) is coordinated so that messages are consistent: municipalities, NGOs, and businesses agree on a common public relations strategy on social tourism issues (e.g., they use the common phrase "Tourism for All" in their communications). Regular partner surveys and informal meetings (e.g., a

mayor's thank-you event for the most active partners at the end of the year) help maintain a good information climate and promote mutual trust. Thus, the communication mechanism ensures that the partnership is transparent, coordinated, and flexible—problems are discussed in a timely manner, successes are publicized, and all participants know the direction in which the joint work is moving.

In summary, the partnership mechanism is the central axis of the social tourism model. Clear management and accountability prevent initiatives from becoming fragmented, while close communication and involvement create a culture of partnership. Thanks to this partnership, social tourism is not just a project of the municipality or a single organization—it is a joint movement in which all sectors work together to make tourism accessible to every member of the community.

7. Trakai and Gižycko 2026–2030 social tourism model directions, goals, objectives, measures, and indicators

Measure	Indicators	Responsible implementers	Funding, thousand EUR.				
			2026	2027	2028	2029	2030
Direction 1. Increasing the accessibility of social tourism							
1 Objective. Increase the accessibility of social tourism by removing financial and logistical barriers							
Indicators							
1. Number of representatives of target groups involved in social tourism activities in Trakai District and Gižycko Municipality – at least 1,000 (2030)							
2. Percentage of target groups who believe that it is now easier for them to participate in trips – 60% (2030).							
1.1. Task. Introduce a system of financial assistance and benefits to make travel affordable for socially vulnerable residents.							
Indicators:							
1. Number of people in target groups who have taken advantage of social tourism discounts, vouchers, or compensation per year – at least 500 (2030);							
2. At least 30% of representatives of target groups indicate in surveys that financial barriers have been reduced;							
3. The proportion of people who indicated that <i>they "went on vacation for the first time"</i> is not less than 10%.							
1.1.1. Encourage local entrepreneurs to create adapted tourism products, e.g., special weekend packages for seniors (with discounts during the off-season).	1.1.1.1. Number of private individuals or companies that have created tourism products tailored to social tourists – no less than 10 (2030).						
1.1.2. When organizing social tourism events in the municipality, ensure free transportation for disadvantaged residents of the district.	1.1.2.1. Number of free transport trips to social tourism events organized per year – at least 10.						
1.1.3. Organize excursions for target groups from Trakai to Gižyck and from Gižyck to Trakai, with the municipality covering transportation costs.	1.1.3.1 Number of excursions organized per year – at least 2 in each municipality; 1.1.3.2. Number of people						

	participating in excursions per year – at least 50.						
1.1.4. Initiate a campaign encouraging businesses and private donors to contribute to social tourism	1.1.4.1. Number of campaigns organized – 1; 1.1.4.2. Annual mayor's award and acknowledgment established for the patron of social tourism of the year – 1.						
1.2. Task. Develop and implement transport and logistics solutions that enable socially vulnerable residents to use tourism services safely and conveniently. Indicators: 1. Number of social tourism trips in which at least one logistical measure has been implemented – no less than 10; 2. Average travel logistics rating in participant surveys – no less than 8.0 points (out of 10).							
1.2.1. Analyze residents' needs and launch <i>pilot free or symbolic-fee bus routes adapted for people with disabilities</i> during the tourist season (e.g., on summer weekends – a bus from the city through the municipalities to the shores of popular lakes).	1.2.1.1. Test at least two pilot tourist bus routes (2030). 1.2.1.2. Number of permanently operating seasonal routes in each municipality – at least 2.						
1.2.2. Create a volunteer ride-sharing platform and/or encourage people to give rides to seniors, families, and children living in their neighborhood.	1.2.2.1. Number of organized community ride-sharing campaigns per year – at least 5.						
1.2.3. Create routes (or adapt existing tourist routes) for seniors and people with disabilities, including interactive routes.	1.2.3.1 Number of routes created or updated – at least 5; 1.2.3.2. Number of new or updated rest stops and infrastructure						

	elements for the route – at least 20.						
1.2.4. Organize training for social workers, assistants, guides, and volunteers accompanying social tourists.	1.2.4.1. Number of training courses organized – at least 2 per year; 1.2.4.2. Number of trained specialists and volunteers working with social tourists on a regular basis – at least 30 (2030).						
1.2.5. Establish a volunteer club to help organize the aforementioned social tourism camps, assist people with disabilities during trips, and initiate communication with seniors through tourism events.	1.2.5.1. Volunteer clubs established and operating in Giżycko and Trakai – 2 (2027) 1.2.5.2. Number of volunteers in social clubs – at least 6 (2030).						
Direction 2. Innovative products, services, and cooperation							
Objective 2. Create innovative social tourism products and services and implement accessibility and inclusion solutions to ensure that the tourism offer in the Trakai district and Giżycko region is of high quality, accessible to all, and attracts tourists from other regions.							
Indicators							
1. An increase in the number of participants in specialized programs (for seniors, people with disabilities, families) during the calendar year – at least 10% compared to the previous year; 2. Average user satisfaction with services during the calendar year – no less than 8.5/10.							
2.1. Task. Develop innovative social tourism products and services							
Indicators:							
1. Number of users of innovative services – at least 100 (2030); 2. Average user satisfaction with the service – at least 8.5 points.							
2.1.1. Create interactive virtual tours that will allow people with disabilities and seniors to take advantage of advanced technologies and visit Trakai and Giżyckas () without leaving their homes.	2.1.1.1. Number of tours created – no less than 2 (2030).						
2.1.2. Create a multilingual audio guide with inclusion modes (easy-to-understand	2.1.2.1. Number of completed audio guide routes						

language, subtitles, sign language videos, audio descriptions for the visually impaired, short "easy-read" summary modes).	(≥80% of planned POIs) per year – at least 100.						
2.1.3. Organize annual Co-creation labs and accessibility hackathons with businesses/NGOs/startups to create and test prototypes (e.g., tactile maps, quiet rooms, new e-mobility solutions), with the best solutions receiving pilot funding.	2.1.3.1. Number of events organized per year – at least 1.						
2.2. Task. Develop and implement an accessibility and inclusion assessment system to ensure that tourist attractions and services in the Trakai and Gižycko regions are accessible to all, including socially vulnerable groups. Indicators: 1. The proportion of tourist attractions assessed during the model period out of all tourist attractions in the Trakai and Gižycko regions – at least 10%. 2. Average satisfaction score of target groups at certified sites with the "Inclusion Mark" – no less than 8.5.							
2.2.1. Develop an assessment methodology and system that would allow for an objective assessment of the accessibility of social tourism service providers and tourist attractions to various target groups (people with disabilities, seniors, families, etc.). This methodology would cover both physical and service accessibility (transport, information, assistance).	2.2.1.1. Methodology and system developed – 1.						
2.2.2. Create an "Inclusion Mark" that would be awarded for the accessibility and quality of social tourism services, evaluate the company/institution or attraction, and encourage local businesses and tourist attractions to obtain it.	2.2.2.1. An "Inclusion Mark" has been created, applicable to in the Trakai and Gižycko regions – 1.						

2.2.3. Detailed recommendations have been prepared on what sites and service providers need to do to obtain the "Inclusion Mark" and how to further improve the accessibility and quality of services.	2.2.3.1. Number of recommendations provided – 10 recommendations per year.						
2.2.4. Organize training and workshops for local businesses and service providers to familiarize them with the principles of social tourism, accessibility standards, and methods for meeting the requirements of the Inclusion Label.	2.2.4.1. Number of training sessions and workshops organized – 1 workshop per year.						
2.3. Task. Develop and implement specialized tourism programs for key target groups (seniors, people with disabilities, children, and families). Indicators 1. Number of new social tourism programs created – 3 (2030); 2. At least 85% of participants would rate the experience as <i>"very good"</i> or <i>"good"</i> and feel emotionally uplifted; 3. At least 30% of participants in each program are <i>new</i>, previously uninvolved participants from target vulnerable groups.							
2.3.1. Organize at least one week-long recreation program for seniors in the Trakai or Gižycko areas each year.	2.3.1.1 Number of recreation programs for seniors organized each year – at least 1.						
2.3.2. Organize day or weekend trips for persons with disabilities and their accompanying family members.	2.3.2.1. Number of trips organized per year – at least 2.						
2.3.3 Organize camps in Trakai and Gižycko for children from socially disadvantaged families and family camps every year.	2.3.3.1. Number of camps organized per year – at least 3. 2.3.3.2. The number of participants in the camps shall be no less than 100.						

2.3.4 Organize weekend trips for single parents with children and large families.	2.3.4.1. Number of trips organized per year – at least 2.						
2.3.5. Organize at least one joint Trakai–Gižycko social tourism event each year.	2.3.5.1. Number of joint events organized per year – at least 1.						
2.3.6. Develop respite services in the Trakai and Gižycko regions so that caregivers and family members of persons with disabilities and children and adults with special needs receive a realistic package of respite services.	2.3.6.1. Number of respite services or rest services provided to families (caregivers) – at least 10 per year (2030).						
2.3.7. Utilize the infrastructure created/renovated during the project – community halls, centers – by organizing weekend camps for seniors, therapeutic activities for people with disabilities, and other activities, e.g. craft training, culinary workshops, wellness events for disadvantaged residents.	2.3.7.1. Utilize at least 70% of all community centers, halls, and halls.						
2.3.8. Create and promote a joint Trakai–Gižycko wellness route. (A map of the route, which would include wellness facilities in both regions: lakeside trails, parks, health camps, spas or mineral water sources (if any), traditional craft centers.	2.3.8.1. Creation of the Trakai–Gižycko wellness route – 1.						
2.3.9. Specific tourism/leisure product service packages of varying lengths have been created for different social tourist groups in cooperation with NGOs and representatives of target groups.	2.3.9.1. Number of service packages of various durations created for different social and age groups – at least 15 (2030).						

2.3.10. Create and implement new themed routes with educational activities aimed at social tourism participants, involving businesses and local communities.	2.3.10.1. Number of new thematic routes created for social tourism participants – at least 4.						
2.4. Task. Adapt tourism services and infrastructure to meet special needs and ensure comfort for all travelers. Indicators: 1. Trakai and Gižycko TICs have implemented accessibility standards (2030); 2. In a study of the infrastructure of Lithuanian tourist attractions, all tourist attractions in the Trakai district municipality are adapted for people with disabilities and families with children – at least 60%. (2030).							
2.4.1. Adapt existing, newly created, and renovated tourist attractions in Trakai for people with special needs.	2.4.1.1. Number of adapted tourist attractions in Trakai District (annually) – at least 1; 2.4.1.2. At least 5 tourist routes certified as suitable for seniors (comfortable paths, benches, etc.) (2030); 2.4.1.3. Universal design solutions are implemented in all (100%) new or renovated tourism infrastructure facilities.						
2.4.2. Develop infrastructure adapted to families with small children at tourist attractions and events (changing tables, high chairs, play areas, etc.).	2.4.2.1. Number of tourist attractions and events where infrastructure adapted to families with small children has been created – at least 4 (2030).						

2.4.3. Organize training for tourism sector employees (guides, accommodation and catering staff) on serving customers with special needs.	2.4.3.1. Number of employees trained – at least 20 per year (total >100 during the model period).						
Objective 3. Strengthen cross-sectoral cooperation and strategic management to ensure the sustainability and development of social tourism initiatives. Indicators 1) Share of additional funds attracted for the implementation of the model (not less than) 30 percent (2030).							
Task. Establish strong partnerships between municipalities, NGOs, communities, and businesses in the field of social tourism, sharing responsibilities and resources. Indicators 1. Number of cooperating entities – at least 10 NGOs and 15 businesses participate in the partner network; 2. Percentage of partners who rate cooperation as effective or very effective in surveys: at least 70%. (2030).							
3.1.1. Establish a Trakai–Gižycko social tourism council, consisting of representatives of municipal administrations, NGOs, business associations, and target groups.	3.1.1.1. Social tourism council established – 1.						
3.1.2. Annually announce competitions for funding social tourism projects by NGOs and communities.	3.1.2.1. Number of social tourism projects funded per year – at least 5.	Trakai District Municipality					
3.1.3. Create a network of social tourism partners from companies contributing to the development of social tourism.	3.1.3.1. A network of partners has been created in each municipality and is operating at .						
3.1.4. When introducing new services or routes for vulnerable groups to the tourism market, conduct trial tours with a smaller group and obtain feedback.	3.1.4.1. All new social tourism products and services are tested by target groups before being						

	offered to the public.						
3.2. Task. Ensure the strategic consolidation of social tourism policy, long-term funding, and monitoring of results. Indicators 1. At least 75% of respondents in surveys indicate that "the municipality is committed to implementing social tourism" (2030); 2. At least 90% of the measures implemented according to the approved plan (2030).							
3.2.1. Clearly transfer the objectives, tasks, and measures for the development of social tourism to the planning documents of the Trakai District Municipality and the Gižycko Gmina.	3.2.1.1. Social tourism measures have been transferred to the planning documents of Trakai District Municipality and Gižycko Gmina.						
3.2.2. Create an annual monitoring and reporting system.	3.2.2.1. An annual monitoring and reporting system has been created – 1.						
3.2.3 Initiate broader discussions at the national level – through the Association of Local Authorities in Lithuania or the relevant institutions in Poland, seek to develop national programs or measures in the field of social tourism.	3.2.3.1. Number of discussions initiated – at least 2; 3.2.3.2. Number of proposals submitted to government institutions regarding national programs or measures for social tourism – at least 2.						
3.2.4. Organize a regional forum on social tourism, inviting representatives from Trakai and other municipalities in the Lithuania-Poland border region ().	3.2.4.1. Number of regional forums on social tourism organized – 1.						
3.2.5. Create and implement a portfolio of EU projects on social tourism (e.g., INTERREG, Erasmus+).	3.2.5.1. Number of applications submitted – at least 3 (by 2030).						

Creative Europe, EU4Health, Single Market, etc.) – submit applications where the municipality can be the applicant.							
3.2.6. Initiate consortia, partnerships, and apply the municipality's co-financing mechanism for projects where the municipality can only be a partner (e.g., HORIZON, etc.).	3.2.6.1. Number of consortia created – at least 1 (by 2030).						
Direction 3. Marketing and increasing the visibility of social tourism							
4 Objective. Develop local marketing and information about social tourism opportunities in Trakai and Gižyckas							
Indicators: 1 Level of awareness of local residents about social tourism offerings (based on surveys) during the calendar year – no less than 50 percent; 3. Number of visits or reservations attributed to local campaigns during the calendar year – no less than 1,000.							
4.1. Task. Organize information campaigns through local and national social networks focused on the dissemination of social tourism services and adapted routes.							
Indicators: 1. Audience reach in Lithuania during the calendar year – no less than 300,000 unique users.							
4.1.1. Create various social tourism campaigns presenting discounts, promotions, or events.	4.1.1.1 Number of information campaigns created during the model period – no less than 2.						
4.1.2. Create and use personalized ads for target groups to reach the target audience based on their geographic location, age, and other characteristics.	4.1.2.1. Number of personalized advertisements created for target groups – at least 4 (2030).						
4.1.3. Organize contests and games on social networks that encourage participation and awareness of social tourism. (e.g., photo contests, suggestions for interesting travel ideas), and use influencers to promote these initiatives.	4.1.3.1. Number of competitions and games organized – at least 3 (2030).						
4.2. Task. Use publishing, media, and informational events to better present social tourism.							

Indicators							
1. Percentage of target groups who say they are well informed about tourism opportunities – at least 50%. (2030).							
4.2.1. Create a special section <i>called "Tourism for All"</i> on the websites of the Trakai and Gižycko municipal tourism information centers, where all relevant information about social tourism events, routes, and discounts is regularly published.	4.2.1.1. Sections "Tourism for All" created on the websites of the Trakai and Gižycko tourism information centers – 2.	Municipal tourist information centers					
4.2.2 Create a <i>Trakai–Gižycko: Travel for Everyone</i> profile (or group) on social media, where inspiring content showing that anyone can travel is shared: event announcements, photos, participant stories.	4.2.2.1. Number of followers of the social tourism Facebook group/profile(s) – 2,000 followers (observers) by 2030.						
4.2.3. Organize at least one open information event per year, "Tourism for All Day," in Trakai and Gižycko, during which new programs will be presented, members of target groups will be invited to get acquainted, and travelers' testimonials will be heard.	4.2.3.1. Number of participants in information events – at least 100 in each municipality each year.						
4.2.4. Organize interviews with local leaders, NGOs, and business representatives who present the benefits of social tourism.	4.2.4.1. Number of interviews published on the website, in the media, and on social networks during the calendar year in Trakai and Gižycko – at least 2.						
4.2.5. Present social tourism events in the press, on the websites of municipalities, budgetary institutions, communities, and on social media accounts.	4.2.5.1. At least 5 publications in the press and on portals (2030).						

4.2.6. Publish the "success stories" of social tourism participants, presenting the benefits of recreation and tourism to people belonging to various social groups.	4.2.6.1. Number of annual "success stories" published – at least 2.						
4.2.7. Organize trips for influencers to Trakai and Gižyck, which would be documented on their social networks and online platforms.	4.2.7.1 Posts by influencers with a clear tag and trackable link during the calendar year – at least 1.						
5 Objective. Implement an international marketing campaign to attract tourists from other countries. Indicators 1. Number of travel packages prepared for foreign markets and published on official or partner websites during the calendar year – at least 20. 2. Annual increase in the number of foreign travelers compared to the previous year – at least 5%.							
5.1. Task. Conduct advertising campaigns in foreign countries through international tourism portals, magazines, and websites. Indicators: 1. Number of posts or newsletters published by international partners (travel agencies) with active links to official websites per calendar year – no less than 2.							
5.1.1. Create advertising banners and video content on social networks (Meta, YouTube, Google Ads, etc.) presenting Trakai and Gižycko social tourism, targeting families, seniors, and people with disabilities.	5.1.1.1. Create at least 5 pieces of localized content (banners, videos, landing pages) for target groups per calendar year (2030).						
5.1.2. Cooperate with international tourism agencies to promote social tourism services.	5.1.2.1. Number of international agencies cooperating – no less than 2 (2030).						
5.1.3. Publish tourism information on tourism portals and social networks, targeting specific audience segments according to age groups and interests.	5.1.3.1. Number of tourism portals and social networks publishing information about social tourism opportunities in the Trakai and						

	Giżycko regions – at least 2.						
5.2. Task. Encourage foreign travel agencies to organize trips to Trakai and Giżycko by offering them discounts or special conditions. Indicators: 5.2.1. Number of cooperating travel agencies with valid contracts or memoranda of understanding during the calendar year – at least 2; 5.2.2. Number of Trakai–Giżycko packages on sale in partner catalogs – at least 10 (2030).							
5.2.1. Compile a list of priority agencies in neighboring countries by segment: seniors, people with disabilities, families, social inclusion programs, prepare a pricing grid, a catalog of available services, logistics descriptions, a photo/video bank, sample itineraries of various lengths (1–5 days)	5.2.1.1. Number of approved priority agencies with a full documentation package – at least 5 (2030).						
5.2.2. Create travel service packages (e.g., October–April) with guaranteed departure dates in cooperation with agencies.	5.2.2.1. Number of travel packages with guaranteed departure dates offered by agencies per calendar year – at least 5.						
5.2.3. Create a 90-minute B2B (business-to-business) webinar series ("Social tourism in Trakai and Giżycko: products, logistics, accessibility"). 5.2.3.1.	5.2.3.1. Number of 90-minute business-to-business (B2B) webinars held under the program per calendar year – no less than 1.						
5.2.4. Create cross-border service packages with neighboring municipalities (e.g., Vilnius–Trakai–Druskininkai; Gdańsk–Olsztyn–Giżycko) – a more attractive geography for agencies.	5.2.4.1. Number of cross-border service packages created with neighboring municipalities – at least 2 (2030).						

8. Monitoring and evaluation system

8.1. Purpose and application

The purpose of this section is to establish a clear model for monitoring, reporting, and evaluating the implementation of the Social Tourism Model 2026–2029 (hereinafter referred to as the Model) in both municipalities, defining the functions of institutions, the frequency of data collection, the preparation of reports, decision-making, and the procedure for adjusting the Model. This procedure applies to all institutions and partners involved in the implementation of the measures provided for in the Model.

8.2. Terms and abbreviations

TGSTT – Trakai–Gižycko Social Tourism Council.

ŪTIK – Committee for Economy, Tourism, and Investment (Trakai District Municipality).

KRG – Economic Development Commission (Gižycko Municipality).

TIC – Tourism Information Centers.

KPI – Key Performance Indicators (indicators of objectives, tasks, and measures set out in the Model).

8.3. Planning and reporting cycle

1) Annual planning. In each municipality, the responsible specialist prepares a draft action plan for the current year, which is first presented at a TGSTT meeting. Later, taking into account the comments and proposals made during the TGSTT meeting, the ŪTIK and KRG prepare the final annual Model implementation plan, which is approved by the municipal council.

2) Periodic monitoring. The TGSTT meets every six months to discuss the progress of implementation, the achievement of KPIs, and risks, and to propose adjustments. The ŪTIK and KRG meet at least once a year and/or as needed to assess interim progress and plan measures for the next period.

3) Annual reporting and publicity. An annual monitoring and reporting system is established, and an annual report on the progress of social tourism is prepared and presented to municipal councils each year, which is published on municipal websites.

8.4. KPIs, data, and sources

1) KPI base. The model's KPIs are specified at the level of objectives, tasks, and measures (e.g., target group participation rates, proportion of target groups that have taken advantage of concessions, proportion of new participants, etc.). The rules for calculating each KPI correspond to the descriptions of the measures.

2) Data sources. Data sources include administrative registers (municipalities, subordinate institutions), TIC data, IT solution analytics, service provider summaries, reports, participant lists, financial reports, and social tourism participant surveys (see 8.6). The data is consolidated by responsible administration specialists.

3) Frequency of data collection. KPI data is collected at least once a quarter; annual consolidated progress report – once a year; TGSTT half-yearly review – twice a year.

Indicator	Measure	2026	2027	2028	2029	2030	Frequency / Source
Number of people involved in social tourism	units	150	250	30	300	100 (total)	Quarterly; administrative data
Certified service providers ("Inclusion Mark")	units	6	12	20	26	30	Quarterly certification register
Trained employees (guides, staff)	units	40	80	140	180	22	Quarterly; training summaries
Number of specially adapted routes/programs	units	5	10	16	21	25	Q; TIC reports
Reach of publicity campaigns (unique)	units	20,000	40,000	60	80	100,000	Qtr.; digital analytics
Participant satisfaction (average)	points/10	8	8	8	8	8.5	Met.; participant surveys

8.5. Research on social tourism participants

1) The purpose of the surveys is to assess accessibility, satisfaction with services, and subjective benefits (e.g., reduction of financial barriers, proportion of first-time vacationers), as well as to identify areas for improvement. The survey results are integrated into the annual progress report.

2) Frequency and scope of surveys.

2.1. The main annual survey (Q4) is conducted in both municipalities, targeting specific groups (seniors, people with disabilities, families).

2.2. Thematic surveys of event participants, which are conducted after major events and programs by asking participants to fill out short questionnaires

2.3. Net recommendation index of service providers ("How likely are you to recommend the service to a friend on a scale of 0-10?" /satisfaction modules – conducted on an ongoing basis, summarized by surveying participants in social tourism measures at the end of the year.

3) Responsibilities. Surveys are organized by administration specialists together with TIC; data processing is carried out centrally, and results are presented to TGSTT and committees.

8.6. Quality assurance and data control

1) Data verification. Administration specialists apply a two-stage review process: (I) formal completeness and logic check when receiving summaries; (II) content check by comparing with financial documents, contracts, and service provider reports. Discrepancies are corrected in writing within 5 working days of receiving the request.

2) Consolidation. Quarterly reports are integrated into the annual progress report; a summary assessment of interim results is presented at the TGSTT's half-yearly meetings.

8.7. Decision-making and corrections

1) Corrections to annual plans. Upon receiving TGSTT recommendations and/or proposals, ÜTIK and KRG form a package of corrections (priorities, scope of measures, KPI adjustments) during meetings and propose that administrations include them in the annual plans of institutions. Proposals for the plan may be submitted by the municipal council, committees, administration, institutions subordinate to the municipality, entities responsible for the implementation of measures, and social partners (business, NGOs, target groups).

2) Refining the model. Taking into account the conclusions of the annual progress report, committees and councils, having received recommendations from the TGSTT, may initiate the refinement of the model (adjustments to objectives, tasks, measures) and approve the changes in accordance with the established procedure. Proposals for the Model may be submitted by the municipal council, committees, administration, institutions subordinate to the municipality, entities responsible for the implementation of measures, and social partners (businesses, NGOs, target groups).

8.8. Structure and publication of reports

1) Structure of the annual social tourism progress report: I) overview of implementation and main achievements; II) KPI results tables by objectives, tasks, and measures; III) results of target group surveys; IV) risks and corrective actions; V) recommendations for the next year's plan. The report is presented to both municipal councils and published publicly.

2) Interim presentations. Interim summaries are presented at TGSTT half-yearly meetings; ÜTIK and KRG use these summaries to formulate assignments for administrations.

9. Partnership cooperation mechanisms

9.1. Strategic management and coordination mechanism

The implementation of the model is coordinated through the TGSTT, municipal committees/commissions (ŪTIK and KRG) and responsible administration specialists. The TGSTT meets twice a year, provides recommendations for annual plans, and discusses progress and risks. ŪTIK and KRG review and approve annual implementation plans at least once a year and issue instructions to the administration. Responsible administration specialists collect data, prepare summaries and annual reports, and ensure compliance with procedures.

Responsibilities. TGSTT ensures model supervision; ŪTIK/KRG – decision-making; administration specialists – daily administration.

Key documents governing management. TGSTT regulations, annual implementation plan, report templates, decision protocols.

Frequency of meetings. TGSTT meetings are held at least twice a year; ŪTIK/KRG meetings: at least once a year; administrative reports are prepared quarterly; an annual report is prepared once a year.

9.2. Public-private partnership (PPP) and partner network

The partnership is based on cooperation between municipalities, NGOs and communities, businesses, tourist attractions, transport/shuttle service providers and TICs. Companies and organizations are invited to join the social tourism partner network, where memoranda of understanding or cooperation agreements are signed, defining discount policies, service standards, information provision, and data exchange. When services are provided, service level agreements are introduced, setting response times, service availability, accessibility requirements, and quality indicators.

Responsibilities. Trakai District Municipality is responsible for initiating invitations to NGOs and private businesses to become partners and for coordinating the partner network. Partners are responsible for service quality, applying discounts, and submitting data for reports on time. TIC is responsible for disseminating information and organizing user feedback.

Key documents. Templates for cooperation agreements/service level agreements (SLAs), discount catalog, partner register, compliance check protocols.

Frequency. The partner register is updated on an ongoing basis; SLAs are reviewed at least once a year. Cooperation agreements are concluded or renewed in accordance with the agreed terms (but at least every 3 years).

9.3. Co-creation and innovation mechanism (co-creation labs and hackathons)

Co-creation workshops and hackathons are organized together with NGOs, start-ups, and businesses, where social tourism prototypes are created and tested (e.g., tactile maps, quiet rooms, e-mobility solutions). Each prototype undergoes a trial phase with target groups, recording user experiences and recommendations for adaptation. The best solutions may receive pilot funding; after a successful trial, implementation and development procedures are applied.

Responsibilities. The municipality/TGSTT is responsible for approving and financing innovation directions and priorities. The implementers are responsible for creating and testing prototypes. Target group representatives are responsible for attracting target groups to become prototype users.

Key documents. The set of documents consists of a call for participation, evaluation criteria, piloting protocol, IP/licensing procedure.

Frequency: At least 1 cycle per year, with interim reviews after each prototype test.

9.4. Mobility and logistics mechanism

Seasonal adapted bus routes and community transport are implemented, the PLS determines the proportion of journeys completed on time and the maximum user waiting time, and safety and accessibility requirements define the standards for vehicles and stops.

Responsibilities. Transport operators are responsible for providing services in accordance with service level agreements. The administrations of Trakai and Gižycko municipalities are responsible for route planning and payment for services. The TIC is responsible for informing users and providing feedback; NGOs are responsible for coordinating assistance to service recipients.

Key documents. The set of documents consists of route schedules, passenger service standards, safety/universal design (UD) protocols, and PLS.

Frequency. Route schedules are drawn up and updated for each season (summer or winter). PLS reports are submitted monthly. Safety and UD audits are carried out twice a year.

9.5. Mechanism for trial tours and quality labeling ("Inclusion Label")

New products and routes are first tested with target groups (trial tours), recording experience indicators and suggestions. The "Inclusion Mark" scheme evaluates sites and service providers, makes recommendations, and conducts repeat checks and audits (including "mystery shopping"). Certified entities are listed in an integrated catalog.

Responsibilities. The certification administrator is responsible for evaluating products and routes and preparing recommendations. Service providers are responsible for implementing the recommendations; the administrations of Trakai and Gižycko municipalities are responsible for coordinating the process.

Key documents. The set of documents consists of the assessment methodology, certification rules, recommendation implementation plans, and audit reports.

Frequency. Trial tours are organized according to the schedule for new products. Certification is ongoing, with a review at least once a year.

9.6. Marketing and B2B cooperation mechanisms

In local marketing, TIC websites maintain a section called "Tourism for All," run targeted campaigns, publish success stories, and engage opinion leaders. For international business-to-business (B2B) cooperation, a list of priority agencies is created, travel/holiday/offer packages with guaranteed departure dates are prepared, B2B seminars and familiarization tours are organized, and cross-border packages are created. UTM tags are used and conversions to bookings are tracked.

Responsibilities. TIC and the administrations of Trakai and Gižycko municipalities are responsible for organizing communication at the local and national levels and analyzing IT data. Travel agencies are responsible for creating and selling packages. Partners are responsible for the content of services and offers.

Key documents. The set of documents consists of a communication plan, UTM guidelines, a B2B catalog, package specifications, and sightseeing tour programs.

Frequency. Marketing campaigns are organized according to their calendar plan; B2B updates – once a year.

9.7. Financing and incentive mechanisms

Annual competitions for NGO and community projects; mayor's awards for partners. An EU project portfolio is being developed (INTERREG, Erasmus+, Creative Europe, EU4Health, Horizon, Single Market, etc.) is created, which, at the end of the EU 2021–2027 period, is updated with relevant programs and measures for the 2028–2034 financial period, consortia are created, and municipal co-financing is applied. A business support mechanism is established.

Responsibilities: The administrations of Trakai and Gižycko municipalities are responsible for sending invitations to businesses to get involved in social tourism, preparing a set of information and documents related to the competition for NGO and community projects in the field of social tourism, posting it on websites and distributing it by e-mail and social networks to NGOs and local communities, selecting projects, ensuring funding for projects that have been awarded funding, and supervising and monitoring funded projects. Project administrators are responsible for the implementation of projects that have received funding; TGSTT is responsible for setting the priorities for funding competitions.

Key documents. The set of documents consists of the competition rules, project selection rules, expert commission working regulations, financing agreements, and report forms.

Frequency: competitions are organized once a year; EU portfolio review – 2028. The Mayor's Awards are organized once a year.

10.Success factors and indicators

Success factors include management, financing, accessibility and affordability, logistics and mobility, product quality and innovation, quality assurance, implementation of specialized programs, infrastructure and competencies, marketing and B2B, development, partnership culture, inclusion, and data management and reporting. The factors and suggested indicators (KPIs) are listed below.

10.1. Management and coordination

Factor. Consistent work of TGSTT, ÜTIK, and KRG, clear roles, and implementation of decisions.

Indicators: percentage of meetings held out of all meetings organized; percentage of actively involved members out of all members (per cent); percentage of decisions implemented within the set deadlines (per cent) out of all decisions percentage of tasks with an assigned owner out of all tasks (per cent).

10.2. Funding and sustainable resources

Factor. Adequate and diversified funding for measures and activities, EU project portfolio and co-financing.

Indicators: share of additional funds attracted for the implementation of measures (per cent of the total budget); number of applications submitted and won and success rate (per cent); number of sponsors/cooperation agreements.

10.3. Accessibility and affordability

Factor. Real opportunities for target groups to participate in tourism through concessions and support.

Indicators: average value of discounts used (EUR/user/year); proportion of "first-time vacationers" (%); financial barrier reduction index (survey results).

10.4. Logistics and mobility

Factor. Reliable and accessible transport solutions.

Indicators: percentage of trips completed on time out of all trips (per cent); average waiting time (min.); route load seat occupancy (per cent); number of incidents (per 1,000 trips).

10.5. Product quality and innovation

Factor. High-quality, digitally supported products that meet different needs.

Indicators: net recommendation index (services); virtual tour completions;.

10.6. Quality labeling and service standards

Factor. Application of the "inclusiveness mark," implementation of recommendations, and audits.

Indicators: number of certified sites; percentage of recommendations implemented after 12 months; mystery shopper score (0–10); number of complaints (per 1,000 visitors).

10.7. Specialized programs for target groups

Factor. Stable provision of programs for seniors, people with disabilities, families, and children.

Indicators: number of participants per year; percentage of new participants out of all participants; average satisfaction rating ($\geq 8.5/10$); emotional uplift index (survey).

10.8. Infrastructure and competencies

Factor. Universal design solutions, certified routes, and trained staff.

Indicators: number of adapted facilities per year; number of certified senior-friendly routes; number of trained staff per year;

10.9. Marketing and B2B development

Factor. Effective local dissemination and international sales channels.

Indicators: accessibility and engagement (social networks); conversion to bookings (percentage); number of "sales" packages with partners; growth in foreign travelers (percentage per year).

10.10. Partnership culture and engagement

Factor. Trust-based partnership, active involvement of stakeholders.

Indicators: percentage of positive partner survey ratings out of all ratings; number of active cooperation agreements; partner attrition (percentage per year); percentage of target group representatives involved in TGSTT and working groups.

10.11. Data management and reporting

Factor. Complete, high-quality data and timely reports.

Indicators: percentage of reports submitted and approved on time out of all reports; data completeness coefficient (at least 98% of mandatory fields filled in); number of discrepancies (per 100 entries).
