Active aging and hospitality: Designing a collaborative lodging service in older people’s homes in Rio de Janeiro
Promoter(s)

- DESIS Lab at Universidade Federal do Rio de Janeiro/COPPE
- CEPE (Center for Studies on Research on Aging) from the Rio de Janeiro Municipality.

Funder(s)

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Aknowledgements and team: Ivan Bursztyn, Roberto Bartholo, Gustavo Kleinman, Daniel Zandoná, André da Paz, Wallace Hetmanek, Roched Seb
Context

- Older people who lives in the Rio de Janeiro city and the tourism sector;

- Unexplored potential of collaborative services of the older people who lives in the city of Rio de Janeiro, and have empty rooms in the home.

Images illustrative only (the images have not been taken during the service operation). The photos were a test and included the participation of a research project (Fernanda Zanela) and a voluntary participant. (Ana Falcão).
The project

This project proposes a collaborative service between older people who lives in Rio de Janeiro and tourists, through domestic hospitality.

This service model, focused on community, empowering the older people: value their experience and their skills.

Based on the active aging concept, this project focused on the unexplored potential of older people (linked at the city).
The design process
- Identifies and uses the potential offered by older people with empty rooms at home in Rio de Janeiro's city, fostering domestic hospitality.

- The goals are: to promote active aging; to show the value of older people in their community; to respond to the increasing demand for a alternative accommodation in the city; and to encourage the use of new technologies by older people (to manage the on-line bookings).
The online platform

Conheça o Rio e suas histórias por quem as viveu

PARTICIPE
Descubra pessoas que viveram a experiência ↓
The project is based on the "active aging concept (health - participation – security) which is informing public policies in Rio de Janeiro municipality. The older people themselves (in an active manner), organize the hosting with the guest (tourist), providing the service experience. The proposal is to encourage the interaction and the development of activities that link tourism and the elderly.
The project involves older people who have skills, interesting life stories or good experiences linked the city, as part of the "cultural heritage" in Rio. These older people will allow tourists an experience in Rio de Janeiro from the point of view of a older person who lives in the city.

The older people remain active, integrated and participating in their community.

The project is supported by an online platform, which contain the registrations of guests and hosts.
From the older people perspective, the benefits of this service are: reduction of social isolation and risk of loneliness; new skills development (particularly in technology); practice of cognitive activities; development of trust and solidarity between generations; income generation; and engagement in the Rio de Janeiro.
The impact of this project on the city is the promotion of a responsible tourism through the interaction with the local community; privileged access to cultural heritage in Rio through contact with the older people in their homes; and to respond increasing demand for a alternative accommodation in the city.
As part of the "cultural heritage" - older people who have skills, interesting life stories or good experiences - are linked the city. Thus, a unexplored potential in this population segment is identified: it values the skills, knowledge and experience of the older people in your city. This service is produced and consumed by tourists and older people. (and enabled by an online platform).
Elderly people are trained in how to use their own home structure and individual skills to get the solution. It includes the exchange of experiences with guests, based on the valorization of its own personal stories and the stories they have lived in Rio de Janeiro. They are also examples in their localities, on how to get older actively.
Is possible to replicate this service in other cities, involving older people and tourists. It generates income for the elderly people. The opportunities that emerge from this service are: a new hosting model; and personal skills of the older people as a value.
The project is based on the life story of the older people as the key value of service. Therefore, tools like storytelling and "personas" are used.
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