

Growing the Market in Accessible Tourism (GROWMAT)

Following a very successful Roundtable event held at the 26th EfVET Annual International Conference in Thessaloniki, Greece toward the end of October 2017, the Project partners are meeting in Maribor, Slovenia to progress the development of the GROWMAT Learning programmes aimed at growing the market in Accessible Tourism.



GROWMAT is an Erasmus Plus development initiative designing a learning programme aimed at raising awareness of the importance of Accessible tourism in growing the market which recognises the Tourism market potential resulting from an Ageing population. This will explore the increasing opportunities for growing the Tourism sector. Equally relevant is the need for young people, seeking to enter the labour market within this sector, to appreciate the skills and competences required to ensure this client groups specific needs are catered for. The Course will be badged as INCLUSIVE TOURISM and deliver 4 modules:

Module 1 - Accessibility awareness

Module 2 - Inclusive Tourism

Module 3 - Entrepreneurship

Module 4 - Marketing - a specific toolkit

In addition to this course aimed at young people in Initial VET, a separate course is being designed for use with SME's, start ups and existing tourism businesses , whether in Hospitality , catering, tourism attractions , Accommodation providers etc.

Within the project, partners have been building a transnational network of Accessible Tourism Champions. Partners have been actively engaging organisations and individuals from the sector who are willing to join the Champion network. One such organisation from the UK - Visit Guildford has expressed real interest in participating following the partners visit. Below one can read the flavour of the conversation and their willing future collaboration with GROWMAT

Visit Guildford

Enthusiastic champions Visit Guildford are already keeping us busy. Thank you to Tourism Marketing and Development Manager Diana Roberts for inviting Tracey Torble, from GROWMAT partner T2 Consulting, to talk about the project at her June quarterly meetings with representatives from tourist attractions and venues in and around the town of Guildford in the United Kingdom.



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In the County of Surrey, Guildford is a popular destination benefitting from the peace and quiet of beautiful countryside coupled with quick and easy access to London. The group's approach to accessibility is already mature, but members are keen to build on their success and embrace new opportunities from an increasingly diverse market.

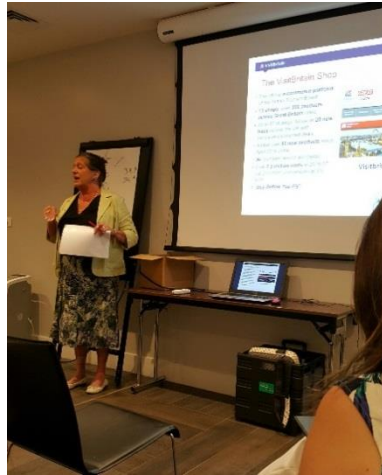
Acknowledging the reality of tourism that spans three generations of grandparents, parents and children, they recognise that welcoming everyone means widening understanding of accessibility needs and working towards a one size that really does fit all, not just a perceived minority. It was enlightening to hear real examples of the complex planning required to ensure successful visits for those with additional needs that are not necessarily physical, and it was encouraging to hear ideas for relatively simple improvements and solutions.

This is what GROWMAT is about – thinking outside the box to extend a proactive welcome to as many potential customers as possible and providing an inclusive, equal, welcoming experience for everyone. It's not just about wheelchair access.

We look forward to working with the Visit Guildford team as the project develops, taking on board their obvious expertise and sharing in return our own findings and the products we develop.



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For more information: Visit the Growmat website: www.growmat.eu.

Partners

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T2 Consulting, UK

Errotu, ES

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