



Co-funded by the Erasmus+ programme of the European Union



## Growing the Market in Accessible Tourism (GROWMAT)

### What have we been doing

The team has been quite busy over the last few months; initial dissemination of the project to various organisations and individuals, we are looking for people and organisations to ‘champion’ the cause of accessibility and inclusive tourism; we have organized Multiplier Events in San Sebastian (Spain) and Maribor (Slovenia) and a Round Table at the EfVET Conference in Thessaloniki, Greece.

It has been agreed that our future communications and the training we create will be entitled ‘Inclusive Tourism’ (although we cannot actually change the name of the project).

Following our Joint Staff Training in Taunton (UK) in May, we have been planning training, writing learning resources and designing 2 courses; our target groups are existing businesses as well as hospitality students – they are very different audiences so we will create two courses – similar, but with differences to accommodate each group. We also will create the basic course for Level 2/3 students but it will be designed in such a way to facilitate teaching to higher level (5/6) students.

### Partners of GROWMAT



## Multiplier Event Slovenia

In October many events in Maribor are held in the framework of the Old Vine Festival. Srednja šola za gostinstvo in turizem Maribor is also very active in these projects. On October 12th, 2017, the school organised the seminar 'Modern Trends in Tourism'. The seminar was lectured by school teachers and representatives of travel agencies.



The seminar was attended by representatives of tourist agencies and hotels from the region, by the students from SŠGT Maribor and also by the students from Croatia and FYROM who were at that time guests of the school.

The project GROWMAT was presented by the teacher of tourism and project coordinator Janko Štruc and student Kim Neubauer, who is very active in international projects.

## And another event in San Sebastian



On October 31, three GROWMAT partners (CDEA, Errotu (architecture for the design of personalized therapeutic environments) and Hotel Advisor Consulting (management, marketing and hotel counselling) organized a conference on Accessible Tourism in the CDEA facilities.

With this event, we wanted to raise awareness among workers and future hotel and tourism entrepreneurs in the need to create new business opportunities in the accessible tourism sector, extension of seasonality and meet the needs of everybody.

Accessible tourism means inclusive tourism, that is, for all people whether they have functional diversity due to mobility, hearing, sight, cognitive, intellectual or psychosocial reasons, as well as for the elderly or those with temporary functional diversity.

The GROWMAT project, for its part, aims to create training courses in accessible tourism; promote alternatives to expand tourism out of season and create cooperation networks between education, business, NGOs and social enterprises.

During the day, as well as the partners, other organisations took part: Bask for all ("Tourism for all people"), Ideas Foundation for Inclusive Marketing, SECOT (Association of Seniors for Technical Cooperation), AFAFI (Association of Relatives and Friends of People with Alzheimer's and other dementias of Gipuzkoa), ELKARTU (Coordinator of People with Physical Disability of Gipuzkoa), Diputación de Gipuzkoa, City Council of Donostia - San Sebastián, Zenit Hotel and the Hospitality Association of San Sebastián.



Companies, institutions and associations have discussed the situation of Accessible Tourism in Gipuzkoa and have concluded that, although the situation is much better than in other areas, there is still much to improve and to raise awareness and, also, it is necessary to give visibility to all those initiatives that are made and that are not reported. In addition, as Zuriñe de Anzola of Bask For All has pointed out, "many times, although the Administration puts measures in favour of people with functional diversity, it is the people who have to learn to interact with people with different needs".



This was a very successful event, with the audience exactly as needed, who had a great interest in the GROWMAT project.

### **EfVET Conference – October 2017**

#### **Work and Education aligned to the future**

Another event took place in October – EfVET International Conference was held in Thessaloniki, Greece. This conference was attended by more than 200 participants, mostly from European countries, also including Russia, Hong Kong and USA.

A Round Table was held, attended by 14 people who wanted to find out more about our project. It was particularly of interest to two organisations from Finland, who expressed an interest in co-operating with our partners Haaga-Helia University of Applied Science.



### **And we had a meeting .....**

#### **Maribor**

The second transnational project team meeting was held in November, in Maribor, Slovenia.



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