

Growing the Market in Accessible Tourism (GROWMAT)

Why?

Due to the similar demographical trends, in all European countries, the percentage of the elderly population is significantly increasing. For that reason, the tourism demand from elderly is increasing and new markets are emerging. This project is designed to deliver from Accessible Tourism and connect the new trends in Tourism with the employment of young people, the new business opportunities for new and existing entrepreneurs and suggest suitable ways that older people can be catered for.

What? - (Project's Objectives)

- ▶ deliver training through an entrepreneurial course and an accessibility awareness course,
- ▶ open up the out - of - season market for older persons,
- ▶ create co-operation between education, business, NGOs, social enterprises and charities,
- ▶ create a business case for accessible tourism,
- ▶ raise the profile of accessibility.

Who? - (Target group)

- ▶ Entrepreneurs in tourism sector,
- ▶ Individuals and students working in hospitality and tourism,
- ▶ Training providers in Entrepreneurship, Hospitality and Tourism (or any Customer Services).



(KA2) Project

Duration: 28 months

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Partners:

