



Growing the Market in Accessible Tourism (GROWMAT)

HEADLINES!

Our courses have started (various times in different countries). We've been working hard creating learning resources for the blended courses (workshops and e-learning) and translating to appropriate languages. And, of course, finding participants! Some Spanish training has been held and the Greek course is planned for January. We continued to involve our end-users (co-creation) and involved some students from Bridgwater College in naming parts of the course.

We've held two partner meetings in the last few months – one in Patras, Greece and then the last one in Helsinki, Finland. Both meetings were hard work but very productive. Check out the project website www.growmat.eu to see our news and blogs.

67 people attended a big international GROWMAT event in Greece, which was very well received, with international speakers attending in October 2018. Finland hosted World Village May 2018, in which GROWMAT participated. Another EfVET Round Table (Como, Italy October 2018), again, international guests attended. Word is spreading about inclusive tourism and accessibility, functional diversity. We all hope it makes a difference for the future.

Partners of GROWMAT



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Event Patras, Greece

On Wednesday, **3rd October 2018, at 18:00**, in **Patras** (Greece) at Achaias' Chamber Hall, a Multiplier Event entitled '**Accessible Tourism**' took place.

The Multiplier Event was organized by p-consulting, a partner of GROWMAT Project in Greece.

The purpose was to inform the participants about the aims and objectives of the GROWMAT project and to raise awareness of the concept of accessibility in tourism and its importance for the expansion of the Greek tourism market, with emphasis on inclusive tourism and this specific category of tourists.

The Multiplier Event included speakers from Greece, Denmark, United Kingdom and Italy. Speakers developed the theme of accessible tourism and presented good business practises.



The Multiplier Event was attended by 67 participants from several organisations:

Universities, Colleges, VET organisations, Municipality of Patras, the Chamber of Achaia, banks, an organisation for Unemployed people in Greece, Hotels, Travel Agencies, students from the Tourism Sector, employees in Tourism Sector, Teachers, Counsellors etc.

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.

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

This event was originally intended to take place at the annual EfVET Conference and the location was changed by agreement. P-Consulting arranged the new event, venue and speakers.

EfVET Conference – October 2018 ReThinking VET for Inclusive Excellence

Another event took place in October – EfVET International Conference was held in Lake Como, Italy. This conference was attended by about 250 participants, mostly from European countries, but also including Russia, Hong Kong and USA.

A Round Table was held, attended by people who wanted to find out more about the project.

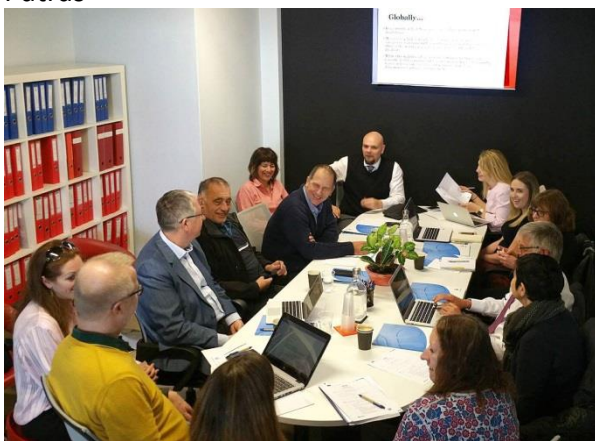


Two meetings held Patras in March, Helsinki in June

Two very hard and busy meetings; both were very productive as courses, learning materials to be designed and developed, documents, videos and Power points.

Also, people were learning to use the Blackboard Virtual Learning Environment (VLE) for partners who had not seen this before.

Patras

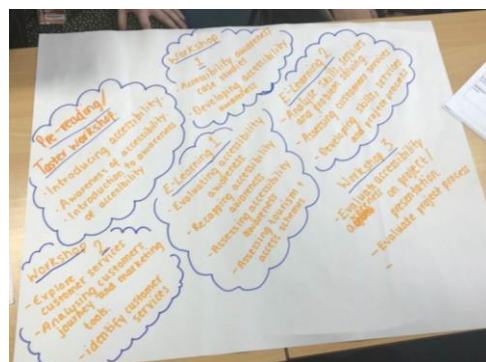


And in Helsinki



Bridgwater College Student Activity

Students took part in an activity to name modules – to gain more effective suggestions, it was suggested to create an overview of each module to help learners understand what each workshop will include (appropriate for their level),



And for the next few months.....

Multiplier Event planned in UK - December 5 2018



GROWMAT Training Courses

The courses will be running in Spain, Greece, Slovenia, UK (Bridgwater). The opinions of students and teachers will be sought and an evaluation report written; these are pilot courses and it is fully expected that some changes will be recommended (not too many we hope).

Finland has almost completed; their participants are operating at Masters Level – so their thought and evaluations are expected to be a bit different than others.

We also expect existing tourism businesses to feel differently about the training; many business owners will also not have participated in training of any kind, often for many years – this will colour their views. Small businesses often do no training at all.

It will be really interesting to see how the different groups find the blended learning

and how businesses adjust to this method of learning (which should fit in with running a business).

It would also be interesting to return to them after a few years to see if they have managed to grow their market!

And the Final Project Meeting

In Brussels, early March 2019. There will be an Event held at the Basque Delegation at the European Commission – so watch the website for details

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www.growmat.eu