Developing Innovative Touristic Products for Silver Economy

www.silvertourism.eu

Brussels, 19th October 2017
What is a Strategic Partnership?

Strategic Partnerships aim to support...

- Innovative practices
- Joint initiatives
  - Exchanges of experience
  - Cooperation
  - Peer Learning

Transfer, Develop, Implement
Our double approach on VET

1) **Continuous training**, pushed by real demand of knowledge, usually leads to greater impact of vocational training. Through provision of non-formal training, accessible and easy for anyone interested in getting knowledge pills to use in its daily work, workers not fully aimed at seniors can obtain skills to address this target.

-> Pushed by real demand
-> Non-formal training
-> Accessible training for PLM
-> Specific pills
Our double approach in VET

2) Specialist vocational pathway, providing a high quality training for experts on tourism development that serves to bring together stakeholders working independently, facilitating joint progress, increasing in this way the impact of this training.

- Multiplier effect (more impact)
- Collaborative approach
  - Co-Design
  - Co-Operation
  - Co-Laboration
Strategic Partnership

that involves partners in 6 Member states...

✓ Badajoz Chamber of Commerce (ES)
✓ FUNDECYT - PCTEX (ES)
✓ Trusted Business Partners (HU)
✓ Euromontana (FR-BE-EU)
✓ ADR Nord-Est (RO)
✓ Zavod Novi turizem (SI)
European Tourism Trends

“Study about Competitiveness in the Tourism Sector in the EU”, July 2014, Ecoris & DG Enterprise & Industry

- Globalisation
- Demographic change
- Access to information
- Economies of experience
- Customizing
- Sustainability
- Low cost business models
- Health and welfare

European Tourism Trends

Cámara
FUNDECYT PCTEX
Erasmus+
Needs detected

Silver Economy

Tourism Sector

Silver Tourism

- Formal & Non-Formal Training
- Open Educational Sources
- New Skills for New Jobs
Our proposal

Output 1: Professional Profile
- Identification of skills and competences

Output 2: Course
- Development of training content

Output 3: Massive Open Online Course
- Implementation of e-learning solutions
Objectives

Analyze the context related to Silver Economy and Tourism

Co-Design a Expert Profile framework to develop training materials

Develop training in key skills in order to explore and exploit opportunities offered by seniors

Implement innovative learning methodologies, flexible and scalable for VET, using ICTs and OER

Provide an evaluation system to provide a quality recognition to the training process
Methodology

1. EMPATHIZE
2. DEFINE
3. IDEATE
4. PROTOTYPE
5. TEST
Design Thinking

**Silver Tourism**

Methodology and tools

Development of new tourism products

**NEW COMPETENCES**

Ideate
Idea solutions

Emphasize
The Context
Stakeholder Map

Defined
Define your objectives
Empathy map
CJM

Test
Test your prototype and improve it
Usability testing
Questionnaires

NEW DEMAND
Who is it for?

- **VET Organisations**
  (IVT schools, private providers, trainers, ...)

- **Experts on Tourism**
  (local guides, consultants, public workers, ...)

- **Enterprises related to Tourism**
  (travel agencies, hotels, touristic services, restaurants, ...)

- **Sectoral organisations**
  (local or regional associations, clusters, ...)

![silver-tourism logo]
Every journey begins with a single step...
let’s walk

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This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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