

# SILVER SMEs

Interreg Europe



European Union  
European Regional  
Development Fund

[www.interregeurope.eu/SilverSMEs](http://www.interregeurope.eu/SilverSMEs)

## Integration of the Silver Economy in the tourism offer through training of SMEs

Paulo Costa-Pinto  
CIM do Ave  
Paulo.pinto@cim-ave.pt

Final conference  
Ageing in rural Europe: opportunities for local economies

21<sup>st</sup> February 2022 - Brussels

# The Basic Frame 1

- Hostelry is not always friendly for dependant SILVERS and disabled guests. But there are exceptions. Some respite or nursing hotels can be found around Europe, receiving both guests and their families or caretakers.

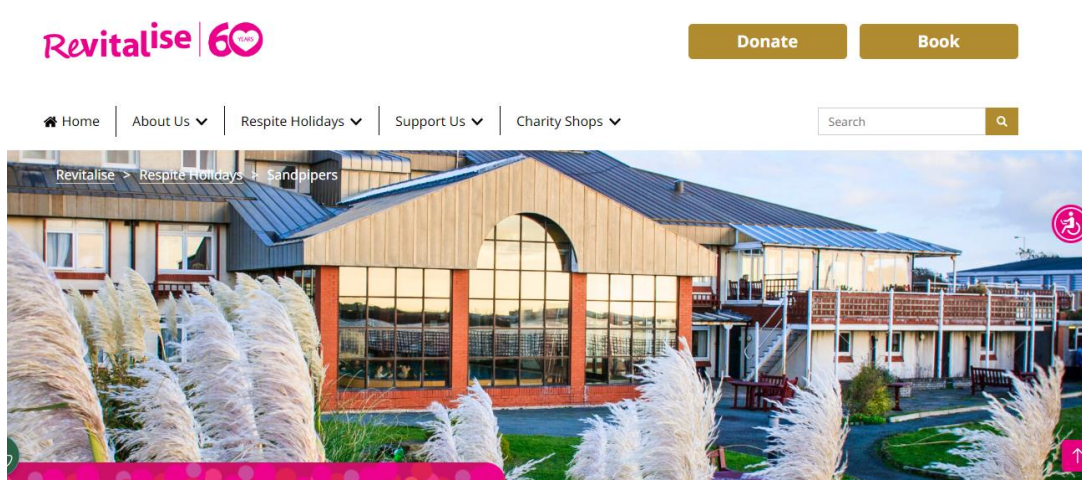


Photo Credit: <https://revitalise.org.uk/respite-holidays/sandpipers/>

## The Basic Frame 2

- On the other hand a large number of hotels in Europe is physically prepared to receive disabled or dependant guests, but they **lack the human capital**.
- Most hotels have administrative, reception and cleaning workers, but **they do not have, or will have, specialized professional caretakers** for disabled or dependant SILVER guests.



Photo Credits: [https://commons.wikimedia.org/wiki/File:The\\_hotel\\_reception.jpg](https://commons.wikimedia.org/wiki/File:The_hotel_reception.jpg)



- Finally guests do not always like or even accept to look at themselves as dependant or disabled, because **the acceptance of that label comes with a psychological burden**, and often respite units are linked with social and age isolation.



# The Basic Frame 4

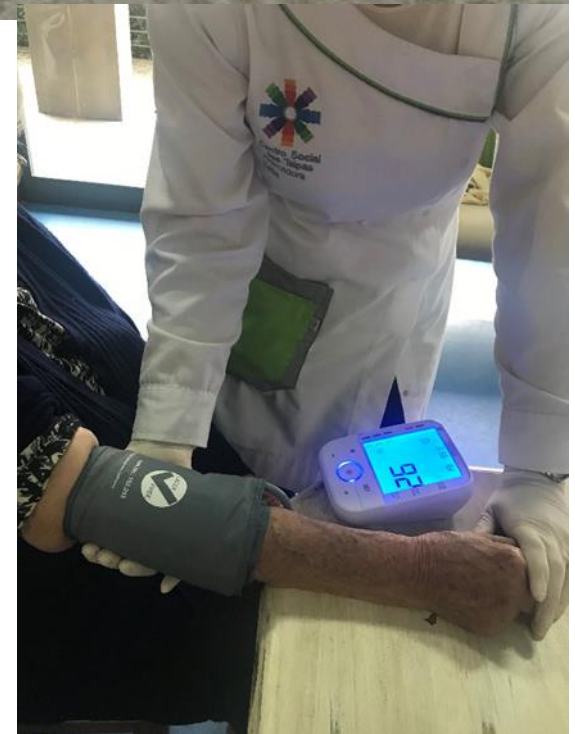
- Therefore, if they can, they tendentially avoid places like nursing homes with hostelry, **preferring normal nice accessible hotels**, even at the cost of a lack of specialized human support.
- But there would be a higher demand if there was better human specialized offer in these hotels.



Photo Credits: [www.booking.com/hotel/pt/povoadelanhosocharmemariadafonte-pt-pt.html?auth\\_success=1&activeTab=photosGallery](https://www.booking.com/hotel/pt/povoadelanhosocharmemariadafonte-pt-pt.html?auth_success=1&activeTab=photosGallery).  
Hotel de Charme Maria da Fonte - estacionamento - Paulo Pinto. 2023.

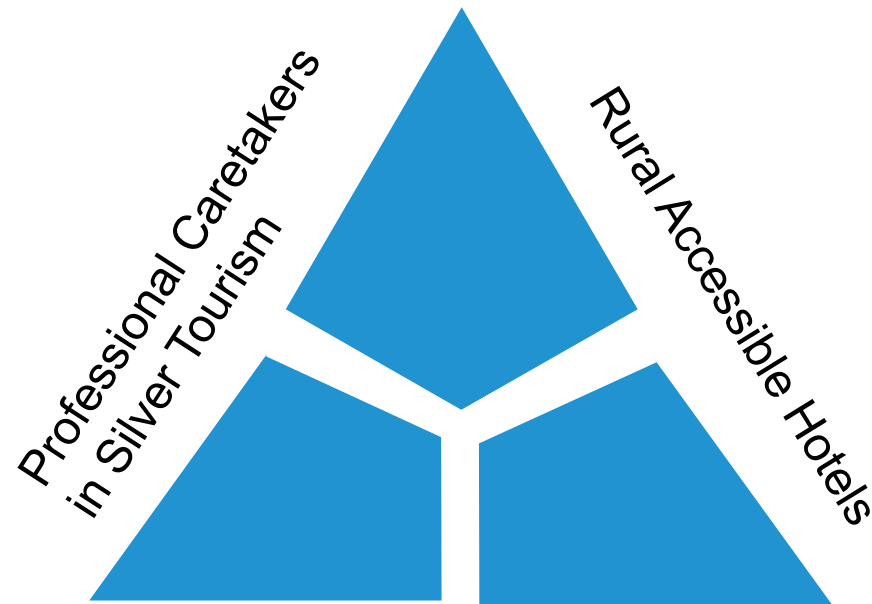
# The Plan to take action! 1

- What we proposed, after a long journey, learning with many examples, and inspired in Aldeia Toda project in Ave, was **to create a training process** which would allow **professional caretaker's SMEs**, with due training and with desirable health professionals backing, to **adhere to a platform ...**



# The Plan to take action! 2

- and match with hotels looking for their services, **supplying the technical support which will allow to open a much larger range of hotels to dependent SILVERS** as well as other disabled guest, and their families, if they are structurally prepared for accessible tourism.



Banco de Cuidadores Profissionais em  
Turismo Silver ( Matching Platform)

# The Plan to take action!

- In this path, still in its early hours, with a long, interesting but probably difficult way ahead, we counted and count, with the support of **Middle Ave Employment Centre**, of the national Institute for Employment and Professional Training (IEFP) who developed already three training courses for the project.





# The Plan to take action!

- This **courses are complementary**, and approach themes like: Occupational activities ( Occupational Therapy) , English, Local Cultural Heritage, First Aid, Nutrition and Feeding Care, Hygiene Care and Entrepreneurship.
- Each one has around 250h and will help **SILVER Tourism Caretaking SMEs** to have qualified human capital to improve service in hotels.

# The Plan to take action!

- The other key partner is the **Association of Portugal's Rural Hotels**, who will be running the platform **Banco de Cuidadores Profissionais em Turismo SILVER**, the first step to the effectiveness of a contribution for life quality improvement for dependant SILVERS and the creation of many jobs.
- Both are here present at highest level.

OBRIGADO!

# Thank you!

[www.interregeurope.eu/SilverSMEs](http://www.interregeurope.eu/SilverSMEs)

**For more information contact:**  
Paulo Costa-Pinto  
CIM do Ave  
[Paulo.pinto@cim-ave.pt](mailto:Paulo.pinto@cim-ave.pt)

# SILVER SMEs

Interreg Europe



European Union  
European Regional  
Development Fund



*Follow us on the social media*

