

Key Action: Cooperation for innovation and the exchange of good practices
Action Type: Strategic Partnerships for vocational education and training

Project Title

Silver Tourism: Developing Innovative Touristic Products for Silver Economy



Project Coordinator

Organisation CAMARA OFICIAL DE COMERCIO E INDUSTRIA DE BADAJOZ
Address AVENIDA EUROPA 4 , 06004 BADAJOZ , Extremadura , ES
Contact Antonio Serrano , euprojects@camarabadajoz.org

Project Information

Identifier 2015-1-ES01-KA202-015963
Start Date Nov 1, 2015
End Date Oct 31, 2017
EC Contribution 165,785.14 EUR
Partners Agentia pentru Dezvoltare Regionala Nord-Est (RO) , Euromontana (FR) , Trusted Business Partners Korlatolt Felelossegu Tarsasag (HU) , FUNDACION FUNDECYT - PARQUE CIENTIFICO Y TECNOLOGICO DE EXTREMADURA (ES) , Zavod Novi turizem (SI)
Topics New innovative curricula/educational methods/development of training courses ; Open and distance learning ; Enterprise, industry, SMEs and entrepreneurship

Project Summary

Population ageing is a long-term trend that is dramatically changing the European society. Eurostat shows that people over 65 years will reach 28.7% of the European population by 2020. Areas such as health, employment and social security are re-defining currently in line with demographic change, emerging strongly the notion of Silver Economy. This demographic situation is also having a considerable impact on the increase of the tourism demand, on the other hand the kind of activities demanded by Silver consumers are different from the activities demanded in the past so the tourism sector must face a redefinition of its products, services and activities to engage seniors out of their homes.

For that reason, Silver Tourism will define a specific professional profile aimed to create and develop touristic products adapted to real needs of seniors. This profile will take into account a wide range of activities such as organized trips, local information, leisure activities, travel agencies, transportation, cultural heritage, ... and, of course, health and welfare, are activities that benefit an integrated approach to senior tourists.

This project is targeting mainly to Tourism VET Schools and higher education institutions, Tourism SMEs, Consultancy companies offering services to Tourism Sector, Entrepreneurs related to Tourism Sector, Intermediate agents in charge of touristic promotion services (at local, regional, national or European level) and Tourism cluster or associations. Project activities will involve direct and indirect audience from the very beginning through different events.

The project will follow a methodology used in Service Design (SD) processes. SD is a process where the user is situated in the centre of the service, and the user experience is analysed as a whole. With this methodology, the intangible assets play an important role in the interaction users-provider.

A complete training system (materials, activities, contents, etc.) adapted to final users' real needs will be developed and available through a learning methodology based on Massive Open Online Course (MOOC).

To ensure that all the activities are carried out in a coordinated way, a management, coordination and assessment system, which guarantees the correct working of the project and the fulfilment of the established objectives, making the most of the new technologies to enhance the management quality and efficiency.

On the other hand in order to reach target audience, disseminate and capitalise the project results a dissemination and an exploitation plan will be developed.

The project will be lead by CCSIBa (Cámara de Comercio e Industria de Badajoz) from Spain and counts with all necessary actors needed to develop the project efficiently and to implement its results successfully, giving special importance to the knowledge related to Tourism Sector and Silver Economy, in order to include real market needs of this sector in the training system for Silver Tourism profile.

The consortium integrates FUNDECYT PCTEX, from Spain counting with large experience promoting European projects aimed to improve competitiveness of regional SMEs through innovative training and with an important expertise related to Tourism Sector and specially to Silver Economy.

Also Hungary is represented in the consortium with Trusted Business partners, representing the European Certification and Qualification Association in Hungary and provides high quality consulting and training services for process improvement and capability determination of organizational governance in partnership with the Budapest Business School, the biggest and most reputed business college in Hungary.

The participation from EUROMONTANA (France) is a key asset related to project dissemination due to their network role. Euromontana represents around 75 organisations in 20 European countries. Tourism, agriculture, innovation, rural and regional development, ICT are among its main priorities.

ADR Romania counts with a wide experience working in European projects, nowadays is involved in project related to Tourism and plays an important role in the region in reference to training and education.

And finally the consortium is completed with The New Tourism Institute from Slovenia representing also both topics, tourism sector and training, it runs and coordinates a national project Bank of Tourism Potentials in Slovenia. The multi-award winning project (UNWTO, EC, OECD) aims at acceleration of tourism development in Slovenia and promotes innovation as one of key competitive advantages.

Link to project card: [Show project card](#)

* Results are available for this project. You can click on the link above, and go to "Results" section to view them