



silver-tourism

*Developing Innovative Touristic Products
for Silver Economy*

www.silvertourism.eu

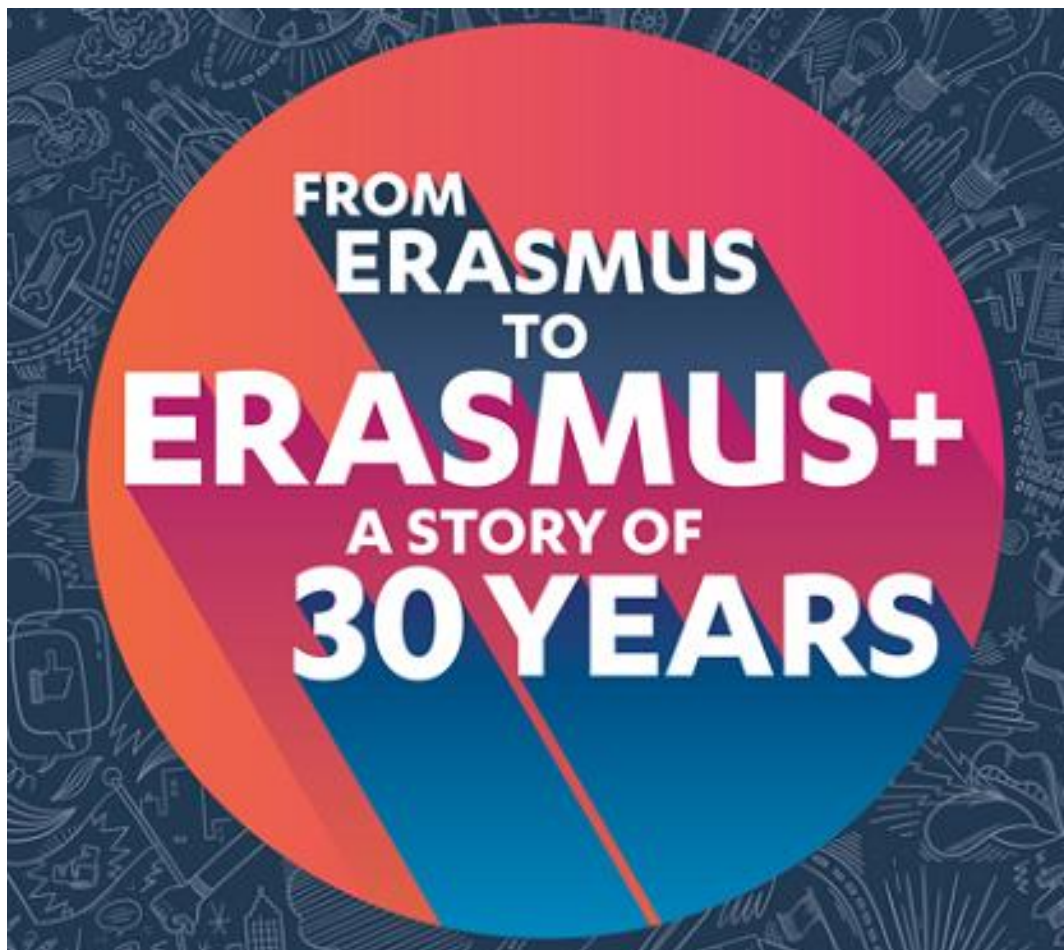
Brussels, 19th October 2017



Erasmus+ programme



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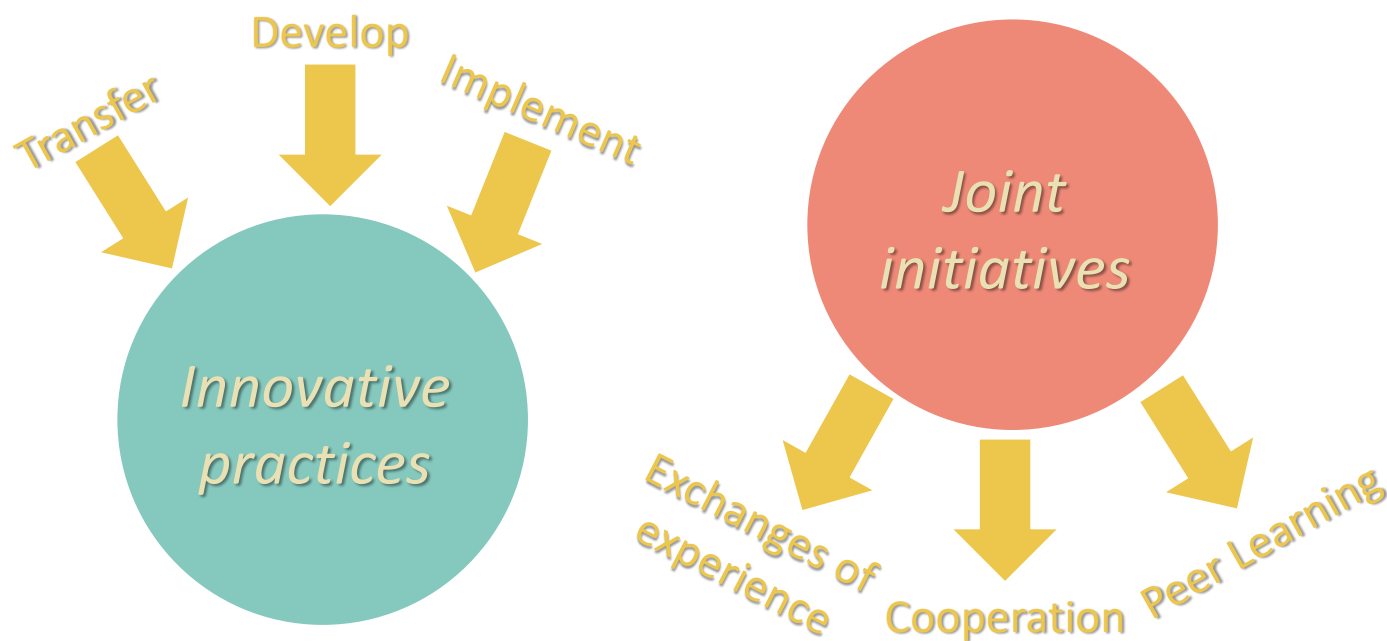




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What is a Strategic Partnership?

Strategic Partnerships aim to support ...





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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





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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



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



Needs detected



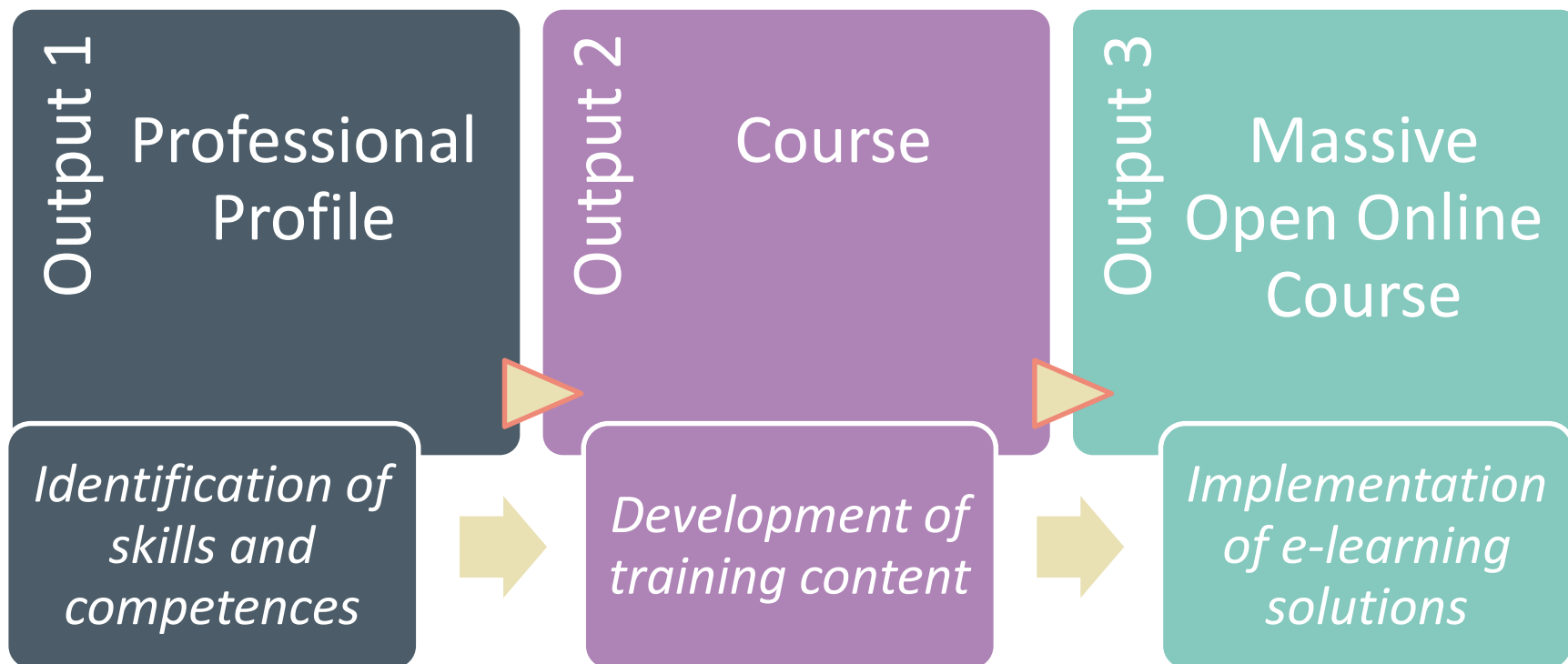
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Our proposal



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Objectives



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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



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EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

Design Thinking



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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, ...)

