



silver-tourism

SILVER TOURISM EXPERT COURSE

Unit 1. Understanding the needs of Silver-Age Tourism and accompanying people

- Better Understand the Interest of Silver Tourists
- Mobility of Silver Tourists and Accompanying People
- Health-Care and Accessibility of Silver Tourists
- Spending Power of Silver Tourists
- Potential of New Technologies

Unit 2. Designing Silver Tourism products & services

- Silver Tourism Design Thinking
- Regional Policies and Economics
- Business Planning
- Finance and Legal Issues
- Sustainable Entrepreneurship

Unit 3. Marketing Silver Tourism products & services

- Market Segmentation
- Positioning and Branding
- Marketing Tools
- Cost Benefit Analysis and Pricing
- Marketing Effectiveness

Unit 4. Developing local/regional Silver Tourism destination

- Stakeholders Involvement
- Local/Regional Context SWOT Analysis
- Sustainable Destination Design for Silver Tourists
- Networking and Financial Capacity Building
- Coaching/Mentoring of the Silver Tourism Service Providers

Training course available in ...

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Is Our Goal*

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