

PRESS RELEASE

Start the Silver Tourism project in Badajoz. Tourism for the Third Age, new concepts and new ways to work in this field, that will put us in the head of the EU as experts in the development of products and services intended for the Third Age.

Last 1 January 2014, approved by the European Parliament, was established the Erasmus+ programme for the period 2014-2020.

The new Erasmus+ programme is framed under the 'Europe 2020' strategy, the 'Education and Training 2020' strategy and the 'Rethinking Education' strategy that encompasses all the initiatives of education, training, youth and sport. In the field of education, covers all levels: school, vocational training, higher education and adults' training.

This program focuses on the formal, non-formal and informal learning beyond the borders of the EU, with a clear vocation of internationalization opening up to Third Countries with the objective of improving the educational and training capabilities of people for employability.

In this context, within the Erasmus+ programme, included in the area of Cooperation for Innovation and the Exchange of Good Practices, Key Action 2, Strategic Partnerships for Vocational Education and Training, arises the Silver Tourism project: Developing Innovative Touristic Products for Silver Economy, jointly developed by the Badajoz Chamber of Commerce, Industry and Services in Extremadura (Spain), FUNDECYT- Scientific and Technological Park of Extremadura (Spain), Trusted Business Partners (Hungary), Euromontana - European Association of Mountain Areas (France - Belgium), Zavod Novi turizem (Slovenia) and ADR Nord-Est (Romania).

The Silver project Tourism aims to provide the necessary training for the tourism sector to take advantage of the opportunities generated by the current demographic trends, developing products and services adapted to the real needs of the elderly, designing an Expert Profile in Silver Tourism. The expert will be trained under a multidisciplinary approach, offering a comprehensive vision that allows the development of competitive tourism products, placing the senior public in the centre of process. We're talking about the achievement of a new profile with some very specific competencies, a facilitator, who is trained to advise enterprises in the field of tourism, in the creation of new products and services, the integration of the tourist offer, promotion of entrepreneurship and effective communication of this knowledge by the parties concerned. The main objective of these professional "facilitators" will be the structuring of tourism packages to attract visitors in the Third Age to a specific touristic destination.

It must be had in mind that the tourism sector is not homogeneous. This sector is composed of several sub-groups, having different health situations, economic capabilities and different behaviors:

56-65 years: group that is part of the active population in the pre-retirement with little free time, but with good purchasing power. The health of this age group is good in general.

66-75 years: this group is characterized by more free time. The health of this group is relatively good. Economic capacity is variable strata. Lifestyles changed during the last century, with a growing desire for independence and social activities.

76-85 years: group with a large free time, but with a high dependency. The degree of dependence has an impact on their economic capacity, and the most important problems that derive from the health, loneliness and autonomy.

85 years: this group has a total lack of physical activity with limited mobility and a situation of dependency. They need a strong family support and other specialized institutions.

The final result of the project will be the implementation of a e-learning platform at European level, where theoretical and practical contents will be combined, with an innovative approach through interactive content and audio-visual that will enable the achievement of skills to train the Silver Tourism expert. The project promotes a high-quality training, drawing on the knowledge of the sector and the needs that presents the selected profile.

The training pathway presented for designing a profile of Silver Tourism expert is composed of five large blocks to develop:

1. Understanding the needs of silver- age tourists and accompanying people
2. Designing Silver Tourism Products and Services
3. Silver Marketing Tourism Products and Services
4. Developing local/ regional Silver Tourism Destination
5. Assurance and improvement of Silver Tourism Services



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

This project has been funded with support from the European Commission. This publication [communication] 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.