

PROJECT PARTNERS

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- IPT - Instytut Postępowania Twórczego
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- Allweb Solutions S.A.
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EXPERTS

The MIT! project is based on active involvement of relevant regional actors and representatives of according organisations, associations and self-help groups. For the members of our regional expert groups please visit us via internet:

www.mit-makeitaccessible.eu

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THE MIT! PROJECT IS TARGETING AT

- managers of SMEs in the tourist sector and those who are responsible for marketing
- trainers, teachers, key actors for lifelong learning
- multipliers and actors, VET providers targeting the tourist sector
- associations of senior citizens, of people with handicaps and their family members
- key actors for regional economical development

PROJECT-COORDINATOR



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MIT! - MAKE IT ACCESSIBLE!

Promote barrier-free travelling for senior citizens and people with handicaps through innovative marketing strategies based on awareness of specific requirements, needs and active interest in social inclusion



WHY 'MIT! - MAKE IT ACCESSIBLE'?

Mainly dominated by SMEs, the **tourism sector** is very important to the European economy and **barrier-free traveling** is an important topic of the European tourism policy. In the EU, about 37 million people are disabled and represent a large and growing market.

Enhancing accessibility is also about the ageing population. Altogether, around 120 million disabled or senior citizens in Europe would welcome improved access.

TARGETING SMEs AND MICRO-ENTERPRISES

It is crucial for SMEs and micro-enterprises in the tourism sector to actively face this change by

- developing new products and services which meet the growing demand,
- to develop defined profiles, which meet specific requirements, needs and active interest in social inclusion, and
- to communicate at the European level in order to design the dialogue with their respective target groups, effectively.



MIT! is based on an innovative marketing approach aimed at enhancing the **performance and competitiveness** of tourism enterprises by raising SMEs' level of awareness and qualifications.

In this way MIT! will **contribute to improve access for senior citizens and people with handicaps** as well as for their family members, to tourism and lifelong learning, and improve their mobility and quality of life.

TRAINING COURSE VIA BLENDED LEARNING

The MIT! project partners will jointly develop

- a standard model for **design and benchmarking barrier-free tourism** for senior citizens and people with handicaps
- an ICT tool for **presentation** and marketing on the internet, and
- a **blended learning course**
- a platform **matching supply and demand** on European level.



MIT! ON THE INTERNET

Assessments define standards and levels of accessibility, and traditional marketing strategies in the tourism sector focus on standard requirements, but the term 'disabled people' encompasses a diversity of individuals with different requirements, abilities, needs and interests.

MIT! will focus on specified target groups and a holistic understanding of tourism products and services.

For more information and interesting news please visit our website:

www.mit-makeitaccessible.eu