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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



Newsletter 1 - December 2009: Start of the European Project MIT! - Kick-off Meeting in Germany

The European project MIT! is based on an innovative marketing approach aimed at enhancing the performance and competiof tiveness tourism enterprises by raising SMEs' level of awareness and qualifications. MIT! will focus on specified target groups and a holistic understanding of tourism products and services.

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.



KICK-OFF MEETING IN GERMANY

The partnership consists of a well-balanced team of experienced partners from Finland, Greece, Poland Slovenia and Germany.

TARGETING SMEs AND MICRO-ENTERPRISES

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.

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 active involvement of relevant regional actors and representatives of according organisations, associations and self-help groups.

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.

For more information and news please visit our website: www.mitmakeitaccessible.eu

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