



## 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**



### GUIDE TO ACCESSIBLE TOURISM

- ➔ Identify market opportunities
- ➔ Address new target groups
- ➔ Develop successful products
- ➔ Training course free of charge
- ➔ Europe-wide marketing

NEWSLETTER 4 - 2010: REGISTER NOW! TRAINING COURSE FREE OF CHARGE FOR HOTELS AND GUESTHOUSES

### Online-Training course for hotels and pensions: Involve your Team!

The **MIT! Training course** addresses hotel managers and staff members, stakeholders in tourism, regional development authorities, and training institutions in the tourism industry. Thanks to **MIT!** participating hotels and guesthouses have the opportunity to profile themselves in the increasing range of innovative products and services in the European market.

- **Start: Dec. 2010 / Jan. 2011**  
**Place: Ljubljana, Athens, Rokua, Marburg, Lodz**
- **Flexible & modular : ELearning phase, max. duration 40 hours until...**
- **Final meeting and award:**  
**Time: Feb. /March 2011**  
**Place: Ljubljana, Athens, Rokua, Marburg, Lodz**

Contact for further information and registration:  
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### Why will accessible hotels be heading the competition?

There are 650 million disabled people in the world; about 80 million are living in Europe. With a share of the population of 10 % they represent the biggest minority. However, the term 'disabled people' encompasses a diversity of individuals: people with a walking have different needs than deaf people or those with visual impairments.

Based on the experiences of the past years **MIT!** positions itself with an innovative approach: as in small and medium hotels often, the architectural conditions for general accessibility do not exist, in many cases the necessary investments exceed the existing possibilities, **MIT!**s strategy is clearly low-threshold und at the same time considers the increasing importance of a higher customer orientation.

For the first time, the **MIT! Model** defines Europe-wide standards for the development of target group specific accessible tourism products.

### Success factor: developing and marketing offers based on inside information



The **MIT!** Training course offers support on product development and provides according tools. It comes with precise and practice oriented information concerning the market opportunities and success factors for the single target groups. The max. volume of 40h for the training already contains important steps for bringing into practice.

### Optimizing the quality of services and marketing: Free of charge!

"We enjoyed our stay. We will come back!" – satisfied guests are the best indicator for a win-win situation for both sides. In this context, a **clear target group orientation** is crucial for the success.

By participating in the **MIT! Training course**, hotels and guesthouses are free to design their own proceedings: To learn alone or to decide for a creative and co operative way by making contact with other learners.

For all successful participants presentation of the hotel and its offers on **MIT! Platform** are free. Via internet, **MIT! Platform** promotes the marketing of new holistic and accessible tourism offers on European level by sustainably matching supply and demand.

For more information and news please visit our website:  
[www.mit-makeitaccessible.eu](http://www.mit-makeitaccessible.eu)

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