

Project consortium:

Trabzon University (Coordinator/TURKEY)

<https://www.trabzon.edu.tr/>

Sera Lake Hotel (TURKEY)

<https://seralakehotel.com/>

BEST (AUSTRIA)

<https://www.best.at>

KOAN a Tourism Consultancy (SPAIN)

<https://www.koanconsulting.com/>

Latvijas Lauku Turisma

Asociacija Lauku Celotajs (LATVIA)

<https://www.celotajs.lv/en>

CONFAPI (ITALY)

<https://www.confapi.org/it/>

“I wish the world
was twice as big
and half of it was
still unexplored.”

Sir David Attenborough.



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Supporting SMEs to reach and attract elder travellers by innovative structural and educational methods



Our target audience:

Vocational Education Training / Higher Education working in tourism education with systematic approaches to and opportunities for the initial and continuous professional development of their staff in both school and work-based (learning) settings;

Educators in this field who need to work with new technology solutions in their training;

Rural tourism enterprises and their staff aiming at better attracting new customer segments, the Silver Travellers.

Main project objectives:

Through the development of mobile learning and professionals' key skills learning material relevant to the labour market and by considering the usage of European Instruments (ECVET/ECTS), the SILVER TRAVELLERS project aims at closing an existing gap in the provision of modern technology learning in the rural tourism sector by also addressing new market challenges.

Learn more here:

Study the latest results of the consortium or take a course to broaden your horizon.

<https://silvertravellers-eu.com>

Fundamental assumption:

Europe's population is getting older.

The share of people aged 65 years and older is increasing in every EU Member State, EFTA and candidate country (Eurostat '17). Turkey, e.g., is one of the world's youngest countries, but it is among the top 10 in the world's fastest ageing. The situation of demographic change is similar in the other partnering country in this project: Austria, Latvia, Spain, Italy.

Correspondingly, the growth rates for travellers over 65 years have been increasing over the years - and are even higher than those of other age groups (Analyse Lifestyle 2017).

In Spain, e.g. the national institute of statistics censused 3,593,857 travellers, on average 43 years old (2017) and they have seen an increase of 5% in terms of travellers who decide to consume a rural getaway more than once a year.

To this, the tourism sector needs improvement based on new educational approaches and instruments that the SILVER TRAVELLERS project wants to provide in order to upgrade respective customer services offered.