

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

504655-LLP-1-2009-1-DE-LEONARDO-LMP

<http://www.adam-europe.eu/adam/project/view.htm?prj=5375>

Project Information

Title: 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

Project Number: 504655-LLP-1-2009-1-DE-LEONARDO-LMP

Year: 2009

Project Type: Development of Innovation

Status: completed

Country: EU-Centralised Projects

Marketing Text: 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. 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, and to communicate at the European level in order to design the dialogue with their respective target groups, effectively.

Summary: TARGETING SMEs AND MICRO-ENTERPRISES

MIT! is based on an innovative marketing approach targeting at increasing the performance and competitiveness of tourism enterprises by improving SMEs performance and human potential. In this way MIT! contributes to improve access for senior citizens and people with handicaps to tourism and lifelong learning, to enhance quality of life and social inclusion.

Description: 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 50 million people are disabled and they represent a large and growing market. But enhancing accessibility is not only about disabled people but also about the ageing population. Altogether, around 120 million disabled or senior citizens in Europe would welcome improved access.

It is crucial for SMEs and micro-enterprises in the tourism sector to actively face this change by developing new products and services meeting the growing demand. In order to distinguish over their competition they need to develop defined profiles, but often awareness, knowledge and skills are missing. They also need to communicate their profiles on European level in order to design the dialogue with their according target groups effectively, but knowledge and skills concerning ICT use are often limited.

Assessments define standards and levels of accessibility, and traditional marketing strategies in the tourism sector focus on standard requirements, but until now only 6.5% of accommodation establishments are capable to meet these. The term 'disabled people' encompasses a diversity of individuals with different requirements, abilities, needs and interests.

MIT! gives focus to specified target groups and a holistic understanding of tourism products and services. Methods and tools in creating innovative marketing strategies are oriented to a clearly defined sub-groups of people with handicaps and designed to meet not only specific access requirements, but also needs (of assistance for tourist activities, concerning care, medical and health services, dialysis etc.) and interests (learning about culture/cooking/crafts/history/policies, foreign language etc.).

In this way MIT! aims at sustainably contributing to improved access for senior citizens and people with handicaps to tourism and lifelong learning, to enhance quality of life and social inclusion.

Themes: *** Enterprise, SME
** Lifelong learning
** Access for disadvantaged

Project Information

Sectors: * Accommodation and Food Service Activities
* Information and Communication

Product Types: website
teaching material
material for open learning

Product information: The MIT! project will develop in all partner languages plus EN:
- a blended learning course,
- guidelines and
- a handbook
- a standard model for design and benchmarking,
- an ICT tool for presentation and marketing on the internet and
- a platform matching supply and demand on European level

Projecthomepage: <http://www.mit-makeitaccessible.eu>

Project Contractor

Name: TELEHAUS WETTER / VeFAR e.V.
City: Wetter / Hessen
Country/Region: Hessen
Country: DE-Germany
Organization Type: continuing training institution
Homepage: <http://www.telehaus-wetter.de>

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Coordinator

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Country: DE-Germany
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Homepage: <http://www.telehaus-wetter.de>

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Fax:
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Homepage:

Partner

Partner 1

Name: Allweb Solutions S.A.
City: Chalkida
Country/Region: Sterea Ellada
Country: EL-Greece
Organization Type: employers' organisation
Homepage: <http://www.allweb.gr>

Partner 2

Name: IPT - Instytut Postepowania Tworczego
City: Lodz
Country/Region: Lodzkie
Country: PL-Poland
Organization Type: employers' organisation
Homepage: <http://www.ipt.pl>

Partner 3

Name: Humanpolis Rokua - Centre of Expertise
City: Oulu
Country/Region: Pohjois-Suomi
Country: FI-Finland
Organization Type: employers' organisation
Homepage: <http://www.humanpolis.fi>

Partner 4

Name: NTA - National Tourist Association
City: Ljubljana
Country/Region: Slovenija
Country: SI-Slovenia
Organization Type: employers' organisation
Homepage: <http://www.ntz-nta.si>

Project Files

MIT Make it accessible - Guidelines 2011 (EN).pdf

<http://www.adam-europe.eu/prj/5375/prj/MIT%20Make%20it%20accessible%20-%20Guidelines%202011%20%28EN%29.pdf>

The MIT! Guide to Accessible Tourism delivers free of charge innovative methods and tools for a sustainable profiling in the young market of accessible tourism, including the MIT! Model for the holistic development of specific products, the flexible MIT! Training course and the MIT! Internet Platform as a market place for accessible tourism.

With these guidelines we want to inform the actors in the tourism sector and in regional economic development, trainers in the tourism industry as well as hotel managers and their staff, as this project is based on your competence, your engagement and your creativity in order to realize it in the different regions.

MIT! Make it accessible - Handbook 2011 (EN).pdf

<http://www.adam-europe.eu/prj/5375/prj/MIT%21%20%20Make%20it%20accessible%20-%20Handbook%202011%20%28EN%29.pdf>

MIT! Handbook for LEARNERS provides an overview on MIT! Blended learning course, informs about online access and offers MIT!

Platform Use Instructions, which are

MIT! Handbook for LEARNERS is tailored at supporting managers of small and medium hotels and

accommodation facilities and actors in tourism, VET trainers and actors to successfully participating in the MIT! Blended learning course

mit_news1_en.pdf

http://www.adam-europe.eu/prj/5375/prj/mit_news1_en.pdf

START OF THE EUROPEAN PROJECT MIT! - KICK-OFF MEETING IN GERMANY

mit_news2_en.pdf

http://www.adam-europe.eu/prj/5375/prj/mit_news2_en.pdf

MIT! MILESTONE 1 : DEVELOPMENT OF MIT! MODEL / MEETING IN FINLAND

mit_news3_en.pdf

http://www.adam-europe.eu/prj/5375/prj/mit_news3_en.pdf

mit_news4_en.pdf

http://www.adam-europe.eu/prj/5375/prj/mit_news4_en.pdf

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

mit_news5_en.pdf

http://www.adam-europe.eu/prj/5375/prj/mit_news5_en.pdf

MIT! Newsletter 5 - 2011: AWARD FOR SUCCESSFUL TOURISM ENTERPRISES

mit_news6_en.pdf

http://www.adam-europe.eu/prj/5375/prj/mit_news6_en.pdf

NEWSLETTER 6 - 2011: Accessibility in hotel industry - flagships are guiding the way

Products

- 1 Project Website: www.mit-makeitaccessible.eu
- 2 MIT! Model for Holistic Tourism Products
- 3 MIT! ComModel for Online Presentation
- 4 MIT! Blended Learning Course - http://46.183.17.57/MIT_Moodle
- 5 MIT! Handbook for Learners
- 6 MIT! Guide to Accessible Tourism
- 7 MIT! Platform: www.tourism4all.net
- 8 MIT! Facebook Page: www.facebook.com/MIT.MakeltAccessible
- 9 MIT! Leaflet
- 10 MIT! Postcard
- 11 MIT! Newsletter 1, 2, 3, 4, 5, 6
- 12 MIT! usb sticks
- 13 Final Report

Product 'Project Website: www.mit-makeitaccessible.eu'

Title: Project Website: www.mit-makeitaccessible.eu

Product Type: website

Marketing Text: www.mit-makeitaccessible.eu provides all relevant information concerning project and partnership in EN and national language versions.

Description: The project website serves to inform all target groups and the broader public about details of the project, its aims, work and status, details of the partners, links to their organisation's website, links to appropriate organisations and programmes of the partner countries and links/downloads of MIT! products.

Target group: broader public incl. specified target groups

Result: Internet application for national and European level

Area of application: The website is designed to support our transfer of information, sustainable provision of outcomes, dissemination of projet objectives and activities, supporting distribution of MIT! leaflets, newsletters, postcards, didactical material etc. via download, generation of contact data (of interested target group members)

Homepage: www.mit-makeitaccessible.eu

Product Languages: English
Slovenian
German
Finnish
Polish
Greek

Product 'MIT! Model for Holistic Tourism Products'

Title: MIT! Model for Holistic Tourism Products

Product Type: others

Marketing Text: For the first time, the MIT! Model defines Europe-wide standards for the development of target group specific accessible tourism products, because especially in times of an ageing population accessible tourism products are becoming more and more important.

MIT! Model addresses small and medium tourism enterprises and supports product development and qualification. The MIT!Model offers a quality standard for holistic and target group specified on A - S - E:

- 1) Access
- 2) Services
- 3) Experiences

Description: MIT! supports the development of tourism products that perfectly satisfy the needs of the individual target group considering the specific expectances of the defined customer groups.

MIT! Model gives focus to the following guest groups:

Seniors
Blind guests
Visually impaired guests
Wheelchair users
Guests with a disability in walking
Short people
Guests with low kinetic energy
Deaf guests
Hearing impaired guests

Target group: all target groups of the project

Result: Model for the design, benchmarking and marketing of Holistic Tourism Products of hotels

Area of application: Central element of MIT! Guidelines (Guide to Accessible Tourism) and MIT! Blended Learning Course.

Homepage: www.mit-makeitaccessible.eu

Product Languages: Slovenian
Greek
Polish
German
Finnish
English

product files

MIT_model .pdf

http://www.adam-europe.eu/prj/5375/prd/2/1/MIT_model%20.pdf

Product 'MIT! ComModel for Online Presentation'

Title: MIT! ComModel for Online Presentation

Product Type: distribution methods

Marketing Text: The MIT! ComModel enables accessible hotels to benchmark on European level and enable the beneficiaries to compare and choose.

Description: The model for a web-based presentation of specific requirements, needs and interests met by hotels serves to provide a standard for, on European level, presenting the innovative products very clearly so that they are easily understood and barrier-free accessed.

Target group: accessible hotels / SME in the tourism sector

Result: web-based tool within MIT! Platform: www.tourism4all.net

Area of application: Dissemination via: MIT! Blended Learning Course and internet (project web page and MIT!platform)

Homepage: <http://www.mit-makeitaccessible.eu/>

Product Languages: Polish
English
Slovenian
Finnish
German
Greek

product files

MIT_COM_Model.pdf

http://www.adam-europe.eu/prj/5375/prd/3/1/MIT_COM_Model.pdf

Product 'MIT! Blended Learning Course - http://46.183.17.57/MIT_Moodle'

Title: MIT! Blended Learning Course - http://46.183.17.57/MIT_Moodle

Product Type: open and distance learning

Marketing Text: LEARN HOW TO MAKE IT ACCESSIBLE

It is crucial for hotels (SMEs and micro-enterprises in the tourism sector, NACE 55.1/55.2) to actively face the change of developing new products and services meeting the growing demand on accessible tourism, to develop defined profiles, and to communicate at the European level in order to promote marketing and to design the dialogue with their respective target groups, effectively.

Description: The course structure at a glance:

Introduction

TOPIC 1.1: MIT! Platform Instructions

TOPIC 1.2: Why do hotels benefit from considering accessibility?

TOPIC 1.3: MIT! Model - a standard for holistic products and services

TOPIC 1.4: Providing services in an accessible manner

Identify market opportunities – address new target groups

TOPIC 2.1. Background information concerning marketing strategies

TOPIC 2.2. Product development

TOPIC 2.3: Background information concerning quality criteria

TOPIC 2.4: Business Culture

TOPIC 2.5: Methods and tools: creativity techniques and the development of innovations

TOPIC 3.1: Marketing A-S-E information

TOPIC 3.2: Designing accessible In Advance Information

Develop successful products and market them all over Europe

TOPIC 3.1: Marketing A-S-E information

TOPIC 3.2: Designing accessible In Advance Information

Target group: Hotel managers, staff and those who are responsible for marketing, trainers, teachers.

Result: The 40 lessons already include important realizations. In the end of the course, the participants not only know why the two centimetres missing at an entrance door are important or how people with a short stature can comfortably reach the bathroom sink and which auxiliary means are provided. The course links from a practical point of view the learning and development of new products based on the acquired knowledge.

Area of application: Training

Homepage: http://46.183.17.57/MIT_Moodle

Product Languages: Slovenian

Polish

Greek

German

Finnish

English

Product 'MIT! Handbook for Learners'

Title: MIT! Handbook for Learners

Product Type: open and distance learning

Marketing Text: LEARN HOW TO MAKE IT ACCESSIBLE

It is crucial for hotels (SMEs and micro-enterprises in the tourism sector, NACE 55.1/55.2) to actively face this change by developing new products and services which meet the growing demand, to develop defined profiles, and to communicate at the European level in order to design the dialogue with their respective target groups, effectively.

Description: MIT!Handbook is designed for the guidance and support of MIT! Training Course participants.

Target group: - Hotel managers and staff (SME in the tourist sector TS) and those who are responsible for marketing
- Trainers, teachers of VET providers targeting the TS
- Trainers, teachers of associations in TS offering trainings to members

Result: The 40 lessons already include important realizations. In the end of the course, the participants not only know why the two centimetres missing at an entrance door are important or how people with a short stature can comfortably reach the bathroom sink and which auxiliary means are provided. The course links from a practical point of view the learning and development of new products based on the acquired knowledge.

Area of application: Training

Homepage: www.mit-makeitaccessible.eu

Product Languages: Finnish
English
Greek
German
Slovenian
Polish

product files

MIThandbook_de.pdf

http://www.adam-europe.eu/prj/5375/prd/5/1/MIThandbook_de.pdf

MIThandbook_el.pdf

http://www.adam-europe.eu/prj/5375/prd/5/1/MIThandbook_el.pdf

MIThandbook_en.pdf

http://www.adam-europe.eu/prj/5375/prd/5/1/MIThandbook_en.pdf

MIThandbook_fi.pdf

http://www.adam-europe.eu/prj/5375/prd/5/1/MIThandbook_fi.pdf

MIT handbook_pl.pdf

http://www.adam-europe.eu/prj/5375/prd/5/1/MIT%20handbook_pl.pdf

product files

MIThandbook_si.pdf

http://www.adam-europe.eu/prj/5375/prd/5/1/MIThandbook_si.pdf

Product 'MIT! Guide to Accessible Tourism'

Title: MIT! Guide to Accessible Tourism

Product Type: program or curricula

Marketing Text: GUIDE TO ACCESSIBLE TOURISM
Identify market opportunities
Address new target groups
Develop successful products
Training courses free of charge
Europe-wide marketing

Description: "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. Target group specific products decisively increase guest satisfaction, because in this case the hotel management and their staff know exactly what their guests expect and desire. This means that they can create attractive products and make effective use of their marketing instruments. For this, MIT! involves touristic actors in the different regions as well as local service providers.

The project delivers free of charge innovative methods and tools for a sustainable profiling in the young market of accessible tourism, including the MIT! Model for the holistic development of specific products, the flexible MIT! Training courses and the MIT! Internet Platform as a market place for accessible tourism.

Target group: These MIT! Guidelines are addressing the actors of the tourism sector, of the regional development, institutions for economic development, trainers in the tourism industry and last but not least hotel managers and their staff. All over Europe: from Rovaniemi in Lapland to Agios Nikolaos in Crete and from Lisbon in the West to Zamo in the Voivodeship Lubelskie in the East of the European Union.

Result: With these guidelines we want to inform the actors in the tourism sector and in regional economic development, trainers in the tourism industry as well as hotel managers and their staff, as this project is based on your competence, your engagement and your creativity in order to realize it in the different regions.

Area of application: Promoting awareness, introducing terms and strategy

Homepage: www.mit-makeitaccessible.eu

Product Languages: Finnish
German
English
Slovenian
Polish
Greek

product files

MIT_Guidelines_2011de.pdf

http://www.adam-europe.eu/prj/5375/prd/6/1/MIT_Guidelines_2011de.pdf

MIT_Guidelines_2011el.pdf

http://www.adam-europe.eu/prj/5375/prd/6/1/MIT_Guidelines_2011el.pdf

product files

MIT_Guidelines_2011en.pdf

http://www.adam-europe.eu/prj/5375/prd/6/1/MIT_Guidelines_2011en.pdf

MIT_Guidelines_2011fi.pdf

http://www.adam-europe.eu/prj/5375/prd/6/1/MIT_Guidelines_2011fi.pdf

MIT_Guidelines_2011pl.pdf

http://www.adam-europe.eu/prj/5375/prd/6/1/MIT_Guidelines_2011pl.pdf

MIT_Guidelines_2011si.pdf

http://www.adam-europe.eu/prj/5375/prd/6/1/MIT_Guidelines_2011si.pdf

Product 'MIT! Platform: www.tourism4all.net'

Title: MIT! Platform: www.tourism4all.net

Product Type: website

Marketing Text: MIT!Platform aims at matching supply and demand on European level

Description: The MIT! platform brings together supply and demand: blind and visually handicapped people, citizens challenged by poliathritis, microsoma, seniors 60+ etc. will be guided to find tourism products especially targeting their needs and interests. All best practice examples identified will be presented here, according the "MIT! ComModel for Online Presentation". Ideally the first realizations resulting from participation in pilot courses will be added.

Target group: all target groups of the project plus broader public

Result: Sustainable marketing tool

Area of application: The product aims at a strong recognition of the benefits of MIT!, to put MIT! didactic products into practice and strengthen knowledge about good practice.

Homepage: www.tourism4all.net

Product Languages: Polish
Slovenian
English
Finnish
German
Greek

Product 'MIT! Facebook Page: www.facebook.com/MIT.MakeltAccessible'

Title: MIT! Facebook Page: www.facebook.com/MIT.MakeltAccessible

Product Type: website

Marketing Text: Visit us at facebook and learn about MIT! benefits concerning Tourism for All

Description: The major aim of MIT! Facebook marketing is to help communicating and engaging. In order to strengthen sustainability opportunities, MIT! aims at continuing the communication developed during the project's lifetime and thereby encourage hotels to keep working on target group tailored accessibility according MIT! quality standards. www.facebook.com/MIT.MakeltAccessible also provides a video clip

Target group: With this instrument MIT! wants to involve the actors in the tourism sector and in regional economic development, trainers in the tourism industry as well as hotel managers and their staff into a continuous and sustainable communication of MIT! "friends".

Result: This instrument aims
To connect MIT! -"friends"
To promote participation, identify and attract new audiences through "Friend"-recommendations
To generate interaction and publicity in a sustainable way
To present good practice examples,
To provide information about the main project benefits and values, about events and processes

Area of application: Additional to application: Promotion of sustainability

Homepage: www.facebook.com/MIT.MakeltAccessible

Product Languages: Finnish
German
Greek
Polish
English
Slovenian

Product 'MIT! Leaflet'

Title: MIT! Leaflet

Product Type: others

Marketing Text: Learn about MIT! project

Description: printed versions plus download options on project website

Target group:

Result:

Area of application: Dissemination of project information

Homepage: www.mit-makeitaccessible.eu

Product Languages: Finnish
English
German
Greek
Polish
Slovenian

product files

mit_leaflet_de.pdf

http://www.adam-europe.eu/prj/5375/prd/9/1/mit_leaflet_de.pdf

mit_leaflet_el.pdf

http://www.adam-europe.eu/prj/5375/prd/9/1/mit_leaflet_el.pdf

mit_leaflet_en.pdf

http://www.adam-europe.eu/prj/5375/prd/9/1/mit_leaflet_en.pdf

mit_leaflet_fi.pdf

http://www.adam-europe.eu/prj/5375/prd/9/1/mit_leaflet_fi.pdf

mit_leaflet_pl.pdf

http://www.adam-europe.eu/prj/5375/prd/9/1/mit_leaflet_pl.pdf

mit_leaflet_si.pdf

http://www.adam-europe.eu/prj/5375/prd/9/1/mit_leaflet_si.pdf

Product 'MIT! Postcard'

Title: MIT! Postcard

Product Type: others

Marketing Text: REGISTER NOW! TRAINING COURSE FREE OF CHARGE FOR HOTELS AND GUESTHOUSES

Thanks to MIT! participating hotels and guest-houses have the opportunity to profile themselves in the increasing range of innovative products and services in the European

Description: Printed versions and download options via project website

Target group: The MIT! Training course addresses hotel managers and staff members, stakeholders in tourism, regional development authorities, and training institutions in the tourism industry.

Result:

Area of application:

Homepage: www.mit-makeitaccessible.eu

Product Languages: English
Finnish
Greek
German
Slovenian
Polish

product files

MIT!Postcard-de1.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-de1.pdf>

MIT!Postcard-de2.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-de2.pdf>

MIT!Postcard-el-1.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-el-1.pdf>

MIT!Postcard-el-2.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-el-2.pdf>

MIT!Postcard-en-1.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-en-1.pdf>

MIT!Postcard-en-2.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-en-2.pdf>

MIT!Postcard-fi-1.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-fi-1.pdf>

MIT!Postcard-fi-2.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-fi-2.pdf>

product files

MIT!Postcard-pl-1.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-pl-1.pdf>

MIT!Postcard-pl-2.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-pl-2.pdf>

MIT!Postcard-si-1.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-si-1.pdf>

MIT!Postcard-si-2.pdf

<http://www.adam-europe.eu/prj/5375/prd/10/1/MIT%21Postcard-si-2.pdf>

Product 'MIT! Newsletter 1, 2, 3, 4, 5, 6'

Title: MIT! Newsletter 1, 2, 3, 4, 5, 6

Product Type: others

Marketing Text: Learn about MIT!

Description: MIT! Newsletter offers all relevant information concerning project and partnershipDescription

Target group: The MIT! Newsletters address hotel managers and staff members, stakeholders in tourism, regional development authorities, and training institutions in the tourism industry as well as beneficiaries and general public.

Result:

Area of application:

Homepage: www.mit-makeitaccessible.eu

Product Languages: Finnish
English
Polish
Slovenian
German
Greek

product files

mit_news1_de.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news1_de.pdf

mit_news1_el.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news1_el.pdf

mit_news1_en.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news1_en.pdf

mit_news1_fin.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news1_fin.pdf

mit_news1_pl.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news1_pl.pdf

mit_news2_de.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news2_de.pdf

mit_news2_el.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news2_el.pdf

mit_news2_en.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news2_en.pdf

product files

mit_news2_fi.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news2_fi.pdf

mit_news2_pl.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news2_pl.pdf

mit_news2_si.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news2_si.pdf

mit_news3_de.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news3_de.pdf

mit_news3_el.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news3_el.pdf

mit_news3_en.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news3_en.pdf

mit_news3_fi.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news3_fi.pdf

mit_news3_pl.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news3_pl.pdf

mit_news3_si.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news3_si.pdf

mit_news4_de.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news4_de.pdf

mit_news4_el.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news4_el.pdf

mit_news4_en.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news4_en.pdf

mit_news4_fi.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news4_fi.pdf

mit_news4_pl.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news4_pl.pdf

mit_news4_si.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news4_si.pdf

mit_news5_de.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/1/mit_news5_de.pdf

mit_news5_el.pdf

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product files

mit_news5_fi.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news5_fi.pdf

mit_news5_pl.pdf

http://www.adam-europe.eu/prj/5375/prd/11/1/mit_news5_pl.pdf

mit_news5_si.pdf

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mit_news6_de.pdf

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mit_news6_si.pdf

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Product 'MIT! usb sticks'

Title: MIT! usb sticks

Product Type: others

Marketing Text: The project offers the MIT! Training Course, the MIT! Guide to Accessible Tourism for design and benchmarking, and the MIT! platform www.tourism4all.net for presentation and marketing matching supply and demand via internet on European level.

Description: MIT! usb-sticks support learners' co operation and info transfer

Target group: Hotel managers & staff, trainers in Tourism sector, regional tourism managers

Result: MIT! usb sticks further came out to also be a highly attractive and efficient instrument supporting dissemination of MIT! Guidelines and MIT! Handbook, MIT! Newsletters, MIT! Model and Quality Standards.

Area of application: Related to MIT! pilot training course conduction, MIT!usb sticks promote knowledge transfer into the team and to the providers of the regional tourism chain via networking, co operation and exchange with local self-help organisations.

Homepage: www.mit-makeitaccessible.eu

Product Languages: English
Finnish
German
Greek
Polish
Slovenian

Product 'Final Report'

Title: Final Report

Product Type: teaching material

Marketing Text: The project MIT! Make it accessible successfully contributed to raise, transfer and implement the topic accessible tourism to according actors, sector events and interest groups, on regional, national and European levels.

Description: MIT! IS BASED ON AN INNOVATIVE MARKETING APPROACH TARGETING AT:
- increasing the performance and competitiveness of tourism enterprises by improving SMEs (NACE 55.1/55.2) performance and human potential.
- contributing to improve access for senior citizens and people with handicaps to tourism, lifelong learning, and social inclusion.

Target group: MIT! TARGET GROUPS
- managers of hotels and accommodation facilities 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

Result: MIT! offers three didactical products, a modular MIT! Blended Learning Course, MIT! Handbook and MIT! Guidelines, which are designed to raise awareness of economic benefits of holistic target group specified accessible tourism, to introduce knowledge, methods and tools, to promote knowledge transfer, networking, and co operation.

Area of application: MIT! gives focus to specified "touristic target groups" (beneficiaries) and a holistic understanding of tourism products and services. Methods and tools for creating innovative marketing strategies are oriented to clearly defined sub-groups of people with handicaps and designed to meet not only specific access requirements, but also needs (of assistance for tourist activities, concerning care, medical and health services, dialysis etc.) and interests (learning about culture/cooking/crafts/history/policies, foreign language acquisition, learning about ICT: how to use a handy/digital camera/getting involved in e-mailing/internet etc.).

Homepage: www.mit-makeitaccessible.eu

Product Languages: English

product files

2009_2200_FR_MIT! Make it accessible_pub.pdf

http://www.adam-europe.eu/prj/5375/prd/13/1/2009_2200_FR_MIT%21%20Make%20it%20accessible_pub.pdf
Final Report : MIT! Make it accessible

Events

MIT! Multiplier Seminar

Date 27.06.2011

Description Promoting the transfer of MIT! information as well as bringing into practice MIT! handbook, MIT!, guidelines, MIT! postcard and all MIT! newsletters

Target audience European level actors and multipliers from further EU countries

Public Closed event

Contact Information www.mit-makeitaccessible.eu/contacts_en.html

Time and place June 27./28., 2011, Vienna, AT

MIT! demonstrations

Date 18.01.2011

Description MIT! demonstrations highlight practical use and benefits of the project on major fairs and conferences

Target audience hotel and restaurant managers interested in further education, stakeholders in the educational sector, representatives of self-help organisations, regional development and tourism organisations, general public

Public Event is open to the public

Contact Information www.mit-makeitaccessible.eu

Time and place Jan. 18th, 2011: Marburg, DE - March 25th, 2011: Istanbul, TR - May 6th, 2011: Frankfurt/Main, DE and Corfu, EL - May 18th, 2011: Brussels, BE - May 27th 2011: Tripolis, EL - June 17th, 2011: Chalkida, EL - July 3rd, 2011: Stadtallendorf, DE - July 7th, 2011: Nicosia, CY - September 15th, 2011: Ljubljana - September 30th, 2011: Ljubljana

Events

MIT! Blended learning course

Date 10.01.2011

Description Why should hotels consider accessibility? Which target groups should be addressed? Learn about the large and growing market of people welcoming improved access.

Accessible tourism demands relevant knowledge, skills and key qualifications, i.e. what is the meaning of "access"? What can be seen in case of a remaining vision of 10%? What relevance can 2 centimetres have, when they are missing in an access entrance? How can a person communicate with deaf guests? Who prints menus in braille? How can the mobility of handicapped guests be enhanced?

What expectances do seniors have for their holidays...?

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

Public Event is open to the public

Contact Information http://46.183.17.57/MIT_Moodle
www.mit-makeitaccessible.eu

Time and place The MIT! Blended learning course is offered in all partner countries