



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 2 - MARCH 2010: MIT! MILESTONE 1 : DEVELOPMENT OF MIT! MODEL / MEETING IN FINLAND

The **project MIT!** is based on a new marketing approach aiming at enhancing the **performance and competitiveness of hotels** (SMEs) by raising awareness and improving qualification concerning the fast **growing market of accessible tourism**.

MIT! MODEL FOR HOLISTIC & ACCESSIBLE TOURISM

The MIT! partnership has developed a standard model for **design and benchmarking of barrier-free tourism**. It is designed in such way, that it will promote a clear and transparent information transfer concerning the complex level of information required. Further, it will improve understanding of access demands and touristic interests of **senior citizens** and specified groups of **people with handicaps**.

3 levels for describing the holistic A-S-E approach

- **A - Access**
- **S - Services**
- **E - Experiences**

Further the following 9 categories differentiating the A-S-E levels:

A - Access

- 1.A. How to get there
- 1.B. Getting in
- 1.C. Using the facility

S - Services

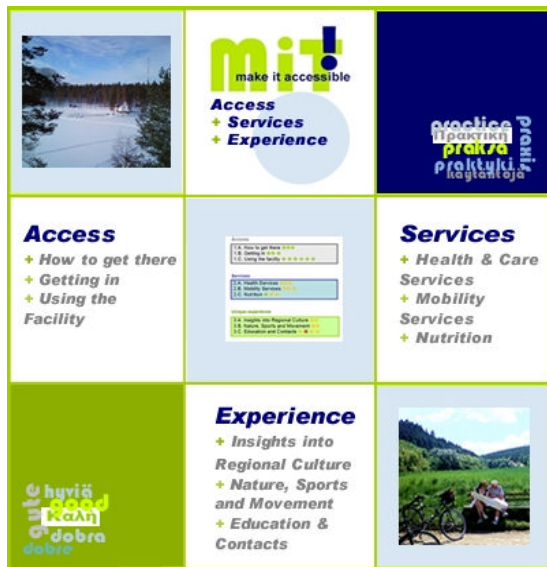
- 2.A. Health Services
- 2.B. Mobility Services
- 2.C. Nutrition

E - Experiences

- 3.A. Insights into Regional Culture
- 3.B. Experiencing Nature, Sports and Movement
- 3.C. Education and Contacts

SUCCESSFUL CO-OPERATION WITH REGIONAL ACTORS

By co-operating with the regional strategic advisory groups established in all partner countries, the MIT! project partners further defined the lists of criteria meeting the requirements, service needs and tourism interests of tourism target groups focussed by the project.



MIT! focuses on specified target groups and a holistic understanding of tourism products and services, it will **contribute to improve access for senior citizens, people with handicaps** and their families, to tourism, lifelong learning, improved mobility and quality of life.

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

For more information and news please visit our website:

www.mit-makeitaccessible.eu

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