

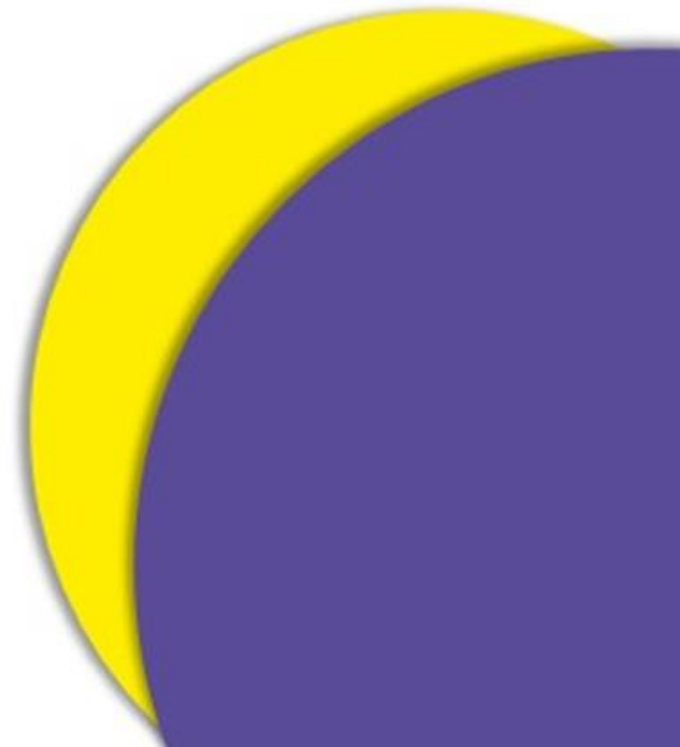


# Accessible Tourism in a European context

## Bringing Business and Education together

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Former President, EfVET  
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# What is Growmat?



Two primary purposes:

1) A project recognising the changing tourism market - not just in Europe but globally based on:

**The impact of an Ageing population requiring a new inclusive service offer by tourism sector businesses**

2) A need to improve the curriculum of learners following Vocational Education and Training in Travel and Tourism to reflect the resulting needs for greater inclusivity

# Growmat in a European context



Growmat seeks to address key priorities within EU policy

A growing need to support and improve the competitiveness of business, especially Small and Medium sized Enterprises.

Tourism is a key sector for EU members states

A need to ensure Vocational Education and Training for young and mature learners reflects the skills needs of business within a changing and challenging market place. This includes the need to upskill existing workers in the sector.

# EU Policy drivers

## For business

- ❑ Ensuring European business is sustainable with opportunities for growth within a global marketplace
- ❑ Has the right skills within its workforce to meet their needs given the advent of digital technologies; an Ageing population and the need for their staff to be aware and responsive to changing market environments

## For Vocational Education and Training(VET)

- ❑ The need for the Vocational Education and Training offer to meet the skills needs of businesses through
- ❑ Strengthening Business and Education partnerships;  
Increasing opportunities for collaboration in Work Based Learning and Apprenticeships - Business and VET working together Improving the curriculum offer to reflect new skill sets - preparing learners for entry into work and fully participate in society

# Growmat

## Training opportunities in Accessible and Inclusive Tourism



### 2 Key training programmes to support this Growing market

- 📄 A Training programme to support Small and Medium sized Enterprises in the Tourism sector
- 📄 A training programme to support new entrants in to the labour force within the Tourism and associated sectors enhancing their skill set to meet the changing needs of clients given the shifts in demographics

From a Policy perspective - Growmat will contribute to improving existing Vocational qualifications and bring business and education together to provide a coherent opportunity to Grow the market in Accessible Tourism.

**Ευχαριστώ για την  
προσοχή σας!**

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