

eSilver Tour is a European project funded by the European Commission under the Erasmus+ KA2 programme. It gathers partners from 5 European countries: France, Spain, Portugal, Greece and Lithuania.

The aim of eSilver Tour is to develop digital marketing competences among seniors' organizations staff & tourism professionals to answer the real tourism needs of seniors. The project is addressing the psychosocial and physical needs of older travelers and their expectations, by identifying and overcoming the well embedded stereotypes about older people. This innovative blended course aims to develop technological *know-how* in order for professionals to be able to deal with the increasing use of the Internet not only to communicate but, essentially, to negotiate on the tourism market.

## Contact us

E-Seniors  
(Paris, France)  
Coordinator and main  
contact point:  
[info@eseniors.eu](mailto:info@eseniors.eu)  
[www.e-seniors.asso.fr](http://www.e-seniors.asso.fr)



EOLAS S.L.  
(Badajoz, Spain)  
[www.eolas.es](http://www.eolas.es)



Aidlearn, Consultoria em  
Recursos Humanos Lda.  
(Lisbon, Portugal)  
[www.aidlearn.com](http://www.aidlearn.com)



Kaunas STP  
(Kaunas, Lithuania)  
[www.kaunomtp.lt](http://www.kaunomtp.lt)



Confederação do  
Turismo de Portugal  
(Lisbon, Portugal)  
[ctp.org.pt](http://ctp.org.pt)



50+ Hellas  
(Athens, Greece)  
[www.50plus.gr](http://www.50plus.gr)



## For more information

[www.esilvertour.eu](http://www.esilvertour.eu)



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Digital Marketing  
Competencies Development  
for Silver Tourism Expert



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## Beneficiaries

Understanding active ageing is a precondition for a successful marketing of the Silver Tourism destination and products. The purpose of the **eSilver Tour Project** is to improve the quality of the touristic services promoted to older people by seniors' organizations and tourism SMEs, by developing an innovative learning model via a blended training course directly addressing the specific needs of:

- Senior people organizations staff who wants to develop touristic products for their users / clients
- Tourism professionals, entrepreneurs and those staff of tourism SMEs as well as students active in tourism; those want to be specialized in Silver Tourism

## Context & objectives

Silver Tourism can be a competitive advantage for seniors' organisations and tourism SMEs, since the Silver Tourism is an extension of the tourist segment based on quality. Due to demographic changes in European population, older people tourism represents a business opportunity by increasing the supply of goods and services. Silver Tourism would help to balance the seasonality effect in the tourism sector, since most of the older people are no longer integrated into the labour market and have the opportunity to enjoy their leisure time: this represents a very attractive market.

Therefore the **eSilver Tour** vocational training course will enable the competencies level of seniors organisations staff and tourism professionals and reinforce an evolving sector. It will develop the digital marketing



skills, in order for these professionals to deal with the increasing use of the Internet not only to communicate but, essentially, to negotiate on the tourism market.



## Main results

The project **eSilver Tour** aims to develop several outputs:

- **eSilver Tourism Expert's** professional profile based on an analysis of senior tourism, tourism digital marketing skills for active ageing
- An innovative blended course in digital marketing for Silver Tourism & Active Ageing that meets the needs of professionals
- A learning platform with an innovative learning content