



## BROKERAGE EVENT

CLUSTER 2 | CULTURE, CREATIVITY  
AND INCLUSIVE SOCIETY

8th December 2021

# CONNECTED COMMUNITIES: ALLEVIATING SOCIAL ISOLATION IN THE ELDERLY POPULATION THROUGH ENGAGEMENT WITH HOSPITALITY SERVICES

*Metin Kozak*

*Kadir Has University, Turkey*

# Our project idea



The primary objectives of this project are:

- to understand the current state of elderly social isolation, and how engagement with hospitality services might improve elderly quality of life;
- to explore how elderly people's engagement with hospitality SMEs could be changed or enhanced to reduce social isolation;
- to generate increased revenue for hospitality SMEs;
- to compare findings with extant data from the partner countries, making generalised recommendations for policy and practice; and
- to build capacity to explore issues relating to social wellbeing and SMEs beyond this study.



# Sampling & Procedures



- Elderly citizens' perceptions and experiences of social isolation and current usage of hospitality services,
- The potential for hospitality services to alleviate loneliness – and establishes practical solutions through co-creation with partners,
- Both quantitative and qualitative data will be collected based on a purposive sample frame including elderly citizens,
- The participants will comprise people over 65 years of age residing independently, cohabiting and resident in care homes.



# Topics



- social isolation;
- quality of life;
- elderly people;
- hospitality;
- SMEs.



# Expertise and involvement in previous/ongoing projects

Founded in 1997, Kadir Has University is located in Istanbul, Turkey.

The total number of projects supported by TUBITAK, the leading governmental R&D support institution, reached **61**, while the number of projects supported by the European Union reached **29**.

SAGE Prof. Dr. Mary Lou O'Neil

TWINNING <https://cordis.europa.eu/article/id/413358-bridging-the-research-gender-gap>

AI4LABOR- Prof. Dr. Meltem Ucal

RISE <https://cordis.europa.eu/project/id/101007961>

CONSIDER – Prof. Dr. Yonca Erkan RISE

Projesi <https://cordis.europa.eu/project/id/101008186>

GenderEX – Prof. Dr. Mary Lou O'Neil

TWINNING <https://cordis.europa.eu/project/id/952432>

Staging-Abjection Dr. Rüstem Ertuğ

Altınay <https://cordis.europa.eu/project/id/852216>



# Expertise and involvement in previous/ongoing projects



Professor Metin Kozak has involved in several tourism-based national and international research projects, particularly with his partners based in Europe, US, and Asia.

Decision making, shopping, wellness.

Developing such partnerships has resulted in publishing quality journal papers and conference presentations.

In 2020, he received KA2 Erasmus + fund to carry out a project on the creation of an application for smart tourism destinations.



# Expertise and involvement in previous/ongoing projects

- Specialising in world-leading research in strategy, entrepreneurship and hospitality, Oxford Brookes University offers not only a track record of delivering projects addressing the wellbeing of elderly, but in the training of high-calibre researchers.
- The University stands to benefit from increased international collaboration and the associated knowledge exchange, as well as published research outputs.
- Professor Altinay is an accomplished mixed-methods researcher with a primary interest in studying the wellbeing of elderly and refugees. He has led ESRC, Newton and British Academy Funded projects on the growth of ethnic minority entrepreneurship to successful completion.
- He also co-led a Hong Kong Polytechnic University funded project on the role of hospitality industry in tackling loneliness among the elderly in the UK and in Hong Kong. He co-authored two papers in top tier journals from this collaborative project (IJHM and IJCHM).





- Existing partners
  - Kadir Has University, Istanbul, Turkey
  - Oxford Brookes University, Oxford, UK
  - Dokuz Eylul University, Izmir, Turkey
  
- Requirements for additional partners
  - ??
  - ??



# Contact us!

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THE EU RESEARCH & INNOVATION PROGRAMME 2021 - 2027



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Thanks a lot for your  
attention.



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