

Creating a „Tourism for all“ product in a rural destination at the example of Niederrhein (Germany)

Felix M. Kempf, Angela Lindfeld, Thomas Corinth
IST-Hochschule for Management, Duesseldorf, Germany

NIEDERRHEIN
SO GUT. SO WEIT.



Background and Aim

Niederrhein is a travel region in the west of Germany, close to the Dutch border. It is pushed by the tourism strategy of the province North Rhine-Westphalia to create and offer tourism for all products. Niederrhein Tourism (DMO) has introduced the project „Tourism for all - Target market for travellers with special needs“. It is sponsored by a national initiative of the Germany ministry of economics.



Purpose

Tourism destinations have more offers than are published. Often, single parts of the customer journey are bookable. The study aims to identify barriers of travel, searches for solutions and finally tourism for all packages are created.

Methodology

A Delphi study is taken with a qualitative approach is used. A kick-off is used form a basic understanding of the topic and to extract the people for workshops. In a second step, group discussions with the selected experts take place in form of workshops, to collect the data required. The outcome then is discussed and improved with people from the workshops and others that have the basic setting (kick-off), but did not participate in the workshops.

Tourism for all – a global target group

There is no group of disabled travellers, but in every group of travellers there is people with special needs.

The German signs of Tourism for all
„Reisen für alle“

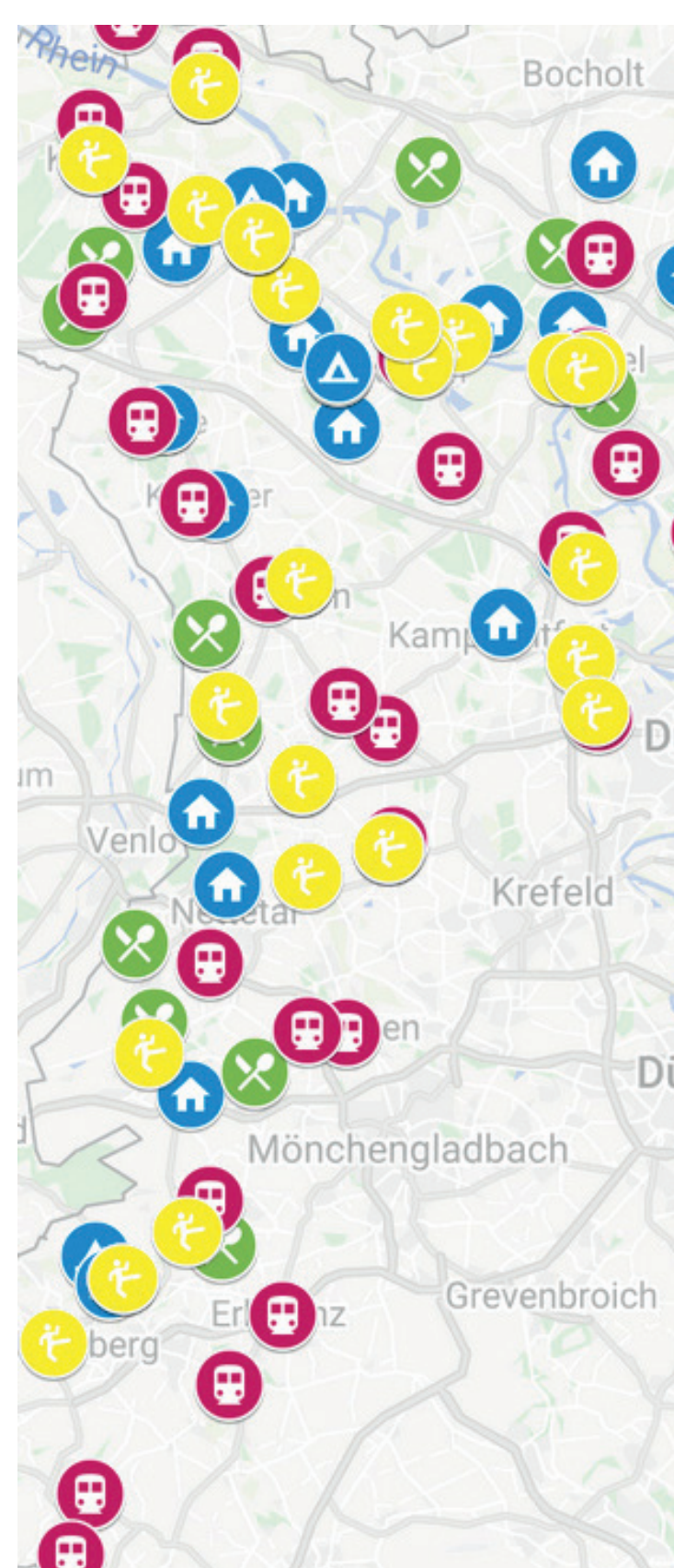


The 5 step process of creating touristic products for all

1. Note the status quo of barrier free touristic supply

2. Identify the barriers for tourists with special needs

3. Categorize the barriers



4. Create solutions

- Barrier-free website
- Increase Mobility (intra offers)
- Offer different modes of Transport (inter offers)
- Specials for
- Hearing impaired
- Vision impaired
- Cognitive

Material

or

Immaterial

Public Space
Touristic Service Suppliers

Traveller

5. Create products

Sample: Daytrip Emmerich – Rhein Promenade and palace garden for wheelchair users

Target group: Garden, Landscape and Cultural interested, good for wheel chair user and their companions
Topic: Rhein, garden, castle, barrier free
Duration: approx. 8 hours
Price: incl. Breakfast, lunch, transfers and two guided tourism
Group size: 5+5 (wheelchair user and companion)

Detailed description

~ 10.00: Arrival by train to Emmerich. Barrier free transfer to the river Rhein promenade. Barrier free WCs available. Joint breakfast.

10.30-12.00: Guided Tour „Proverbs of Emmerich“

12.00-12.30: Taxi Transfer to Moyland

12.30-15.00: 2-course lunch in palace museum (pre-ordered)

15.00-17.00: palace and garden guided tour in two groups

17.00-17.30: Transfer to Emmerich and end of tour.

Consumer Behaviour in Tourism Symposium CBTS 2020
Virtual conference, 16.-18. December

Contact

tcorinth@ist-hochschule.de
fkempf@ist-hochschule.de
alindfeld@ist-hochschule.de

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