ENAT Training Webinar: How to Develop Accessible Tourism in Rural and Natural Areas

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How to address the requirements of the target customer segments
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Guideline 2
How to address the requirements of the target customer segments

1. The WHAT
   - What is a target market?
   - Segmenting the Market
   - Target Group

2. The WHO
   - The four main subgroups of customers looking for accessible travel services
   - Customers with:
     - physical impairments
     - sensory impairments
     - cognitive impairments
     - long-term health conditions

3. The HOW
   - Identification of target groups’ needs
   - Accessibility measures to for key services and facilities to meet the needs of the four target groups

In this Guideline, the target groups of the accessible tourism market are identified as having common specific access requirements.
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2. The WHO: Four main sub-groups

- people with access requirements related to physical impairments;
- people with access requirements related to sensory impairments (e.g. vision, hearing);
- people with access requirements related to cognitive impairments;
- people with access requirements related to long-term health conditions.

Businesses who promote themselves as “accessible” or would like to offer accessible services, should design their offer, taking into account the specific access requirements of customers who belong to these target groups.

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2. The WHO: Types of businesses and service providers

- Hotels, hostels, motels, holiday homes;
- Tourist information agencies and travel agencies;
- Public use toilets, parking areas;
- Cultural facilities: community centres, theatres, cinemas, museums;
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2. The WHO: Types of businesses and service providers

- Food and beverage: restaurants, cafes, bars;
- Places of recreation and relaxation: swimming pools, gyms, playgrounds, public gardens, parks;
- Retail;

3. The HOW: Developing accessible tourism services and facilities

For people with access requirements related to physical impairments (some examples)
- Accessible parking
- Accessible communication routes/paths
- Bells, switches,
- Lifts
- Accessible doors
- Accessible toilets and bathrooms
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3. The HOW : Developing accessible tourism services and facilities

For people with access requirements related to sensory impairments (hearing and visual)

- Communicating with Deaf people and people with hearing impairments
- Hearing enhancement systems (e.g. hearing loops)
- Face to face communication
- Accessible websites
- Guide dogs and assistance dogs

For people with access requirements related to cognitive impairments

- Easy-to-follow information, easy reading format,
- Allowing time and space for quiet conversation without stress
- Communication materials: easy to understand signage, use of pictograms
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3. The HOW : Developing accessible tourism services and facilities

For people with access requirements related to long-term health conditions.

- Nutrition offer:
  - Special diet meals, information about ingredients and allergens
  - Food preparation and kitchen equipment
- No smoking policy, air quality
- Volunteers: Students of various specialised faculties

The HOW : Developing accessible tourism services and facilities

An accessible tourism offer is built up of many parts, all linked together.

"The chain of accessibility" - reaching, using and enjoying the venue and what it has to offer. From arrival to departure, the visitor must be guaranteed an unbroken chain of accessible experiences.

Here is one example of how the “Play and Train” organisation in Catalunya has developed a ski resort for all.

This video is one of the 12 ACCESS IT videos that accompany the “How to” Guidelines.
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Video: Accessible Recreation - Ski Resort “La Molina” by Play and Train organisation

https://youtu.be/sJQBaHoZaAI