



# Examples for the coordination of the touristic development in rural areas

Papenburg, 06-16-2006



Matthias Hollmann

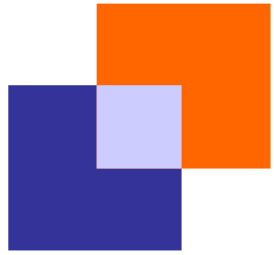
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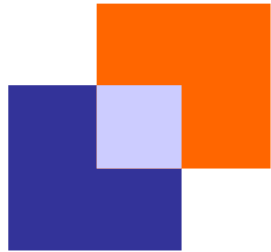
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# Structure

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- **Who we are**
- **The challenging developments in the tourism market in germany**
- **Examples for coordination of the touristic development in rural areas**
  - **Transnational**
  - **Regional**
  - **thematic**



# ***dwif-consulting GmbH***

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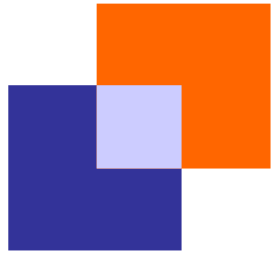
***dwif Your competent partner for all matters of tourism***

**Consulting company in all questions of tourism**

**Locations: Munich, Berlin, Bad Zwischenahn**

***Examples for our work:***

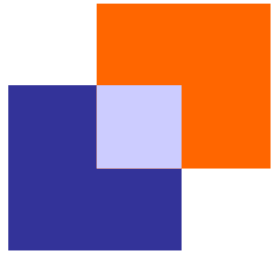
- **“Tourism Barometer”**: Continuous monitoring of the touristic development in Lower Saxony and other Federal States
- **Analysis of Economic effects of tourism**
- **Case studies, Development planning, Marketing concepts**
- **Main focus of our Location Bad Zwischenahn: classification of holiday flats according to the criteria of the German Tourism Association (DTV)**
- **Model project: sponsorship Tourism Center of Excellence Weser-Ems**



# Structure

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- **Who we are**
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  - **Transnational**
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# Travel trends of Germans 2015:

Constant market volume, growing demand on quality



**Target groups**  
new weighting



**Destinations**  
Germany:  $\frac{1}{3}$  of all trips



**Tour operators**  
Growing importance



**Information**  
More sources,  
less content



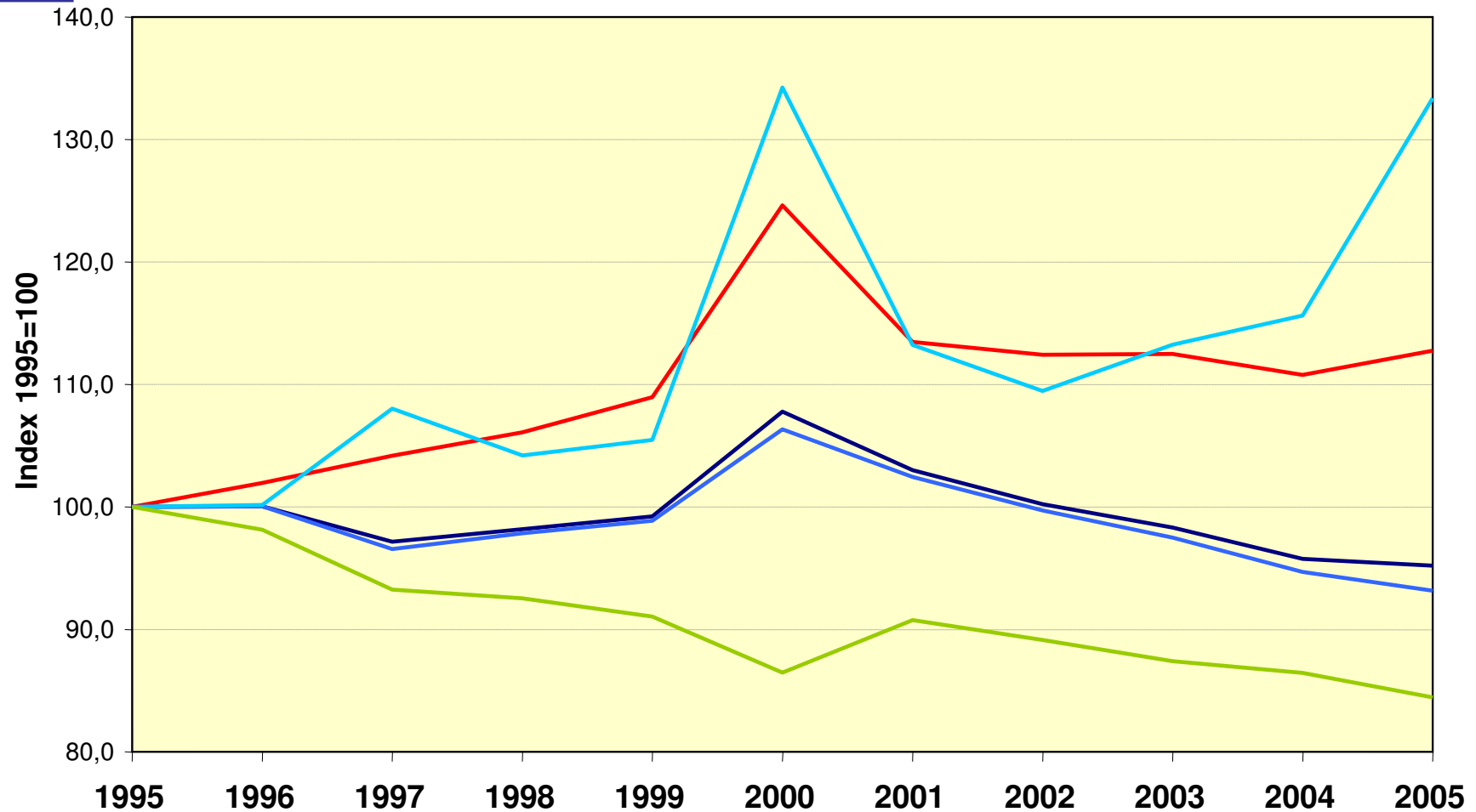
**Price**  
More important



**Motives, activities, living,**  
more different, more quality,  
more demanding

Quelle: F.U.R Trendstudie

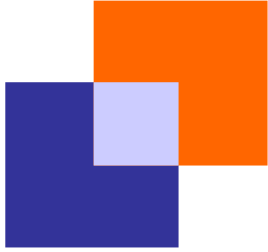
# Development in Lower Saxony 1995-2005



— Ankünfte gesamt — ÜN gesamt — ÜN Inländer — ÜN Ausländer — Aufenthaltsdauer gesamt

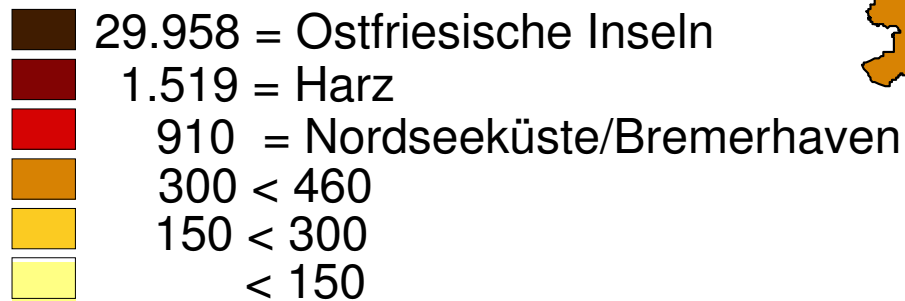
Quelle: *dwif* 2006, Daten Statistisches Landesamt



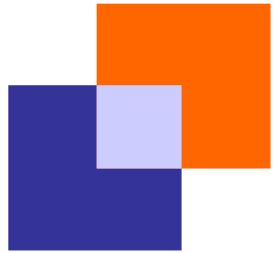


# Intensity of tourism in Lower Saxony

**Overnight accomodation  
per 100 inhabitants  
per year**



Quelle: Amtliche Statistik, dwif 2004

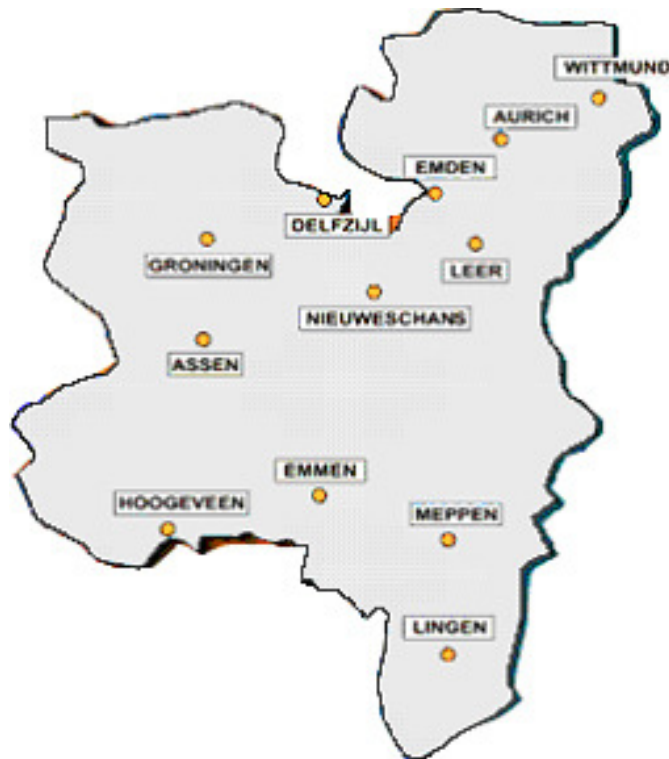


# Structure

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- Who we are
- The challenging developments on the tourism market in Germany
- **Examples for the forms of coordination of the tourism work in the northwest area**
  - transnational
  - regional
  - thematic

# Examples for transnational /cross-border coordination of tourism work



## Ems Dollart Region (EDR)

Promotion of cross-border cooperations in the Netherlands and Germany

### Participants:

Local and regional communities

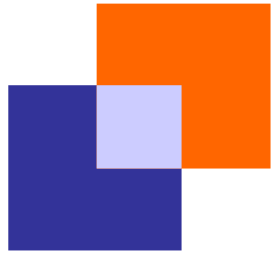
**Objectives:** Improving tourism by strengthening cooperation in this field

### Tourism projects:

- EDR tourism offensive
- Tourism without boundaries
- Marketing and advertising

Internet: [www.edr.org](http://www.edr.org)

The EDR works as a central information and coordination point



# Examples for transnational cooperations in the northwest area

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Internet: [www.euregio.de](http://www.euregio.de)

## **EURGIO:**

**Inter-municipal cooperation and networking**

## **Participants:**

**Local and regional communities**

## **Objectives:**

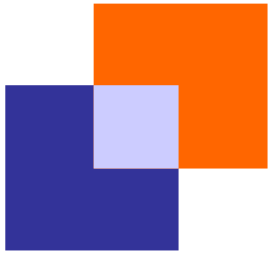
**Promotion of cooperations**

**Eliminate existing obstacles**

## **Tourism projects:**

- **EUREGIO tourism offensive**
- **cultural-touristic marketing of music festivals**
- **Restoration of culture-touristic objects**

# Regional cooperation in the northwest



Regionale Arbeitsgemeinschaft  
Bremen/Niedersachsen

**RAG**

**Planning, coordination and promotion of  
the economic development**

**Participants:**

**Regional communities, local partner**

**Project Initiatives in tourism:**

**- Internetportal: [www.nordwesten.net](http://www.nordwesten.net)**

**→ Bike tourism**

**→ Water tourism**

**→ Parks and gardens**

**→ Discovery card for the northwest**



# Coordination of the regional tourism work the northwest area

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## Model-project

### „RIS-Tourism Center of Excellence“

Practical help in all questions concerning tourism

#### Participants (public-private-partnership):

- regional communities
- private companies (banks)
- tourism- and marketing associations

#### Targetgroups:

local and regional tourism organisations, with the intent to further develop all touristic actors



# Coordination of the regional tourism work the northwest area

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## Services:

### Consultancy

- In all questions concerning tourism

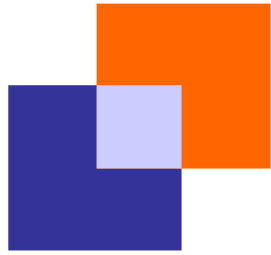
### Supply of basic data information concerning tourism:

- data and facts
- trends and developments

### Project initiatives:

- Touristic Educational offensive
- Improvement of tourism quality
- Website-analysis
- Brochure „tips and tricks for hosts“
- Annual Event: Exhibition about trends in tourism

**Status: inactive due to structural reorganisation**



# Topic-referred coordination

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## **Touristic educational offensiv northwest**

**Specific qualification network for employees in  
tourism / advanced vocational training**

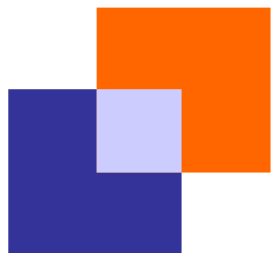
**Cooperation between tourism organizations  
and educational institutions**

**Coordination by tourism center of excellence**

### **Services:**

- **Bundling of qualification offers**
- **development of missing offers**
- **quality assurance**
- **Safety device and preservation of the  
competitive ability in tourism**

**Promotion of the competitive ability in the tourism by an  
improvement of the qualification possibilities**



# Subject related cooperation in the northwest

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## REGIALOG

**Cooperation of cultural facilities and touristic organizations**

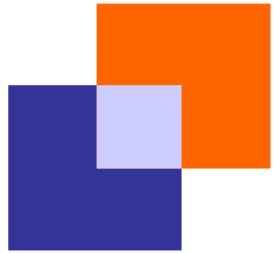
**Touristic trainee-programm for cultural experts**

**Development of cooperation projects accompanied by training courses**

**Practical and project-related work**

**Exchange of students**

**→ Promotion of the dialogue between culture and tourism for mutual support**



# Subject related cooperation in the northwest

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## Kulturportal Northwest

**Internet presentation of cultural attractions;  
Cultural attractions as a window of the region**

### **Participants:**

**Network of cultural organizations, museums and exhibitions**

**Coordination:** project and coordination office

**Financed by promotion funds**

**Regional cross-linking through cultural offers**

**Partnership of touristic organizations**

**[www.kulturportalnordwest.de](http://www.kulturportalnordwest.de)**



**Thank you**



**for your attention!**

