

Rheinland-Pfalz Tourismus GmbH

CONTEXT & CHALLENGE

Rheinland-Pfalz Tourismus GmbH has a solid digital infrastructure which facilitates the implementation of various modern technologies. Additionally, the region benefits from strong cooperation and regular information exchanges with its 10 destinations, providing a solid basis for coordination. The existence of crisis communication guidelines further underscores the preparedness of Rheinland-Pfalz Tourismus GmbH to manage potential crises effectively, ensuring the safety of tourists.

There are opportunities to further enhance the tourism ecosystem by expanding awareness programs for stakeholders and policymakers regarding risk management and crisis preparedness. This would build upon the existing strong.

There is also an identified need to develop and deploy digital skills development programs targeted to tourism stakeholders to maximize the current technological investments.

The destination is considering ways to enhance its competitiveness, manage seasonality, and adapt to changing preferences and demand for sustainable tourism products, by developing a more diversified tourism offering.

ACTIONS

Considering the current context and challenges identified, Rheinland-Pfalz Tourismus GmbH, developed the following actions:

1. Crisis Communication:

- Present the objectives and content of the newly developed crisis communication guidelines to the ten destinations in the region.
- Engage in discussions with tourism stakeholders and politicians to review and update these guidelines to meet the specific requirements and needs of each destination.
- Identify additional actions needed and explore potential synergies between the ten destinations to enhance crisis communication efforts across the region.

Replicability potential: High (it does not require significant resources)

2. Sustainability:

- Develop and implement a framework with clear criteria to support tourism organisations and businesses to create sustainable tourism offering.
- Raise awareness to the added value of being certified with a recognised sustainability label.
- Target tourist segments whose behaviour and preferences include sustainable tourism practices.
- Make an inventory of the existing sustainable mobility offers to communicate it to the local population and guests.
- Strengthen the lobbying activity to expand current sustainable mobility offers, particularly in rural areas.

Replicability potential: High (it does not require significant resources)

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ACTIONS

3. Digitalisation:

- Create a dedicated subpage on the Rhineland-Palatinate Tourism Network, focused on risks and crisis management, including best practice examples from the ten regions.
- Provide training opportunities on digital tools to enhance the tourism ecosystem digital capabilities and visitor experience.
- Increase the use of existing digital tools, such as AI-driven chatbots and social media platforms, to improve visitor guidance and enable rapid and effective communication during crisis.

Replicability potential: Moderate (it requires considerable technical and financial resources to develop AI-Driven solutions)

EXPECTED IMPACTS & LESSONS LEARNED

With the implementation of the actions mentioned above, Rheinland-Pfalz Tourismus is expected to address challenges identified and wield positive impacts for the tourism ecosystem. Other organisations, particularly those with similar level (regional) and mandates (marketing & promotion) in the tourism ecosystem dealing with similar challenges, can also leverage valuable lessons:

Improve Resilience and Crisis Preparedness:

- Establishing a dedicated subpage on risks and crises to share guidance materials and information on the topic enhances the capacity and preparedness of the tourism ecosystem. This subpage can be the centralised information hub, improving coordination and collaboration among tourism stakeholders and facilitating swift actions during emergencies.
- Developing climate-friendly offers enhances the overall sustainability profile of the destinations and will attract environmentally conscious travellers, boosting the region's reputation as a green destination.
- Standardising crisis communication guidelines will promote consistency in messaging and response protocols across the destination. This unified approach enhances transparency, builds trust, and mitigates potential confusion during crises.
- The use of digital tools can significantly improve response capabilities by providing timely information and updates to tourists and stakeholders, thus fostering trust among them.

The information and perspectives presented in this document represent the findings and conclusions of the European Commission's project "Crisis Management and Governance in Tourism" funded under the SME Pillar of the Single Market Programme and developed by Deloitte. These findings are based on data and context available during the study period and are intended solely to provide insights on the project's objectives. The interpretations herein do not necessarily reflect the views of the involved organisations and should not be construed as definitive conclusions applicable to all contexts or as a commitment to implement the recommendations. Further, the European Commission and Deloitte are not liable for any consequence stemming from the reuse of this document.

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