

HOW TO ADDRESS THE REQUIREMENTS OF THE TARGET CUSTOMER SEGMENTS



ACCESS IT

1. WHAT IS THIS GUIDELINE ABOUT?

This guideline summarizes information about special needs of accessibility tourism customers and how to meet these requirements. The guide describes examples of meeting the needs of people representing four categories of customers:

- 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.

2. WHO CAN BENEFIT FROM THIS GUIDELINE?

The information contained in the guide can be used by both people and institutions that are involved in the organization and implementation of accessibility tourism. The information contained in the guide helps to understand what improvements to tourism services and facilities will allow to expand tourist business to the needs of new target groups. Institutions that may be interested in extending the offer with accessibility tourism services may be:

- hotels, hostels, motels, holiday homes;
- tourist information agencies;
- cultural institutions: community centres, theatres, cinemas, museums;
- restaurants, cafes, bars, eateries;
- places of recreation and relaxation: swimming pools, gyms, playgrounds, public gardens, parks;
- public places: shops, toilets, parking lots;
- travel agencies;
- other.

3. HOW TO ADDRESS THE REQUIREMENTS OF THE TARGET CUSTOMER SEGMENTS?

The desire to create a place that will be accessible to people with special requirements calls for a detailed analysis of the needs of the target group. The analysis of the needs of the target group should be designed by taking into account the specificity of the place and its potential guests. It is worth reviewing the list of general guidelines for arranging available facilities that take into account the needs of four target groups, people with access requirements.

A good strategy for verifying whether a company or institution meets the special needs of its clients is an accessibility analysis. The material describes basic facilities, taking into account the specific needs of people belonging to the four target groups.



The guideline suggests answers to questions that may allow you to verify that organization is prepared to open for clients from new groups. The analysis of the needs of people with mobility difficulties should take into account such areas as:

- parking availability;
- communication routes in the building and its area;
- availability of alarms, switches, buttons;
- organization of bathrooms and toilets;
- space to rest.

Guideline indicates that it is worth verifying the existence of communication support systems, improvements in terms of promotional and advertising materials addressed to these target groups, as well as savoir-vivre in contact with people with special visual and auditory needs. Guideline also provides guidance on issues related to nutrition, cooperation with medical specialists, and rehabilitation in the case of people with chronic diseases.

4. GOOD PRACTICES REGARDING THE OFFER TAILORED TO THE NEEDS OF CUSTOMERS WITH SPECIAL NEEDS

An organization that effectively responded to the needs of people with special mobility needs is HSA- Handicapped Scuba Association, an organization related to the diving platform in Piła, Poland. The platform meets the needs of both the equipment of the diving base and the diving process itself. Thanks to this, people with special mobility needs can practice their favorite discipline in full comfort and safety.

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