

ACEEPT Project Week 2017 - Main Task

Background: Tourismus Zentrale Saarland (Saarland tourism board) defines three main target groups in its strategy 2025:

- **Best Agers** (Older than 60 years. No children under the age of 18 living in the household)
- **Adult Singles and Couples** (35-59 years old. No children under the age of 18 living in the household)
- **Families** (Under 60 years old. Minimum one child under 18 living in the household)

Task: Select one of the aforementioned target groups and create a “tourism product” in the Saarland region for them. Your “product” should be at least based on two of the four following tourism possibilities:

- **production site**
- **production process**
- **produce**
- **product**

Your “tourism product” should motivate the guest(s) to stay at least 2 days in the Saarland region.

- Describe your “tourism product”.
- Explain why you have chosen this target group and discuss their interest in theme “Produc(e)in’ Tourism”.
- What conditions must be met by the locations/sites to commercialize their offer?
- Describe services, events, infrastructures etc. that should be added to customize the product to the needs of the target group.
- Which stakeholders should be involved to support your product?
- How would you reach the selected target group to promote your product?
- Be innovative, be creative – but remain realistic!
- “Tourism product” is meant in a broader sense. It could be a round trip, package tour, themed route, an event, but also something else...

Assessment criteria: Students, lecturers and professionals will give a Top-3-Ranking. The results will be added up, resulting in three ACEEPT Awards: **Gold, Silver and Bronze**.

Three main criteria should be used by students, lecturers and professionals (but interpretation of the criteria remains to the different groups):

- **Content I: innovation, creativity**
- **Content II: realism, feasibility**
- **Presentation skills**

Glück auf! (Good luck!)