

Welcome

Dopheide Tourism and Recreation (DTR) is a organization for development, guidance and implementation of projects in the leisure industry for governments, businesses and joint-ventures and has over 13 years of experience.

Mission and vision

DTR offers solutions for problems within the leisure industry and is specialized in the area of interim management, guidance and implementation of (tourism) signposting. DTR is a developer, mentor and implementer in the area of tourism and leisure for governments, businesses and non-profit organizations in the Netherlands. For our mission and vision we refer to the relating page.

Mission

“Dopheide Tourism and Leisure offers solutions for problems within the leisure industry and is specialized in the area of interim management, guidance and implementation of projects and the development of tourism signposting. DTR is a developer, mentor and implementer in the area of tourism and leisure for the government, businesses and non-profit organizations in the Netherland. DTR gives value to personal approach and good quality. Cost efficiency and short communication lines are characteristic for our company. We aim for sustainability in our products and services, direct applicable en performable advice and respect deadlines. In the future, DTR wants to move into the foreign market to solve problems in the international tourism en and leisure industry. With a clear vision, humor and involvement, DTR is ready to offer a helping hand”.

Vision

“Dopheide Tourism and Leisure wants to belong to one of the five best consultation companies of the Netherlands in the area of leisure for problematical cases by delivering high quality, devotion and knowledge, making use of sustainable solutions and working methods to give the leisure market a proper advice, a prosperous project or a precise infrastructure in a social responsible way.

Core activities

DTR is specialized in the development, guidance and implementation of tourism and leisure related projects for governments, foundations, associations, businesses and joint-ventures.

The core activities of DTR include:

- Recommendations for leisure projects
- Interim- and project management
- Touristic signposting

Advice

Due to the fast growth of tourism in the Netherlands and the growing critical consumer it is more difficult to attract customers to your destination. DTR Tourism and Recreation can help you with this by developing feasibility studies, (re)writing policies and offering advice and guidance with problematical issues. Also training and educational organizations can ask for advice at DTR.

A few examples are:

- ROC Nijmegen
- TROM

Interim management

Because the leisure market is in a constant move different problematical issues will arise where expertise in the area of tourism and leisure is needed. DTR offers this expertise. By acting as a interim manager in a organization, municipality, province or government institution DTR can look for a solution for the problems. Involvement, quality, customer directed, purposefulness and integrity are set as standards during our services.

A few examples are:

- StadLand Bicycle connections County of Utrecht.

Signposting

Object signposting and road networking are an under-appreciated part of the tourism infrastructure. Tourists and residents assume this is normal, but there is a lot of work and specialism required to create a perfect signposting network. From experience you know that this specialism is not always present or there is not enough time. We help you with the shaping, estimations, implementation, maintenance and control, marketing and monitoring.

DTR is a specialist in the area of object road signs and road networking and can help you with improving and/or maintaining existing object road signs or road networking or design a complete new road signposting or road network. DTR offers experience, expertise and a broad network, this makes sure that your road networks or object road signing will be handle with care and will be dealt with in a cost effective way.

With the core activities of DTR the following parts come up for discussion with or without the help of third parties:

- Making analyses (demand/offer, weakness/strength)
- Positioning (opportunities and threats)
- Development vision
- Strategy
- Business plan
- Tourism policy plans for governments
- Policy preparation and implementation of bicycletracks and signposting
- Marketing/promotion/public relations
- Interim-management
- Courses and training
- Projectmanagement Municipality
- Projectmanagement concerning grants across borders

Working method

The working method that DTR uses is a practical way. DTR uses a strong personal approach and makes use of her networks efficiently. The organization is small, so communication lines are short, overhead costs are low and the contractor only deals with one contact person, Pim Dopheide.

Field of activity

DTR is mainly active in the area of North-Brabant, Limburg, Gelderland and close to the borders of Germany and Belgium. Sometimes DTR operates outside these borders. Special experience is picked up during transgressing projects within Euro regional programs. DTR puts policy plans and scripts to your disposal, you can request these through the contact form.