TRAINING KIT

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WIRELESS GALICIA - Spain

LIST OF CONTENT

1. Heritage tourism an instrument for intercultural dialogue

1.1. Context

In the last decades heritage care stressed a few new accents: The notion moved from the elitist to the vernacular, from the remote to the recent past and from the tangible to the intangible. The intangible is not confined to the oral traditions, performing arts or social customs but includes the intangible dimension of "tangible heritage", of cultural landscapes, historic towns and villages, industrial areas, works of art, artifacts and objects. The western concept of heritage conservation which focused on the conservation of the tangible substance of heritage values was, after the Nara conference (Japan 1995),broadened with the interpretation of heritage and conservation applied in other cultures. In these cultures heritage and its conservation are interpreted as the continuity of concepts, processes and know how, regardless the conservation of their tangible evidence. Heritage can be understood as the whole of ideas, concepts , processes, working methods and traditions and their material expression that characterizes community and its environment, that we inherit, experience and should develop with a sense of responsibility for future generations.

Living heritage conservation is not longer a freezing exercise of tangible or intangible substance but a creative and dynamic process in which heritage values are continuously reinterpreted, renovated and integrated in society and environment with consequences in its historic physical and structural fabric: to historical and/or esthetical values of historic cities and rural areas an environmental value has been attributed; industrial archaeological sites have become centres for industrial or artistic design; desacralized churches become concert or exhibition halls or places for reflection. In practice these renovations recalibrate values by giving them a new implementation and significance for us and for those who are to come. It has become clear that the essence of heritage conservation focuses on the continuity of heritage values and that these values are basically relative, time – and space related and subjective attributions. When relevant they are given a new contemporary significance here by us and for us and for future generations, whereas elsewhere and in other periods and cultures they have (had)other meanings and implementations. Changes are inevitable and conservation is conceived as a management of change within a agreed policy perspective.

This policy perspective is crucial for the orientation of conservation and innovation within development. Conservation is still framed in the promotion of cultural identity and consequently of cultural diversity. It has been agreed that the continuity of cultural identity is not a static issue as Romanticism wanted it to be, but a dynamic continuity throughout change and discontinuity. Continuous renovation linked with assimilation of innovation will enhance identity. New global trends, "digested" in a specific regional way "glocalize" international issues. On the other hand extreme and undeliberate conservationism in the frame of identity continuity may risk to obstruct development or peaceful coexistence: Everybody will accept the continuity of traditional dress code of religious orders or the garments of judges and lawyers in jurisdiction in our own cultural tradition, while some question the veils worn by women belonging to other cultures in our communities. The continuity of excision of women in African societies, which belongs to the tradition in some African communities will be enhanced in these social environments because it is part of their identity and is considered as heritage that is to be continued. Other societies however will be sceptical. Therefore heritage conservation should fit into a development vision and policy that aims at the realization of an consented image of mankind and society, that apparently is not universally interpreted nor accepted

the same way in different periods and cultures. An unequivocal human and social objective would include the delicate and politically difficult to accept connotation that not all cultures have the same level of development and still have a track to go through education. Every culture claims its own right to define its identity and its development. Cultural diversity with all necessary consequences in society and environment may be a right of communities as the Frame Convention of the Council of Europe pointed out in Faro (Portugal 2005) and be an objective in development but within all these different

interpretations common orientations such as the equal rights and social position of women, development for all individuals of societies …may be necessary. One of the reasons to promote cultural diversity may be that man needs more than one mirror to know and understand himself and human nature. In the same line of thought innovation will always be adopted in a dialectic process between old and new, a marriage between conservation and innovation under the same denominator.

Visions about development, the role of heritage conservation, its creative further development and its connection with contemporary new culture within regional development should be clearly understood and agreed. It requires structural and operational collaboration between all actors in development: planning, environment, economy, tourism, education, cultural development, well being and the creative sectors of contemporary culture, art and architecture. On the other hand consciousness has grown that all heritage sectors(intangible, immovable and movable) and their respective international and local organizations should work together and start working relationships with representative sectors of contemporary culture. Indeed heritage and contemporary culture are not experienced by the local communities (which are the first target group of development) as separate, segmented and analytical issues (as governmental administrations are structured), but as a holistic and coherent synthetic experience. As a conclusion one may stress the need to develop integral(all heritage sectors) and integrated (all sectors within development contemporary culture, art and architecture included) approaches. These approaches are being tested in several parts of the world and need platforms for research and development, for experience exchange, for communication , training and guiding.

1.2. Heritage: an instrument for intercultural dialogue, mutual understanding and appreciation , peaceful coexistence and understanding of mankind.

In most countries provisions and know how for heritage conservation are available or are being established. Visions about integral and integrated heritage work are being tested and all relevant partners in development are sensitized for heritage values.

"Opening up" heritage is a new dimension in heritage work."Opening up" means making heritage value experience possible in our societies, firstly by the members of local communities and secondly by their visitors, the heritage or cultural tourists. This experience is not factual information but an in depth experience of heritage values and their meaning . In the broadest sense "opening up" refers to the integration of the experience of heritage work in local or regional development (planning education, economy, tourism…); in the narrow sense it means the efficient and effective communication about heritage values, their continuous reinterpretation by communities, theiy substantial changes and their consequences in society and environment. In fact it is the cultural biography of a cultural landscape by means of changing values and significances and of trends and backgrounds of decisions that shaped society, environment and the current appearance of the cultural landscape. It helps local communities to understand their living environment and its values and stimulates their sense of responsibility for further development . This interpretation and presentation work is not a conservation problem but uses well conserved sites in a cultural perspective.

At the same time this vision enables us to understand what we have here and now in common with other cultures, past and present and how similar or the same values have been implemented in other times and spaces and why. Such a story offers an insight and understanding of the essentials and the incidentals of mankind, offers opportunities for mutual respect and peaceful coexistence and generates a basis for further development strategies and synergies.

Still such a vision needs a reflection on the efficiency and costeffectiveness of communication and heritage experience. This is of course a methodological question .Such story can be conveyed in a mere cognitive way using educational methods and tools including IT. On the other hand a multifaceted communication strategy with other substantive "entries" such as performing arts (music, drama,

storytelling, dance….)with bridges to contemporary culture, broadened to an experience with all senses (hear, see, taste, feel….)and appealing to emotional experiences in addition to intellectual ones, can, when well directed and coordinated, only enhance an " immersion" with all senses in the heritage values and make the investments more effective. An interesting old Chinese proverb says " explain and I will forget, show me and maybe I will remember, involve me and I will understand".

The sites which are listed on UNESCO's World Heritage List have an important potential in heritage value communication that has not been fully exploited nor coordinated. This list is a reference for worldwide important natural and cultural sites, which were selected on the basis of agreed criteria and the conditions for their conservation have been set. They are worldwide important flagships of culture an nature . Still opening up their substantive significance for the local communities and for the world in which the cultural comparisons, commonalities and differences and above all the worldwide value and significance of these sites are interpreted and presented is a domain which would use them in UNESCO's universal mission to enhance respect for different cultures. This dimension however has not been sufficiently exploited nor coordinated. In this sense the World heritage listed sites could become flagships for universal communication about heritage values.

The tourist industry on the other hand has discovered the market potential of heritage tourism. In this sector, which is an economic sector, mainly quantitative criteria are being used to measure success. There is indeed an increasing market for heritage tourism: People' age, education, mobility, wealth, free time and above all their interest for meaning, significance and substantive information increases in a time were values are questioned. The heritage sector could benefit from the market potential ,the strategic approaches and working methods of the tourist industry to convey its message to the broadest possible public. Both sectors have a common market. In addition to the necessary quantitative success factors the heritage sector could include qualitative criteria to measure the impact of heritage experience on the long term. ICCROM and the Getty Conservation Institute have organized some seminars on this issue in 1999 and 2000 unfortunately without follow up initiatives. Nevertheless in pilot projects the heritage sector may want to test some of these criteria and the tourist industry could be invited to measure possible success of more in depth and substantive tourist products and their market potential.

There is a need for an international initiative in which on a scientific basis working methods, collaborative patterns, good and best practices of substantive cultural / heritage tourism are worked out , experiences are exchanged and training initiatives are planned.

1.3. Life beyond tourism: heritage and intercultural dialogue .

The Fondazione Romualdo Del Bianco has started a very important initiative about substantive heritage information which contributes to intercultural dialogue. Projects as Degree and Profession, the Photoblogs for young people, the workshops, exhibitions, colloquia, seminars and congresses and traininginitiatives are building a network for communication about heritage values.

Intercultural dialogue is a necessity in a world that has become small. It becomes more and more a global community composed with different cultural societies. By the media and IT we know simultaneously what is happening in other parts of the world and we experience the differences between these cultures that in some cases favour in other cases impede understanding and communication. Therefore initiatives that facilitate mutual understanding are necessary.

The heritage tourism is an additional tool for communication about heritage between cultures. The objective is to set standards for a high quality tourism as a tool for intercultural dialogue in which hosting facilities are receiving tourists as guests following regional/local cultural traditions and substantive information about heritage values and their impact in society and environment are conveyed to the largest possible public. These standards aim at quality of information and reception and at best practices, which can be disseminated in several training and sensitizing projects for relevant target audiences.

Such a project would consist in two phases:

- Pilot phase (2010 – 2013)
    - o Research and development : in different heritage sites (historic city rural area, archaeological site, industrial archaeological site….) preferably belonging to the World Heritage List working methods, standards and collaborative patterns of substantive information about heritage values as described in the previous chapters are tested. Collaboration patterns should involve all heritage sectors (movable, immovable and intangible heritage) and the tourist industry . International and national non-governmental organizations such as ICOMOS, ICOM, IUCN, WTO.., governments of relevant levels, universities and the private sector should be involved. In this pilot phase it is advisable to introduce and test qualitative success factors which measure the long term impact of heritage experience with the tourists.
    - o Set up an operational structure in which the city of Florence , the " Capital of the Renaissance" takes a leading position in developing such a project and becomes as such the Capital of a new "Rinascimento" of substantial heritage tourism for the world.
    - o Connected to the previous point : set up an operational structure for steering, coordination, information exchange and communication.
    - o Definition of standards, principles, working methods, collaborative patterns and good and best practices.
    - o Creation of a network and stimulate networking between different initiatives, among others the portalsite of Life Beyond Tourism.
- Consolidation phase (2013 – 2015)
    - o Consolidation and improvement of working methods, systems and operational structures
    - o Further research and development of heritage tourism in other heritage "cases" ,regions and cultures.
    - o Training initiatives for governments, heritage and tourism professionals.
    - o Set up a communication strategy towards relevant sectors
    - o Promotion of the concept

2. Genius Loci project

The main purpose of the Genius Loci project is to promote tourism linked to European industrial heritage.

The project is coordinated by **Apiform s.r.l.** (Italy), the training agency of the Association of Small and Medium-sized Enterprises of Umbria Region, and involves the following partners:
- European Federation of Association of Industrial Heritage and Technical Heritage (Belgium)
- Diputacion Provicial de Teruel (Spain)
- 5Senses Ltd, (Malta)
- Central Transdanubian Regional Innovation Agency (Hungary)
- Wireless Galicia (Spain)

The project shall lead to the creation of a new transnational tourist product, inviting the general public on a journey of discovery of the "Genius Loci" in involved territories. This project will create experiential paths, inspiring greater attention to a heritage which is often forgotten and undervalued.

The aim is to contribute towards promoting the attractiveness and development of local economies throughout involved territories.

Currently there are numerous initiatives linked to industrial tourism, however almost all of them focus on large industries, with extremely few projects involving small to medium-sized enterprises in cities and rural areas. The Genius Loci project focuses on this "forgotten market".

The project's focus is the creation of tourist routes defined through the inclusion of sites of interests, both in terms of industrial archaeology as well as living industry, under the following three common industrial heritage sectors:
- weaving factories and fibre production;
- production of beer and spirits;
- clay processing industries (bricks, tiles, roof tiles) and artistic ceramics production.

The main objectives of the first phase of the project (M1-M9) are:
- identification of Points of Interest for the creation of the tourist product
- to create an E-FAITH quality Label associated with a QR Code containing multi-languages and multi-media information and contents;
- to establish the INDUSTRIANA Network;
- to realize networking activities to wide disseminate the methods and materials produced, so that they are accessible to, and used by, a vast number of tourism stakeholders in Europe.

To this end in the first phase of the project a deep the following activities were carried out:

- mapping activities and the identification of Points of interest for the construction of the experiential paths in each involved territories.
- collecting information for the territorial database useful for the development of QR codes contents and promotional portal to be realized in the second phase of the project;
- realization of realization of INDUSTRIANA portal was made now is the testing phase
- identification and involvement of key stakeholders.
- wide dissemination activities in order to raise general awareness to the project, its activities and its impacts.

For territorial marketing are those activities that have as their purpose the definition of projects, programs and strategies for the development of a long-term territorial area.

The accentuation of globalization has led to the development of greater awareness of the real importance and strategic value of the specificities and the local potential that are now interpreted as the driving forces of economic and social development.

Territorial marketing sets the precise goal of defining and guiding the development of territorial areas according to the specific characteristics and needs, producing the closest symbiosis between potential customers and markets..

Compared to the more traditional forms of economic planning, territorial marketing is characterized by the systematic use of marketing concepts and tools aimed at increasing the competitiveness and attractiveness of the reference territory.

3. Territorial Marketing

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4. Web marketing

Web marketing is the set of marketing activities that leverage the Web channel to study the market and develop business relationships.
Usually, web marketing activities are translated primarily with the publication of a project, then in the realization of a web portal and its promotion through the channels offered by the internet.

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5. Genius Loci project, Territorial marketing and Web marketing

As stated in the Marketing Plan (D4.1), the internet and social networks affect a very good part of the decisions taken by tourists. In fact, the vast majority of travelers are usually informed and fully practice their tourist choices by doing researches on the internet.

Being the Genius Loci project and the industry directly related to it, especially linked to the internet world, one can not ignore some of the notions about marketing territory and its ties with web marketing.

Below the training material for training courses on using the internet as the main means of promotion.

5.1 Training materials

Marketing, quality and hospitality
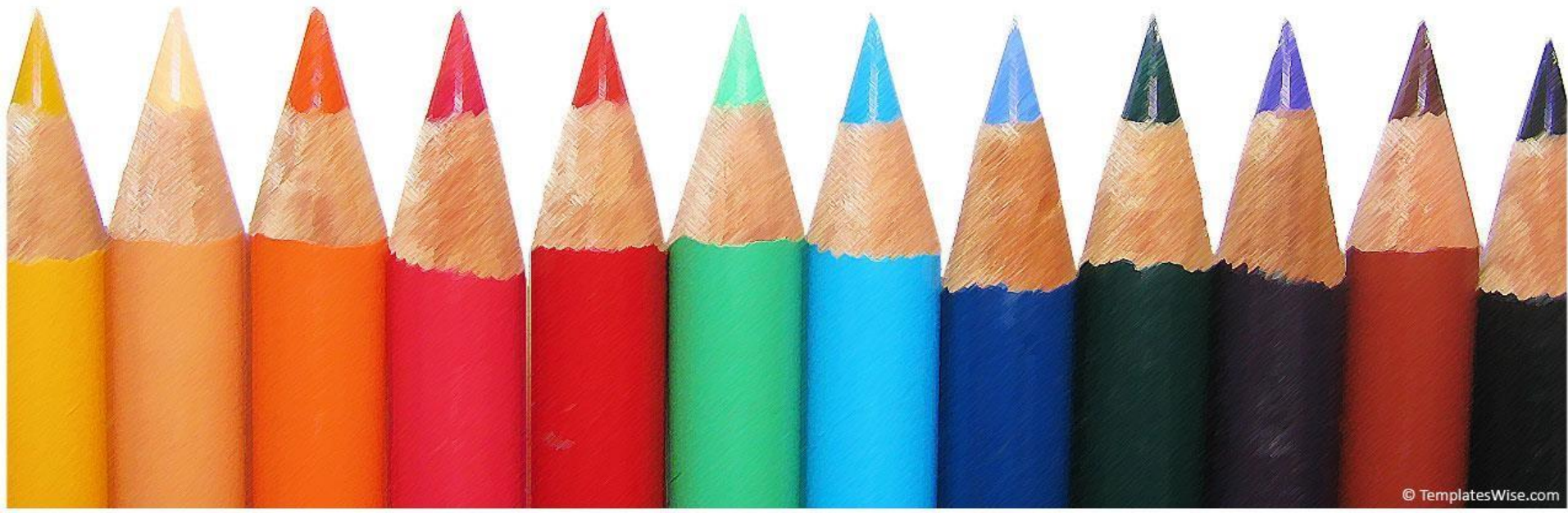
When did marketing arise?•

Marketing arose when humans began to express their needs and desires.

- ❖ People first began talking about marketing during the early 20th century
- ❖ The first marketing degree was awarded in 1906
- ❖ The first publication was issued in 1912
- ❖ The AMA was established in 1930
- ❖ During the post-war period, the concept of "producing what you sell rather than selling what you produce" became dominant
- ❖ Concepts like the CVP, the MARKETING Mix, segmentation, and lifestyles gained traction in 1960
- ❖ The first edition of Kotler's work was issued in 1967
- ❖ The oil crisis led to a rethinking of the marketing concepts in 1970

The second era

- **Marketing is not just for for-profit companies**
  - ❖ The 1980s were characterized by mass customized production
  - ❖ Marketing was no longer seen as the miracle cure for all problems
  - ❖ In the 1990s computers and telecommunications took on a central role in business and non-business processes
  - ❖ In 2000, the ball was in the consumer's court

What marketing isn't

- **I'm not sure what it is, but I know what it's not:**
  - ❖ It is not intended to satisfy the consumer over the short term
  - ❖ It is not intended to change the consumer's life patterns
  - ❖ It is not intended to instil non-existent needs within the consumer

What marketing is

- **How many definitions of marketing are there?**
  - ❖It's a concept
  - ❖It's a way of thinking
  - ❖It's an orientation
  - ❖It's a philosophy
  - ❖It's a process
  - ❖It's a coordination function
  - ❖It's an operational tool
  - ❖It's a discipline

Marketing as a method

- The cycle begins with research
- Clear and realistic goals are defined
- A strategy is outlined: plan of action and consistent organization
- The results are verified

The principles of marketing

- Consumer sovereignty
- Satisfaction of demand
- Adaptability
- Consistency
- Quality

Marketing of services vs products

- The process
- Intangibility
- Non-transportability
- Perishability
- Non-uniformity
- The marketing mix

The integrated service

- The basic, expected, improved and potential product

- It is the customer who requests experiences

- Consumer experiences, perceptions and interactions

- Experience the product "ing the thing"

- Sense, feel, think, act, relate

Economic offering	Commodity	Services	Goods	Experiences
Economy	Agricultural	Industrial	Service	Experience
Economic function	To Extract	To Produce	To Deliver	To Stage
Nature of the offer	Replaceable	Tangible	Intangible	Memorable
Key attribute	Natural	Standardized	Customized	Personal
Supply method	Mass storage	Replenishment of stocks after production	Delivered upon request	Obtained over a period of time
Seller	Trader	Producer	Lender	Director of experiences
Buyer	Market	User	Client	Guest
Demand factor	Characteristics	Distinctive features	Benefits	Sensations

Research

- Where?
- The research cycle
- The research serves to:
  - ❖ Understand the market
  - ❖ Identify new opportunities
  - ❖ Identify strengths and weaknesses
  - ❖ Perform verification activities
  - ❖ Elaborate scenarios
  - ❖ Do benchmarking
  - ❖ Reduce the risk
  - ❖ Avoid having to manage crises

Preliminary phase and research plan

- The preliminary phase allows us to:
  - ❖ Identify the state of the art
  - ❖ Assess the current situation
  - ❖ Define the subject of the research
  - ❖ Identify the primary data
- The research plan
  - ❖ Methods and procedures
  - ❖ Organizational aspects
  - ❖ Data analysis and final report

Goals

- Why do we do business?
- Let's define our mission:
  - ❖ We exist to (primary purpose, need to be satisfied, or problem to be solved).
  - ❖ We offer our products/services to (main clients or recipients of our services)
  - ❖ For the purpose of (the core of the services offered)
  - ❖ So that (long-term outcome that defines the success of the organization).

Strategy

- Selective or mass
- Differentiated or undifferentiated
- Localized
- Customized
- Identity, originality, versatility, focus, anticipation

The tourist destination

A tourist destination is a **geographical area** where there is a certain number (*cluster*) cluster of tourism **resources**, and is not necessarily defined on a political or administrative level: Montmartre, Venice, Scotland, the Alps.

The tourist destination

A system of services and resources involved in the development and governance of the integrated tourism proposal within a specific territorial context, thus enhancing the its characteristics in terms of identity and competitive difference.

The tourist destination

A **tourist destination** is a territorial context in which a series of attractions are present that can meet the needs and interests of a specific segment of tourism demand.

The boundaries of the destination (not defined beforehand) can therefore be identified based on an analysis of the specific needs of each target of the clientele in question. A tourist destination can only be considered as such when the resources, or rather the raw materials that constitute the source of the attraction, are integrated with infrastructures and services that respectively ensure the accessibility and usability of the desired destination. If these three characteristics are not present, there is no marketable "product".

Tourism

- Silly exercise: let's define tourism in 3 minutes.

- People, attractions, services, transport, information

- The tourist, the geographical elements, and the resources

- Market, travel, destination and marketing

The tourism system

- A system that includes a discretionary journey by a person, and a temporary stay away from his/her usual place of residence for one or more nights, with the exception of trips for primarily business purposes.

- The elements of the system are the tourists, the regions of origin, the travel routes, the regions of destination, and the tourism industry.

- These five elements are arranged according to spatial and functional connections.

- Interaction with physical, cultural, social, economic, political, and technological contexts

Resources and attractions

- Landscape and climate
- Culture and history
- Mix of activities
- Special events
- Links with the market
- Superstructures

The superstructures

Elements functional for tourism	Elements built and later adapted to the needs of tourism	Natural or "normal" elements later adapted to the needs of tourism
• Hotels • Bed & breakfasts • Restaurants • Information Centres • Airports • Theme parks • Tourist attractions • Car rental agencies • Conference centres	• Museums • Zoos • Palaces and towers • Olympic sites • Stadiums • Homes of famous people • Space centres • Unique business districts	• Churches and cathedrals • Natural wonders • Historical sites • Historical buildings • Evolution of climatic conditions (e.g. melting of glaciers) • Universities • Disaster areas

Source: Ritchie & Crouch, 2003: 126

Tourism marketing

- The mass tourism of the 1960s
- The toy has broken!
- In the 1970s people began talking about tourism marketing
- Brand identity arrived in the 1980s
- The first tourism marketing plan was developed in 1988

Consumer behaviour

- The consumer is a person
- The economic analysis:
- The uniformity of the goods
- The rationality of the consumer
- The independence of the choices
- The knowledge of the market
- Theory of demand

Traveller behaviour factors

- Perception
- Learning
- Motivation
- Personality
- Role
- Social group
- Family
- Culture
- Lifestyle

Need recognition

↓

Information search

↓

Evaluation

↓

Purchase

↓

Post-purchase evaluation
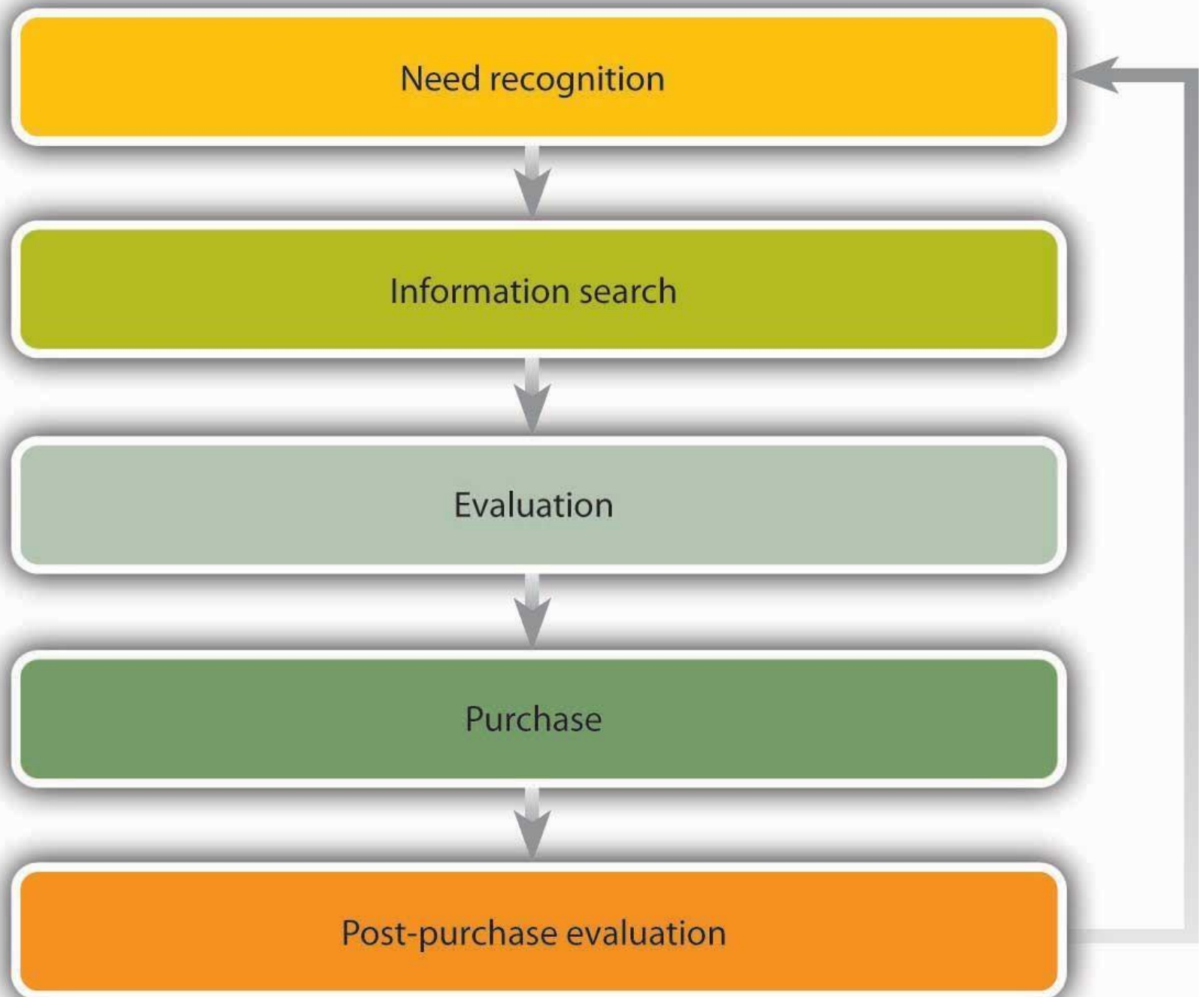
Product life cycle

- Exploration
- Start-up
- Tourism development
- Consolidation
- Stagnation
- Decline
- Revitalization

Characteristic phases	Exploration	Introduction	Development	Maturity	Saturation	Decline	Revitalization
Number of tourists	Extremely low	Low	Rapid growth	Slow growth	Stabilization	Decrease	Recovery
Infrastructures	Non-existent or lacking	Public investments	Private interventions	Stabilization / renovation	Stabilization / renovation	-	New investments
Private sector profits	Null	Negligible	Maximum levels	Consistently high	Initial decline	In decline	Recovery
Cashflow	Negative	Negative	Moderate/ high	High	Stable/ initial decline	In decline	Negative or contained
Type of tourists	Precursors	Pioneers	Innovators in rapid growth	Mass market	Mass market	Market in decline	Innovators
Competitors	Non-Existent	Few	Growing	Numerous	Fewer competitors	Loss of competition	Few
Attraction factors	Natural and cultural resources	Natural and cultural resources	Increasing importance of tourist services	Special events, valorization of new resources	Capacity saturation, low employment rate, location image not consistent with the context	Disinvestment, reuse of areas and structures for different purposes	Launch of new complementary resources

Tourism development plan

- Euphoria
- Apathy
- Irritation
- Antagonism
- Final phase

Sustainability

Development is sustainable if it meets the needs of current generations without compromising the future generations' ability to meet their own needs

The purpose of segmentation

- Better market analysis
- Better response to the demand
- Better communication
- Better choice of instruments
- Better choice of investments

The segment

- Uniformity
- Accessibility
- Measurability
- Stability
- Relevance
- Practicality

Segmentation criteria

- Socio-economic
- Geographic
- Psychological
- Motivational
- Behavioural

Positioning

- On the attributes
- On the benefits
- On the occasions for use
- On the competition
- On the specialization
- On the tradition

The marketing mix

- Borden was born in the 1940s
- The 4 Ps came afterwards
- Product
- Price
- Position
- Promotion

Development process

- The search for new ideas
- Evaluation and selection criteria
- Economic and profitability analysis
- Development of the new product
- Market test
- Commercialization
- Evaluation and review

Curve of the decline rate %

Selection of ideas and designs for new products

Cost curve (in monetary value)

Costs for the selection of the designs and the launch of new products

Ideas   Marketing checks   Marketing feasibility | Marketing tests   Launching and introduction of the product

Development
phase

Sales

Decline
phase

Maturity
phase

profits

Creation, design, and finaliza-
tion phase

Introduction
phase

+

0

+

Ideas marketing
checks

marketing
feasibility

marketing
test

Select.
Ideas

sales
analysis

-
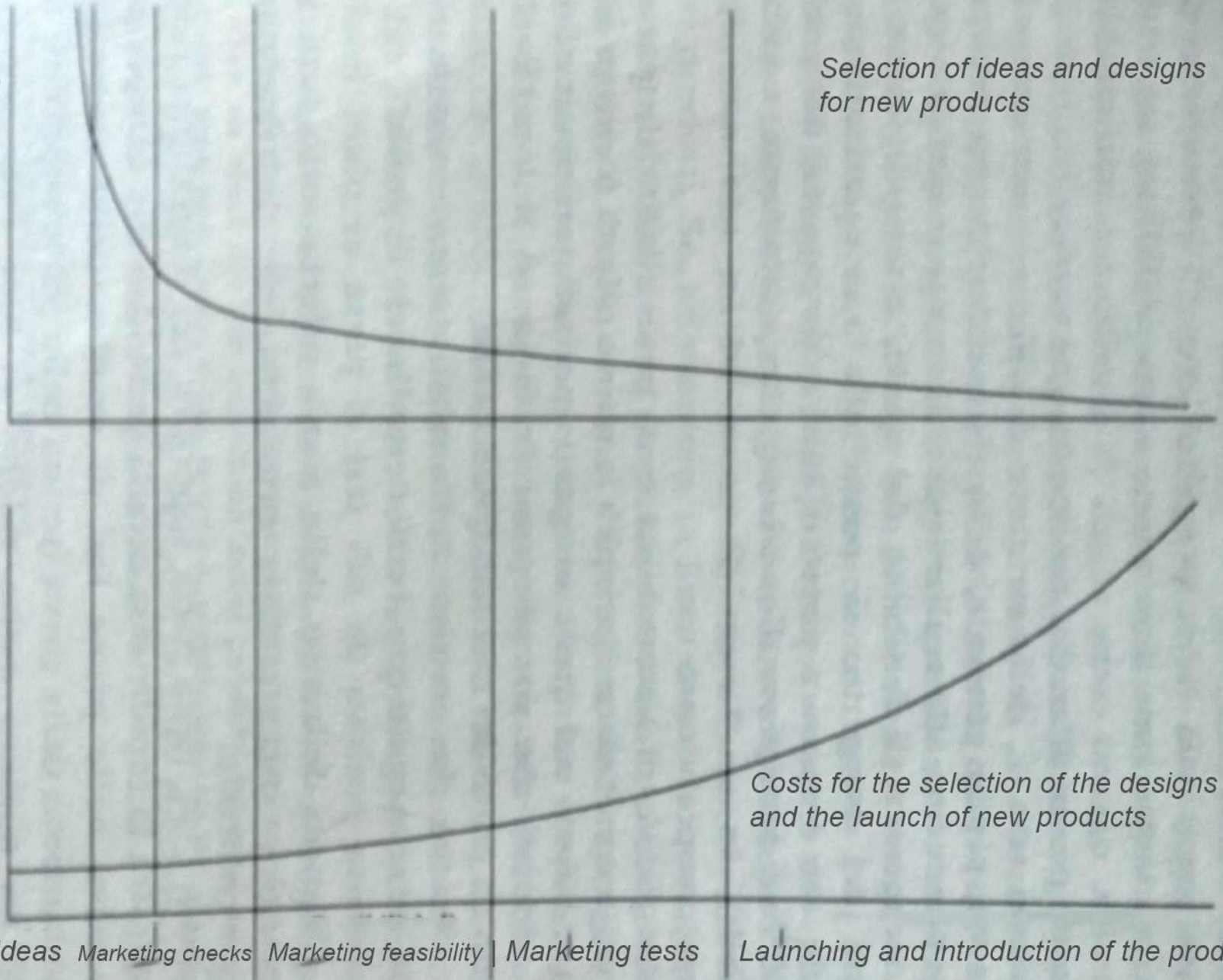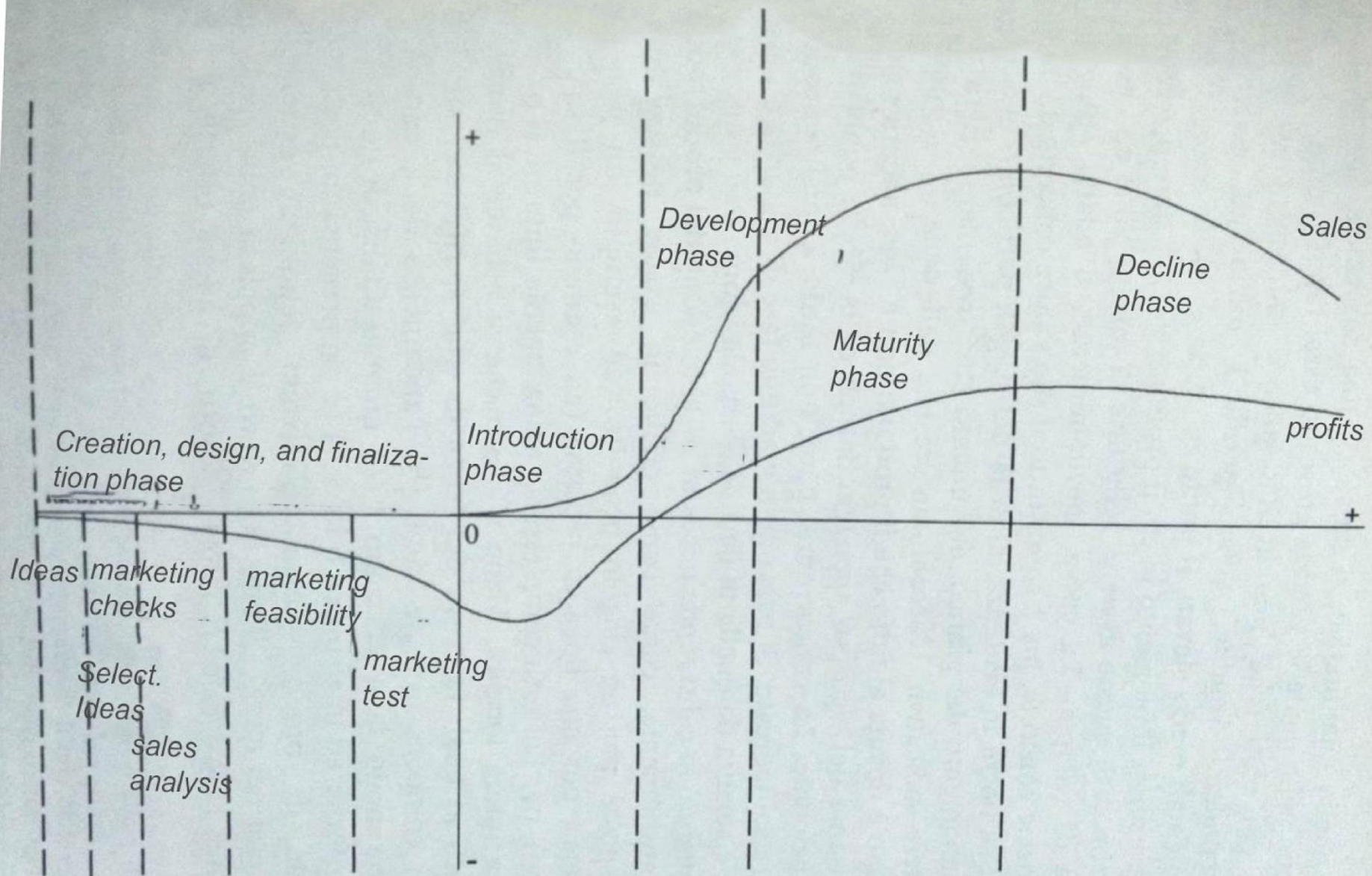
0 = start of sales

Price

- Price list
- Discounts and commissions
- Concessions
- Payment
- Psychological price
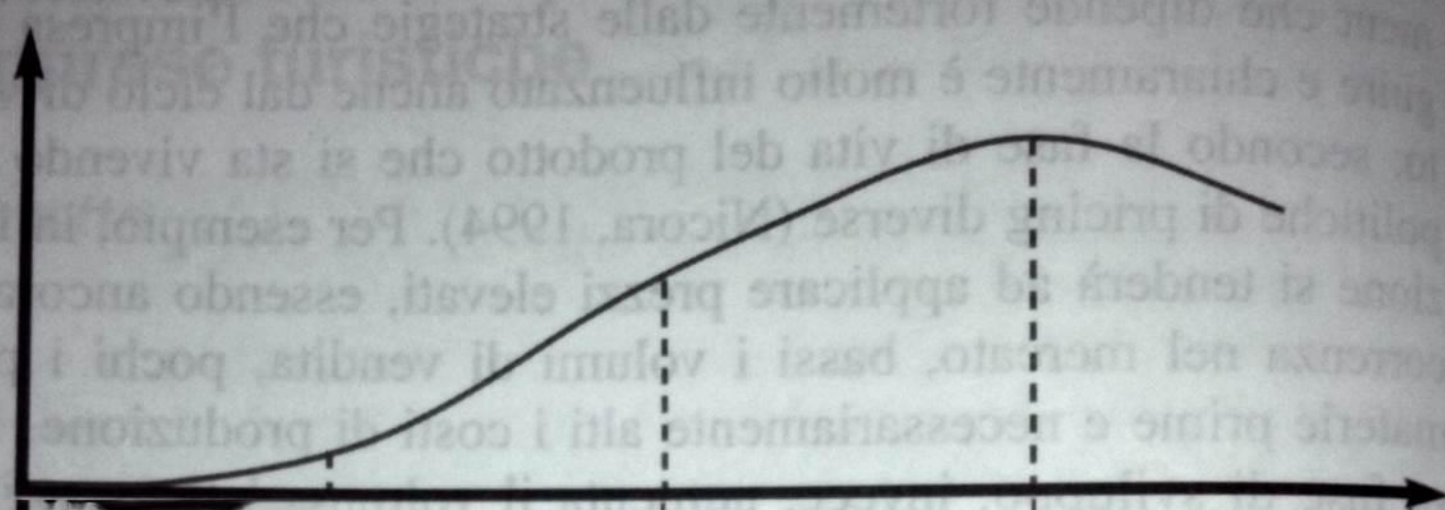
Market characteristics	- Low sales volumes - Few competitors - High costs	- Growth of sales volumes - Increase in competition - The costs decrease	- Reduced growth of sales volumes - Market full of competitors	- Decreasing sales volumes - Decrease in competitors - Increase in differentiation costs
Strategies	High prices	Reduction in prices	Further reduction in prices	Prices recovering

Pricing

- Cost driven

- Demand driven

- Competition driven

- REVENUE MANAGEMENT

Revenue Management is a business process aimed at maximizing the hotel's revenues.

Revenue Management

Revenue potentially lost due to excessively high pricing

€ 90 x 32 rooms = € 2,880.00

Revenue potentially lost due to excessively low pricing

Revenue realized
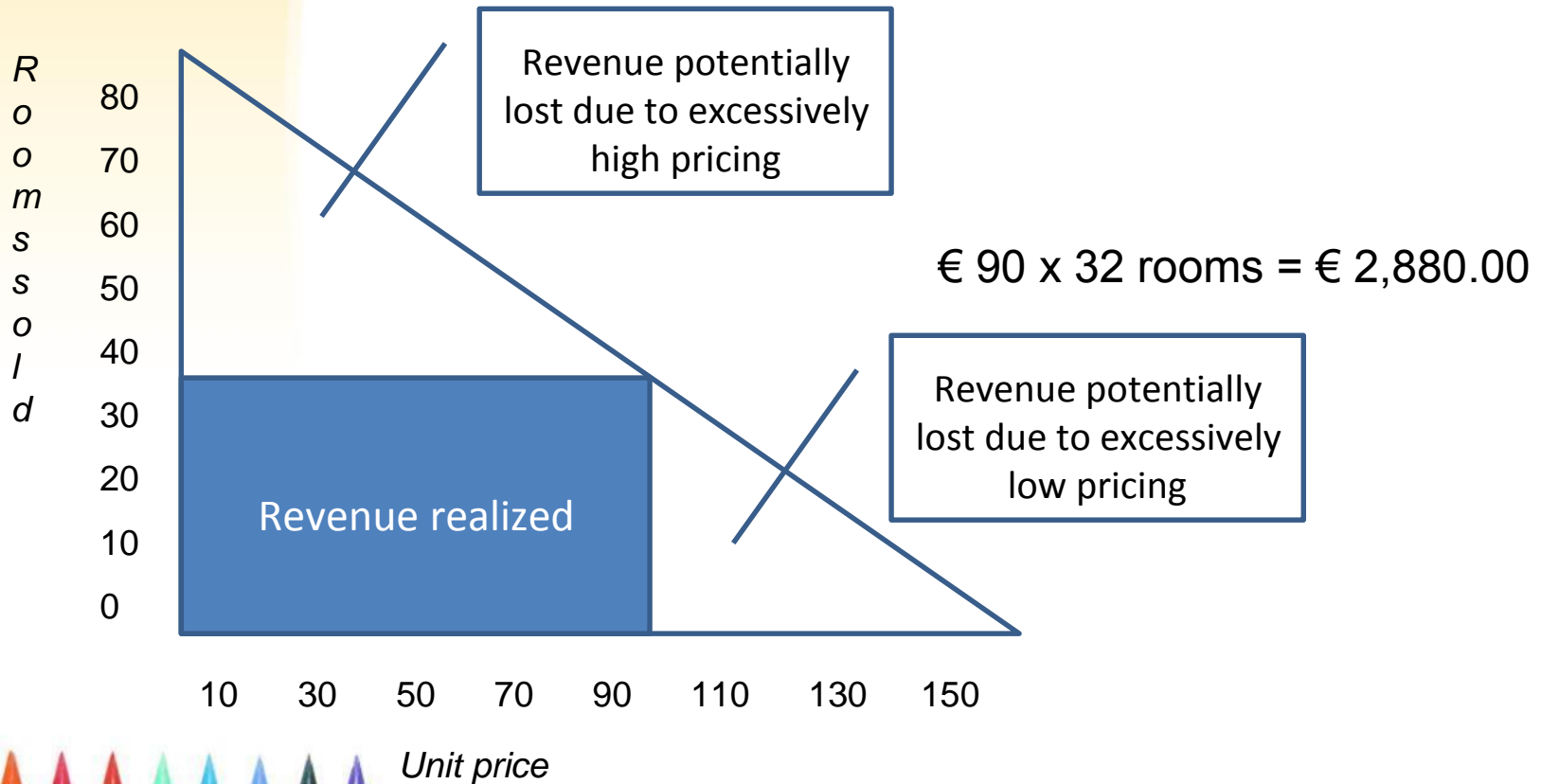
Revenue Management
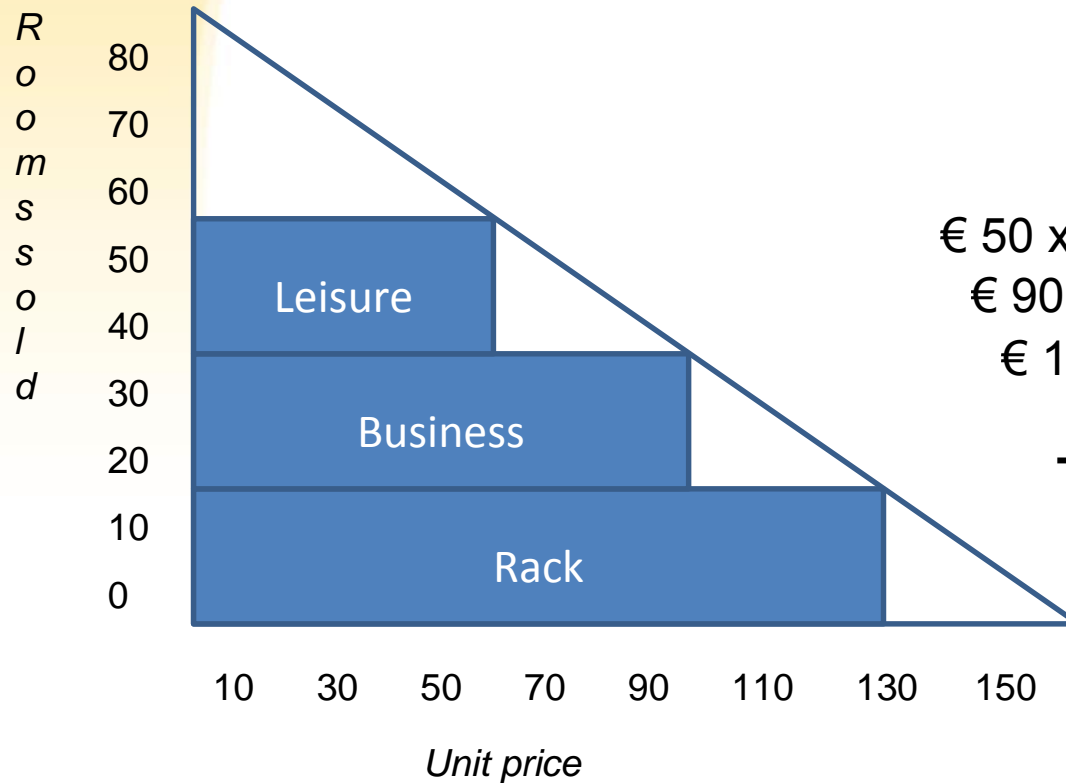
€ 50 x 21 rooms = € 1,050.00
€ 90 x 16 rooms = € 1,440.00
€ 120 x 16 rooms = € 1,920.00

Total revenue = € 4,410.00

Difference = € 1,530.00

The phases of RM

- Segmentation

- Forecast

- Optimization

- Booking

- Control

Position

- Channels
- Coverage
- Points of sale
- Market opportunities
- Distribution times
- Place and accessibility

The channels

- Direct/indirect channels
- Online/offline channels
- Intermediation and disintermediation

What is disintermediation?

- **A business strategy aimed at changing the distribution chain**
  - Supplier
  - Producer
  - Wholesaler
  - Retailer
  - Consumer

Long live the intermediaries!

- **The intermediary's role in the distribution chain:**
  - To inform
  - To ship
  - To organize
  - To streamline

Between you and the OTA, who will they choose?

- Same price?

- Same simplicity?

- Same conditions?

- Same trust?

- Same transaction system?

- Same selection?

They will choose you for:

- More advantageous conditions
- Greater selection
- Better content
- Human interaction
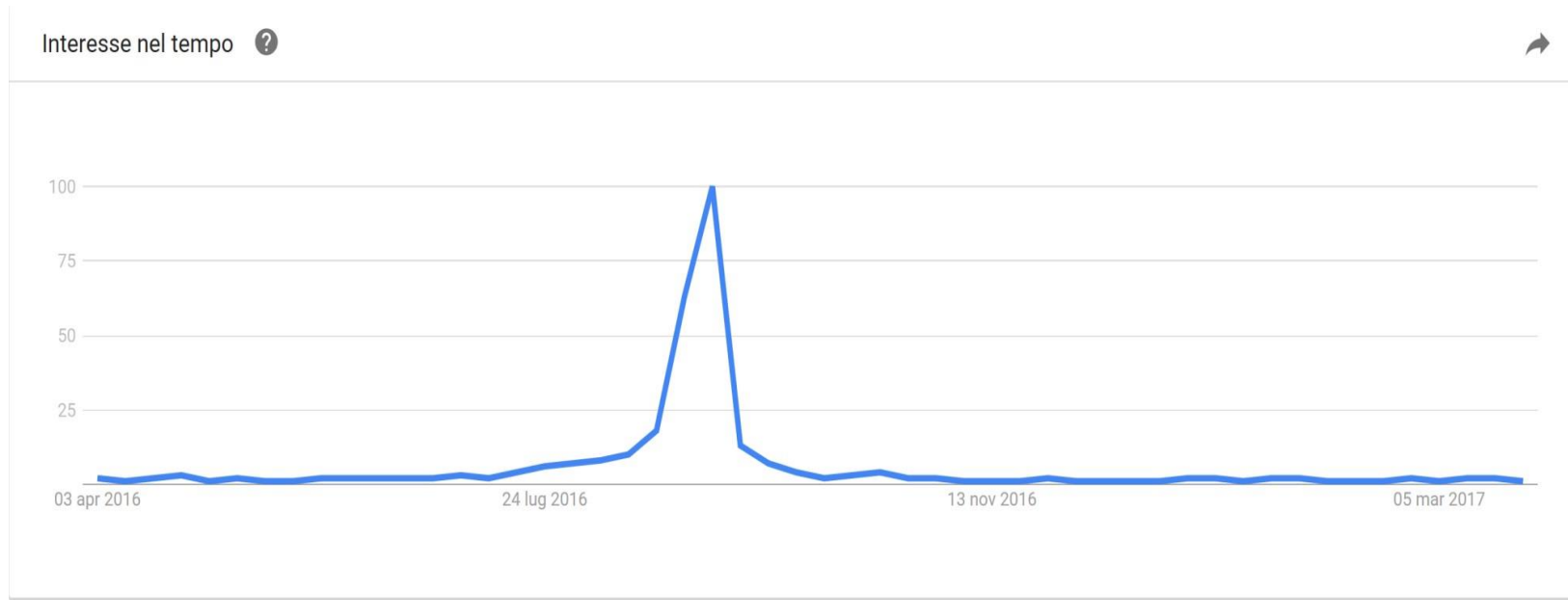- Differential choice
- Multichannel approach

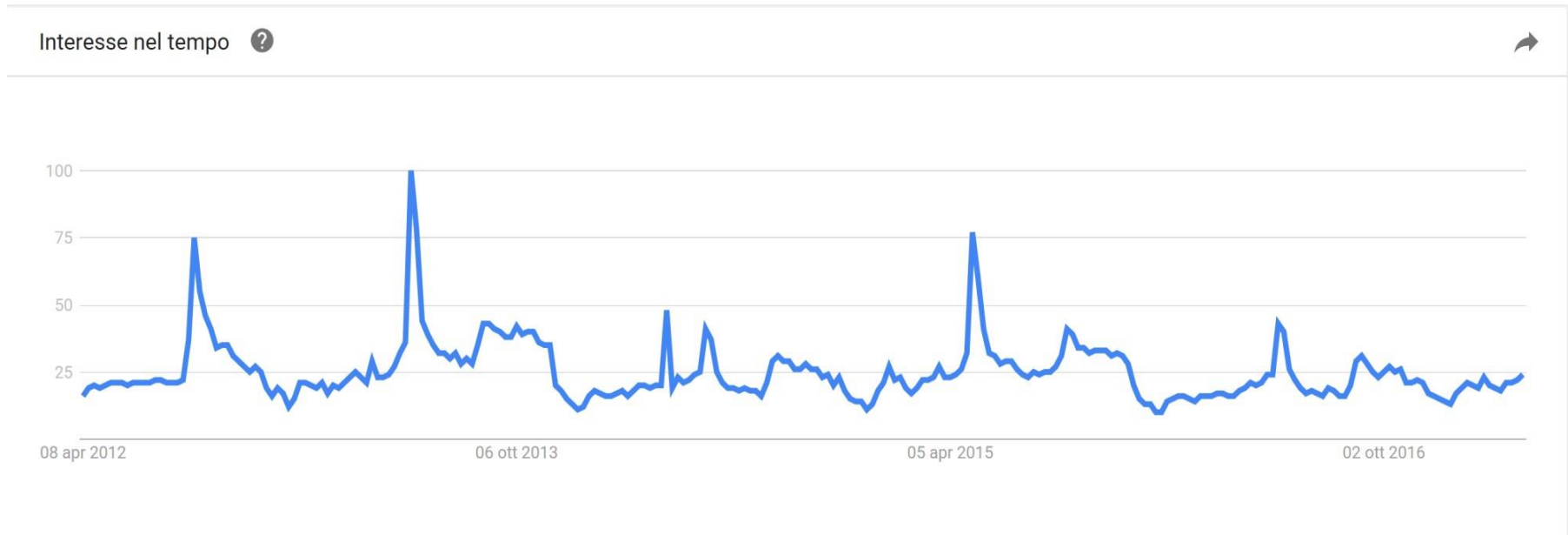# Promotion

- The process through which a potential consumer is informed, persuaded, and influenced to purchase a certain product or service, or to adopt a favourable attitude towards an idea that has a commercial meaning for the seller.

Promotion

- Advertising
- Sales promotion
- Direct marketing
- Public relations

What is a tourism package?

- "The combination of at least two of the items listed below, provided that the duration is greater than 24 hours, or else spans a period of time that includes at least one night:
  - transport;
  - accommodation;
  - tourist services not ancillary to transport or accommodation that constitute a significant part of the tourism package"

What the hotel can sell

- A 3-day package with a welcome cocktail and a final gala dinner

- 2 days Half Board + beach shuttle + late check-out

- 1 day Full Board + 50% discount off a ticket for…

What the hotel **cannot** sell

- A 3-day package with a welcome cocktail + dinner at a Michelin-starred restaurant
- 2 days Half Board + guided tour of the catacombs + late check-out
- 1 day Full Board + a ticket for…

...and in Middle-Earth...

- A 3-day package with a welcome cocktail + gala dinner + other services + free ticket to the theatre
- 2 days Half Board + free in-room massage

The integrated service

- The basic, expected, improved and potential product

- It is the customer who requests experiences

- Consumer experiences, perceptions and interactions

- Experience the product "ing the thing"

- Sense, feel, think, act, relate

Obligation Meeters – Purchasing behaviour at a glance

Opportunity to influence	Inspire	Shopping	Booking	Close to time of use	Any time
Degree of personalisation	Very low	Low	Medium	High	Very high
Purchasing experience	Bundle		À la carte		Both
Level of contact	Very low	Low	Medium	High	Very high
Touchpoint devices	Inspiration-centric		Information-centric		Any
Types of experience	Convenience	Local	Luxury & productivity	Luxury & wellness	Productivity	Ecological

Cultural Purists – Purchasing behaviour at a glance

Opportunity to influence	Inspire	Shopping	Booking	Close to time of use	Any time
Degree of personalisation	Very low	Low	Medium	High	Very high
Purchasing experience	Bundle		À la carte		Both
Level of contact	Very low	Low	Medium	High	Very high
Touchpoint devices	Inspiration-centric		Information-centric		Any
Types of experience	Convenience	Local	Luxury & productivity	Luxury & wellness	Productivity	Ecological

Reward Hunters - Purchasing behaviour at a glance

Opportunity to influence	Inspire	Shopping	Booking	Close to time of use	Any time
Degree of personalisation	Very low	Low	Medium	**High**	Very high
Purchasing experience	**Bundle**		À la carte		Both
Level of contact	Very low	**Low**	Medium	High	Very high
Touchpoint devices	Inspiration-centric		Information-centric		**Any**
Types of experience	Convenience	Local	Luxury & productivity	**Luxury & wellness**	Productivity	Ecological

71

Social Capital Seekers – Purchasing behaviour at a glance

Opportunity to influence	Inspire	Shopping	Booking	Close to time of use	Any time
Degree of personalisation	Very low	Low	Medium	High	Very high
Purchasing experience	Bundle		À la carte		Both
Level of contact	Very low	Low	Medium	High	Very high
Touchpoint devices	Inspiration-centric		Information-centric		Any
Types of experience	Convenience	Local	Luxury & productivity	Luxury & wellness	Productivity	Ecological

Ethical Travellers – Purchasing behaviour at a glance

Opportunity to influence	Inspire	Shopping	Booking	Close to time of use	Any time
Degree of personalisation	Very low	Low	Medium	High	Very high
Purchasing experience	Bundle		À la carte		Both
Level of contact	Very low	Low	Medium	High	Very high
Touchpoint devices	Inspiration-centric		Information-centric		Any
Types of experience	Convenience	Local	Luxury & productivity	Luxury & wellness	Productivity	Ecological

73

Simplicity Searchers - Purchasing behaviour at a glance

Opportunity to influence	Inspire	Shopping	Booking	Close to time of use	Any time
Degree of personalisation	Very low	Low	Medium	High	Very high
Purchasing experience	Bundle		À la carte		Both
Level of contact	Very low	Low	Medium	High	Very high
Touchpoint devices	Inspiration-centric		Information-centric		Any
Types of experience	Convenience	Local	Luxury & productivity	Luxury & wellness	Productivity	Ecological

74

Need recognition

Information search

Evaluation

Purchase

Post-purchase evaluation

Micro -moments and tourism
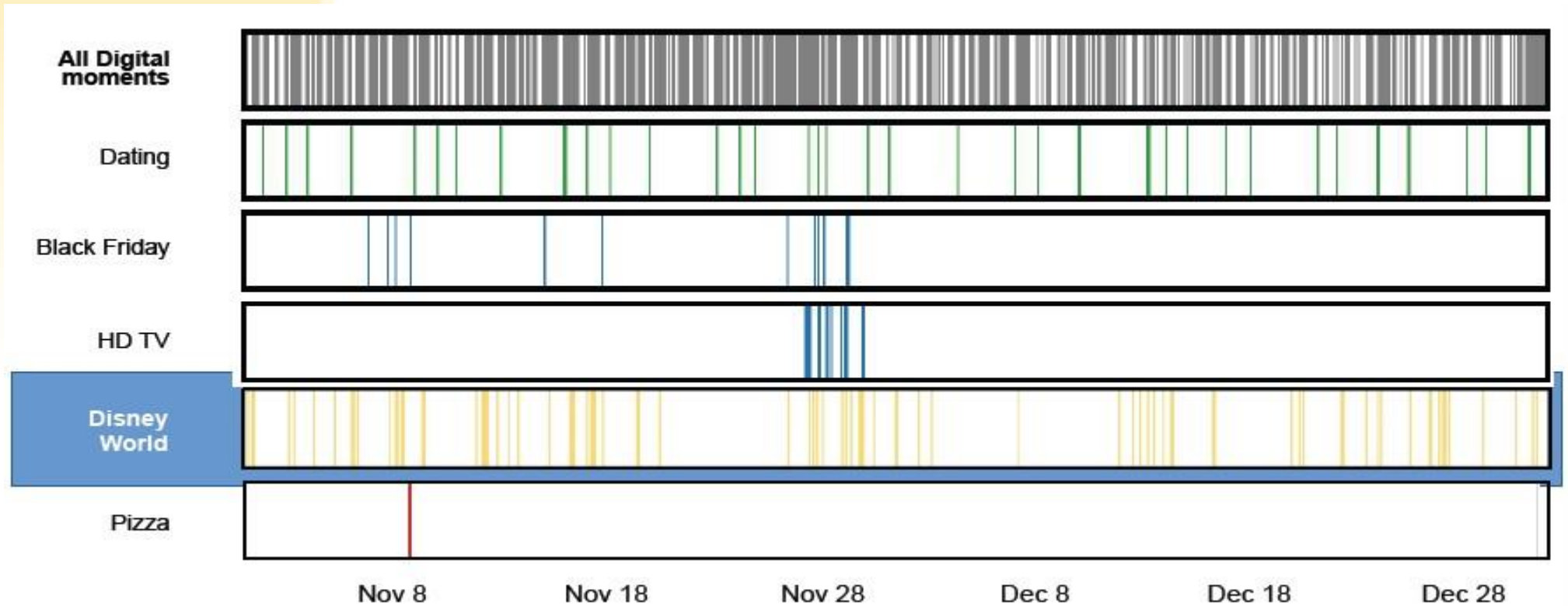
What are micro-moments?

- Micro-moments are the moments during the course of the day in which a need manifests itself
- The categorical imperative of marketing is to oversee all the touchpoints of the user's decision-making process (the buyer's Journey) whenever they occur.

To learn

Opportunities to learn

80% of web users under the age of 35 are convinced they can find anything they want to learn on YouTube.

To acquire information

81% of online consumers are prompted by online and offline ads or content to immediately look for more information using a connected device.

Opportunities to get informed

To make a purchase

Opportunities to purchase

78%
of smartphone users have used their devices during the purchase of specific products.
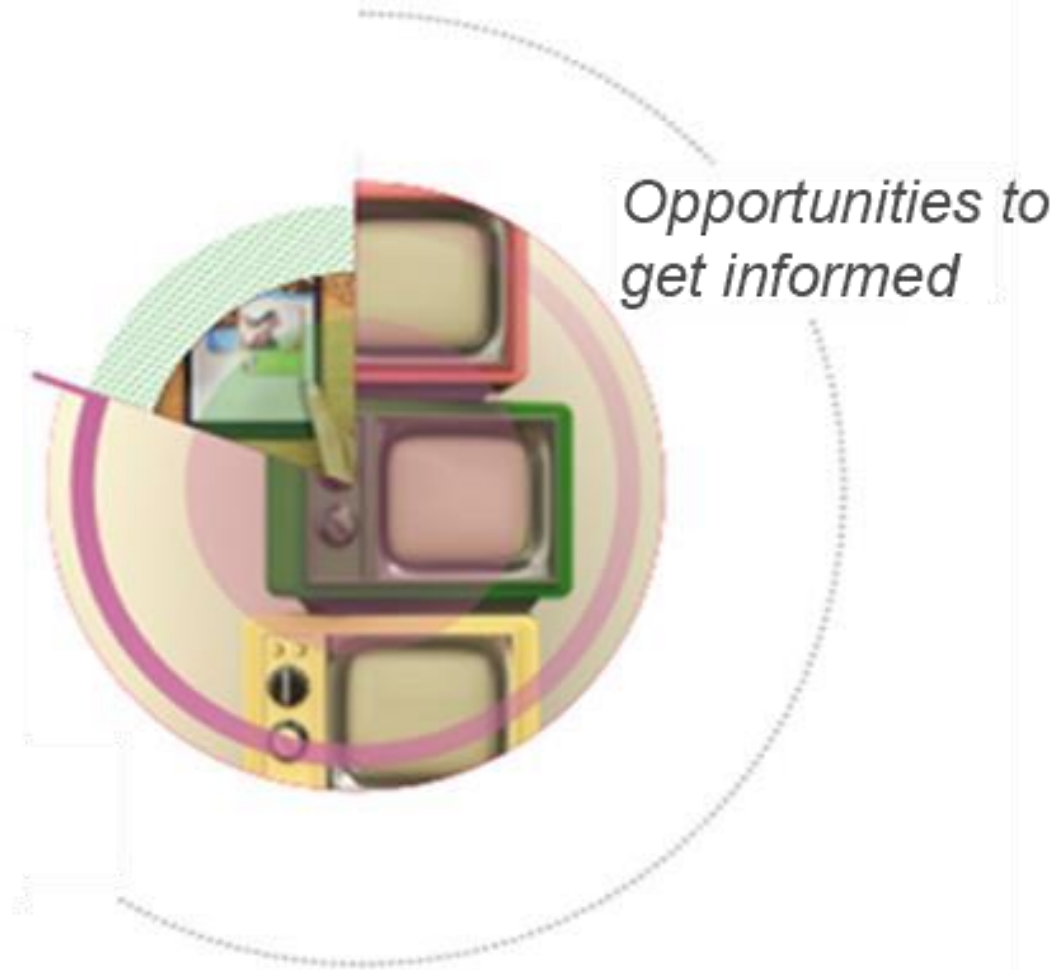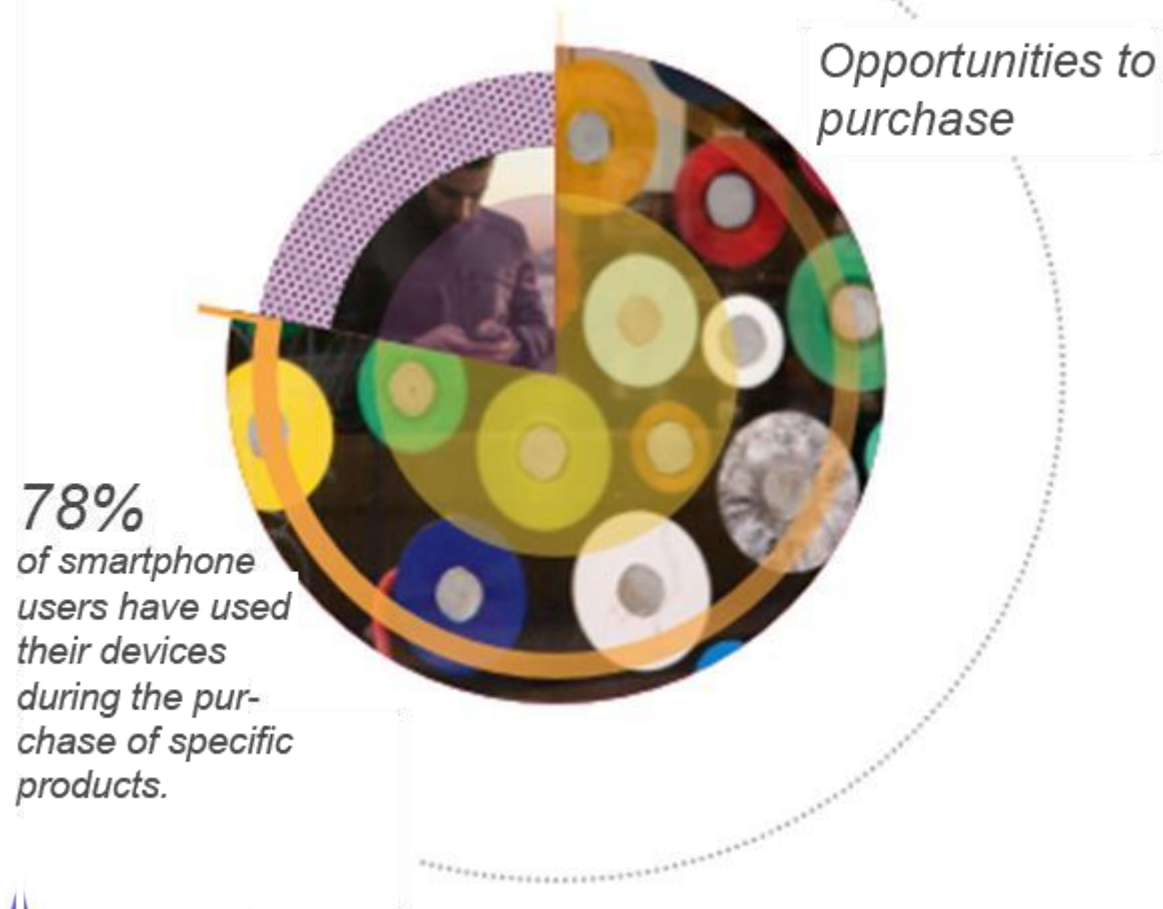
The 4 types of micro-moments

- I-Want-to-Know Moments

- I-Want-to-Go Moments

- I-Want-to-Buy Moments

- I-Want-to-Do Moments

Between you and the OTA, who will they choose?

- Same price?
- Same simplicity?
- Same conditions?
- Same trust?
- Same transaction system?
- Same selection?

They will choose you for:

- More advantageous conditions
- Greater selection
- Better content
- Human interaction
- Differential choice
- Multichannel approach

Summary

- The packages help us to oversee the micro-moments

- The packages help us to transform our product into an experience

- The packages help us to disintermediate

Film Festival

Venice Biennale

Interesse nel tempo

Valentine's Day
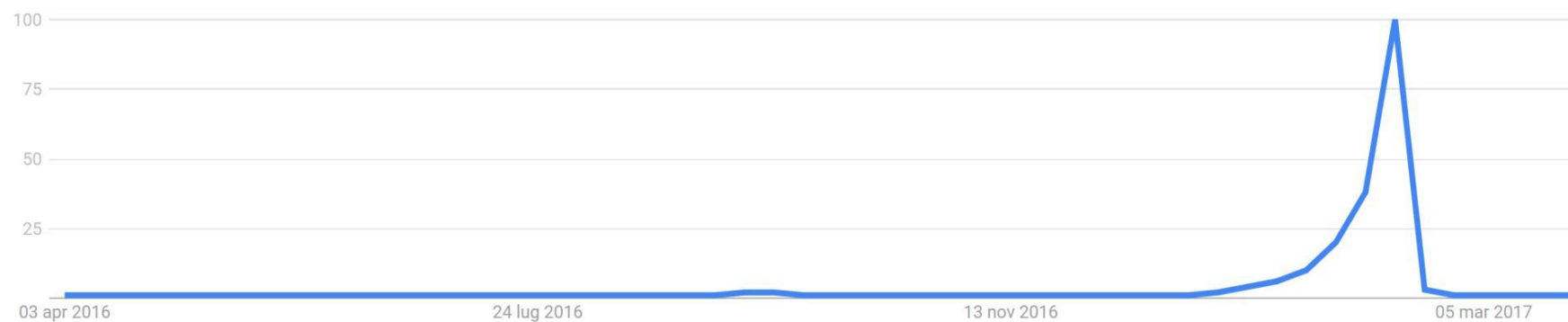
Christmas

Interesse nel tempo ?

100

75

50

25

03 apr 2016   24 lug 2016   13 nov 2016   05 mar 2017

88
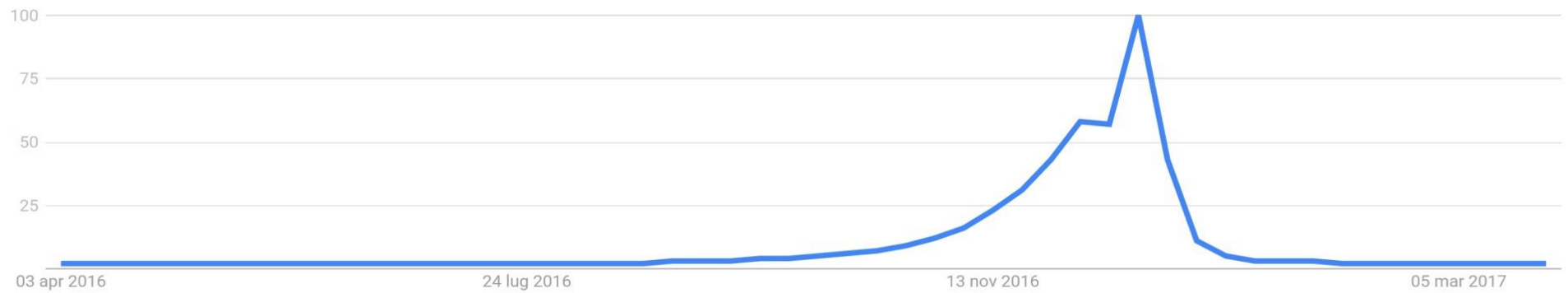
When should the package be offered?

- Whenever it's most useful
- Exploiting the long queue (time)
- Exploiting the long queue (segment)

How many packages should there be?

- 1 package for each landing page
- 3 prices per package
- Limited availability
- Social confirmation
- Rule of contrast

Other components...

- Headline

- USP

- Image

- The CTA

Headline

- "To impress your offer on the mind of the reader or listener, it is necessary to put it into brief, simple language... No far-fetched or obscure statement will stop them. You have got to catch their eyes or ears with something simple, something direct, something they want."

John Caples

USP

- USP, which can be defined as the "element of uniqueness that inspires the purchase", consists precisely of an EXCLUSIVE (and desirable) advantage that our competitors are not able to offer or do not communicate.

Visual marketing

- Consistent image
- Excitement (experience)
- Human touch

The Call To Action

- Clear and consistent
- Urgent
- Located in a strategic point on the page
- Appearing in a different colour than the predominant colour
- A unique element on a landing page
- Big, but not too big
- In motion

We help the CTA

- Proof, money back guarantee, testimonials
- We facilitate contact
- We facilitate sharing
- We do upselling

6. Tourist Storytelling: what is it, why use it in industrial heritage tourism

According to the American writer and anthropologist Mary Catherine Bateson "Our species thinks in metaphors and learn through stories."

Humans are related to the stories because we know how to engage, open your mind and excite.

Telling is what allows us to promote and sell any service, even more so in tourism, where places and tourist facilities are endless stories of containers just begging to be told.

6.1 What does it mean to make tourist storytelling?

In recent years the concept of tourist storytelling has been in the marketing landscape, becoming the main mode through which to tell and present a tourist destination.

Storytelling, which in English simply means "tell stories", is a technique borrowed from classical narrative to become an effective communication tool in tourism marketing: its purpose is to express ideas and concepts to excite and suggest the public.

Contrary to institutional communication (objective, cold, impartial), storytelling has to convey emotions, surprise and engage. Its purpose is to capture the attention of the users, then tell them to surprise and excite. Tourism communication is no longer based on what is objectively considered the most interesting destination, but what people think is the best and the most exciting (if the tourists themselves are telling their own experiences is even better). In this way the role of narration becomes that of stimulating the dream, turning on the fantasy, creating identification.

6.2 How do you do storytelling?

The ways to tell a tourist destination are innumerable, there is no limit of fantasy and creativity.

A tourist destination can tell its story, how it was born, how it evolved in how it is linked to the territory, can highlight some little-known but curious backgrounds that can help make the tourist destination more interesting and generate empathy with the public.

People love to hear anecdotes and curiosities. Telling people's habits, traditions, stories, and the knowledge of a territory always generates emotion and involvement in those who listen, read or watch a video.

Stories are the tool to seduce visitors.

6.3 How can storytelling help our business tools?

Storytelling can be a tool to support tourism. Essentially for 3 reasons:

1) Increases brand awareness: if stories are beautiful and well-talked, they can help us reach an ever-expanding audience.

2) Intercept the right target: stories help us talk to the right audience by intercepting the kind of customer best suited to us;

3) Post-sale: the narration helps to extend the relationship with the customers by loyalty and ensuring the right word of mouth.

6.4 Some example of storytelling and case study

- **Saltaire, West Yorkshire, - UK**

It is a complete and well-preserved industrial village of the second half of the 19th century. Its textile mills, public buildings and workers' housing are built in a harmonious style of high architectural standards and the urban plan survives intact, giving a vivid impression of Victorian philanthropic paternalism.

https://www.youtube.com/watch?v=6Us2-pAC4pk

- **New Lanark World Heritage Site**

Virtual Tour

https://www.youtube.com/watch?v=GsfsOqy8a2c

- **La Chaux-de-Fonds / Le Locle, Watchmaking Town Planning (UNESCO/NHK)**

The site of La Chaux-de-Fonds / Le Locle watchmaking town-planning consists of two towns situated close to one another in a remote environment in the Swiss Jura mountains, on land ill-suited to farming. Their planning and buildings reflect watchmakers' need of rational organization. Planned in the early 19th century, after extensive fires, the towns owed their existence to this single industry.

https://www.youtube.com/watch?v=krwlOB2d7iw

- **Völklingen Ironworks - Industrial Heritage | Discover Germany**

https://www.youtube.com/watch?v=ug6yo2bLFxQ

- **UK Industrial Heritage Tour - Great Dorset Steam Fair 2016.**

https://www.youtube.com/watch?v=HSYp9arRano

7. Promotional Portal

Homepage
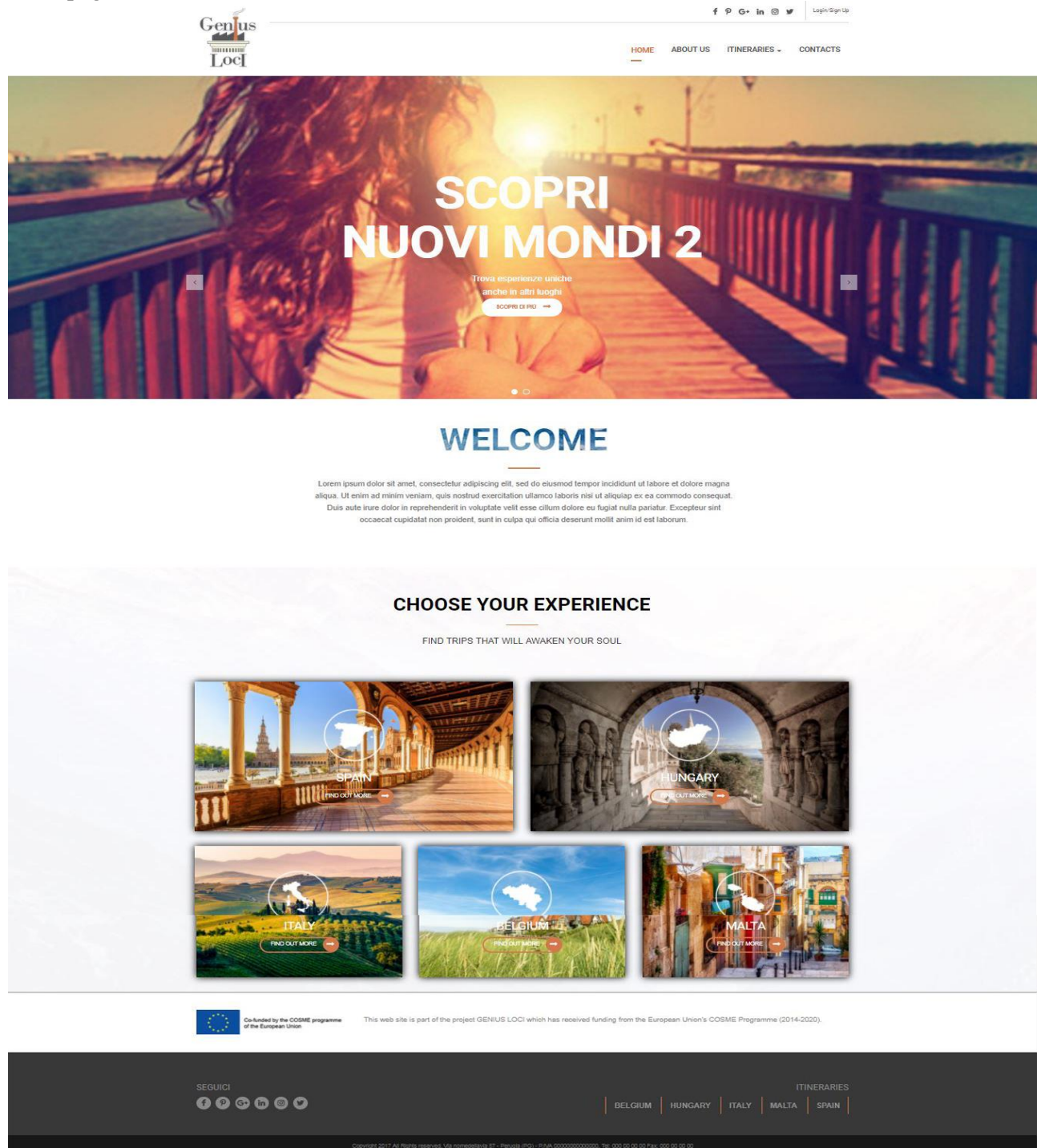
This is the first page of the site.

The top banner is visible on all pages and it contains links to the social pages of the project, links to other site pages, and the access / registration link to the reserved area.

The bottom banner is visible on all the pages and contains links to social pages, links to the itinerary pages, and mandatory legal informations.

Clicking on the item in the menu bar opens a drop down where you can select the pages dedicated to the routes proposed by the individual countries involved in the project.

In home you can also directly select by clicking on the images that takes to the selected page.

Who we are

ABOUT US

HOME
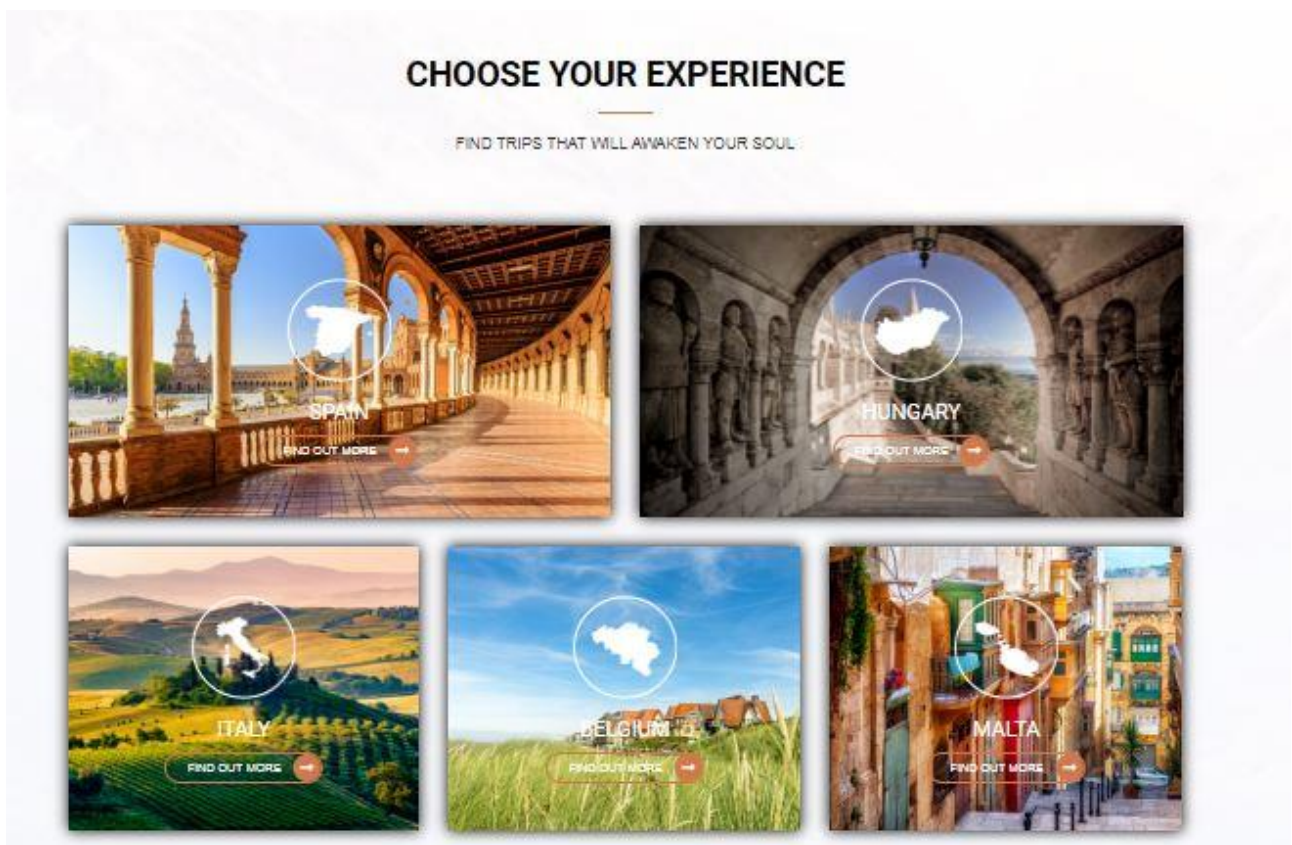
LOREM IPSUM FIRST

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

LOREM IPSUM LAST

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Find **trips** that will awaken your **soul**

ITALY   BELGIUM   MALTA   HUNGARY   SPAIN

Istitutional page where we talk about the Project and its Partners.

Routes

When you select a country you will be taken to the selection page of the proposed route type.

Here you can select Routes of 3,5,7 days.

CHOOSE YOUR ITINERARY

Alternatively, you can access the selection page of another country directly without going from the menu item on the top.

Once selected the type of Route, the descriptive page opens.

This page is dedicated to a brief description of the package, it provides informations on the package price, it allows you to see weather forecasts, users'reviews who have already adhered to the offer or to add directly a review (if already registered and logged in to the portal, otherwise you will be redirected to the registration page)

Here is also the form to ask for more information about the package.

The top banner shows the general directions of the itinerary. The type of Route, time of travel and difficulty.
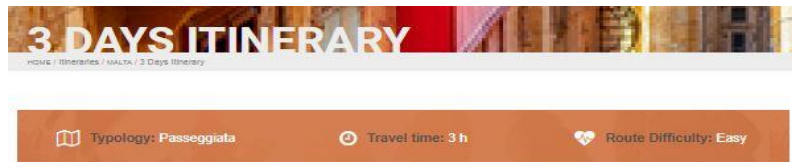
Immediately below is the map with the route and the pins pointing to the places to visit, the other activities to be combined with the activities offered in the path and the nearby hotels and restaurants.
By clicking on the days is displayed the detail page of the activities proposed for the specific day.
By clicking on *the places to visit* or the alternative activities, is displayed.the related detail page.
By clicking on the day of the itinerary or the places to visit or the alternative activities you will be taken to the individual pages dedicated.
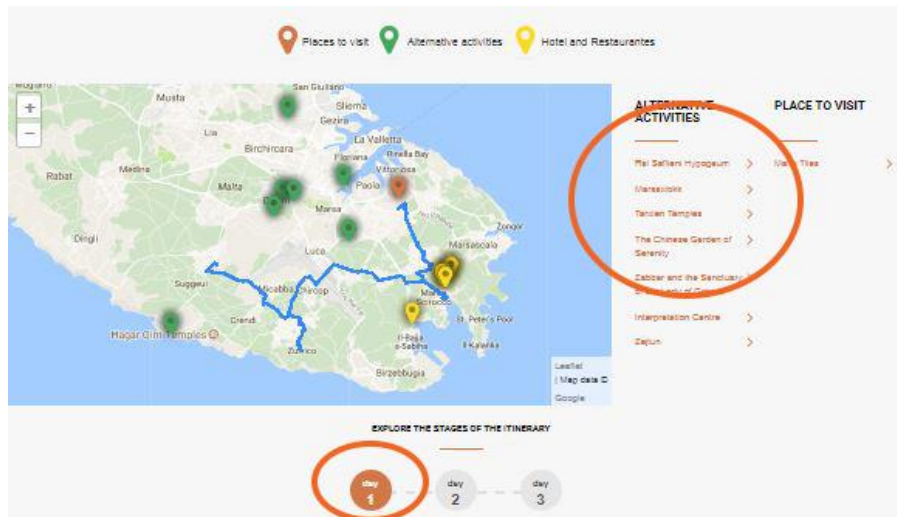
This structure remains unchanged for all itineraries, except that the selection junks increase according to the planned route.

So for the five days itinerary there will be seven clickable options and for the seven days itinerary there will be seven.
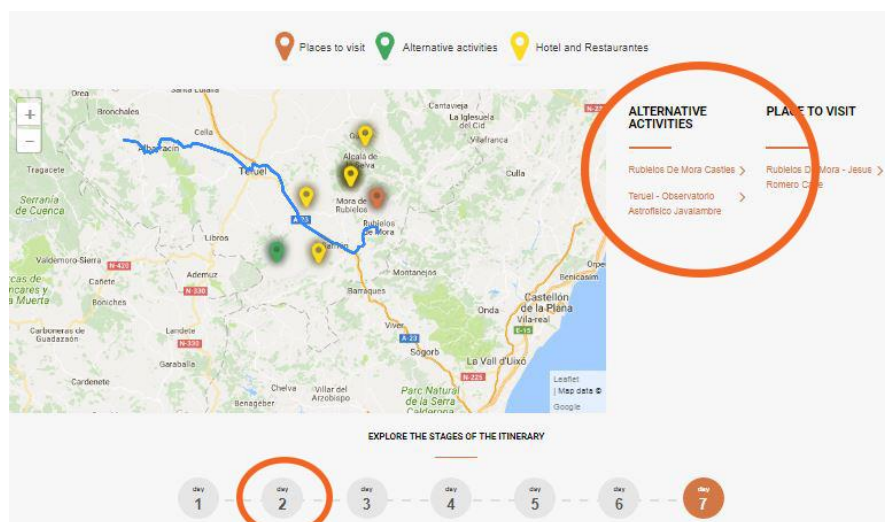
Detail Page places to visit

Clicking in one of the places to visit, it opens the dedicated page.

Genius
Loci

HOME   ABOUT US   ITINERARIES ▾   CONTACTS

PLACE TO VISIT

HOME

◉ GO BACK

3 DAYS ROUTE

It En

LUNGAROTTI AGRICULTURAL SOCIETY

The Lungarotti wine estate was founded in 1962 by Giorgio Lungarotti, one of the great names in Italian wine making. The company has given Torgiano, and Umbria as a whole, a new dimension: wine as a strong element in an integrated promotion system that guarantees a productive and tourist setting of extraordinary quality.

In the 1970s, Maria Grazia - the Lungarotti Foundation's manager – set up the Wine Museum and, in recent years, the Museum of Olive Oil and Oil, the first of its kind. Thanks to her tireless activity and Lungarotti's fine wine, embodiment and foundation stone of a cultural openness to support for the local agricultural and tourist economy, it might be said today that the term "wine tourism" was born 40 years ago in Torgiano.

The two wine estates are in Torgiano and Montefalco. In Montefalco the estate revolves around a historic villa with a 360 degree panorama surrounded by vineyards. Technically it is a mini logistical gem in which loading grapes and winemaking make use of gravity. A visit to the estate is a complete experience starting from the vineyards, entering the cellar to see the winemaking process and its latest technologies and the ageing and classic sparkling wine processes. At the end of your visit you can taste the estate's wines.

TOUR FEATURES

📖 Typology: Walk

⊘ Travel time: 3 h

❤ Route Difficulty: Easy

OTHER PLACES

Ecomuseo del Tevere   >

Grazia Ceramica   >

Museo del Vino di Torgiano   >

Museo Laboratorio Giuditta Brozzetti   >

YOU MAY ALSO INTEREST ...

SEVEN DAY ROUTE   >

FIVE DAY ROUTE   >

GALLERY:

GO TO LINK ➡

| 📖 Typology: Walk | ⊘ Travel time: 3 h | ❤ Route Difficulty: Easy |

📍 Places to visit   📍 Alternative activities   📍 Hotel and Restaurantes
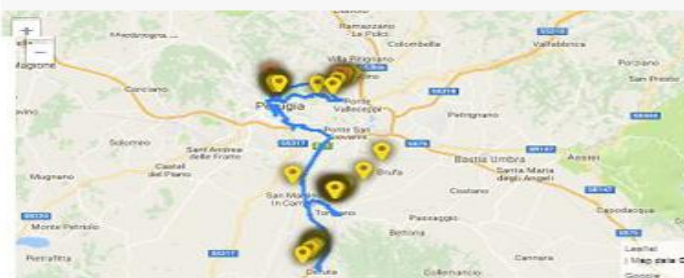
ALTERNATIVE ACTIVITIES

City of Deruta   >
Museum of Olive and Oil   >
City of Torgiano   >
Perugia   >
Regional Museum of Ceramics   >
Square Italia and Rocca Paolina   >

PLACE TO VISIT

Museo del Vino di Torgiano   >
Ecomuseo del Tevere   >
Museo Laboratorio Giuditta Brozzetti   >
Grazia Ceramica   >
Lungarotti Società Agricola   >

EXPLORE THE STAGES OF THE ITINERARY

day 1 — day 2 — day 3

SEGUICI

f P G in @ y

ITINERARIES

BELGIUM | HUNGARY | ITALY | MALTA | SPAIN

Here is the possibility to select the language, there is a description of the place, the photo gallery and the direct link to the other places of the itinerary.
From here you can select a different itinerary, without going back to the previous page.

Following the description is reported a synthetic description of the package the price and the form to ask for more informations.

Detail page alternative activities

Clicking in one of the alternative activities it opens the dedicated page.

Here is the possibility to select the language, there is a description of the proposed alternative activity, the route specifications and the direct link to the
other alternative activities proposed for the itinerary. From here you can go to a route of Different time, without having to go back to the previous page.

Contacts

On this page there are contact references.

Here is also the form through which the user can request a direct contact.
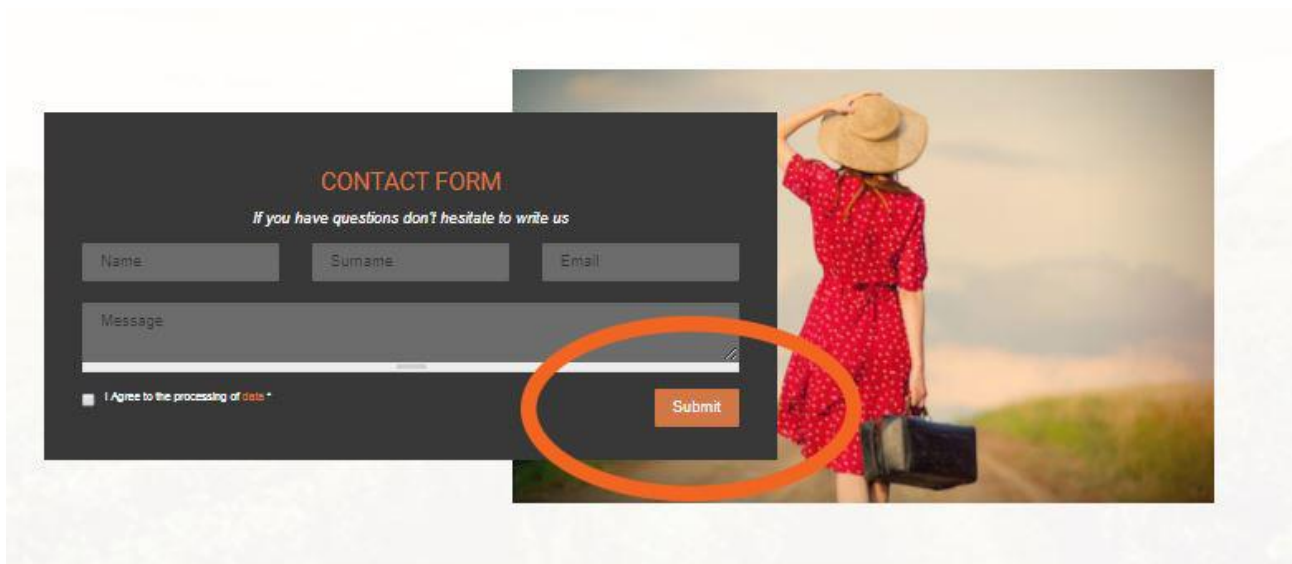
Sign up/Login

By clicking on the item menu in the header, you access at the registration and login user page. Here you can also choose to access via Facebook.
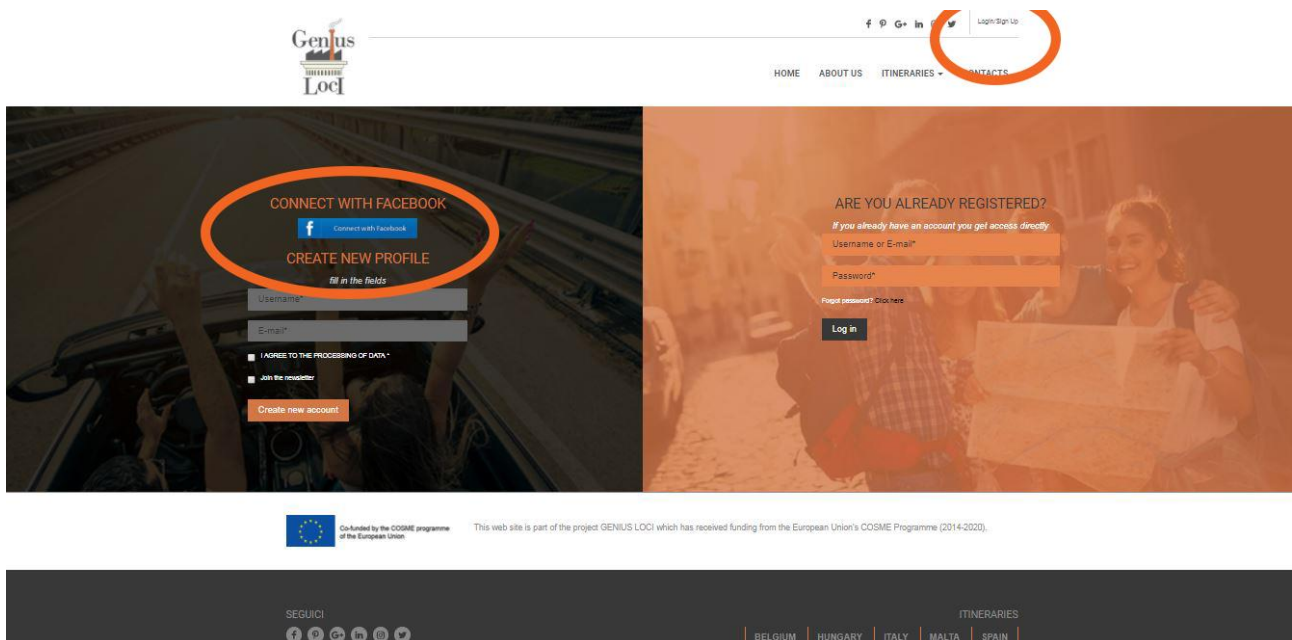
User Area
Once logged in you enter to the personal page where you can set the profile pictures and preferences, as well as modify your personal data.

User Area – Reset password

If the user wants to change the password, clicking on "Reset Password" will be taken to the dedicated page.