



**Facultad de
Empresa y Gestión
Pública - Huesca**
Universidad Zaragoza

ACCEPT 2022

Pre-Task III : Developing off- the-beaten tracks tourism products for the italian area called “Romagna”

Spanish International Team

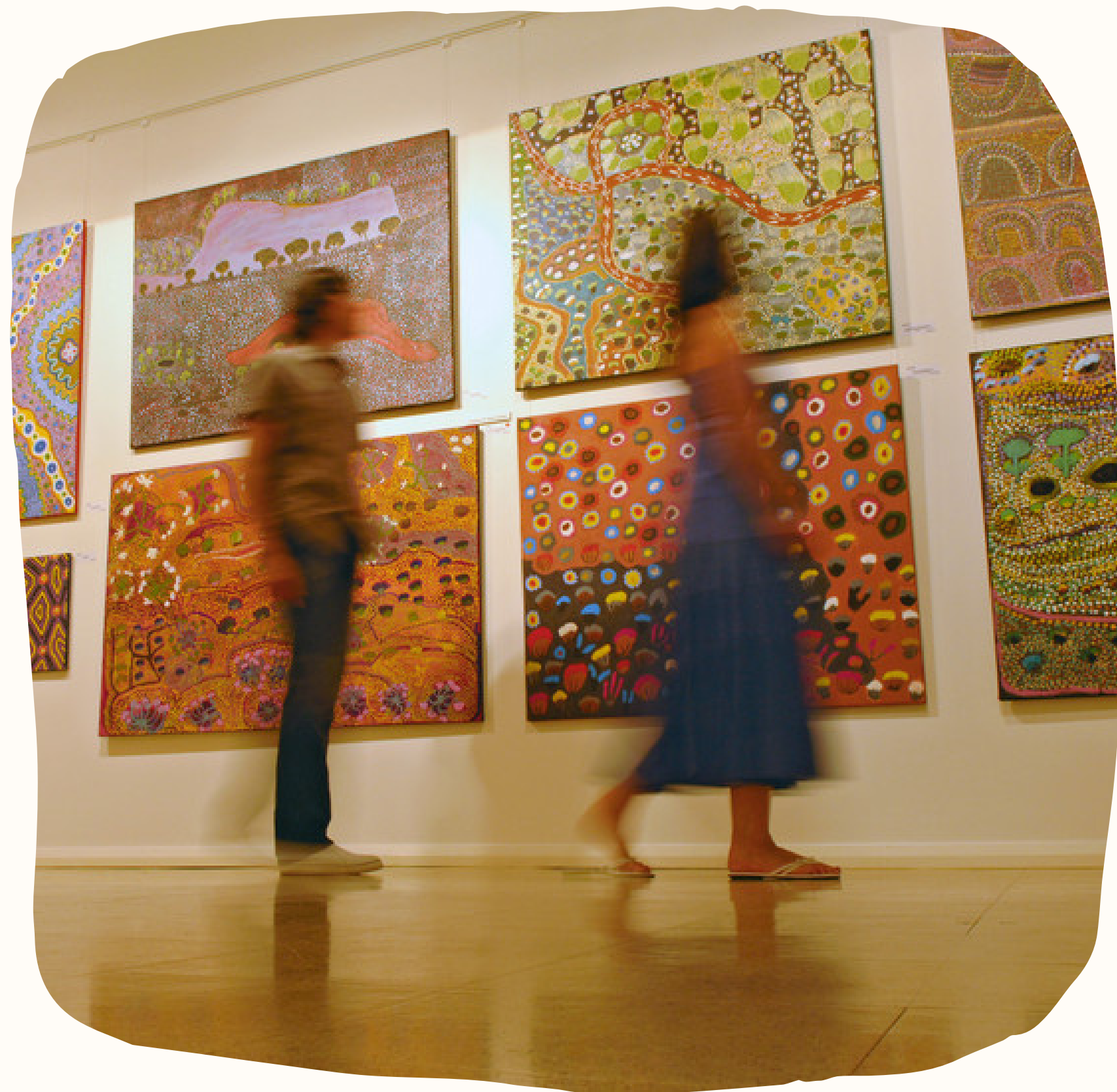
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University Master in Tourism Management and Planning

Profile of the typical traveller

- Isabela and Carlos are 32 and 35 years old respectively
- They live together in Huesca
- Isabela is a curator at the museum of Huesca
- Carlos is a geography teacher
- They are civil servants
- They usually take a few days out of the year to travel together outside of their comfort zone
- Big cities, with a concentration of cultural and historical places, are what they prefer.





The expectations of our travellers

- Because of Carlo's profession, they will take advantage of the April holidays to travel from 14 to 17 April 2023
- They have 3 days free for this escapade, 4 maximum with the travel
- The couple is looking for a cultural getaway in a historically rich region

Main tourism product

Where ?

A three-day tour in Romagna in three cities:

Roman Rimini

Byzantine Ravenna

Forlì Cesena



When ?

They will leave on Friday 14th April in the morning at 9.50 a.m. from Zaragoza to Bologna, and will return on Monday 17th April morning

What ?

Isabela and Carlos expect from this trip :

- a real historical visit of the Romagna region (museum, historical monument, etc.)
- the discovery of Romagna's gastronomy
- one or more typical events in the towns
- to see Italian art, both ancient and modern
 - to enjoy the landscape
- to walk by small streets, squares and little known places close to the local life

They want to have a memorable experience that they will always remember. And that responds to their motivation towards the deepening and enjoyment of cultural heritage.



Main tourism product **Rimini day 1**

The ancient Roman city of Ariminum

- 1st step : Visit of the **Roman Amphitheatre**
- 2nd step : Take a walk through the **Borgo San Giuliano district**, a well-known name in street art. Some picturesque streets, home to a colourful kaleidoscope of murals, often inspired by Fellini, just waiting to be discovered.
- Try **Squacquerone** di Romagna cheese with blue fish and good Rimini wine!
- 3rd step : Visit of the **Museo della Città** and the **Domus del Chirurgo**
- Have a walk in front of the **Porta Sant'Andrea**
- Enjoy the **sunset by the beach!**
- Spend the night at the Hotel "**Giulio Cesare**"



Borgo San Giuliano



Sunset from the long Rimini beach



Hotel Giulio Cesare



Ponte di Tiberio



Roman Amphitheatre

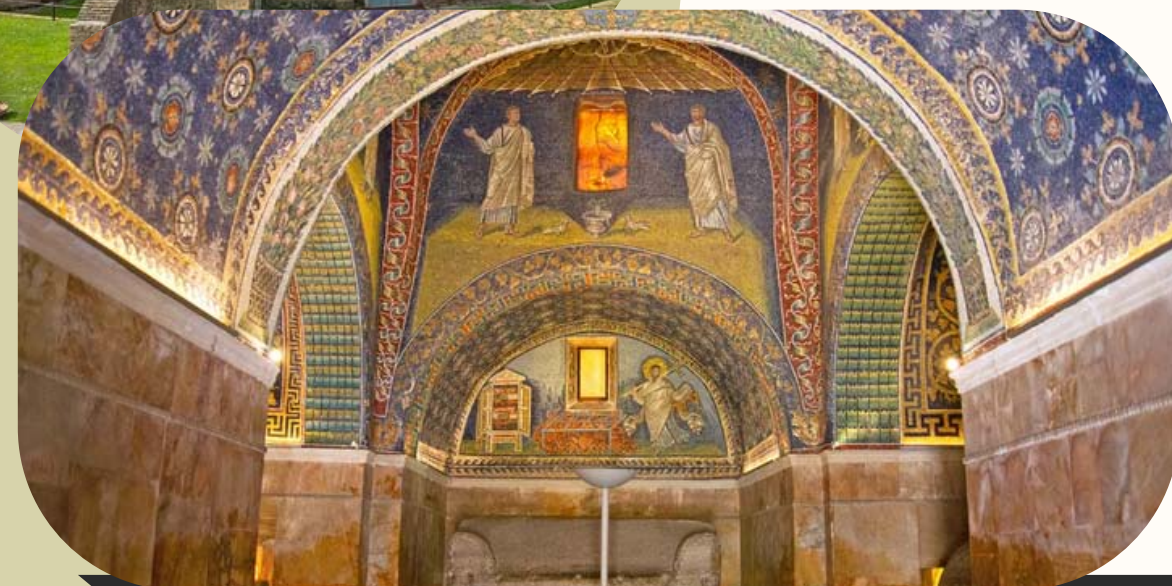
Main tourism product

Ravenna

day 2



Sagra dei salumi stagionati e del tartufo marzolino - around the 17th of April



Basilica San Francesco

- 1st product : Visit of the **Basilica of San Vitale**
- 2nd product : Visit of the **Mausoleum**
- To eat, it is advised to try typical **Romagna piadina** (you can find it in the streets of Romagna, in little kiosks).
- 3rd product : Visit of the **Basilica of Sant'Apollinare Nuovo**
- Spend the night in a private apartment in the city center "**Garnì Gardini**"
- 4th step : Enjoy **the local event, the "Sagra dei salumi stagionati e del tartufo marzolino"**



Garnì Gardini

Main tourism product

Forlì Cesena day 3

- 1st step : Visit of the **Pinacoteca Melozzo**, in the museum complex of San Domenico
- 2nd step : Walk to the **Torre Civica** and **Porta Schiavonia**
- Romagna is often nicknamed as the gastronomic heart of Italy, it is recommended **cappelletti or tagliatelle** with good **parmesan!**
- 3rd step : Visit of the **Rocca di Rivaldino**, a divine castle
- 4th step : Visit the "Mini Venice" at **Comacchio**
- 5th step : Have a **Spritz** at **Piazza del Popolo**
- Spend the night at the "**Casa Gardenia**"



Pinacoteca Melozzo



Comacchio



Casa Gardenia

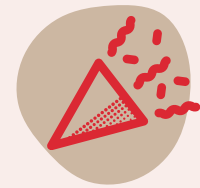


Torre Civica



Piazza del Popolo

Promotion of the travel



Eventos

Conciertos, festivals, regional celebrations,...



Social networks

Facebook and Instagram are the most suitable social networks for our travellers. Via posts from the Romagna Region, short videos, comments from other travellers,...



Tuoperadores

The Romagna region can also choose to be listed among the Top 1 Spanish travel agencies. By focusing on the cultural aspect that Spaniards and Italians share.



Ryanair

Bologna and Zaragoza are now connected via Ryanair, thanks to the will of the regions.



Targeted advertising

SEO & SEA

Thanks to internet searches with cookies, the ads will be digitised to Carlos and Isabela's profile to encourage them to travel.



A mobile application

A mobile application available in Spanish that tracks tourist routes and places to visit. User data will then be used to find out more about the tourist, their movements and expectations.



Augmented reality

Making electronic devices available at cultural sites or in the centre of cities (virtual reality helmets to imitate the customs of the past). Ambition to make the customer a unique experience.

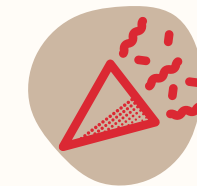
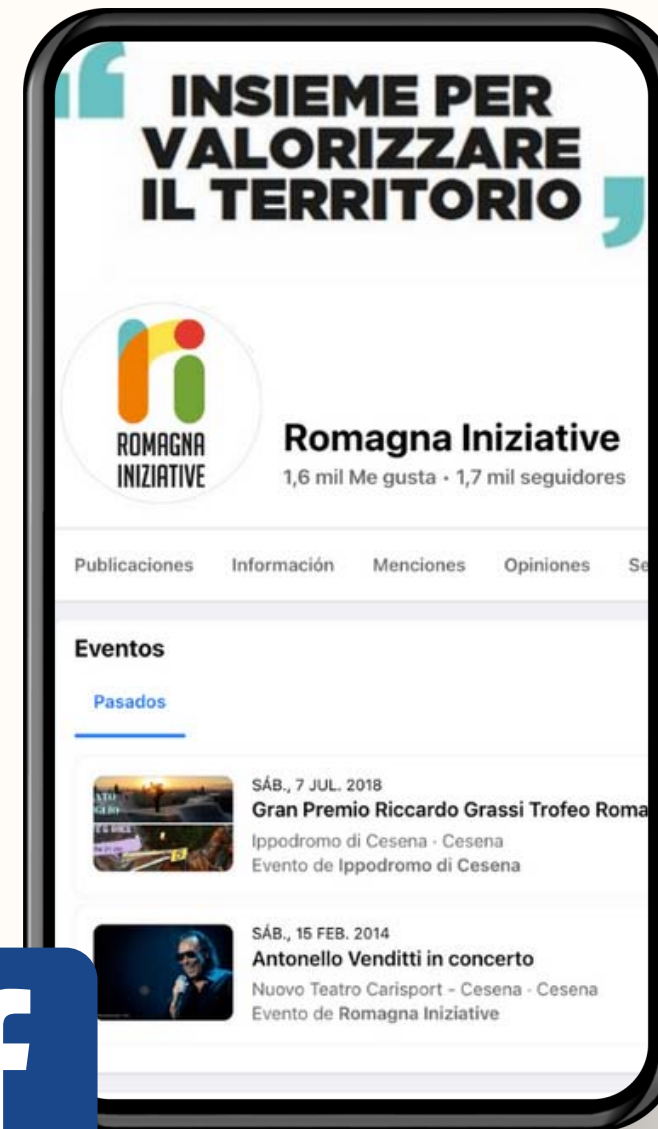
Promotion of the travel

Examples of promotion



Ryanair

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Eventos

ON



Social networks

WITH



Targeted advertising

*Have a good trip in
Romagna !*