

MODULE 1 | Introduction to tourism approaches and concepts

Interreg  Co-funded by the European Union

Italy – Croatia

 **ETHNIC**

Sustainable tourism , ecotourism , eco- cultural tourism

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Ecotourism



Principles of Ecotourism (TIES)

02

Telling the truth and correctness of the environment and culture that surrounds us

Ecotourism should educate visitors about the importance of respecting the environment and cultural heritage and promote a deeper understanding and appreciation of the place they visit.

Principles of Ecotourism (TIES)

03

Ensuring a positive experience, both for business and home

Ecotourism must ensure that both tourists and local communities have a positive and enriching experience, promoting cultural understanding and understanding.

Principles of Ecotourism (TIES)

04

Ensure direct financial benefits for nature conservation

Ecotourism must generate funds to support nature conservation efforts, such as donations for park visits, donations for conservation projects or support for monitoring and control activities.

Principles of Ecotourism (TIES)

05

Provide financial benefits to local people

Ecotourism must ensure that local businesses derive economic benefits from tourism activities, through employment opportunities, local businesses and the promotion of appropriate marketing practices.

Principles of Ecotourism (TIES)

06

Improve understanding of political, social and phenomena the ecological contexts of people from different countries

Ecotourism must promote cross-cultural understanding and awareness, offering visitors the opportunity to learn about the political, social and ecological context of the destinations they visit.

What is ecotourism and why should we be ecotourists?

Duration: 13 minutes



CLICK TO CLICK

How ecotourism is transforming Spain's most natural areas

The recent study by the Observatorio de Ecoturismo en España (Spanish Ecotourism Observatory) revealed how ecotourism in Spain is transforming its economic landscape, especially in more rural areas, and showed the clearly positive effects that ecotourism has on the more rural areas of Spain.

The Spanish Ecotourism Observatory is an initiative established in 2017 by the Secretariat of State for Tourism and the Ecotourism Association of Spain with the aim of identifying and improving the success of ecotourism and the impact that ecotourism has had on the more rural areas of Spain.

In 2023, **289 ecotourism commercial entities attracted a total of 781,654 visitors** , with an economic impact of more than **€230 million** . At the same time, 208 sustainable tourism businesses attracted over 1.3 million visitors, generating an economic impact of over 160 million euros and directly creating 1,414 jobs.



Lanzarote, Canary Islands (Spanish)

Lanzarote is a UNESCO Biosphere Reserve known for its unique volcanic landscapes and its commitment to sustainable tourism practices.

The island has implemented rigorous green policies, such as limiting skyscrapers, promoting renewable energy and protecting natural areas.

Business travelers can enjoy the island's natural attractions, from Timanfaya National Park to ecologically interesting destinations, and support local businesses.

Soča Valley (Slovenia)

The Soca Valley is a region in western Slovenia known for its crystal-clear rivers, lush sounds and outdoor activity opportunities.

The region promotes the practices of ecotourism, eco-friendly tourism, local food production and low-intensity activities such as mountaineering, cycling and guided sports.

Businesses can enjoy the natural landscape of the valley, learn about its nature and culture and support local communities through responsible tourism.

Lapland (Finland)

Lapland, Finland's northernmost region, is known for its unspoiled nature, spectacular polar world and indigenous Sami culture.

Ecotourism activities in Lapland include mountain climbing, skiing and hiking in ecologically attractive destinations, passing through forested igloos and traditional Sami huts.

Participants can learn about Sami culture, participate in horseback riding with their neighbors and support local associations through responsible tourism practices.

3 Eco-cultural tourism

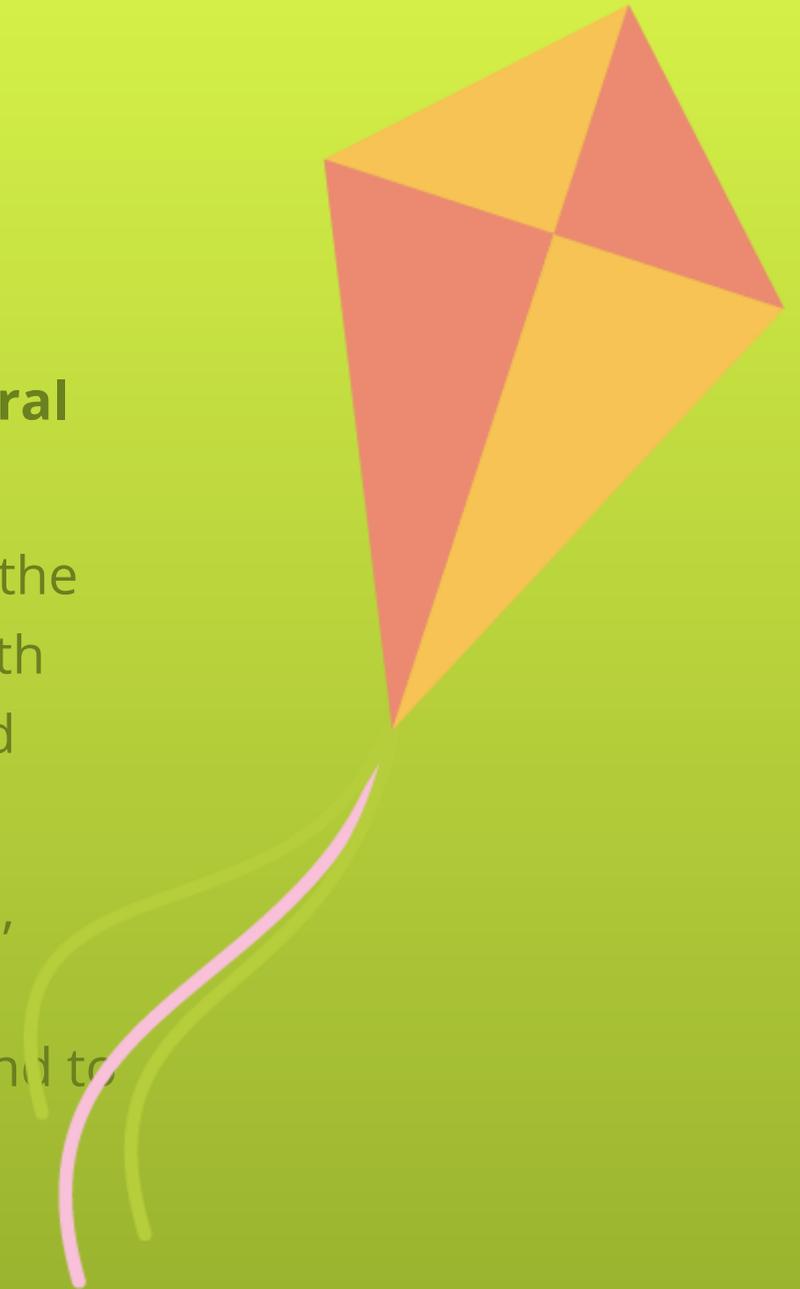


What is eco-cultural tourism?

Eco-cultural tourism is a **form of sustainable tourism that focuses on the responsible use and appreciation of natural and cultural heritage.**

It combines the principles of ecotourism, which emphasizes the appreciation of natural resources and biological diversity, with cultural tourism based on learning, enjoying, discovering and appreciating local culture, traditions and ways of life.

Combining the principles of ecotourism and cultural tourism, eco-cultural tourism aims to create a positive relationship between tourism, the environment and local communities and to ensure the long-term sustainability of natural and cultural resources.



Key aspects of eco-cultural tourism

01

PERCEIVING THE SURROUNDING ENVIRONMENT:

Eco-cultural tourism promotes the protection of natural habitats, eco-exchanges and wildlife, while reducing the negative impact of tourism on the

04

AUTHENTIC EXPERIENCE:

Participants will take part in authentic learning experiences that will allow them to connect with the natural environment and local cultures and to understand and appreciate the heritage they are experiencing.

02

CULTURAL EDUCATION:

Encourages the preservation and promotion of local cultures, traditions, arts, crafts and cultural landmarks, ensuring they are respected and maintained for future generations.

05

SUSTAINABLE PRACTICES: Eco-cultural tourism stakeholders adopt ecologically acceptable practices, such as the use of renewable energy, waste reduction and support for local businesses that adhere to sustainable principles.

03

CONCEPT PREVIEW: the Eco-cultural tourism actively involves local communities in planning, managing and driving the benefits of tourism activities, providing them with economic opportunities and enabling them to develop their own cultural identity.

06

EDUCATION AND TEACHING: the Eco-cultural tourism promotes eco-education and cultural awareness, encouraging visitors to learn about the importance of conservation, cultural diversity and responsible travel practices.

Key Differences (1)

ECOTOURISM

ECO-CULTURAL TOURISM

FOCUS

The main attention is paid to the conservation and protection of natural environments and biodiversity.

Eco-cultural tourism combines the ecological focus of ecotourism with an emphasis on the appreciation and conservation of local culture and heritage.

CULTURAL ASPECTS

Ecotourism may involve some cultural elements, whether or not they are the main focus.

Eco-cultural tourism actively aims to present and protect local cultures, traditions, arts, entertainment and cultural attractions as a non-excluded part of the tourist experience.

Key Differences (2)

INTEGRATING THE FOOD CHAIN

EXCLUSIVE

ECOTOURISM

Ecotourism often involves local communities, but the degree of participation can vary.

The ecotourism experience is mainly based on nature, after wildlife observation and mountaineering.

ECO-CULTURAL TOURISM

Eco-cultural tourism is an important way to promote community integration, awareness and real sharing of tourism benefits among local residents.

Eco-cultural tourism offers a range of natural and cultural experiences, including visiting cultural attractions, enjoying the natural landscape, participating in traditional activities and interacting with local communities.

Key Differences (3)

ECOTOURISM

INSTRUCTION

Ecotourism promotes ecological education and awareness, educating visitors about conservation and responsible travel practices.

SUSTAINABILITY

Ecotourism and ecocultural tourism aim to reduce negative impacts on the environment and support efforts to protect nature.

ECO-CULTURAL TOURISM

Eco-cultural tourism also includes ecological and cultural education, promoting a deeper understanding and appreciation of the links between nature and culture.

Eco-cultural tourism extends the principles of sustainability to enhance and promote the cultural heritage and well-being of local communities.

Sami ecotourism (Scandinavia)

The Sami people, an indigenous group of Scandinavia (Norway, Sweden and Finland), offer eco-cultural tourism experiences that showcase their traditional lifestyle and connection to nature. Visitors can stay in traditional Sami tents (lavvu), participate in reindeer riding, learn about Sami crafts and taste traditional Sami cuisine.



Soomaa National Park (Estonia)

Soomaa National Park is known for its unique "fifth season", when the park is flooded and visitors can admire the scenery by canoe or boat.

Eco-cultural tourism activities include nature walks, learning traditional techniques such as weaving and wood carving, and dining at local restaurants that promote sustainable practices.



EXAMPLES OF ECO-CULTURAL TOURISM PRACTICES IN EUROPE 3

Milia Refuge (Crete, Greece)

Milia Mountaineering Retreat is an eco-friendly hotel located in a restored traditional Cretan village, promoting sustainable tourism and appreciating local culture.

Guests can enjoy organic food from local companies, take part in cooking classes, hike in the surrounding countryside and learn about Cretan nature and traditions.

Findhorn eco village (Scotland)

Findhorn Ecovillage is a sustainable community offering eco-cultural tourism experiences focused on personal development, spirituality and environmental awareness.

Visitors can participate in workshops, learn about permaculture and sustainable living practices, and become involved in a holistic approach to local community life.

MODULE 2 | Development of tourist destination that includes practical application

Development of ecocultural tourism

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Ecocultural tourism

Ecocultural tourism is holistic access tourism that strives promoting sustainable development , protection natural environment you grooming local culture and tradition , valuing natural and cultural heritage .



Key steps for the development of eco-cultural tourism

- 1 Assessment potential areas
- 2 Inclusion local community
- 3 Creating authentic experiences
- 4 Development sustainable infrastructure
- 5 Promotion protection environment
- 6 Encouragement partnerships and cooperation
- 7 Supervision and adjustment



1

Assessment of potential areas



INITIAL ASSESSMENT

Identification unique natural ones and cultural resources that can be sustainable promote for tourism :

01

FAS analysis

Factors / Resources , Attractions and Services (quantitative analysis).

02

POI identification

Identification of tourist areas points of interest (POI). Qualitative assessment .



INITIAL INFORMATION

Initial information is the basis for the development of tourist products.

They require a comprehensive understanding of the destination and its:

01

Shareholders

02

Context and
characteristic

- Geographical references and characteristics
- Main statistical information
- Context , history and cultural characteristics
- Relevant development references tourism
- Description institution in the sector tourism
- Public plans on sustainable development and tourism
- Relevant projects on tourism

03

Natural and cultural
tourist values

- Resources (factors)
- Ready-made experiences (attractions)

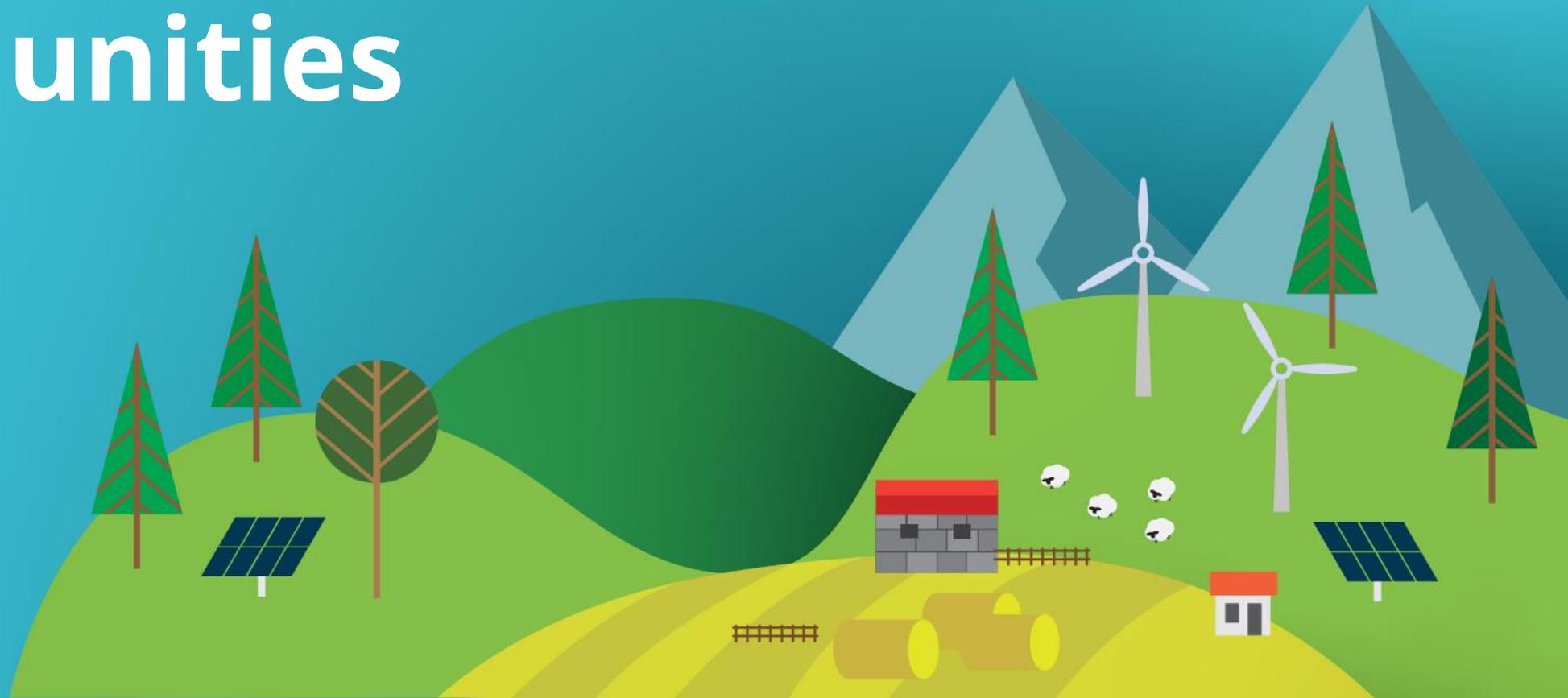
04

Tourist service

- Assets
- Infrastructures
- Auxiliary services



3 Smart communities



How smart is the community ?

Duration : 2:48



START BY CLICK

Smart communities

Development of ecocultural tourism and smart communities can hand in hand create sustainable , resistant and culturally rich destinations .

Smart communities are those who use technology in order to improve quality of life for residents , improved experiences visitors and optimized management resources.

When combined with development of ecocultural tourism , smart communities can encourage more sustainable and more engaged forms of tourism .



SECTION 1

Sustainable management of resources

Smart communities can use approaches based on data and innovative technologies to supervise and managed natural resources - like water , energy and waste .

It can help destinations of ecocultural tourism to minimize its ecological print , save resources and protect natural habitat spaces .



SECTION 2

Management of visitors

Smart technologies , such as monitoring visitors in real life time and system management mass movements , can help ecocultural tourism destinations in management of visitors flows and reduction the influence of tourism on sensitive areas .

This can help prevent overcrowding , reduction ecological decay and insurance better experiences , both for visitors so and for local ones community .



SECTION 3

Immersive interactive experiences

Smart technologies such as augmented reality (AR) and virtual reality (VR) can enhance ecocultural tourism experiences by providing immersive and interactive ways to explore natural and cultural heritage.

For example , AR applications can offer visitors information about local flora and fauna , while VR experiences can Show traditional crafts or historical events .



SECTION 4

Community engagement and empowerment

Smart communities can use digital platforms and tools to include local communities in planning and management development ecocultural of tourism .

It can include online forums for public participation , initiatives of digital storytelling to introduce local culture , and e- learning to build local capacities in sustainable practices of tourism .



SECTION 5

Making decisions based on data

Smart communities can use analytics data and systems monitoring to inform stakeholders about the process of making decision in development ecocultural of tourism .

This may include monitoring environmental indicators, measuring the socioeconomic impact of tourism, and evaluating the effectiveness of sustainable initiatives.



SECTION 6

Smart mobility

Smart communities can to promote sustainable options transportation like electrical vehicles , systems sharing bicycles and smart public transportation to reduce carbon print tourist activities .

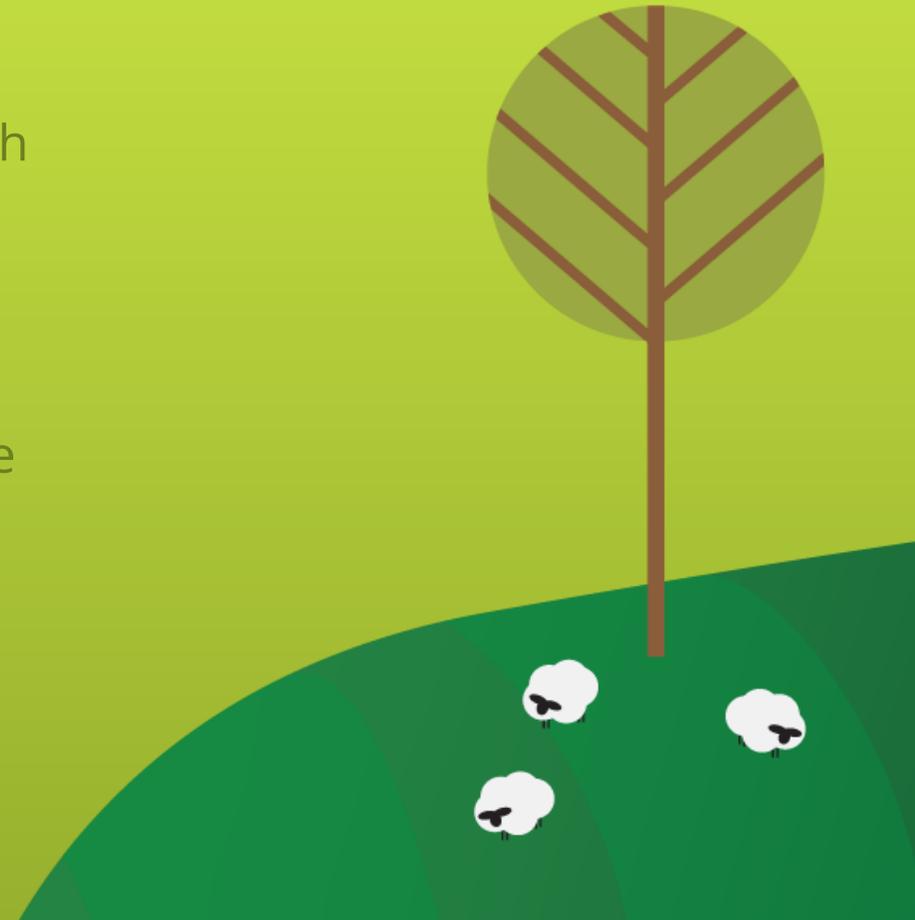
This can help ecocultural tourism destinations to minimize pollution air , save energy and creatures more pleasant experience , both for visitors and for residents .



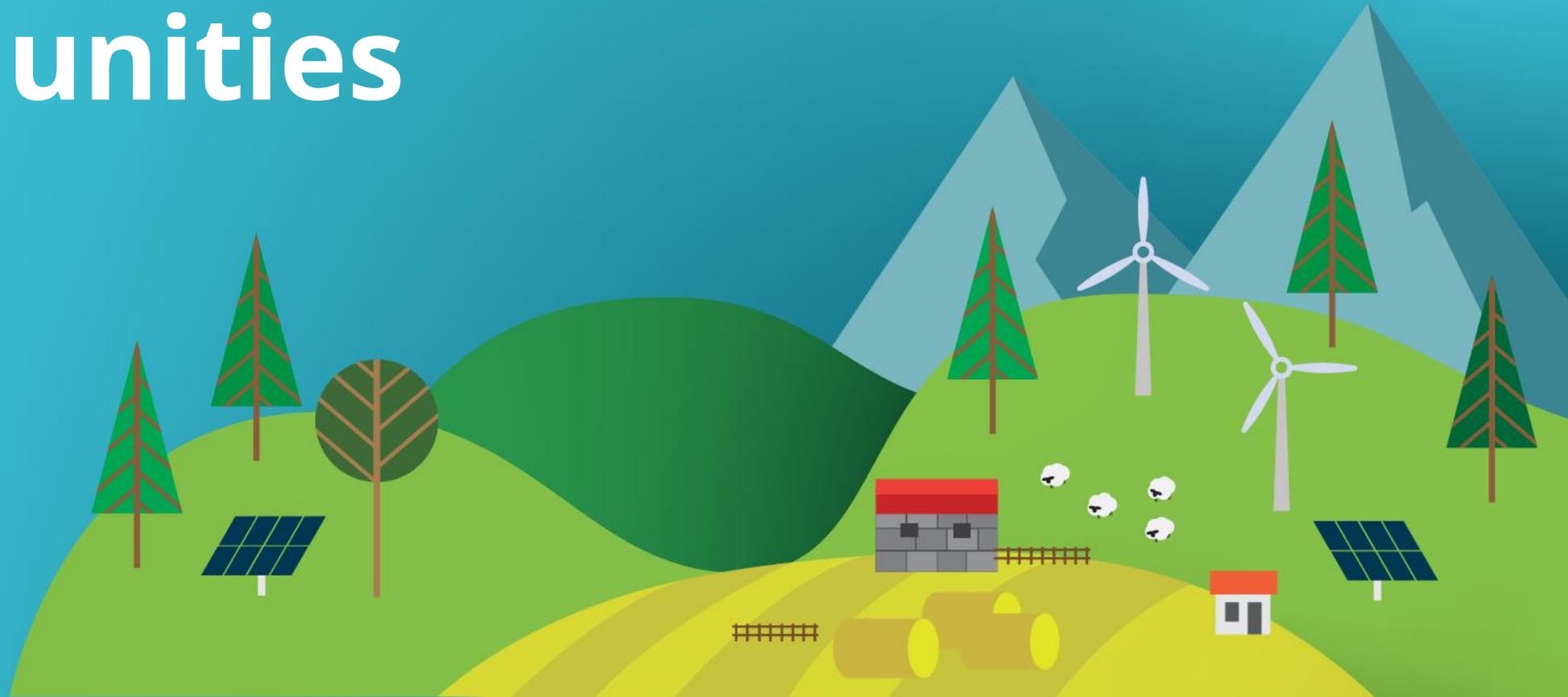
Ecocultural tourism and smart communities : summary

By integrating smart technologies and data-driven approaches into ecocultural tourism development, destinations can create more sustainable, resilient and engaging experiences that benefit both visitors and local communities.

This holistic approach can help preserve natural and cultural heritage, stimulate economic development and promote a more responsible form of tourism.



4 Slow communities



The development of ecocultural tourism and slow communities share common values and principles , focused on sustainability , preservation cultures and welfare community .

Slow communities , inspired with the "slow food" movement , they promote more thoughtful and more direct access life , emphasizing local traditions , artistic works and connection with nature the environment .

When combined with the development of eco-cultural tourism, slow communities can offer unique and authentic experiences that benefit both visitors and local residents.



ItalianSlow food Official video

DURATION: 2:55



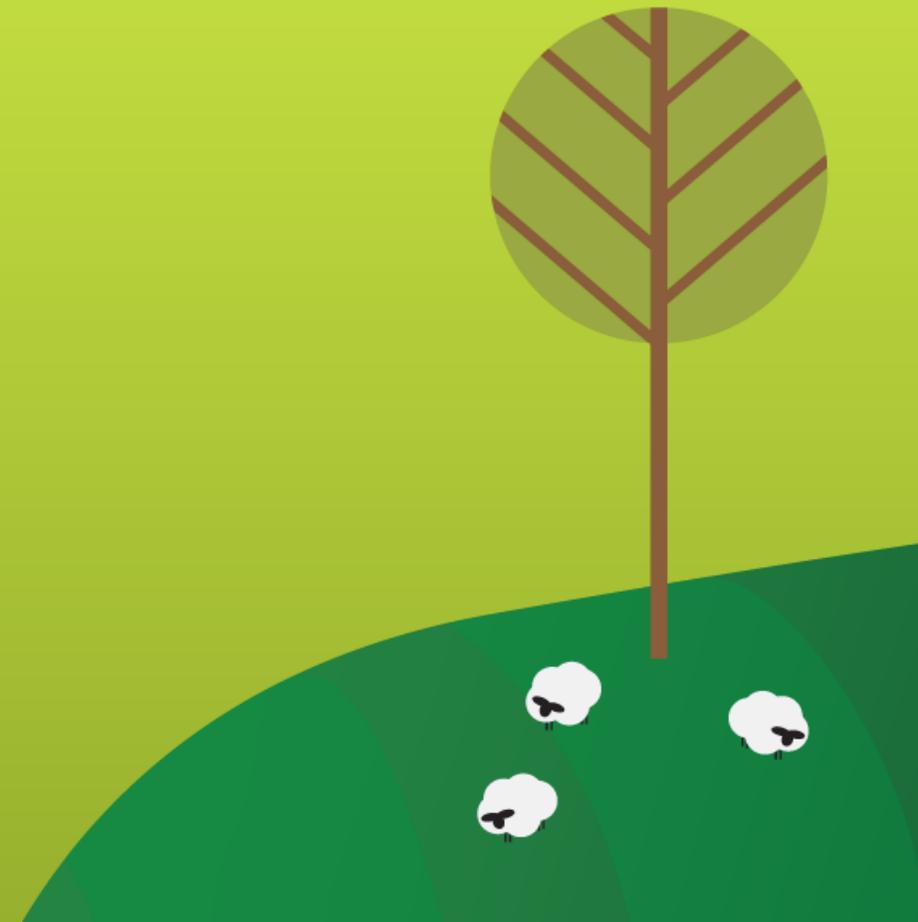
START BY CLICK

SECTION 1

Authentic experiences

Slow communities provide visitors the opportunity to immerse themselves in the local culture , tradition and daily life .

Ecocultural tourism experiences in slow communities can include participation in traditional crafts , learning about local history and customs, and enjoying the locally prepared food .

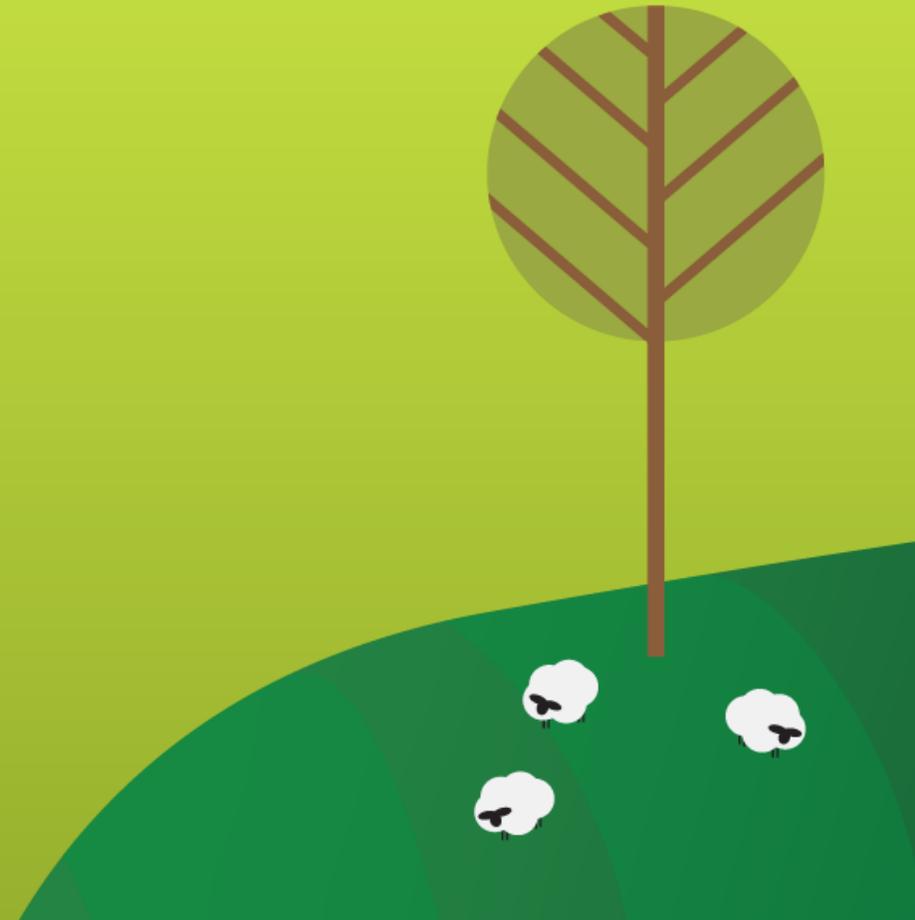


SECTION 2

Sustainable practices

Slow communities often prioritize sustainable practices such as organic farming, renewable energy and waste reduction.

The development of eco-cultural tourism in slow communities can showcase these practices and educate visitors about the importance of environmental protection and sustainable lifestyles.



SECTION 3

Community engagement

Slow communities strongly emphasize community involvement and social cohesion.

Ecocultural tourism development in slow communities can create opportunities for visitors to engage with local residents, participate in community events and contribute to local projects..



SECTION 4

A slow journey

Slow communities encourage a more relaxed and in-depth approach to travel, allowing visitors to fully experience and appreciate the local culture and environment.

Ecocultural tourism experiences in slow communities can include slow food tours, walking or biking tours, and extended stays in local accommodations.



SECTION 5

Local economical development

Development of ecocultural tourism in slow communities can support the local economy by promoting local companies , products and service .

It can include presentation local craftsmen , support small farmers you encouragement visitors to buy locally produced products .



SECTION 6

Conservation of cultural heritage

Slow communities often strongly emphasize conservation and grooming local cultural heritage .

Development of ecocultural tourism in slow communities can help in protection traditional knowledge , customs and practice , creating demand for authentic cultural experiences and products .



Integrating the principles of slow communities in the development of ecocultural tourism: a summary

By integrating the principles of slow communities into the development of eco-cultural tourism, destinations can create experiences that are deeper, more authentic and more sustainable, benefiting visitors and locals alike.

This approach can foster a deeper respect for local culture, support community well-being, and contribute to the long-term preservation of natural and cultural heritage.



Social inclusion in development of ecocultural tourism



Including tourism for people with disabilities in the development of eco-cultural tourism is a key aspect of promoting social inclusion and creating accessible, fair and sustainable tourism experiences for all.

By ensuring that ecotourism destinations, activities and services are designed to meet the needs of people with different disabilities, the tourism industry can foster an inclusive and diverse environment that benefits visitors as well as local communities.



Accessible tourism - What is it?

Duration : 1:58



START BY CLICK

A top-down view of various outdoor and travel items laid out on a light-colored wooden plank surface. On the left is a large, olive-green canvas backpack. Above it is a black water bottle. To the right of the backpack are several items: a pair of glasses, a small notebook, a camera with a lens, a lens cap, a pair of brown leather hiking boots, a pair of brown leather sneakers, a green beanie, and a small green pouch. The entire scene is overlaid with a semi-transparent green filter.

Eco-
Cultural
Tourism
Products

ETHNIC
Online Working
Sessions
May 28th, 2024

How to diversify the tourist offer?

- A. Creating authentic experiences
- B. Offers for all tastes





A. Creating authentic experiences

- Providing authentic visitor experiences is critical to the success of eco-cultural tourism.
- This approach allows rural communities to preserve their traditions and culture, involving tourists in activities that allow them to immerse themselves deeply in the life of local communities. Let's see why this is so important.
- **Importance of authenticity:**
- Authenticity is a key element in sustainable eco-cultural tourism. Guests are increasingly looking for experiences that are real and not overly marketed. Offering authentic experiences creates a deeper connection between visitors and the place they are exploring, thus contributing to their satisfaction and willingness to return.



A. Creating authentic experiences

- **Preserving traditions and culture:**
- Rural communities often have a rich legacy of tradition and culture. By offering tourists the opportunity to actively participate in these traditions, such as preparing typical dishes, participating in local festivals or engaging in traditional agricultural work, these traditions are preserved for future generations. Furthermore, this can be a source of pride for local communities.
- Creating authentic experiences is a crucial element in eco-cultural tourism, as it allows rural communities to share their culture and traditions with visitors, generating economic benefits and promoting respect for local authenticity.

A. Creating authentic experiences

- **Benefits of the authentic experience:**
- Authentic experiences boast numerous benefits, including:
 - **Customer loyalty:** Tourists who enjoy authentic experiences are more likely to return in the future, contributing to the long-term sustainability of eco-cultural tourism.
 - **Respect for local culture:** Guests who actively participate in local traditions and culture develop greater respect for the heritage of rural communities.
 - **Local Economy:** Authentic experiences often involve local services and products, contributing to the economy of rural communities.



A. Creating authentic experiences

- **Examples of authentic experiences:**
- Some examples of authentic experiences may include:
 - Cooking lessons to learn how to prepare local dishes.
 - Participation in cultural events and traditional festivals.
 - Agricultural activities such as harvesting crops or managing livestock.
 - Guided tours led by members of the local community.





B. Offers for all tastes

- The key to attracting a diverse range of visitors to eco-cultural tourism is to offer experiences that satisfy a wide range of preferences.
- The offer for all tastes in eco-cultural tourism is possible by adapting activities and experiences to the different preferences of visitors to satisfy those seeking outdoor adventures, cultural experiences or relaxation in nature.
- This approach allows rural communities to attract a variety of tourists, thus contributing to the sustainable success of the sector.



B. Offers for all tastes

- **Adapt the offer to visitors' preferences:**
- In eco-cultural tourism, it is critical to understand that visitors have different motivations and preferences when seeking experiences in rural areas. Some desire outdoor adventures, such as hiking, bicycle touring, or water sports. Others are interested in cultural experiences, such as visits to historic sites, museums or local festivals. Still others simply seek relaxation and tranquility in nature.

B. Offers for all tastes

- **Outdoor adventures:**
- For visitors who love outdoor adventure, you can offer activities such as mountain hiking, bird watching, rafting, mountain biking, and even winter sports such as skiing or snowboarding, if the region allows it. Rural areas often offer a perfect environment for these activities, with stunning landscapes and wide open spaces.



B. Offers for all tastes

- **Cultural experiences:**
- For those who are fascinated by culture and history, guided tours of historic sites, local museums, cultural events or traditional festivals can be arranged.
- Involving members of the local community as guides can add an authentic element to the cultural experience.





B. Offers for all tastes

- **Relax in nature:**
- Some visitors seek peace and tranquility in nature. For them, it is possible to offer stays in farmhouses, light excursions, outdoor yoga or simple walks in the countryside. Relaxation facilities, such as spas or mountain lodges, can be an ideal choice.



B. Offers for all tastes

- **Personalization of the experience:**
- The key is personalizing the experience. Allowing visitors to choose between different activities or combine outdoor adventures, cultural experiences and relaxation based on their preferences is an effective way to satisfy a wide range of desires.



Examples of tourist activities-experiences

- Following is a series of activities that can offer a unique experience and can be integrated into a diversified tourist offer to attract a wide range of visitors interested in discovering the beauty of rural areas.



1: Mountain excursions

- Mountain hikes offer visitors the chance to explore scenic trails, admire natural beauty and get up close to local flora and fauna.
- Advantages: Outdoor adventure, direct contact with nature, possibility of physical exercise.

2 : Visits to local farms

- Visits to local farms allow visitors to see how daily farm life works, participate in harvesting and processing produce, and enjoy fresh produce.
- Advantages: Authentic experience, community involvement, appreciation for agriculture.



3 : Food and wine tours

- Food and wine tours allow visitors to enjoy local cuisine, visit wineries and taste regional wines, cheeses and other gastronomic specialties.
- Advantages: Authentic culinary experience, discovery of local flavors, support for local producers.



4: Local cultural festivals

- Local cultural festivals offer a complete immersion in the culture and traditions of the community, with performances, music, dance and crafts.
- Advantages: Authentic cultural experience, involvement in community life, learning local traditions.



5: Cycling

- Cycling tours allow visitors to explore rural landscapes on two wheels, enjoying scenic cycling routes.
- Benefits: Outdoor adventure, exercise, admiring the scenery.



6: Birdwatching activities

- Birdwatching is the observation of birds, an ideal activity in rural areas to discover a variety of avifaunal species.
- Advantages: Direct contact with nature, environmental education, appreciation of biodiversity.





7: Local crafts courses

- Local crafts courses allow visitors to learn how to create traditional artefacts, such as ceramics, textiles or wooden objects.
- Benefits: Creative engagement, learning traditional skills, cultural sustainability.



8: Horseback riding

- Horseback riding offers a unique way to explore the countryside, offering more direct contact with nature and the local equestrian tradition.
- Advantages: Outdoor adventure, connection with horses, authentic rural experience.

9: Mushroom hunting and gathering wild herbs

- Mushroom hunting and wild herb gathering allow visitors to explore the forest and discover natural delicacies.
- Benefits: Connection with nature, authentic dining experience, appreciation of biodiversity.





10: Fishing activities

- Fishing in rural areas offers the chance to relax in a natural environment and catch local fish.
- Benefits: Relaxation in nature, involvement in traditional activities, appreciation of water resources.

11: Wildlife spotting

- Wildlife spotting offers the opportunity to observe animals such as mammals and reptiles in natural habitats, not just birds (birdwatching).
- Advantages: Contact with nature, environmental education, adventure experience.





12: Nature photography courses

- Nature photography courses teach visitors how to capture the beauty of rural nature through photography.
- Benefits: Learning photography skills, appreciating natural beauty, creating lasting memories.

13: Excursions with naturalistic guide

- Excursions led by expert naturalists offer detailed knowledge of the flora, fauna and ecology of rural areas.
- Benefits: Environmental education, informative experience, connection with nature.



14: Camping under the stars

- Overnight camping in rural areas allows visitors to spend the night under a starry sky and enjoy the tranquility of nature.
- Advantages: Camping experience, stargazing, tranquility.



3pm: Canoe or kayak excursions

- Canoe or kayak excursions offer a unique perspective of rural waterscapes, with opportunities to spot fauna and flora.
- Advantages: Outdoor adventure, water exploration, contact with nature.





16: Geological themed walks

- Geologically themed guided walks allow visitors to explore geology and rural landscapes.
- Advantages: Geological education, understanding of the territory, discovery of the history of the Earth.



5pm: Food and wine bike tours

- Food and wine bike tours combine cycle touring with visits to wineries, wine tastings and local cuisine.
- Advantages: Culinary experience, physical activity, food and wine exploration.

6pm: Artisan ceramic course

- Artisan pottery courses teach visitors to create unique artifacts with clay, following local traditions.
- Benefits: Creative engagement, learning craft skills, creating personalized souvenirs.





19: Cave and cavern exploration

- Exploring caves and caverns offers a fascinating underground experience, with unique geological formations.
- Advantages: Underground adventure, geological knowledge, discovery of hidden environments.

8pm: Hiking with alpacas

- Alpaca walking tours allow visitors to explore rural nature in the company of these fascinating creatures.
- Advantages: Unique experience, contact with animals, relaxing excursions.
- Three Alpaca farms in Emilia Romagna:
 - The Middle-earth County of Carpineti (RE)
 - The Alpacas of Barbona di Sotto in Serramazzone (MO)
 - The Alpacas of Marano (PC)
 - <https://andiamoallavventura.it/2022/02/10/alpaca-emilia-romagna/>



Geocaching

- Geocaching is a modern GPS treasure hunt, which leads visitors to search for hidden containers in rural locations, discovering secret treasures and natural beauty .
- Advantages: Outdoor adventure, challenge, discovery of hidden places.





10pm: Night excursions for stargazing

- Night excursions allow visitors to explore the starry sky in rural areas, with expert guides explaining the constellations and astronomical phenomena.
- Advantages: Unique night experience, learning astronomy, contemplating the sky.

23: Photographic safari of nocturnal fauna

- Nocturnal wildlife photography safaris take visitors on camera hunts for spectacular images of nocturnal animals in action.
- Advantages: Wildlife photography, nocturnal excitement, unique experience.



24: Life experiences in the woods

- Forest living experiences offer visitors the chance to live like true survivors in nature, learning to build shelters, make fires and cook outdoors.
- Benefits: Extreme adventure, learning survival skills, challenge.



25: Walks with the pet donkey

- Pet donkey rides allow visitors to explore the countryside in the company of an adorable trained donkey.
- Advantages: Unique experience, contact with animals, peaceful walks.



26: Paranormal reconnaissance in rural areas

- Paranormal reconnaissance allows visitors to explore legends and ghost stories in rural areas, using paranormal tools and guided by paranormal experts.
- Advantages: Compelling experience, ghost hunting, strong emotions.





27: Truffle Swindler Tour

- Truffle swindler tours take visitors on a hunt for the delicious truffle with the help of skilled truffle dogs and expert guides.
- Advantages: Culinary experience, truffle discovery, involvement with local culture.



28: Mountain board excursions

- Mountainboarding excursions allow visitors to explore rural terrain on off-road skateboards, providing an adrenaline-pumping experience.
- Advantages: Outdoor adventure, adrenaline, challenge.



29: Hunt for gems and minerals

- Gem and mineral hunting in rural areas allows visitors to search for gemstones and rare minerals in riverbeds or mines.
- Benefits: Discovery of gemstones, geological experience, treasure hunt.



30: Beekeeping and honey harvesting tour

- Beekeeping tours allow visitors to learn about beekeeping and participate in harvesting honey directly from the hive.
- Benefits: Engagement with bees, learning beekeeping, tasting fresh honey.



31: Wellbeing in the woods - Forest Bathing

- The opportunity to immerse yourself in nature through "forest bathing", an experience that leads to a deep connection with natural beauty and the rhythms of the seasons.
- "Forest bathing" is inspired by the Japanese practice of Shinrin-yoku, which literally means "forest bathing," and was developed as part of a Japanese national health program to address stress and anxiety.
- The "forest bathing" experience represents a unique way to enjoy the beauty of nature and improve general well-being, promoting a deeper connection with the surrounding natural environment.
- Advantages: "Forest bathing" promotes physical and mental well-being, reduces stress, improves concentration and clarity, promotes calm and balance.

31: Wellbeing in the woods - Forest Bathing

- **Characteristics of the Forest Bathing :** During a " forest bathing ", participants immerse themselves completely in nature. They walk slowly through a forest, absorbing the sounds, scents and sensations of the forest. This practice fosters a deep connection with the surrounding environment and offers numerous health benefits.
- **Japanese origins:** Japanese Shinrin -yoku has demonstrated that connection with nature is essential for human well-being. Studies have shown that time spent in the forest can lower blood pressure, improve the immune system and reduce stress levels.
- **Physical and Mental Wellbeing:** The " forest bathing " promotes physical and mental well-being. Immersion in nature reduces the level of cortisol (the stress hormone) in the blood, improving mood and reducing anxiety. Furthermore, it promotes concentration, creativity and clarity mental.
- **Calm and Balance:** The practice of " forest bathing " offers an opportunity for relaxation and inner calm. The silence of the forest, the singing of the birds and the sound of the wind among the leaves create a peaceful and regenerating atmosphere.
- **Invitation to Experiment:** We invite everyone to experience the " forest bathing " and to discover the benefits of total immersion in nature. This practice can be an extraordinary source of well-being, helping to reconnect the deepest chords with the natural rhythms of the seasons.



32: Yoga in nature

- Nature yoga sessions take participants to practice yoga outdoors, in rural areas, to connect with nature and promote physical and mental well-being.
- Benefits: Physical and mental well-being, calm, relaxation.



33: Wild cuisine

- Wild cooking involves visitors gathering herbs and edible ingredients in nature, then preparing delicious dishes with the help of nature itself.
- Benefits: Unique culinary experience, learning survival skills, discovering new flavors.





34: Dance in the field

- Dance sessions in the camp allow visitors to dance outdoors in a rural setting, enjoying music and freedom of movement.
- Advantages: Artistic expression, physical well-being, joy.

35: Outdoor Martial Arts

- Outdoor martial arts classes offer an opportunity to learn and practice disciplines such as tai chi or kung fu in harmony with the surrounding nature.
- Benefits: Physical and mental well-being, learning self-defense skills, connection with nature.



36: Night canoe or kayak excursions

- Nighttime canoe or kayak excursions allow visitors to explore rural waterscapes under the stars, enjoying a unique perspective.
- Advantages: Night adventure, stargazing, tranquility.





37: Treetop walks

- Treetop walks offer the opportunity to explore the canopy of rural forests via suspended walkways.
- Advantages: Aerial adventure, admiration of nature from a unique perspective, adrenaline.
- *treetop Necktal walk , the first path suspended among the treetops in Switzerland.*

38: Segway excursions in the countryside

- Segway excursions allow visitors to explore rural landscapes in a fun and original way, through this ecological means of transport.
- Advantages: Fun exploration, electric movement, respect for the environment.





39: Archery excursions

- Archery excursions take visitors to practice this ancient discipline outdoors, in a rural environment, using nature as a backdrop for the practice.
- Benefits: Skill experience, connection with nature, relaxation.



40: Folklore and traditional dance shows

- Rural areas often hold rich folklore and traditions. Visitors can enjoy live performances of traditional dances, music and story telling.
- Advantages: Cultural immersion, preservation of local traditions, entertainment.

41: Artisan Workshops

- Craft workshops allow visitors to learn and practice traditional crafts such as pottery, weaving or tool making by local artisans.
- Benefits: Cultural exchange, skill development, handcrafted souvenirs.





42: Historical Reenactments

- Reenactments in rural areas bring history to life, allowing visitors to witness important historical events or periods from the past.
- Advantages: Educational, historical understanding, entertainment.

43: Culinary Experiences "From Farm to Table"

-
- Farm-to-table dining experiences offer visitors the chance to enjoy fresh ingredients from the rural area.
- Advantages: Culinary exploration, support local agriculture, authentic flavors.



44: Cultural Festivals

- Rural areas often host cultural festivals that celebrate local traditions, music, food and the arts.
- Advantages: Cultural exchange, festive atmosphere, immersion in local culture.



45: Visits to historic, picturesque villages

- Visitors can explore well-preserved picturesque historic villages, learning about their architecture, customs and lifestyles.
- Benefits: Historical understanding, cultural immersion, sightseeing.



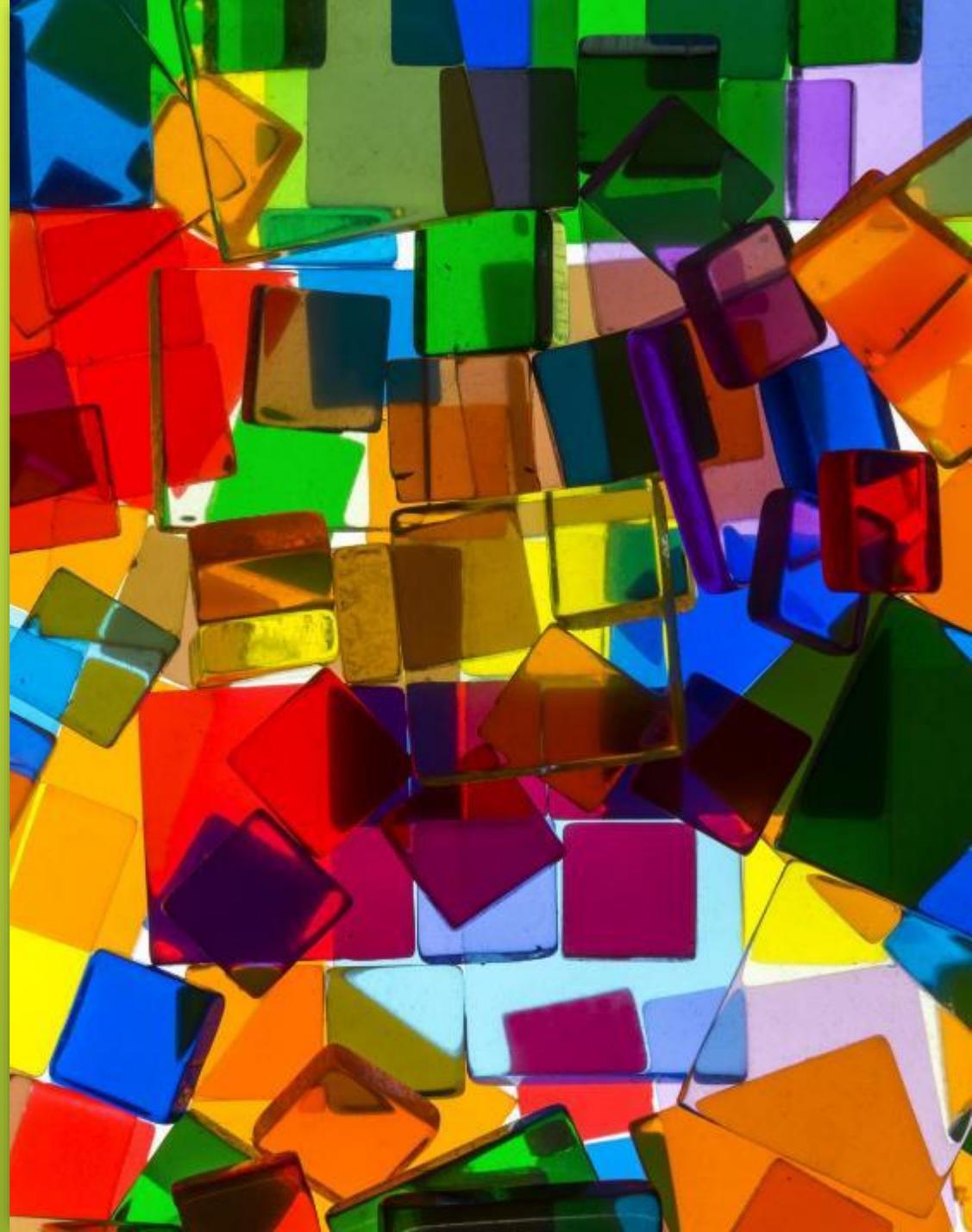
46: Traditional Cooking Lessons

- Traditional cooking classes teach visitors how to prepare authentic rural dishes, using local ingredients and techniques.
- Advantages: Culinary skills, cultural exchange, appreciation of local cuisine.



47: Art Exhibitions and Galleries

- Rural areas often host art exhibitions and galleries displaying works by local artists.
- Benefits: Art appreciation, support local artists, cultural enrichment.



48: Cultural Heritage Walks

- Heritage walks take visitors through historic and culturally significant locations, offering insights into local history.
- Benefits: Education, historical understanding, sightseeing.



49: Traditional Music Lessons

- Traditional music lessons allow visitors to learn to play local musical instruments or participate in musical performances.
- Advantages: Musical skills, cultural exchange, entertainment.





50: Local Craft Markets

- Visitors can explore local craft markets, where artisans sell handmade goods such as textiles, jewelry and pottery.
- Benefits: Support local artisans, souvenir shopping, cultural immersion.

Unusuality



Unusuality

- Unusual cultural activities add an element of surprise and originality to eco-cultural tourism experiences, offering visitors a unique opportunity to explore culture in unexpected ways.
- unusual natural activities in rural areas offer visitors the opportunity to enjoy unique and surprising experiences in the midst of nature, making their visit even more memorable.





A1: Art of Hay Sculptures

- In some rural areas, artists create elaborate and monumental hay sculptures that can be explored by visitors. This unique art form is based on shaping huge bales of hay.
- Advantages: Unusual artistic experience, visual wonder, rural creativity.

A2: Organization of unusual , original , out-of-the -ordinary events or festivals give it schemes

1. La Tomatina : Celebrated in Buñol , Spain, La Tomatina is a festival where participants throw tomatoes at each other in a giant tomato battle, for fun.
2. Cooper's Hill Cheese Rolling: Celebrated in Gloucestershire, England, participants chase a wheel of cheese down a steep hill, competing to try to catch it. The event is famous for fast and often comical racing.
3. Boun Bang Fai (Rocket Festival): Celebrated in rural communities in northeastern Thailand and Laos, Boun Bang Fai is an agricultural fertility festival in which participants launch homemade rockets into the sky to invoke rain and encourage good crops.
4. Diaper festivals, where visitors can participate in diaper throwing competitions or admire works of art created from used diapers.



A3: Traveling theater in the countryside

- Traveling theater groups bring original theater performances to rural areas, offering unique outdoor theater performances.
- Advantages: Unexpected entertainment, cultural involvement, unique theatrical experience.





A4: Cultural Treasure Hunt

- Rural cultural treasure hunting involves visitors searching for hidden cultural and historical clues in rural locations, promoting knowledge and exploration.
- Benefits: Intellectual challenge, cultural discovery, enigmatic fun.

A5: The Night of Scary Tales

- In some rural communities, spooky story nights are held, where visitors gather around a campfire to share ghost stories and local legends.
- Advantages: Nightly entertainment, mysterious atmosphere, sharing oral traditions.





A6: Night Mushroom Hunting

- Some rural areas offer night mushroom hunting excursions, allowing visitors to discover the world of wild mushrooms in a magical nocturnal setting.
- Benefits: Night adventure, learning about nature, sensory experience.

A7: Underground Exploration in Natural Caves

- Underground excursions into natural caves allow visitors to explore the hidden world of underground rock formations, such as stalactites and stalagmites.
- Advantages: Underground adventure, geological discovery, feeling of exploration.



A8: Sunset walks with firefly lights

- Some rural areas offer sunset walks with fireflies, allowing visitors to enjoy a unique natural spectacle.
- Advantages: Magical atmosphere, connection with nature, unique experience.



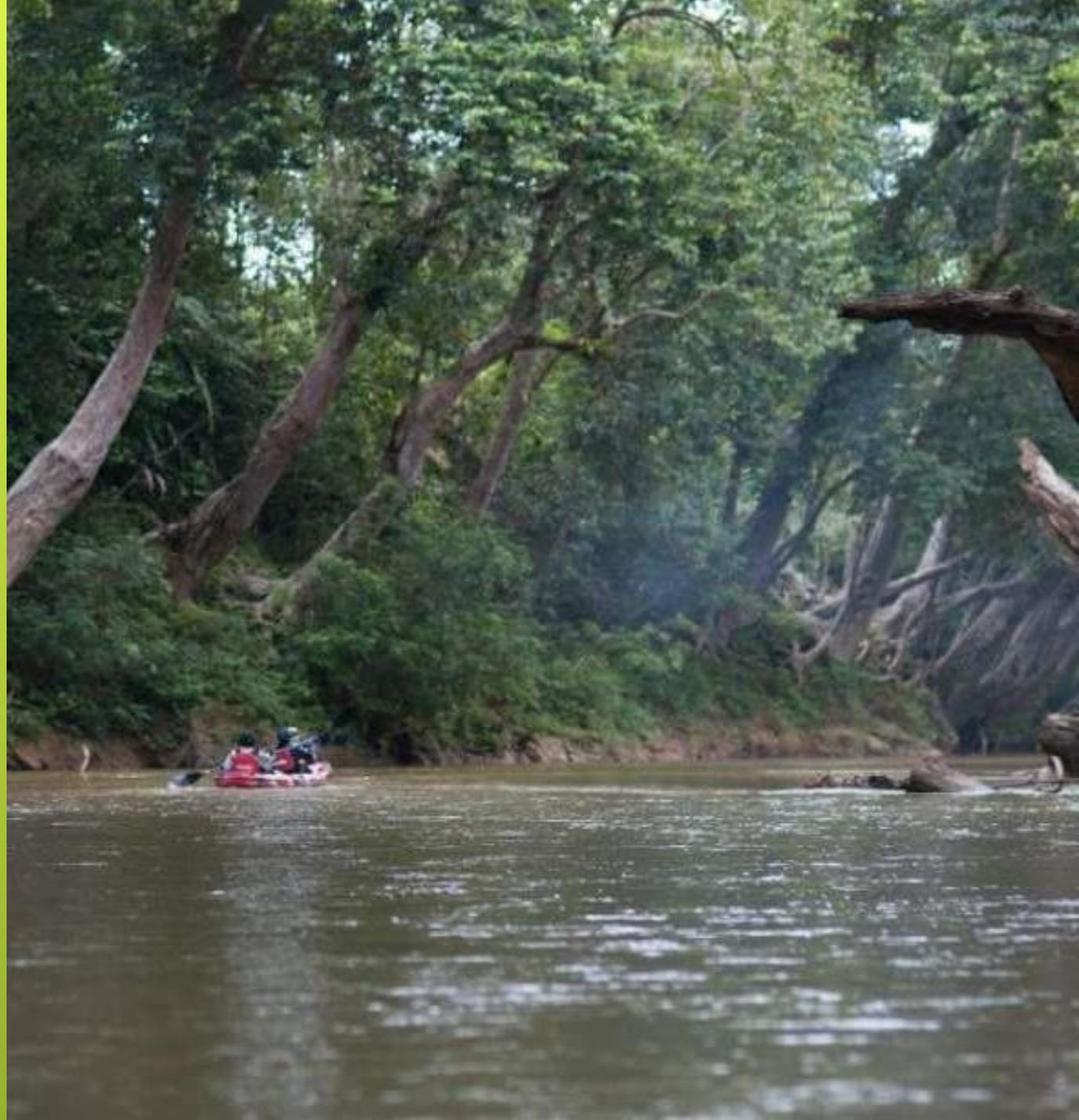


A9: Survivalist courses

- In some rural areas, survivalist courses are held that teach visitors how to survive in emergency situations in natural environments, such as building shelters or foraging for food.
- Advantages: Survival skills, outdoor adventure, hands-on learning.

A10: Wildlife sighting from canoe

- Some rural areas offer canoe trips along rivers and streams where you can spot local wildlife, such as birds, beavers, otters and other animals.
- Benefits: Wildlife spotting experience, nature immersion, aquatic adventure.



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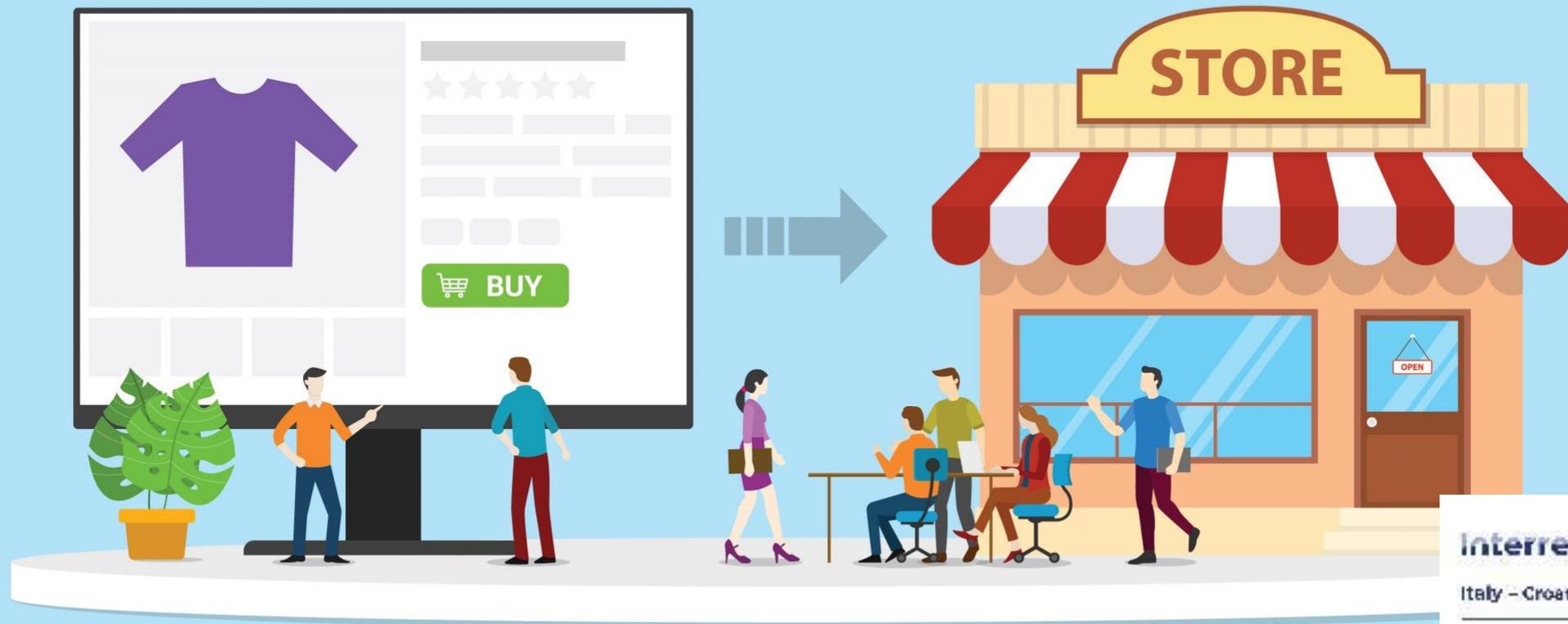
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MODULE 4: Digital (& Offline)

Marketing

Strategies and Actions for Rural and Inland Tourism Destinations

Benkovac, July 9th, 2024



interreg

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the European Union

Italy - Croatia

ETHNIC



Introduction

- In today's interconnected world, digital marketing has become an essential tool for promoting rural and inland tourism destinations.
- This comprehensive presentation illustrates the various strategies and channels that can be leveraged to attract visitors to rural and inland areas.
- From website optimization and social media marketing to content creation and email campaigns, the digital landscape offers numerous opportunities to showcase the unique attractions of rural destinations.
- However, offline & more traditional marketing applied to tourism cannot be set aside, such as the participation to trade fairs, organization of fam trips and press conferences.



1. Common elements of tourist marketing

1. Emphasize unique experiences and authenticity

- Develop a strong brand narrative that highlights the area's unique selling points
- Create immersive storytelling that connects visitors to local traditions and way of life
- Showcase authentic, behind-the-scenes experiences that can't be found in urban areas

Emphasize unique experiences and authenticity: example

- Example: Scotland's North Coast 500 route
- This scenic driving route showcases authentic Scottish experiences and unique landscapes.
- Link: <https://www.northcoast500.com/>



2. Highlight natural beauty and local culture

- Use professional photography and videos to capture landscapes in different seasons
- Create virtual reality experiences that allow potential visitors to "explore" before booking
- Develop interactive maps highlighting points of interest, scenic routes, and hidden gems



100% PURE NEW ZEALAND

Highlight natural beauty and local culture: example

- Example: New Zealand's 100% Pure campaign
- This long-running campaign effectively highlights the country's natural beauty and Maori culture.
- Link: <https://www.newzealand.com/int/>

3. Showcase sustainability and eco-friendly practices

- Highlight initiatives such as renewable energy use, waste reduction, and conservation efforts
- Display organisations with eco-certifications
- Create content educating visitors on how to travel responsibly in rural areas

Showcase sustainability and eco-friendly practices: example

- Example: Costa Rica's Certification for Sustainable Tourism (CST) program
- This national program certifies and promotes sustainable tourism practices.
- Link: <https://www.turismo-sostenible.co.cr/>



4. Use high-quality, immersive imagery and video content

- Invest in drone footage for aerial views of landscapes and properties
- Create time-lapse videos showcasing day-to-night transitions or seasonal changes
- Develop 360-degree photos and videos for an immersive online experience

Use high-quality,
immersive imagery
and video content:
example

- Example: Tourism Australia
- Link:
<https://www.australia.com/en/discover-your-australia.html>



4. Leverage user-generated content and reviews

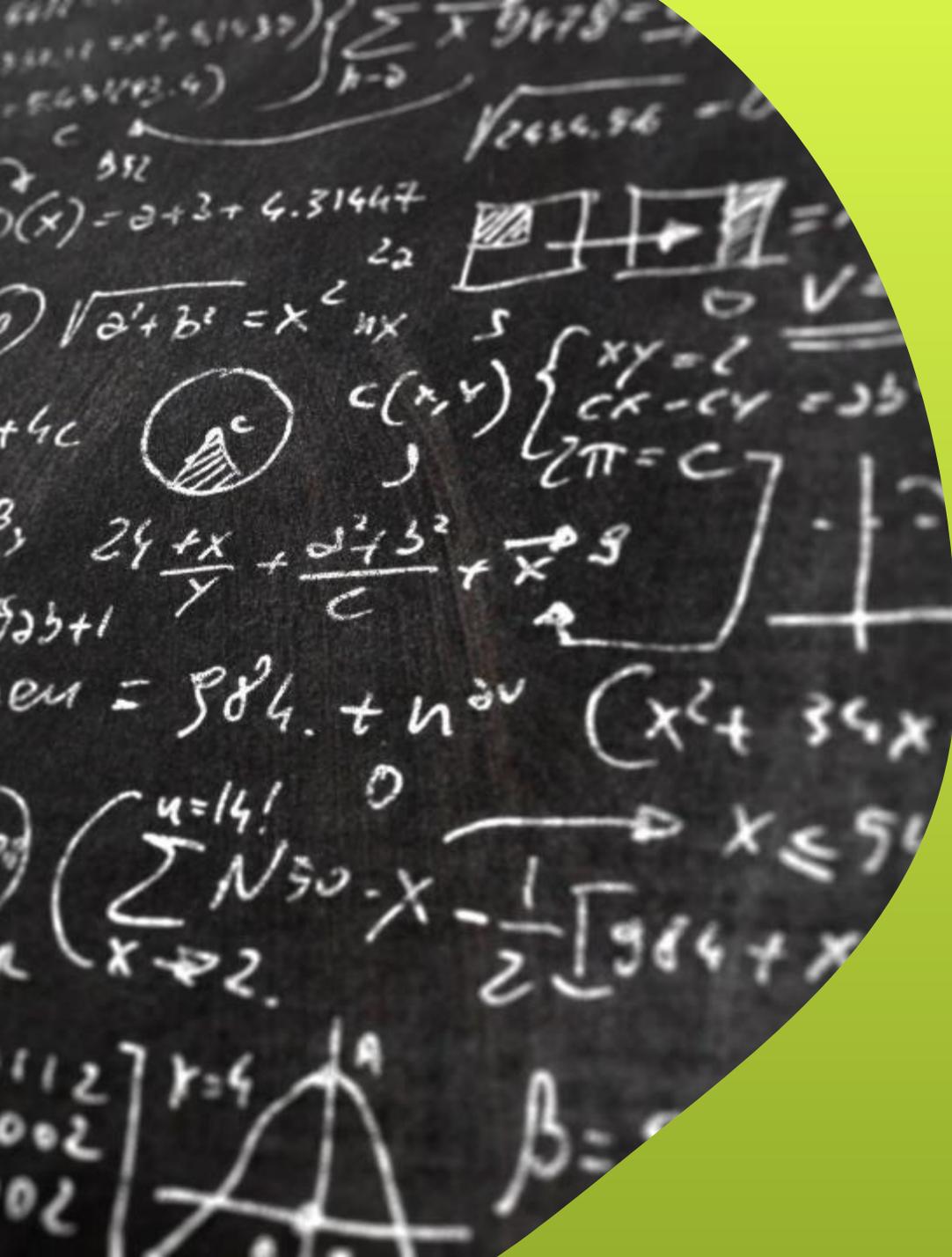
- Implement a system to encourage and reward guests for sharing their experiences online
- Create branded hashtags for visitors to use on social media
- Showcase guest testimonials and photos prominently on website and marketing materials



Best Things to do Scotland

Leverage user-generated content and reviews:
example

- Example: Scotland's "Only in Scotland" Campaign
- VisitScotland's "Only in Scotland" campaign effectively uses user-generated content to showcase unique experiences across Scotland, including many rural areas.
- By encouraging visitors to share their unique experiences, VisitScotland creates a constantly updating, genuine representation of what the country offers to tourists.
- Link: <https://www.visitscotland.com/see-do/>



2. Digital Strategies



1. Website optimization: Mobile-friendly design

- Implement responsive design that adapts to all screen sizes
- Optimize page load times for slower rural internet connections
- Use larger, touch-friendly buttons for easy navigation on mobile devices

Website optimization: Easy booking system

- Implement a user-friendly, secure online booking and payment system
- Offer flexible booking options (e.g., pay on arrival, free cancellation)
- Provide real-time availability calendars

Website optimization: Virtual tours and 360-degree images

- Create virtual walk-throughs of accommodations and facilities
- Develop interactive 360-degree panoramas of key attractions and viewpoints
- Implement VR compatibility for an even more immersive experience



Website optimization: Example

- Example: Visit California's responsive website
- Their site adapts well to different screen sizes and includes easy navigation and booking options.
- Link: <https://www.visitcalifornia.com/>

2. Social media marketing: Instagram:

- Use Instagram Stories and Reels to showcase daily life and behind-the-scenes content
- Leverage Instagram Shopping for direct product tagging and purchasing
- Host Instagram takeovers with influencers or local personalities



Instagram: example 1

- Instagram: #VisitFaroe
- The Faroe Islands, a rural archipelago between Iceland and Norway, effectively uses Instagram to promote their unique destination.
- They encourage visitors to use the hashtag #VisitFaroe
- Their official account @visitfaroeislands regularly reposts user-generated content
- They showcase the islands' dramatic landscapes, traditional villages, and unique experiences
- Link: <https://www.instagram.com/explore/tags/visitfaroe/>

Instagram: Example 2

- Example: Tourism Ireland's #LoveDublin campaign on Instagram
- This campaign effectively uses user-generated content and a branded hashtag.
- Link: <https://www.instagram.com/explore/tags/lovedublin/>

Instagram: example 2

- The Krka National Park, in the Roski Slap area, Croatia
- At the “Seosko Domacinstvo Kristijan” farm, where it is possible to have lunch with your feet immersed in the waters of the waterfall
- <https://www.instagram.com/reel/C7UhfONsUlz/?igsh=MWhyenZ6MzE4cXJyaw==>

Social media marketing: Facebook

- Facebook:
- Create and manage Facebook Groups for niche interests (e.g., hikers, foodies)
- Use Facebook Live for virtual tours or Q&A sessions
- Implement Facebook Pixel for retargeting ads to interested visitors



Facebook: Example

- Facebook: "My Switzerland"
- Switzerland Tourism's Facebook page effectively uses user-generated content to promote rural and urban areas alike.
- They regularly share user-submitted photos and stories
- They run contests encouraging users to share their Swiss experiences
- The page showcases a mix of famous landmarks and hidden rural gems
- Link: <https://www.facebook.com/MySwitzerland>

Social media marketing: YouTube

- Develop a series of themed videos (e.g., local recipes, wildlife spotting guides)
- Create 360-degree videos for immersive experiences
- Optimize video descriptions and tags for SEO



YouTube: example

- YouTube: "New Zealand 100% Pure"
- Tourism New Zealand's YouTube channel effectively uses a mix of professional content and user-generated videos to showcase the country's rural beauty.
- They have a series called "New Zealand through the eyes of..." featuring traveler experiences
- They encourage visitors to submit their own video content
- Many videos highlight rural experiences like hiking, farm stays, and small-town exploration
- Link: <https://www.youtube.com/user/PureNewZealand>

Social media marketing: LinkedIn Company Page Optimization

- Create a compelling company page showcasing your rural tourism offerings
- Use high-quality images and videos to highlight your facilities and experiences
- Regularly post updates about your services, local events, and industry news



Social media marketing: LinkedIn Content Marketing

- Share long-form articles about the benefits of rural retreats for businesses
- Post infographics on topics like "The Impact of Nature on Productivity"
- Create slideshows showcasing your venues and team-building activities

Social media marketing: LinkedIn

LinkedIn Groups

- Join and participate in relevant groups like "Corporate Event Planning" or "Business Travel"
- Share valuable insights and subtly promote your offerings within these communities

Social media marketing: LinkedIn Sponsored Content

- Use LinkedIn's targeting options to reach decision-makers in specific industries
- Create ads showcasing your unique value proposition for corporate events

Social media marketing: LinkedIn

LinkedIn Events

- Promote webinars or virtual tours of your facilities
- Use this feature to highlight upcoming business-focused events at your location

Social media marketing: LinkedIn

Example 1

- Example: Gleneagles Hotel, Scotland
- Gleneagles effectively uses LinkedIn to promote its luxury rural resort for both leisure and business travelers.
- Link: <https://www.linkedin.com/company/the-gleneagles-hotel/>

Social media marketing: LinkedIn

Example 2

- Example: Visit Scotland Business Events
- This LinkedIn page focuses on promoting Scotland as a destination for business events and conferences, including rural and unique venues.
- Link: <https://www.linkedin.com/company/visit-scotland-business-events/>

Social media marketing: LinkedIn

Example 3

- Example: Rural & Industrial Design and Building Association (RIDBA)
- While not a tourism-specific page, this association uses LinkedIn effectively to promote rural businesses and could be a model for rural tourism organizations.
- Link: <https://www.linkedin.com/company/ridba/>

3. Content marketing: Blog posts

- Develop a content calendar aligned with seasonal activities and events
- Create in-depth guides on local flora, fauna, and ecosystems
- Write about lesser-known attractions and off-the-beaten-path experiences

Content marketing: Seasonal guides and itineraries

- Develop downloadable PDF guides for different traveler types
- Create interactive online itinerary builders
- Offer suggested itineraries for varying trip durations (weekend, week, etc.)



Content marketing: Examples

- Example: Wonderful Copenhagen's neighborhood guides
- These in-depth blog posts highlight different areas of the city for various traveler types.
- Link:
- <https://www.visitcopenhagen.com/copenhagen/neighborhoods/guides>

The image features three envelopes of different colors (white, green, and pink) arranged in a descending staircase pattern from top-left to bottom-right. The background is split into a light blue upper half and an orange lower half, with a vertical green tear-like edge separating the text area on the right.

4. Email marketing: Personalized newsletters

- Segment email lists based on interests, past bookings, and behavior
- Use dynamic content to show relevant offers based on user preferences
- Implement automated email series for different stages of the customer journey



Email marketing: Pre and post-trip communication

- Send pre-arrival information with local tips and what to expect
- Follow up post-trip with thank you notes and requests for reviews
- Offer loyalty discounts or referral bonuses for repeat visitors

Email marketing: Example

- Example: Visit Scotland's personalized newsletters
- They offer tailored content based on user preferences and interests.
- Link: <https://www.visitscotland.com/newsletter/>



5. Search engine optimization (SEO): Local SEO

- Optimize Google My Business listings for all properties and attractions
- Encourage and respond to Google reviews
- Create location-specific landing pages for each area or property

Search engine optimization (SEO): Long-tail keywords

- Conduct thorough keyword research for niche activities and experiences
- Optimize content for voice search queries
- Create FAQ pages addressing common questions about rural tourism

Search engine optimization (SEO): Example

- Example: Visit Florida's extensive use of location-specific pages
- They have individual pages for different regions, cities, and attractions, optimized for local search.
- Link: <https://www.visitflorida.com/places-to-go/>



6. Influencer partnerships

- Collaborate with travel bloggers and social media personalities

6. Influencer partnerships: Example 1

- Example: Visit Iceland's "Inspired by Iceland" campaign
- This campaign involved various influencers sharing their experiences in Iceland across social media platforms.
- Link: <https://www.visiticeland.com/search-our-sites?q=%22inspired%20by%20iceland%22&page=1>

6. Influencer partnerships: Example 2

- example: Thailand's collaboration with travel vloggers
- The Tourism Authority of Thailand has worked with popular YouTube travel vloggers like Kara and Nate to promote lesser-known destinations.
- Link:
https://www.youtube.com/watch?v=YDO9EXyFarc&list=PLirGII1_qwvtDYYPcN744su2a_oXluZt3

A close-up photograph of a red pushpin with a black stem, pinned to a map. The map shows streets and buildings, with the pushpin pointing to a specific location. The background is blurred, showing another red pushpin further away.

7. Online travel agencies (OTAs) and metasearch engines

- List products on platforms like Booking.com, Expedia, and TripAdvisor

7. Online travel agencies (OTAs) and metasearch engines: Example 1

- Example: Booking.com's promotion of rural and eco-friendly accommodations
- Booking.com has a dedicated section for sustainable stays, including many rural options.
- Link: <https://www.booking.com/sustainable-travel.html>

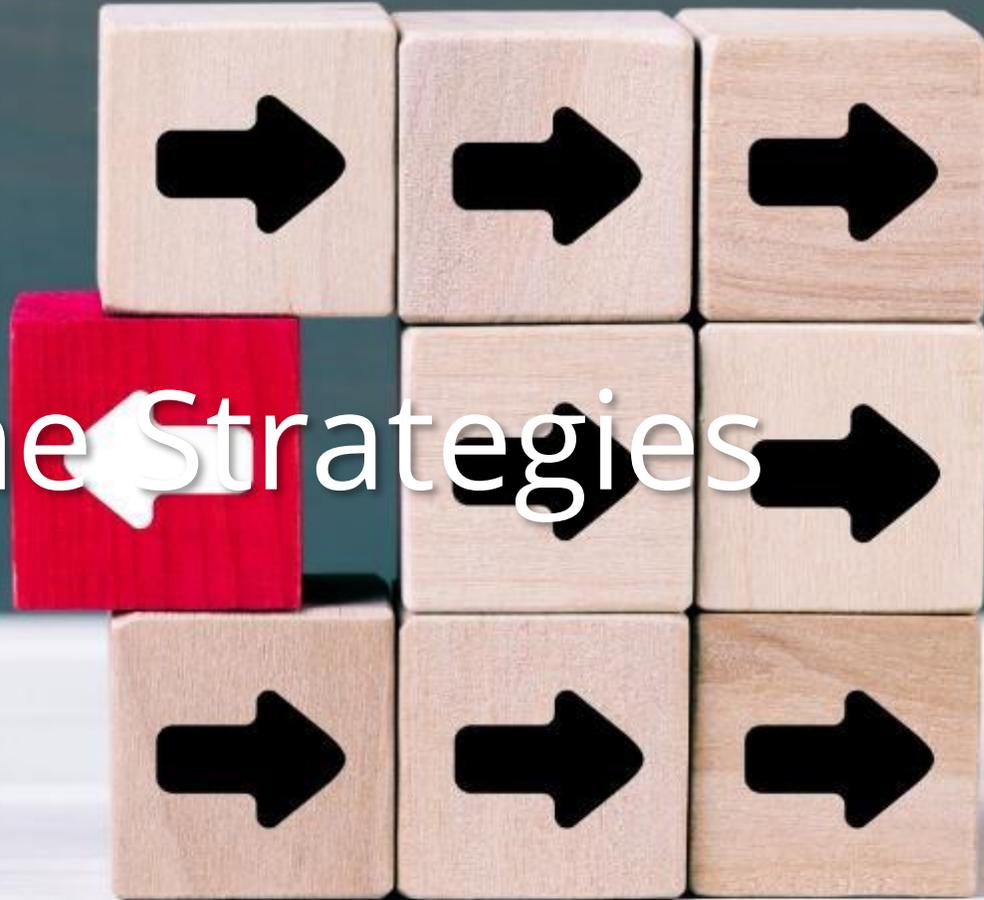
7. Online travel agencies (OTAs) and metasearch engines: Example 2

- Example: Airbnb's "Farm Stays" category
- Airbnb has a category specifically for farm stays and rural accommodations.
- Link:
https://www.airbnb.com/s/homes?refinement_paths%5B%5D=%2Fhomes%2Fsection%2FFARM_STAY_CATEGORY

7. Online travel agencies (OTAs) and metasearch engines: Example 3

- Example: TripAdvisor's rural destination pages
- TripAdvisor provides comprehensive information about rural destinations, including accommodations, activities, and user reviews.
- Link: Explore various rural destinations on TripAdvisor by searching for specific locations.

Offline Strategies



Offline Strategies

1. Partnerships with local businesses and attractions
2. Participation in tourism fairs and exhibitions
3. Brochures and print materials in local information centers
4. Collaboration with travel agencies specializing in rural tourism
5. Word-of-mouth marketing through satisfied customers
6. Local community engagement and events
7. Traditional media engagement



1. Partnerships with local businesses and attractions

- Create package deals combining accommodation with local experiences
- Cross-promote with complementary businesses (e.g., local restaurants, craft shops)
- Develop a local discount card for tourists

1. Partnerships with local businesses and attractions: example

- Example: The "Cumbria Pass" in the Lake District, UK
- This pass offers discounts at various attractions and businesses in the rural Lake District area.
- Link: <https://www.golakes.co.uk/inspiration/cumbria-pass.aspx>

2. Participation in tourism fairs and exhibitions

- Attend both general and niche tourism fairs (e.g., adventure travel, eco-tourism)
- Create an eye-catching booth showcasing your rural destination
- Offer immersive experiences at your booth (e.g., VR tours, local product tastings)

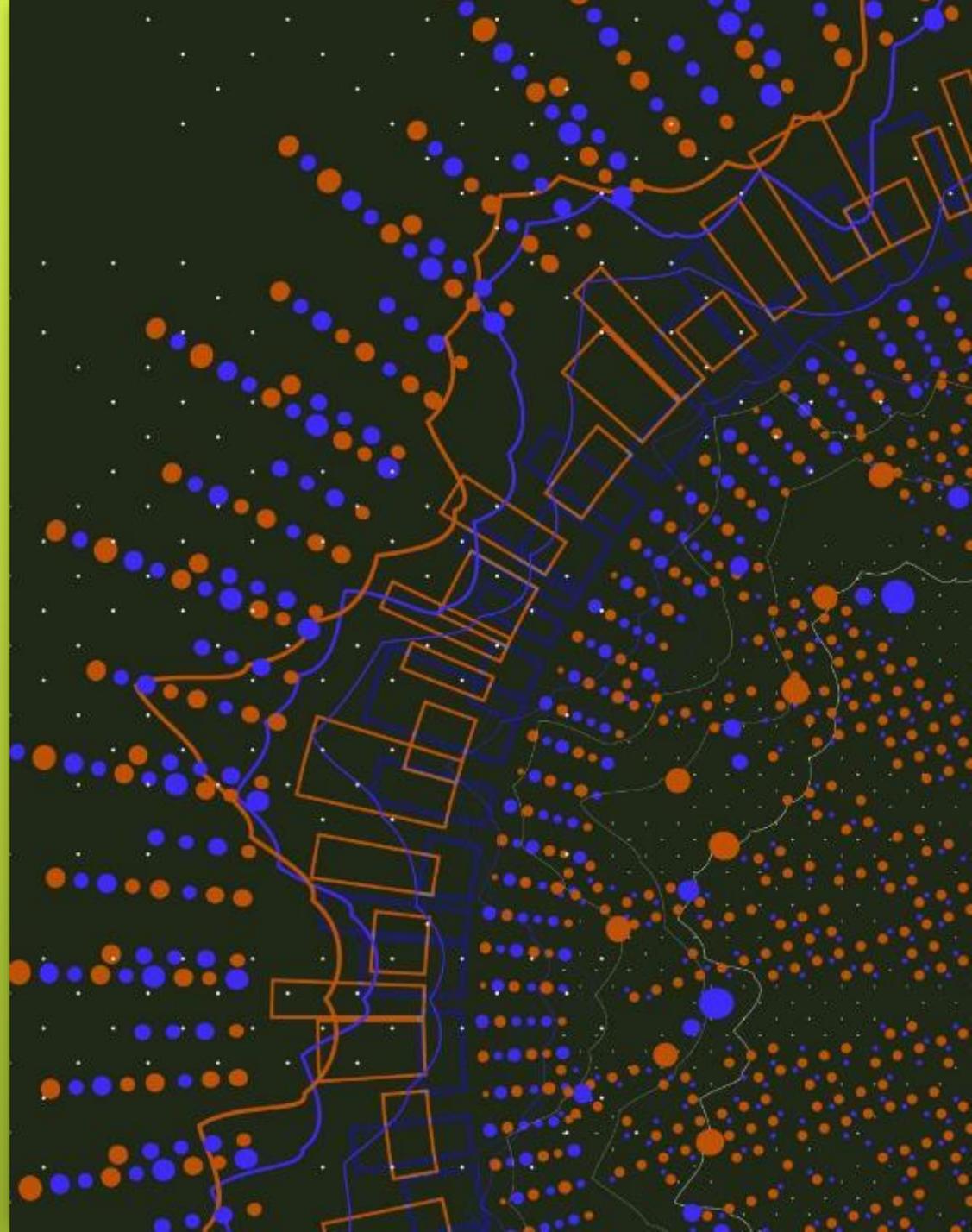


2. Participation in tourism fairs and exhibitions: example

- Example: ITB Berlin, the world's largest tourism trade fair
- Many rural destinations showcase their offerings here.
- Link: <https://www.itb-berlin.com/en/>

3. Brochures and print materials in local information centers

- Design visually appealing brochures highlighting your unique selling points
- Create themed maps (e.g., hiking trails, local producers, historical sites)
- Distribute materials at regional airports, train stations, and visitor centers



3. Brochures and print materials in local information centers: example

- Example: Visit Scotland's iCentres
- These information centers distribute a wide range of local tourism materials.
- Link: <https://www.visitscotland.com/about/practical-information/vic/>



4. Collaboration with travel agencies specializing in rural tourism

- Partner with agencies focused on eco-tourism, agritourism, or adventure travel
- Offer familiarization trips (“fam trip”) for travel agents to experience your destination
- Provide comprehensive information and high-quality images for their marketing

Collaboration with travel agencies specializing in rural tourism: example

- Example: Responsible Travel
- This agency specializes in sustainable and rural tourism experiences worldwide.
- Link: <https://www.responsibletravel.com/>



- Implement a referral program offering discounts for recommendations
- Encourage guests to share their experiences on social media
- Create shareable moments or photo opportunities at your location

5. Word-of-mouth marketing through satisfied customers

Word-of-mouth marketing through satisfied customers: example

- Example: Tasmania's "Tassie Specialist" program
- While primarily online, this program encourages word-of-mouth promotion by creating destination experts.
- Link: <https://www.discovertasmania.com.au/trade/tassie-specialist-program>



6. Local community engagement and events

- Host or sponsor local festivals celebrating regional culture, food, or crafts
- Organize volunteer opportunities for tourists to engage with the community
- Collaborate with local schools or organizations for educational programs

Local community engagement and events: example

- Example: Sani Festival in Greece
- This annual festival in a rural resort area combines local culture with international performers.
- Link: https://www.sani-resort.com/en_GB/sani-festival

7. Traditional media engagement

- Invite journalists and travel writers for press trips
- Pitch story ideas to regional and national publications
- Collaborate with TV travel shows or documentaries



Traditional media engagement: example

- Example: "Escape to the Country" TV show in the UK
- This program often showcases rural tourism destinations and properties.
- Link: <https://www.bbc.co.uk/programmes/b006vb2f>



Specialization Aspects



1. Family holidays

- Emphasize safety, child-friendly activities, and family accommodations
- Create content focused on multi-generational experiences

1. Family holidays: example

- Example: Center Parcs (Europe)
- Center Parcs offers family-friendly forest lodges with a wide range of activities for all ages.
- Link: <https://www.centerparcs.eu/>

2. Active holidays (biking, horsing, hiking/trekking)

- Highlight trail maps, difficulty levels, and equipment rentals
- Partner with sports and outdoor brands for cross-promotion



2. Active holidays: example

- Example: Moab, Utah (USA)
- Moab is renowned for its mountain biking trails and partnerships with outdoor brands.
- Link: <https://www.discovermoab.com/biking/>

3. Agrotourism

- Showcase farm-to-table experiences and hands-on agricultural activities
- Use storytelling to connect visitors with local farmers and producers



3. Agrotourism: example

- Example: Agriturismo Poggio Covili (Tuscany, Italy)
- This farm stay offers authentic agricultural experiences in the Tuscan countryside.
- Link: <https://www.poggiocovili.it/en/>

4. Cultural tourism

- Develop themed itineraries around local history, art, and traditions
- Collaborate with museums, galleries, and cultural institutions



4. Cultural tourism: example

- Example: Cultureway (Ireland)
- This company offers curated cultural experiences and themed tours across Ireland.
- Link: <https://cultureway.ie/>

5. Educational tourism

- Partner with schools and universities for field trips and study programs
- Offer workshops and courses on local crafts, language, or cuisine



5. Educational tourism: example

- Example: The Island School (Bahamas)
- This semester program for high school students combines academics with hands-on environmental studies.
- Link: <https://islandschool.org/>



6. Gastronomy

- Create food and wine trails
- Organize cooking classes and tasting events
- Collaborate with local chefs and food producers

6. Gastronomy: example

- Example: La Rioja (Spain)
- This region is famous for its wine routes and gastronomic experiences.
- Link: <https://www.lariojaturismo.com/en/gastronomy-wine>

7. Spa and thermal

- Highlight unique natural resources and health benefits
- Develop wellness packages combining treatments with other activities



7. Spa and thermal: example

- Example: Thermae Bath Spa (UK)
- This spa combines historic Roman baths with modern wellness facilities.
- Link: <https://www.thermaebathspa.com/>



8. Nature-based tourism (birding, flora and fauna watching)

- Focus on unique local ecosystems and biodiversity
- Offer guided tours with expert naturalists
- Provide high-quality viewing equipment (binoculars, spotting scopes)
- Create wildlife viewing blinds or hides
- Develop educational programs about local conservation efforts

8. Nature-based tourism: example

- Example: Costa Rica's Osa Peninsula
- Known for its incredible biodiversity, the Osa Peninsula offers world-class birding and wildlife watching opportunities.
- Link: <https://www.osapeninsulacostarica.com/>



9. Romantic tourism

- Create intimate experiences for couples
- Offer secluded accommodations with scenic views
- Provide couples' spa treatments and romantic dining options
- Organize special events like sunset cruises or private picnics
- Develop photography services to capture romantic moments

9. Romantic tourism: example

- Example: Santorini, Greece
- While not exclusively rural, Santorini's villages offer romantic experiences with stunning views and intimate settings.
- Link: <https://www.santorini.gr/>



10. Holistic wellness (forest bathing, herbal medicine, etc.)

- Develop programs that integrate local natural healing traditions
- Offer guided forest bathing experiences
- Create herbal medicine workshops using local plants
- Provide meditation and yoga retreats in natural settings
- Offer detox programs incorporating local, organic cuisine

10. Holistic wellness: example

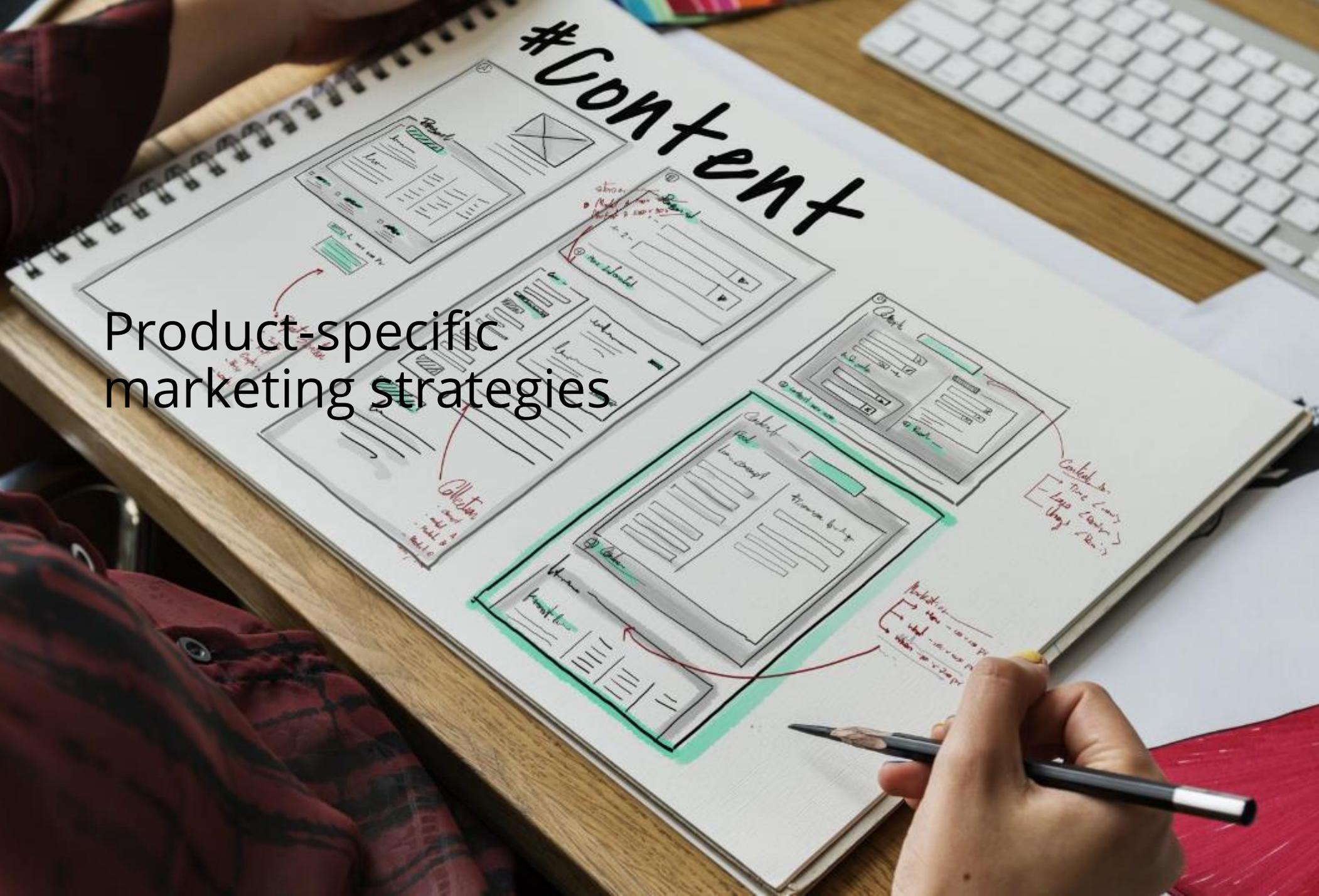
Example: Gwinganna Lifestyle Retreat, Australia

Located in rural Queensland, this retreat offers holistic wellness programs including forest bathing and herbal medicine.

Link: <https://www.gwinganna.com/>

#Content

Product-specific marketing strategies



Product-specific marketing strategies

- For each of these products, consider the following marketing strategies:



1. Develop specialized content

- Create detailed guides about local flora, fauna, and ecosystems
- Share romantic itineraries and couple's testimonials
- Produce videos demonstrating wellness practices in your natural setting

2. Partner with relevant organizations

- Collaborate with bird watching societies or wildlife conservation groups
- Partner with wedding planners and honeymoon specialists
- Work with wellness influencers and holistic health practitioners





3. Utilize social media

- Encourage visitors to share their nature photos with specific hashtags
- Run Instagram contests for most romantic photo taken at your location
- Share short wellness tips or meditations on platforms like TikTok or Instagram Reels

4. Develop unique packages

- Create multi-day birding tours with local experts
- Offer all-inclusive romantic getaways with special amenities
- Develop immersive wellness retreats combining various holistic practices



5. Leverage user reviews and testimonials

- Encourage guests to leave detailed reviews about their nature experiences
- Share couples' stories and testimonials on your website and social media
- Collect and showcase before-and-after testimonials from wellness retreat participants

