

TAKE IT SLOW

Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

PROGRAMMES FOR SPECIFIC TRAVELLER TYPES

D4.4.5 WP 4 - SMART STRATEGIC FRAMEWORK FOR INNOVATIVE ADRIATIC TOURISM
DESTINATION, PRODUCTS & SERVICES

Molise Region

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1. INTRODUCTION

In a proper communication strategy to promote your brand, your services or your products, you don't need to reach as many people as possible: your goal must be to reach the right people, those who are more in line with the philosophy of your brand.

You must always start from the analysis of *Personas* or *Types* and make a kind of identikit of your ideal customers, collect as much information as possible, in order to understand how and what to say to your target. You need to understand who might be interested in your services, what they do, their interests/hobbies, their values/fears, their personality, what they want to achieve, what their aspirations are and what their goals are and of course what you can do to help them achieve them.

Travel personas are basically the common travellers with all their desires, needs and expectations. Identifying them is essential if we want to understand and have in mind what to do to satisfy potential tourists. According to this, a tourist activity must study its interests, its behaviour, but above all its expectations. Travel personas will basically represent the ideal customer with whom we should interact.

According to the Destination Marketing Plan the table below introduce the "ideal" traveller for the Adriatic region.

The idea is to present an example of the potential guest in line with the target marketing strategy to help the project partners to position their pilot project on the most suitable markets. Therefore, the "ideal" traveller for the Adriatic region as the go-to destination for smart and slow tourism is as follows:

Example	1	2	3
Name	Lukács	Sabine	Min
Age	21 yrs.	43 yrs.	67 yrs.
Country	Hungary	Belgium	China
Interest	<ul style="list-style-type: none"> - loves hiking, cycling and scuba diving - looking for adventure and to explore unknown and preserved natural landscapes - will use tourist apps 	<ul style="list-style-type: none"> - wants to spend time relaxing at the beach - keen on learning about the local history, especially in terms of religious art and architecture - will participate in thematic tours 	<ul style="list-style-type: none"> - keen on trying out local gastronomy and learning about the Mediterranean diet - interested in cultural manifestations and folklore - will participate in thematic workshops
Travelling characteristics	<ul style="list-style-type: none"> - informed over social media - travelling with friends - will stay for 2-3 days 	<ul style="list-style-type: none"> - self-informed about the destination after a recommendation from a friend - travels with family - will stay for 7 days in a central location while exploring the surroundings 	<ul style="list-style-type: none"> - informed over specialised portals - travels with a partner - will stay for 14 days in a central location and explore a wider area

The three different Personas embrace all the characteristics of the perfect Adriatic region's tourist.

Also, we can identify for each location the right target group interested and start to associate a buyer persona.

Location	Content and accessibility	Offer	Connections	Target Group Interested	Buyer Persona
Town of Ston and Pelješac peninsula	<ul style="list-style-type: none"> - gastronomy-related heritage of the Pelješac peninsula - interpretation centre in Rector's palace in Ston - location is well connected to its surroundings but should be more accessible in terms of providing information 	<ul style="list-style-type: none"> - "slow food" products with an emphasis on wine, oysters, and olives 	<ul style="list-style-type: none"> - history of the relationship between Republic of Ragusa and Venetians 	<ul style="list-style-type: none"> Young people (15-25 yrs.) DINKs (>18 yrs.) Empty nesters (45-65 yrs.) 	Min
Blaca Hermitage on Brač Island	<ul style="list-style-type: none"> - ecclesiastical heritage (hermitages and caves) from the 15th and 16th century situated in a protected natural landscape - Eco-Museum - location is currently lacking logistics to be sufficiently accessible 	<ul style="list-style-type: none"> - integrated presentation of the natural and cultural heritage of the Blaca valley 	<ul style="list-style-type: none"> - religious connections, history of relations with religious representatives from Rome and Vatican 	<ul style="list-style-type: none"> Young people (15-25 yrs.) – DINKs (>18 yrs.) Empty nesters (45-65 yrs.) Elderly (> 65 yrs.) 	Lukacs

Murter island	<ul style="list-style-type: none"> - presentation of archaeological heritage together with local gastronomy - Archaeological park <i>Colentum</i> - location is accessible by car, bike or on foot and advertised by the local tourist board and NGOs 	<ul style="list-style-type: none"> - cycling within the archaeological park - local gastronomy offer inspired by Antiquity and local history 	<ul style="list-style-type: none"> - Antique amber route that spread from western to eastern coasts of Adriatic - the city of <i>Colentum</i> was an important station on the route 	<p>Young people (15-25 yrs.) –</p> <p>DINKs (>18 yrs.)</p> <p>DEWks (25-45 yrs.)</p> <p>Empty nesters (45-65 yrs.)</p> <p>Elderly (> 65 yrs.)</p>	<p>Sabine</p> <p>Min</p>
Ravni kotari	<ul style="list-style-type: none"> -tangible and intangible heritage related to traditional gastronomy and recipes (e.g., <i>prisnac</i>) - the area is very well connected with its surroundings and acceptably accessible in terms 	<ul style="list-style-type: none"> - experiencing local autochthonous living, products and gastronomy 	<ul style="list-style-type: none"> - military history, architecture, and technology - fortification system was first built as a defence against Venetians and later for the joint protection against Ottomans - Benkovac Heritage Museum exhibits a cannon 	<p>Young people (15-25 yrs.) –</p> <p>DINKs (>18 yrs.)</p> <p>DEWks (25-45 yrs.)</p> <p>Empty nesters</p>	<p>Min</p>

	of providing information		designed by Leonardo da Vinci	(45-65 yrs.) Elderly (> 65 yrs.)	
Momjan	<ul style="list-style-type: none"> - presentation of architectural heritage from the medieval period together with natural heritage and local gastronomy - virtual museum and creative centre House of Istrian castles - location is accessible by car, bike or bus and is already a well-known destination 	<ul style="list-style-type: none"> - holistic experience of the architectural heritage of medieval Istrian castles, cultural and natural heritage through cycling and hiking routes 	<ul style="list-style-type: none"> - art history - sacral art, especially frescoes 	DINKs (>18 yrs.) Empty nesters (45-65 yrs.) Elderly (> 65 yrs.)	Sabine Min Lukacs
Friuli Venezia Giulia region	<ul style="list-style-type: none"> - hiking routes along the region's natural and cultural attractions - routes are accessible and promoted on the specialised portals 	<ul style="list-style-type: none"> - itineraries with hiking routes to fully experience the region 	<ul style="list-style-type: none"> - cultural history - Roman Empire 	Young people (15-25 yrs.) – DINKs (>18 yrs.) DEWKs (25-45 yrs.)	Lukacs

				<p>Empty nesters (45-65 yrs.)</p> <p>Elderly (> 65 yrs.)</p>	
The Brenta River	<p>- presentation of Venetian villas along the Riviera del Brenta through cycling and hiking routes</p> <p>- accessibility should be improved</p>	<p>- integrated presentation of natural and cultural heritage through slow and smart cycling and hiking routes</p>	<p>- maritime trading routes</p>	<p>Young people (15-25 yrs.) –</p> <p>DINKs (>18 yrs.)</p> <p>Empty nesters (45-65 yrs.)</p>	<p>Lukacs</p> <p>Sabine</p>
Emilia Romagna region	<p>- cycling route along the Via Romagna</p> <p>- location is well connected to its surroundings and accessible</p>	<p>- presenting natural and cultural heritage and gastronomy through cycling itineraries</p>	<p>- the sea that brings together two similar territories from a historical and</p>	<p>Young people (15-25 yrs.) –</p> <p>DINKs (>18 yrs.)</p> <p>DEWKs (25-45 yrs.)</p>	<p>Lukacs</p> <p>Sabine</p> <p>Min</p>

			natural point of view, but different in uses, customs and gastronomy	<p>Empty nesters (45-65 yrs.)</p> <p>Elderly (> 65 yrs.)</p> <p>Working population (18 – 65 yrs.)</p>	
Marche region	<p>- Forest Codex of Camaldoli - visitors centre adjacent to the Monastery of Fonte Avellana</p> <p>- location and the Codex are promoted on specialised portals, but accessibility should be improved</p>	<p>- synergic and sustainable tourist offer with cultural history and religious dimension</p> <p>- integrated presentation of local natural and cultural heritage</p>	<p>- religion</p> <p>- common ecclesiastical heritage and cultural aggregation centres that can become a generator for sustainable tourism in the region</p>	<p>Young people (15-25 yrs.) –</p> <p>DINKs (>18 yrs.)</p> <p>DEWKs (25-45 yrs.)</p> <p>Empty nesters (45-65 yrs.)</p> <p>Elderly (> 65 yrs.)</p>	Sabine

<p>Trabocchi coast</p>	<p>- cycling route through the Trabocchi coast - the route is not completely accessible and should be improved</p>	<p>- cycling and leisure activities combined with tasting local gastronomy</p>	<p>-Mediterranean diet</p>	<p>Young people (15-25 yrs.) – DINKs (>18 yrs.) Empty nesters (45-65 yrs.) Elderly (> 65 yrs.)</p>	<p>Lukacs Min</p>
<p>Molise Region</p>	<p>- slow trail “Cammino delle 7 Chiese” as key driver of the new “smart and slow”</p>	<p>- exploring a new touristic micro-destination focused on the Croatian linguistic minority areas - these areas are still in the exploration stage</p>	<p>- cultural, natural and enogastronomical tourism</p>	<p>DINKs (>18 yrs.) DEWKs (25-45 yrs.) Empty nesters (45-65 yrs.) Elderly (> 65 yrs.)</p>	<p>Lukacs Sabine Min</p>

Via Francigena del Sud	- exploring local religious history from paganism to Christianity and natural landscapes - accessibility should be improved in terms of providing information	- slow and smart walking route along Via Francigena and other 0 KM products	- natural heritage and related intangible heritage - karst landscapes and stonework	Young people (15-25 yrs.) – DINKs (>18 yrs.) Empty nesters (45-65 yrs.) Elderly (> 65 yrs.)	Sabine Min
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3.1. An idea of custom-made itineraries

The different kind of target groups involved, lived a different tourism experience: discovering natural parks, local traditions, taste of local products, live a really authentic experience. Itineraries let to promote the knowledge of destinations’ cultural and natural heritage and supporting an experience of experiential tourism thanks to an integrated and innovative approach to the territory itself.

Following the table, we can easily imagine three cross border custom made itineraries to develop and to promote on CB platform.

The itineraries have been developed along with two thematic contexts:

- Cultural Heritage
- Sports & Nature

and have been designed and tailored for our travellers type.

<p>Cultural Heritage Itinerary</p>	<p>Custom made for Sabine and Min</p> <p>The itinerary proposes an experience through Croatia and Italy discovering historical and archaeological sites, traditional products and experience the authentic life of a local. We recommend of a mindful trip, away from the crowds, allowing you to see the diversity and charm of the destination. Focusing on hiring a local guide for an off-the-beaten-path tour, followed by some options to suit our guests' tastes.</p>
<p>Sport and Nature Itinerary</p>	<p>Custom made for Lucaks</p> <p>The itinerary proposes a cyclo-itinerary through Croatia and Italy discovering the very unspoiled destination .</p>