

Assignment Title:

Proposal for a Hiking or Biking Holiday along the Francigena Route from Florence to Rome

Objective:

The objective of this assignment is to allow students to demonstrate their understanding of tourism management principles by creating a comprehensive proposal for a hiking or biking holiday along the historic Francigena route from Florence to Rome. Through this assignment, students will apply their knowledge of destination management, sustainable tourism practices, marketing strategies, and customer experience enhancement to design an attractive and feasible holiday package.

Assignment Details:

1. Introduction to the Francigena Route:

Provide a brief overview of the Francigena route, its historical significance, and its appeal to modern-day tourists.

Explain the cultural, natural, and historical attractions along the route.

2. Target Audience Analysis:

Identify the target market for the proposed hiking or biking holiday.

Conduct market research to understand the preferences, interests, and needs of the target audience.

3. Holiday Package Design:

Develop a detailed itinerary for the hiking or biking holiday, including:

Daily routes, distances, and points of interest.

Accommodation options along the route (e.g., hotels, guesthouses, campsites).

Meals and dining experiences.

Optional activities and excursions.

Consider the duration of the holiday, transportation logistics, and accessibility for participants.

4. Sustainable Tourism Practices:

Discuss strategies for promoting sustainable tourism along the Francigena route.

Identify ways to minimize environmental impact, support local communities, and preserve cultural heritage.

Incorporate principles of responsible tourism into the holiday package design.

5. Marketing and Promotion:

Develop a marketing plan to promote the hiking or biking holiday.

Utilize various marketing channels, such as social media, websites, and travel agencies.

Create promotional materials, including brochures, flyers, and online advertisements.

6. Cost Analysis and Pricing:

Conduct a cost analysis to determine the financial feasibility of the holiday package. Estimate expenses related to accommodation, meals, transportation, tour guides, and other services.

Set pricing strategies based on market demand, competitor analysis, and perceived value.

7. Customer Experience Enhancement:

Propose ways to enhance the overall customer experience during the holiday. Consider factors such as customer service, safety measures, and entertainment options.

Incorporate feedback mechanisms to gather insights from participants and improve future offerings.

8. Deliverables:

Written proposal document outlining all aspects of the hiking or biking holiday package.

Presentation slides summarizing key points for a class presentation.

Optional: Marketing materials (e.g., brochures, flyers) to accompany the proposal.

Assessment Criteria:

- Creativity and originality of the holiday package design.
- Thoroughness and feasibility of the proposed itinerary.
- Consideration of sustainable tourism practices.
- Effectiveness of the marketing and promotion strategies.
- Accuracy of the cost analysis and pricing strategies.
- Attention to customer experience enhancement.

Note: Encourage students to conduct research, collaborate with peers, and seek feedback throughout the assignment process. This assignment provides an opportunity for students to apply theoretical concepts to real-world tourism management scenarios and develop practical skills relevant to the industry.