

Design Your Dream Hiking or Biking Holiday along the Francigena Route FROM FLORENCE TO ROME

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.

Target Audience Identification:

Identify a target audience for the holiday package.

Consider characteristics, interests and preferences of potential participants.

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.

Cost Analysis and Pricing:

Estimate expenses related to accommodation, meals, transportation, tour guides, and other services

Sustainability Considerations:

Discuss sustainable tourism practices that can be integrated into the holiday package.

Find ideas for minimizing environmental impact and supporting local communities.

(optional) 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.

Assessment Criteria:

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