



MODULE IV: CHAPTER 4

TOURISM PRODUCT

UNIVERSIDAD COMPLUTENSE DE MADRID

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1

Introduction

- 🐚 Touristic product all along the French Way
- 🐚 Object: promoting the participation of young people and revitalize the image of this itinerary
- 🐚 Our project: "Wifi VR Path", virtual reality glasses, wifi and chargers available for the pilgrims who pause in the different stops
- 🐚 The Virtual Reality Glasses will help the pilgrims to experience "El Camino de Santiago" of the past
- 🐚 **Where?** In the villages of Sarriá, Portomarín, Ribadiso, Arca; and finally the city of Santiago de Compostela



A scenic mountain landscape under a clear blue sky. In the foreground, a hiker with a backpack and trekking poles walks along a grassy path. To the left, several brown cows graze on a green slope. A rustic stone house with a dark tiled roof sits in the middle ground, surrounded by tall evergreen trees. In the background, rolling green hills and distant mountains are visible. A large yellow diagonal graphic on the right side of the image contains the text.

2

Our Project



PRODUCT

Our Wifi VR Path is created for young travellers between 18 and 27 years old and families with children



PRICE

Establish the rates analyzing several market studies, consumers, costs, rivals, etc.



PROMOTION

How the Wifi VR Path is going to satisfy our target? personal sales, advertising, direct and relational marketing, etc.



PLACEMENT

It is a key aspect referring to transport, inventory, location, etc.



PRODUCT

- ❧ **Wifi VR Path:** stands located in strategic points of French Way
- ❧ **The VR Glasses** tell a story related to the past of “Camino de Santiago”, creating an idea of how was the path and how was the life of the pilgrims
- ❧ **Timetable:** from 09:00h to 17:00h between June and September
- ❧ **After-sale service:** quality survey to evaluate the experience and customer support



“Our product is great for attracting younger generations and children to the Camino increasing the awareness of the pilgrims, possibly contributing to intercultural understanding, mutual respect, sustainability and greater historical understanding”



PRICE

Items	Single Ticket	5 Days Ticket
Wifi	2€	8€
VR Glasses	6.5€ Adults 4.5€ Children	24€ Adults 17€ Children
Wifi + VR Glasses	7.5€	29€



PROMOTION

- 🐚 **Social media:** Instagram, Facebook, Twitter, Web site. #VRCaminoDeSantiago
- 🐚 **Xunta Galicia:** providing brochures and promoting us by its website
- 🐚 **Cultural Heritage Associations:** for promoting the product and boost other associations to spread the Cultural Heritage
- 🐚 **Complutense University of Madrid** through its departments of History and History of Art; and local universities alongside the Camino
- 🐚 **Hostels (as sponsors):** they will promote our products and keep our glasses and belongings in their establishment



PLACEMENT



Location of the stands:

- Information point in Sarriá
- Iglesia - Fortaleza de San Nicolás (Portomarin)
- Monasterio de San Salvador de Vilar de Donas (Palas de Rey)
- Puente de Ribadiso da Baixo (Ribadiso)
- Iglesia de Santiago Boente (Boente)
- Monte del Gozo (Santiago de Compostela)




Items in each stand:

- 15 mobile chargers
- 5 adult and 2 children VR glasses
- Wi-Fi in the whole area

A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a dappled light effect on the path. Two hikers are visible in the distance, walking away from the camera. The hiker in the foreground is wearing a blue shirt and shorts, carrying a backpack. The hiker further ahead is wearing a dark shirt and shorts, also with a backpack and using a walking stick. The trees are tall and leafy, with some vines hanging from the branches.

3

Sustainability
of the
product

- 
- 🌀 Sustainability is based in three pillars at economic, environmental and sociocultural level
 - 🌀 Environmental level: the stand will be built with recycled material and its design will respect the essence of the Camino
 - 🌀 The roof of the stands will have solar panels
 - 🌀 Advertising will be made using internet, mobile phones and tablets
 - 🌀 Tickets will be printed on recycled paper, if necessary - we will prefer online or APP for ticketing
 - 🌀 Sociocultural sustainability: promotion cultural heritage, history and fixing population



4

**Financial
viability**




“Xunta de Galicia”



Different Associations (public and private) related to our project and the participants of our contest will be in a tender. The winner will be our main economic source



All these associations in combination with the departments of History and History of Art of the University Complutense of Madrid→ creation of the content



We will promote our partners at our stands and the logo of the different associations will appear in the content of the VR glasses as a sponsorship





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Conclusion

- 🐚 The VR glasses provide a kind of leisure to entertain the pilgrims and give historical information about the Camino
- 🐚 The service of chargers and Wifi are needed along the Camino
- 🐚 After making the Camino, change the locations of the stands
- 🐚 The collaboration with the different establishments will help to contribute to local development

THANK YOU

CHANGE THE WAY YOU TRAVEL.
TRAVEL YOUR WAY TO CHANGE.

#SOLES4GLOBALGOALS

Tourism on the Camino de Santiago: 17-23 March 2018

