MODULE IV: CHAPTER 4

TOURISM PRODUCT

UNIVERSIDAD COMPLUTENSE DE MADRID
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
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

<table>
<thead>
<tr>
<th>Items</th>
<th>Single Ticket</th>
<th>5 Days Ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wifi</td>
<td>2€</td>
<td>8€</td>
</tr>
<tr>
<td>VR Glasses</td>
<td>6.5€ Adults</td>
<td>24€ Adults</td>
</tr>
<tr>
<td></td>
<td>4.5€ Children</td>
<td>17€ Children</td>
</tr>
<tr>
<td>Wifi + VR Glasses</td>
<td>7.5€</td>
<td>29€</td>
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</tbody>
</table>
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
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
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.
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