

TOURISM PRODUCT

UNIVERSIDAD COMPLUTENSE DE MADRID

INDEX



1 Introduction

2 Our Project → Product, Price, Promotion and Placement

Sustainability of the product

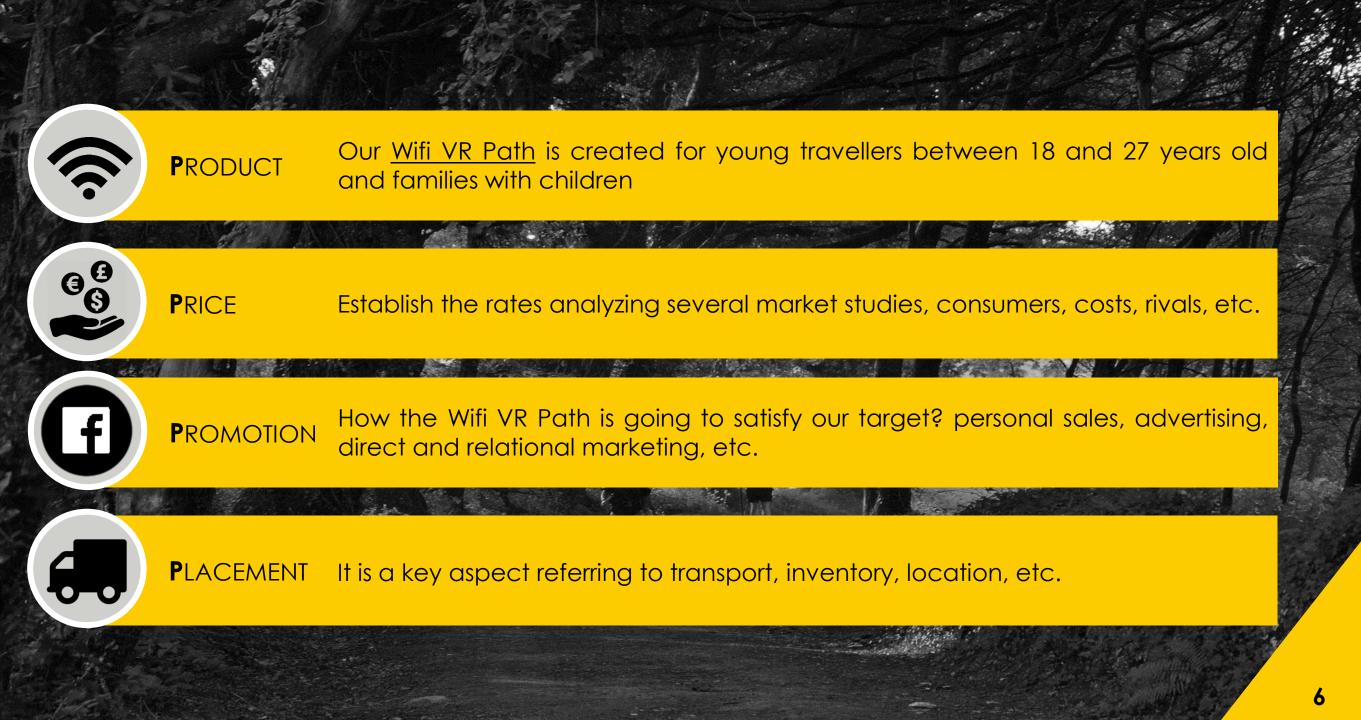
4 Finantial viability

Conclusion





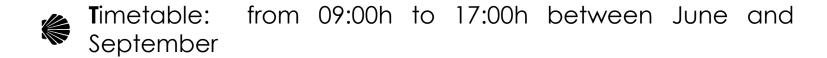
















"Our product is great for attracting younger generations and children to the Camino increasing the awareness of the pilgrims, possibly contributing to intercultural understanding, mutual respect, sustainability and greater historical understanding"



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€





- 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







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:

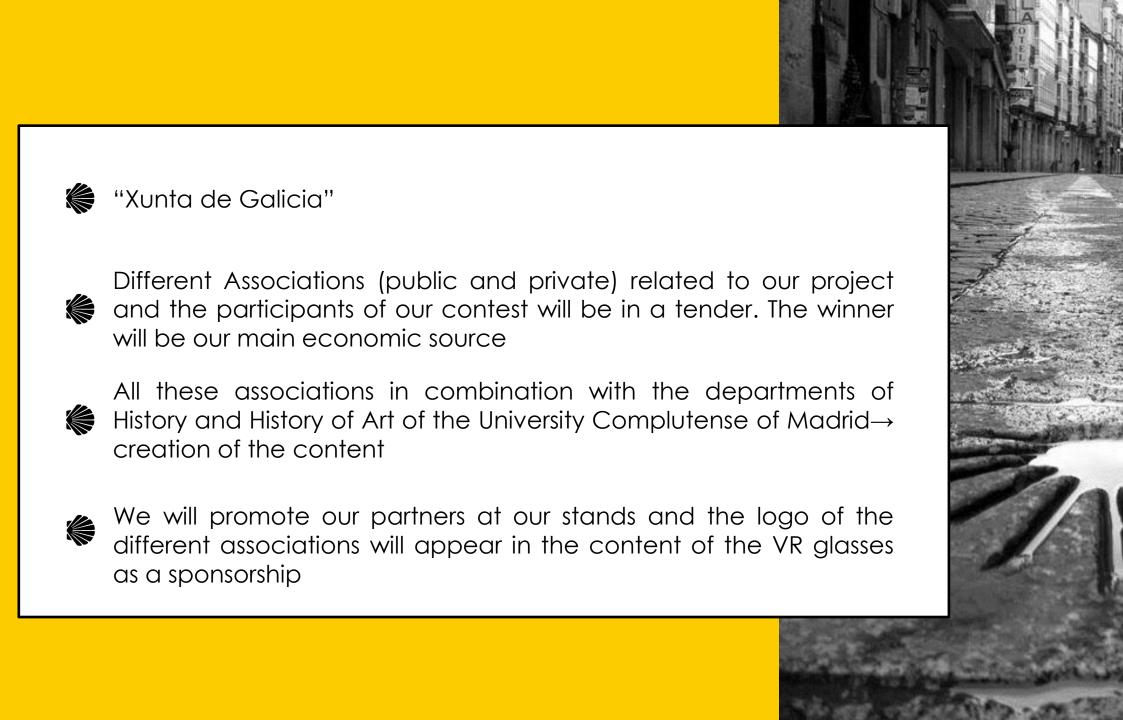
- 15 mobile chargers
- 5 adult and 2 children VR glasses
- Wi-Fi in the whole area













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

