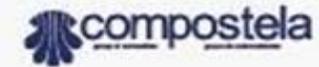


International University Forum: **“The Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and achieve the SDGs”**

Santiago de Compostela, Spain, January - March 2018



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Some propositions to improve the attractiveness of The Camino de Santiago

- Guide pocket with different language
- Tour Agency with “Camino de Santiago” as name
- French and English class for the Spaniards who live along the road
- Mobile toilets with different language instruction
- Plant some trees along the road
- Tent rental
- Put garbage along the road
- Build many public Albergues

French speaking Family in Bike on the road of The Camino de Santiago



Target Audience

- All country
- Francophone persons
- With family
- No specific age
- No specific culture
- No specific religion
- No specific belief

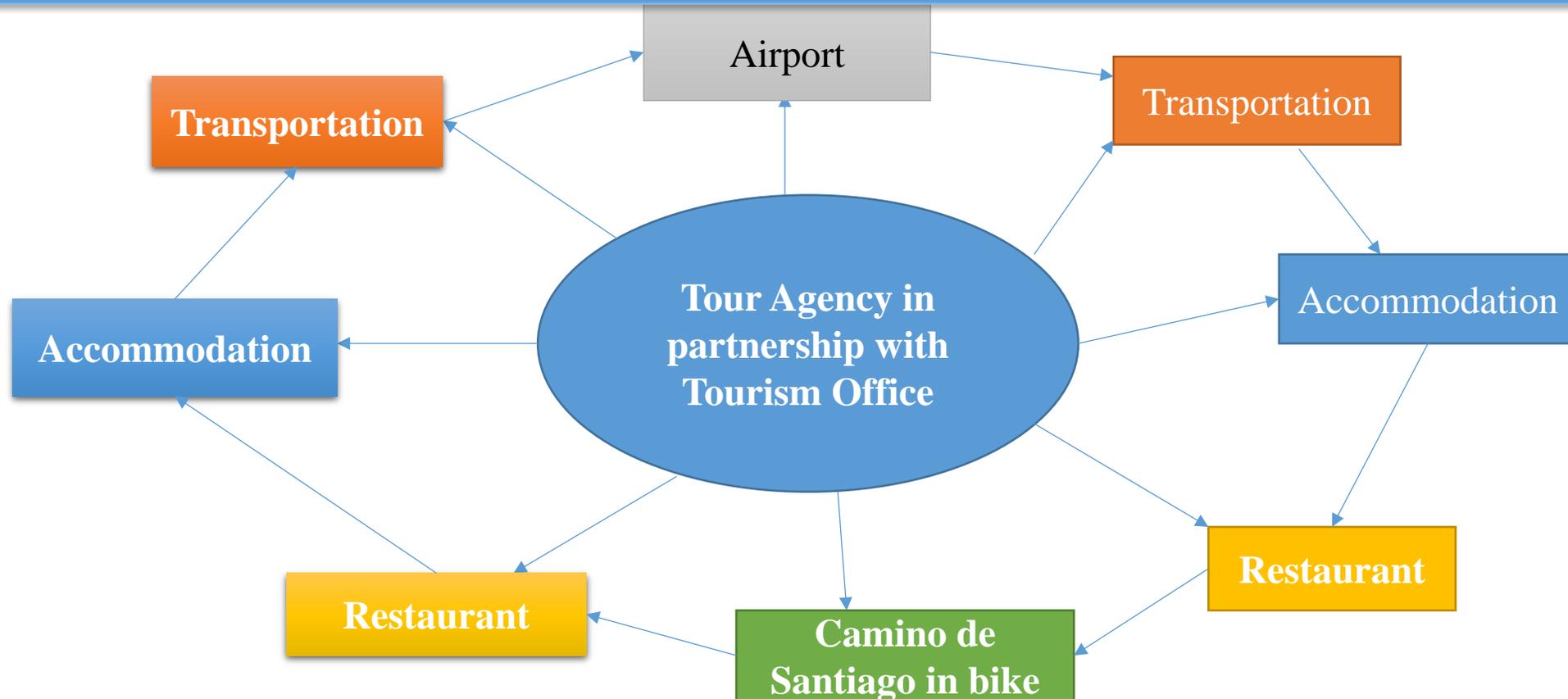
Let's ride a bike with family



Marketing

- Website of the Tourism Office
 - Website of the Tour Agency Camino de Santiago
 - Facebook
 - Twitter
 - YouTube
 - Instagram
 - Media
- Camino de Santiago Tour Agency and the Tourism Office of Santiago propose to the French speaking families a week-end in Bike on the road of The Camino de Santiago all inclusive (Flight, Transportation, Accommodation, restaurant for “x” euros.
 - Camino de Santiago, Spain
 - Date: x July to x July
 - Contact: Telephone/ email
 - Website for more information and details

Planning



In conclusion, let's imagine the French speaking Family in Bike on the road of The Camino de Santiago like that...



Thank You!