

THE DEVELOPMENT OF EXPERIENTIAL TOURISM IN RELATION TO LOCAL VALUE CHAINS AND EXCELLENCE:

The Etruscans: ancient contemporary people

TUSCANY

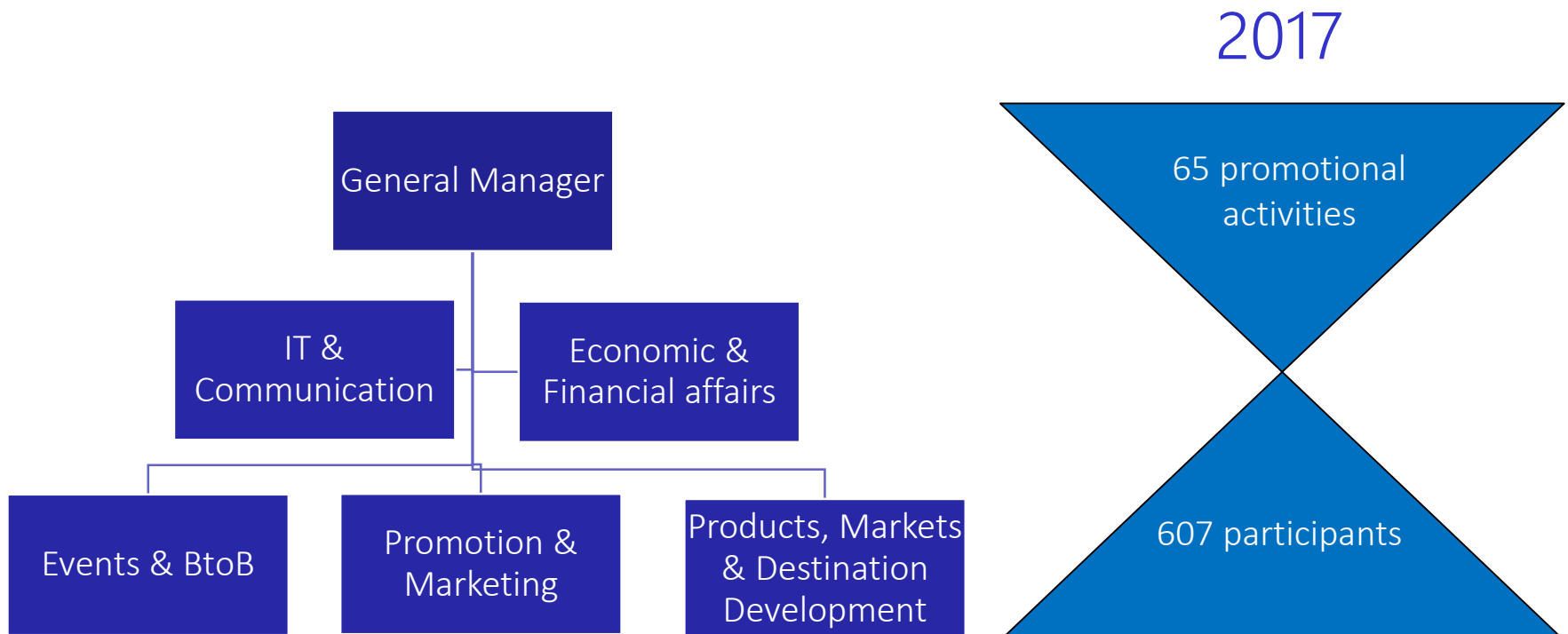


TOSCANA PROMOZIONE TURISTICA ACTIVITIES:

- ✓ Focusing on **tourism promotion**
- ✓ **Working with the Tuscan territories** to promote the Tuscan destinations and the various regional tourism products
- ✓ Participation to the main tourism fairs, B2B workshops and roadshows, **enhancing the opportunity of meeting** between the Tuscan tourist offer and the international tourism markets
- ✓ **Promotional campaigns** addressed to the final customer: the tourist
- ✓ Toscana Promozione Turistica has also the main purpose to **co-ordinate the regional meeting industry.**

BUDGET: regional, national and european funds + private and public partnerships

ORGANISATION: 24 people dedicated to:



THE ETRUSCANS: ANCIENT CONTEMPORARY PEOPLE





LAND VALUE:

The Etruscans are an ancient civilisation that occupied Etruria between the Arno and the Tiber rivers, which helped to give Tuscany a cultural identity

VISION:

A full-scale rebranding operation to create a new perception of the Etruscan civilisation, linking it to the values of modern society, designed to arouse curiosity and entice people to visit the archaeological sites.

GENERAL STRATEGY:

The strengths of the strategy have been the **networking format** and the use of innovative communication tools designed to appeal to even a young target audience

The strategy is not just focussed on existing material resources (existing museums, tours or archaeological sites) but on bringing together the supply chain concerned with the topic which can offer other intangible or unexploited resources with which creating varied opportunities, new experiences and innovative solutions to satisfy and interest tourists.

ETRUSCHI: ANTICO POPOLO CONTEMPORANEO

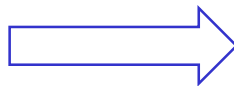
OPPORTUNITÀ DI MARKETING E
NETWORKING PER LA VALORIZZAZIONE
E PROMOZIONE TURISTICA
TERRITORIALE



THE ETRUSCANS

People who represent the culture and identity of Tuscany and of the neighbouring areas.

Traces of settlements of this civilisation are spread all over the region

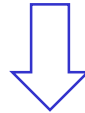


The strategy has provided leverage to the founding values of the ETRUSCAN CULTURE, towards which contemporary societies demonstrate a certain sensitivity:

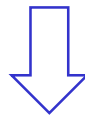
- inside harmony and with landscape/ nature
- Gender equality
- Creativity, innovation and opening to other cultures

THE CONTEXT OF GOOD PRATICE

The history and civilisation of the Etruscans is little known, both in Italy and abroad



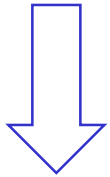
Need to change the traditional communication model with a modern narration system, capable of educating new target audiences



Spreading a new perception of the Etruscans, linking it to modern values, to captivate a potential audience and generate a good reason to make a trip

FIRST STAGE

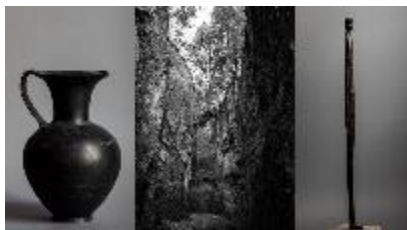
✓ *April 2018*
Project launch and presentation



✓ *5 october 2018*
Project kick-off

Financial resources:
about €270,000

- ✓ Previous promotion initiatives carried out by the region and a themed interregional project have facilitated the creation of new activities
- ✓ Development of a regional marketing strategy based on:
 - *Presentation of the project and raising awareness of the local supply chain*
 - *Direct involvement of stakeholders with scheduled meetings*
 - *Creation of communication flows and implementation of promotional material*
 - *Networking coordination by means of proposals and continued expansion of operators involved*



The development of various actions.....

- Networking designed to be self-feeding:
spontaneous participation and development of group and one-to-one
partnerships and exchanges: MEETING - COLLABORATION - PROPOSALS
- New iconography and creation of the **"Tuscany: land of the Etruscans"**
brand available to all other operators in the sector



OPERATIONAL STRATEGY

- ✓ 2 video games as educational and gamification projects
- ✓ Colouring-book and audiobooks (Italian, English and German) for target audiences aged from 5-12 years
- ✓ Monographic publications and collaborations with specialist magazines
- ✓ Projects geared towards school tourism
- ✓ Promotion of production excellence inspired by Etruscan art (ceramics, jewellery, design objects, etc.)
- ✓ Calendar of events and initiatives
- ✓ Suggested local experiences:

themed itineraries at visittuscany.com, trekking or cycling routes in Etruscan land, recreational activities such as themed dinners and historical re-enactments



THE MAIN STAKEHOLDERS

SINERGIE E SPUNTI



- ✓ Local authorities
- ✓ Museums
- ✓ Tour operators
- ✓ Craftsmen/women
- ✓ Local operators

In general, anyone offering services and proposals inspired by Etruscan culture.

From a hairdresser who offers Etruscan hairstyles for wedding events to a restaurant owner who organises an event based on eating habits, etc...

Awareness-raising projects for **schools** through colouring-books, gamification and competitions. One objective is aimed at involving teachers to expand educational programmes dedicated to the Etruscan civilisation

EVIDENCE OF SUCCESS

- ✓ Reprints of the monographic publication (the first 25,000 copies sold out at newsstands)
- ✓ Reprint of the colouring book (many requests from the bookshops of Tuscan museums)
- ✓ High demand for the audiobook; lots of websites and media currently distribute it as a gadget for their users



<https://www.visittuscany.com/it/idee/vaso-concordia-audiolibro-etruschi/>

EVIDENCE OF SUCCESS

- ✓ Mi Rasna video game:
 - 10,000 gamers
 - Spontaneous creation of a museums network
 - 8 project presentations at museum sites
 - Educational project for schools and museums
 - Platform to book tours and tourist sites; soon you will be able to view and book handicrafts
 - Local marketing best practice chosen by The Interactive Pasts Conference in Amsterdam

- ✓ Constant increase in contacts, views and downloads of material available online

- ✓ Strong interest from stakeholders



DIFFICULTIES ENCOUNTERED/LESSONS LEARNED

The in-depth study of the context, the defining of objectives and the choice of strategic elements is fundamental

- ✓ Having a project *vision* and looking for a way to access the tourist offer
- ✓ Ensuring that each operator has their own role, interest and advantage to remove any obstacle to the synergy generated by networking
- ✓ *Shared* mediation and problem-solving approach



Good practice potential



Strategic approach to local marketing: involvement of all institutions and the various operators involved in culture, tourism, crafts and the productive world present in the region directly concerned by the topic



A new way of relating the subject via innovative and more immersive tools: narratives and audiobooks, videobites on social networking sites, video games, very diversified experience proposals

KEEPING THE PRODUCT ON THE MARKET

- ✓ Study of new projects aimed at school tourism
- ✓ An educational version of the Mi RASNA video game for primary schools, technology testing for the visually impaired aimed at using the game and cultural and educational information is in the pipeline
- ✓ Launch of the second video game imminent
- ✓ Joint initiatives with the IT'S TUSCANY platform
- ✓ Increase in local experiences offered

ETRUSCHI: ANTICO POPOLO CONTEMPORANEO (E TOSCANO)

La storia antica di un territorio come leva per l'ingaggio turistico e commerciale





European Union
European Regional
Development Fund



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