

TouRural Booklet

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A booklet with the guidelines to create
a rural tourism promotional campaign

RURAL RESILIENCE AND RURAL TOURISM TRAINING PATHS



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Developed by
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Partners



Europa Slovakia from Slovakia
Coordinator



VAEV from Austria



LUETEB from Italy



Eurospeak Limited from Ireland



Europa Polska from Poland

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Introduction

The TouRural Booklet is part of the TouRural Campaign and more concrete of the Awareness campaign creation. It consists an example for your campaign to promote rural tourism. Our idea is to favour the rediscovery of places that are not a mass tourist destination by taking into account also the well-being and health of the tourist or the traveller.

For the creation of the TouRural campaign, we have used the following human resources: graphic designers, multimedia communication experts, video makers and podcast authors. This booklet provides an extensive overview of our efforts to revitalise rural tourism through innovative strategies and collaborative efforts.

Our initiative aims to present rural tourism providers with diverse activities to create a micro campaign to promote rural tourism using different digital tools such as podcasts, expert interviews, visually stunning videos, in-depth articles and social posting. All the mentioned tools need to highlight the untapped potential of rural destinations.

These tools will be used for promoting tourism in local communities. The aim is to disseminate the experiential tourism approach as a development key for rural areas.

Summing up, this booklet provides guidelines, recommendations and practices on how VET providers can replicate TouRural deliverables and adapt them to their needs. We are pleased to present our awareness campaign, "TouRural," dedicated to enhancing and promoting rural tourism and the resilience of people living in the internal area!



TouRural's website and FB page

We invite you to explore our
TouRural campaign, available
on our **website** below:

<https://tourural-erasmus.eu>

For full access to the TouRural project, please follow
the link to our website and our **FB page**:

<https://www.facebook.com/TouRuralProject/>

Objectives and Goals

Before we delve into TouRural's campaign, it is worth mentioning TouRural's main objectives. These are listed below:

- to encourage young people living in rural areas to be more resilient and invest their skills and competencies locally,
- to promote the economic development of small towns and villages using rural tourism incoming,
- to strengthen digital competencies for rural tourism operators
- to fill the digital gap in rural tourism promotion and management
- to create new training paths and awareness campaigns to promote Experiential tourism.

TouRural project aims to improve the competitiveness of SMEs active in tourism and agriculture, by developing a training programme to design tour packages to implement tourism in rural areas in order to attract new targets of tourists.

Our vision is to encourage this type of tourism by helping tourists to discover the local intangible cultural heritage (handicrafts, cuisine, music, stories, customs, etc.) creating connections among local communities according to the Experiential tourism approach.

Crafting an effective campaign requires a clear understanding of its objectives and goals. These serve as the foundation for all subsequent planning and execution efforts, guiding the direction and focus of the campaign.

SMART objectives

Objectives should be specific, measurable, achievable, relevant and time-bound (SMART) to ensure that every action taken contributes towards reaching these predetermined targets. Whether the aim is to increase brand awareness, drive sales, or engage a particular audience segment, setting precise goals helps in allocating resources efficiently and evaluating the campaign's success. Through careful planning, consistent execution and regular monitoring, achieving these goals becomes a structured process that maximizes the campaign's impact and returns on investment.

Specific: Objectives should be clear and specific, so you know exactly what you're aiming for.

Measurable: Objectives need to be measurable, so you can track progress and know when they've been achieved.

Achievable: Objectives should be realistically attainable, given the available resources and time.

Relevant: Objectives need to be relevant to the broader goals of the organization or project, ensuring that achieving them will aid in overall success.

Time-bound: Objectives should have a defined timeline, with a start and end date, to foster urgency and motivate timely completion.



Target group

The target group of the TouRural project and its Booklet is collective, as it includes:

- VET tourism professionals,
- farmers and small farmers,
- teachers,
- tutors and
- tourism SMEs that need professional upgrading to answer the new demands that emerged during the economic crisis for rural tourism as an alternative form of tourism.

Apart from the aforementioned direct target group, there is also the indirect target group as we want to work also with:

- digital travel agencies,
- press agencies,
- travel magazines and specialised tourism journals that need to improve green management in this sector.

Every partner chose a specific target group as described below:

- **Europea Slovakia:** Schools and Higher education institutions to implement their teaching programmes with a particular focus on the rural tourism department.
- **Europea Polska:** Education Providers connected to the Tourism and Rural industry.
- **Lueteb:** Third age university, Municipality and local farmers and SMEs to create a synergy between diverse sectors and provide support in fighting unemployment in rural areas.
- **VAEV:** VET schools and training centres that need upskilling to offer more innovative and up-to-date educational programs.
- **Eurospeak Limited:** Youth people in Ireland that would like to become rural areas tourism entrepreneurs as an alternative to unemployment or similar crisis.



Key message

A well-designed public awareness campaign conveys a strongly defined message or a concrete call to action, presented through a clear storyline to a specific target audience, which has been described in detail above.

The message must be short, clear and non-ambiguous. Furthermore, it is important that a campaign uses different media, e.g. radio and television, leaflets, etc., and that the message is repeated several times.

Creating a video spot involves careful planning to ensure it effectively engages your audience.



Here's a concise guide:

Define Your Objective and Audience: Identify your video's purpose (brand awareness, product launch, etc.) and understand your audience's preferences to tailor your message and style.

Craft a Script and Storyboard: Develop a clear, engaging script and storyboard to outline the scenes and ensure a coherent flow that captures attention.

Focus on Quality Production: Use quality video and audio equipment for a professional look and feel. Consider hiring professionals for better production quality if the budget permits.

Use Strong Visuals and a Clear CTA: Incorporate compelling visuals and a clear call-to-action to maintain engagement and guide viewers on the next steps.

Optimise Length and Format: Keep your video concise, typically 30 seconds to 2 minutes

Share Widely: For maximum reach, share your video across social media platforms and project websites.

Same wise, producing successful podcasts requires some important elements. For example, when we produced the Green Podcasts, we took into consideration these 5 elements:

How to produce successful podcasts:

1. **Create a script before recording.** Structure is important for oral speech and when referring to podcasts it has to be clear so that the listener can follow it.
2. **Be authentic!** Read again and again the script you created and add some “natural” elements so that it flows as a discussion and not as a written text.
3. **Check your recording equipment.** Clear audio quality is essential for a good podcast. Invest in high-quality recording equipment that can capture your voice and sound effects with clarity.
4. **Choose a quiet place.** It is important not to record annoying noises, such as vehicles passing from the street, dogs barking etc. Make sure to reduce background noise and echo by recording in a quiet environment or using soundproofing materials.
5. **Time frame is important!** Keep in mind the length of the podcast you would like to produce and its frequency. It is useful to have a timer to measure how many minutes your podcast will last.



Useful tools for campaign creation and promotion

In an era where sustainable and authentic travel experiences are increasingly sought after, the "TouRural" project stands out as a beacon of innovation and commitment to revitalising rural tourism. With a multifaceted campaign designed to engage, inform and inspire, TouRural is poised to redefine the way we think about and engage with rural destinations. Here a few tools we used:

→ The Launchpad: **A Dynamic Flyer**

The campaign kick-starts with the release of an eye-catching flyer, serving as the initial touchpoint to spark interest among potential tourists and stakeholders. This flyer is meticulously designed to encapsulate the essence of TouRural, highlighting the project's objectives, upcoming events and how it promises to enrich the rural tourism landscape.

→ Engagement Through the Airwaves: **Podcasts and Expert Interviews**

Diving deeper into the narrative, the campaign features three professionally produced podcasts. These audio episodes, the so called "Green Podcasts" are tailored to immerse listeners in the stories, challenges and triumphs of rural tourism. Each podcast aims to educate, entertain and evoke a sense of curiosity about rural destinations, featuring insights from industry experts, locals and travelers.

Complementing the podcasts, the campaign showcases three expert interview videos. These pieces bring forward the voices of thought leaders, policymakers and practitioners in rural tourism, offering deep dives into the strategies, technologies and practices that can sustainably transform rural areas into thriving tourist hubs.

→ Visual Storytelling: **Video Content**

At the heart of the TouRural campaign is a trio of videos with voiceovers. These visual narratives are crafted to showcase the breathtaking landscapes, cultural richness and unique experiences that rural destinations offer. Through compelling storytelling and stunning visuals, these videos aim to captivate and motivate viewers to explore off-the-beaten-path locations.

Adding a spotlight to the campaign, a specially produced video spot succinctly conveys the TouRural message, designed for wide-reaching impact across various media platforms. This high-energy spot aims to capture the imagination of viewers, summarising the project's vision memorably and engagingly.

→ Written Word: **Articles, Blog Posts, and Press Releases**

To ensure a comprehensive reach, the campaign extends its roots into the digital realm with a series of articles and blog posts. These pieces are strategically distributed across private social media, the project's social media channels and its official website, creating a rich tapestry of content that educates and engages readers about the importance and beauty of rural tourism.

A highlight of the written content strategy includes an article and blog posts on EPAL (Electronic Platform for Adult Learning in Europe), positioning TouRural within educational and professional networks focused on lifelong learning and cultural exchange.

Further amplifying the campaign's message, two press releases are set to announce significant milestones and developments within the TouRural project. These releases aim to garner media attention, driving further interest and engagement from the public and industry stakeholders.



How to design effective tools for your campaign

In the previous section we presented some useful tools we used for the TouRural's campaign creation and its promotion. This Booklet contains the guidelines for the creation of a campaign for rural tourism according to the experiential tourism approach.

A step forward shall be rural hospitality campaigns designed by VET providers and the authorities they collaborate with. The aim of those campaigns is targeted to eventually share them as open online resources for students and trainees.

In this part of the TouRural's Booklet we will emphasise on how to design effective tools for your campaign. We will analyse what steps we followed and what tips we took into account in order to design the tools we used for TouRural's campaign creation and its further dissemination.

In brief, we will focus on these specific tools:

- Informative Flyer
- Expert Interviews
- Promotional Video
- Podcasting
- Monitoring

→ Writing an article

→ Selection of pictures



→ **Informative Flyer**

Creating an effective flyer requires a mix of creativity and strategy.

Here's a concise guide:

1. **Define Purpose and Audience:** Identify the flyer's goal (event promotion, sale advertisement, awareness raising) and understand your audience to tailor the design and content.
2. **Design for Impact:** Opt for a clean layout, high-contrast colours, readable fonts and relevant images to make your flyer stand out and communicate clearly.
3. **Prioritise Key Information:** Highlight essential details (what, when, where, why) in a digestible format, including dates, locations for events or features and benefits for products/services.
4. **Craft a Catchy Headline:** Create an attention-grabbing headline that clearly conveys the flyer's purpose, using language that resonates with your audience
5. **Consistency:** in design and color theme across all campaign materials to ensure brand or campaign recognition.



Expert Interviews

Interviewing experts is a procedure that requires carefully planning ahead of time.

Here are some tips to have in mind:

- **Preparation:** Research the expert's background and field to ask informed questions.
- **Clear Objectives:** Know what information you want to gain from the interview.
- **Question Quality:** Prepare open-ended questions that encourage detailed responses.
- **Listening:** Be an active listener to catch nuances and follow-up opportunities.
- **Respect for Time:** Stick to the agreed-upon duration of the interview.
- **Recording and Notes:** With permission, record the interview or take detailed notes for accuracy and for later reference.
- **Share Widely:** For maximum reach, share your video across social media platforms and project website.



Promotional Video

To create a video with a voiceover from a podcast, focus on these important elements listed below:

1. **Quality Audio Extraction:** Use reliable software to extract clear audio from the podcast.

2. **Script Alignment:** Match the voiceover script with visual content for coherence.

3. **Engaging Visuals:** Create or select visuals that complement the audio content.

4. **Sync Audio with Video:** Ensure the voiceover aligns perfectly with the visuals for smooth playback.

5. **Legal Permissions:** Secure rights to use the podcast audio and any visual materials.

6. **Edit for Clarity:** Edit the video and audio for clarity, removing any unnecessary parts.

7. **Share Widely:** For maximum reach, share your video across social media platforms and the project website.

Podcasting

As mentioned previously, to start a successful podcast, all you need is a good idea and quality recording equipment. Once you have these tools on your side, you can get started straight away!

Remember that the true key to creating a successful podcast is to never stop learning. Whether you're listening to other creators or working on your own podcast, you should always be trying to improve your skills.

 Here are a few tips to follow for an effective podcast:

1. **Research:** Look for podcasts that are relevant to your subject matter. Educational platforms, directories and recommendations from other educators are good starting points.

2. **Quality Assessment:** Ensure the podcast is accurate, well-researched and presented by credible sources.

3. **Integrating Podcasts into the Campaign**

- Complementary Material: Use podcasts to supplement the other promoting materials.
- Discussion Topics: Select episodes that provoke thought and discussion.

4. **Listening Skills**

- Active Listening: Try to catch listeners' attention.

5. **Accessibility and Convenience:** Podcasts offer the advantage of facilitating listening on the go. They are suitable for various types of content, whether it involves desk research or experiential tourism.

6. **Content Updated:** For our TouRural Green Podcasts, for example, we produced three episodes in total.

7. **Evolving Topics:** Use podcasts to introduce ongoing developments in the project.

 **Monitoring**

Like in every awareness campaign, monitoring is a key element to check and measure whether the campaign is successful or not.

For this reason it is of high importance to set SMART goals and take into consideration the following:

1. **Clear Objectives:** Define what success looks like with specific, measurable goals.
2. **Key Performance Indicators (KPIs):** Identify relevant KPIs to track progress effectively.
3. **Regular Updates:** Compile reports detailing the current status and developments.
4. **Data Quality:** Ensure the accuracy and reliability of the data being used for monitoring.
5. **Adaptability:** Be prepared to adjust strategies and actions based on monitoring outcomes and feedback.



Writing an article

We want the public to know about TouRural, its milestones and spread its key message as much as possible. In order to bring out the topics that matter in the limelight, partners selected also articles and blogs to reach larger audience in written format.

Prior to writing an article in a way that grabs **the reader's attention** consider:

- **Target Audience:** Identify the concerning reading group
- **Purpose:** Find the objective or aim of writing the article
- **Collect & Select:** Gather as such information as possible. Also, identify the details that are most significant
- **Organise:** Arrange the information and the facts in a logical way

Once you are ready, start writing.

An article must be organised in a proper way so it can catch the eye of targeted audience. The basic outline for an article writing format is:

1. Heading / Title – must be short, catchy, attractive and informative. No need for complete sentence.
2. A line- having the writer's name
3. Body- (the main part of the article, 2 – 3 paragraphs)
 - a. Start your article in an interesting way. You could ask the reader a question or make a strong statement
 - b. The first paragraph should involve the reader in some way.
 - c. Build on the interest you have raised in the first paragraph by telling the next part of the story
4. Conclusion - Ending paragraph of the article with the opinion or recommendation, anticipation or an appeal



Selection of pictures

Why picture is worth 1000 words? Images communicate thought and emotion whilst communicating a narrative in a way which words on their own can sometimes lack. Pictures are being profoundly used in marketing strategies. They are an important part of anyone's business arsenal and should be considered a crucial business asset. For obvious reasons, pictures could not be left out from TouRural Awareness campaign!

To outline importance of images nowadays- in the digital age, just think about this mind blowing fact for a second: „Ten percent of photos ever taken by humankind took place in the last 12 months”.

Capturing an image has never been so easy. The ability to upload images to the internet instantly wherever you are has given rise to image-heavy platforms such as Instagram, Pinterest, Flickr and Tumblr and makes image creation accessible to all.

Along with all this, smartphone users also have access to a whole host of filters to improve/edit their images, meaning that creating 'perfect' images can be done more quickly and simply than ever.

The quantity does not equal quality though. There is so much to talk about regarding visual marketing!

To make the guidelines short and easy to remember, always follow these three golden rules to help you get started using pictures in an awareness campaign:

1. Pick a photo that's realistic and natural: You want a photo that is both realistic AND natural. That means:

- A photo that depicts a scenario that would actually occur in the real world.

- A photo that accurately depicts that real scenario.

2. Pick an image that's relevant, not random.

- For an image to resonate with your audience, it needs to have some relevance to the content it's associated.

3. Choose an image for your audience, not yourself. Accurate representation allows your target audience to feel seen, heard and understood.

Does selected image say what I need it to say? If the answer is positive, make sure you have chosen highest quality possible, relevant to your topic and don't forget size and format (make sure they are optimised for the platform you use). Well selected and targeted image is a key to your successful campaign.



TouRural's tools in a nutshell

In this section of the Booklet we provide a list with quick access to the tools we developed for our TouRural campaign. By clicking on each tool, you will be able to check it.

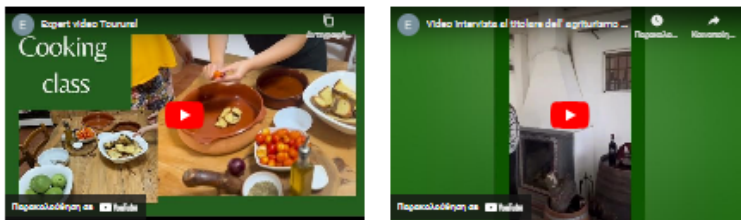
Let's start!

- [TouRural flyer](#)
- [Videos with expert interviews](#) (Scroll down in the middle of this page to watch them.)



Enjoy our expert videos

Enjoy video of Maseria la Fiorita, didactic farm and our personal experience. Project partners cooking. Check also an interview with us owner of La Cantina del Vesuvio. Interesting and inspiring!



- [TouRural_spot](#) can be found also when scrolling down [here](#)



- [Green_podcasts](#)



- [Picture selection](#)



Conclusion

Designing an effective awareness campaign for rural tourism based on experiential tourism involves a combination of strategies to engage and tools to use in order to reach your target group.

As we have presented in detail in this Booklet, the professionals that belong to the target group of TouRural can leverage a variety of tools and strategies to boost their campaign on rural tourism.

Summing up, by following the tips described in the previous sections and by tailoring them to the specific context of rural tourism and experiential travel, TouRural's target group professionals can design an effective awareness campaign that attracts visitors, promotes local experiences and finally contributes to the overall growth of rural tourism. Moreover, by using the tools presented in this Booklet effectively, VET tourism professionals can enhance their campaign on rural tourism, reach a wider audience, engage with potential visitors and ultimately drive interest and bookings for rural experiences.

Looking to the future of rural tourism, it is evident that there is a growing interest in authentic, experiential and sustainable travel experiences. Rural areas offer a unique opportunity for travellers to connect with nature, culture and local communities in meaningful ways. The importance of responsible tourism practices, community involvement and environmental conservation will be key factors in ensuring the long-term sustainability of rural tourism destinations.



Collaboration among stakeholders, including local communities, businesses, governments and tourists, will be essential in creating a balance between economic development and environmental preservation.

Concluding, in a world that becomes more interconnected and in which travellers seek unique and off-the-beaten-path experiences, rural tourism has the potential to thrive and offer a diverse range of opportunities for both visitors and local residents.

All in all, the future of rural tourism looks promising as a means to promote cultural exchange and preserve heritage. Provided it embraces innovation, sustainability and community engagement, it will in the end support rural economies.

We hope you enjoyed reading the TouRural Booklet and exploring TouRural's tools as much as we did during their creation! May you get inspired and design your awareness campaign on rural tourism in the most effective way!

