



# Roots Tourism communication campaign

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Project Work  
Briefing



**LUMSA**  
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# What is the Roots Tourism?

**Roots Tourism** is defined as international travel to places of one's own, or one's family, relatives, or ancestral origin for sentimental or other emotional reasons

It is a significant and growing part of **global travel**.

It is also called **Genealogy Tourism** or **Heritage Tourism**.



# Why Roots Tourism?

There are **many reasons** for “**traveling back**” to where one or one’s family is from:

- **rediscovering one’s roots,**
- **searching for identity** and belonging,
- **visiting friends and relatives,**
- **exploring family history,**
- **reliving past memories,**
- **exploring the places from stories** shared by family members or history books,
- **or simply because of practical convenience or familial obligation**



# The Italian Roots Tourism project

The Directorate General for Italians Abroad (**DCIT** of **MAECI**, Ministry of Foreign Affairs and International Cooperation) intends to promote, with great national and international relevance, the "**Tourism of the Roots**" project, aimed at encouraging the flow of visits to places of origin by Italian descendants and of Italian natives in the world (estimated at about **80 million**).



Ministero degli Affari Esteri  
e della Cooperazione Internazionale



# The Italian Roots Tourism

By "**Italian Roots Tourism**" we mean the trips of **Italians** residing abroad and of **Italian descendants**, who return to discover the places where their ancestors left and to rebuild their family memory.

These tourists are passionate travelers, the first promoters of "**minor**" Italy, small villages and everything that exists outside the circuits of mass tourism.

Often these are **second, third but also fourth and fifth generations of Italians** who feel they belong to places that in some cases they have never visited but which have always been present in their lives, thanks to **family stories**, handed down from generation to generation. .



## The Roots Tourism travels organization

For the **organization** of this type of travel, they very often start from the preventive **search of documents**, such as the birth or baptismal certificate **of the ancestor** which allows them to exactly **identify the place of origin of the family**, his home and, if the data allow it, there is also the possibility of tracing relatives residing in Italy.

Subsequently, the travel experience is structured, which can last a day and include only the itinerary to the country of origin, or **several days**, **with an offer that includes a series of activities aimed at learning about Italian culture**.



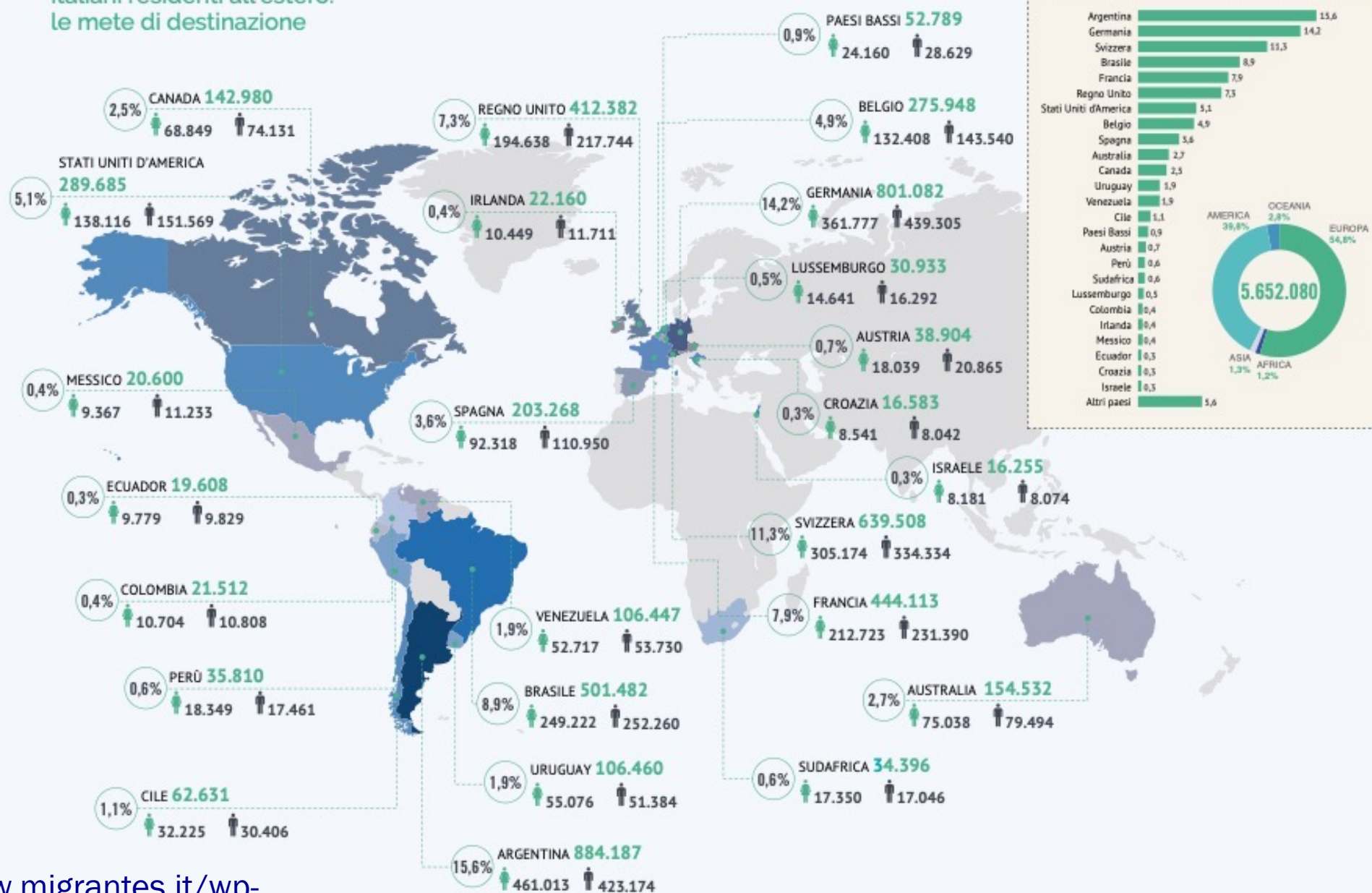
# How many potential Italian Root Tourists there are?

There are about **80 million** Italians and Italian descendants in the world

The main destinations of Italian emigration were European countries: **Switzerland, Germany, France, Belgium, England** and, among the overseas countries, **Argentina, Uruguay, Brazil, United States, Canada, Australia and South Africa**



## Italiani residenti all'estero: le mete di destinazione







# The Italian Roots Tourism Project is part of the PNRR

Since 2022, the **Italian Root Tourism** project is part of the **PNRR projects** as it is strategic for the recovery of the tourism sector in post-Covid-19 Italy, and is part of the investment for the "**Attractiveness of the Villages**" of the **National Recovery Plan and Resilience** by offering a wide range of tourist offers aimed at the vast audience of Italian descendants and Italian natives in the world.



this project is different from other generic tourist offers to Italy

the main feature of this type of tourism is  
**personalization**: travelers must have a trip  
organized especially for them  
(and their friends and family)

# Italian Roots Tourism's project main activities



Through financed local activities, a **specific roots tourist offer** will be prepared, covering all Italian regions.

Organization of **working holidays** offering learning experiences and workshops on crafts and local specialties



There will a **digital platform** (connected to the italia.it site) which will be the hub for sorting requests for personalized tours from the public and which will allow the creation of a **database of contacts** for sending newsletters or direct communication.

And an **Italian Root «passport»**, a sort of digital **fidelity card** that will give access to discounts, advantages and services to the roots tourists





And then, of course, there will be a **communication plan**

And this is up to you!

# The briefing



# Briefing of the project work

- Imagine that your team is an **advertising agency** that have to **bid** to become the DGIT agency and help us defining the **communication plan of the project**
- Your task is to propose a **communication plan for this project** for the year 2024





## What you have to do:

- Create a group of **max 8 people** and give yourselves a **name** (as if you were an advertising agency)
- Focus your attention on **Northern American (USA and Canada)** English speaking **wealthy italian descendants** (this is your **target audience**). I would say: **25–50 years old**.
- Define at least **2 buyer personas profiles**
- Analyze their **customer journey and the touchpoints**
- Prepare a **media strategy**: choose the **most appropriate media/channels** and prepare a tentative calendar (focus 2024)
- Prepare a **Facebook/Instagram campaign** with **targeting and creativity** with a budget of **200.000\$**



## What you have to do:

- The goal of your group/agency is to prepare a **presentation** to sell your communication strategy
- **Dead-line** Sunday November, 20 (midnight)
- Presentation in class of the best works on Friday October, 25
- **The best 3 teams will get 1 point** to add to the written test
- And (if you **can speak Italian**) you can work with me on the REAL project with an **internship**!



## More instruction about the communication strategy

- Consider **Owned media** (make a **proposal** of *what* owned media to use and *how*),
- **Earned media** (*explaining how you're going to stimulate UGC*)
- and **Paid Media** (*explaining what media and why*)

You don't have any specific budget constrain (apart for the Meta For Business campaign), but use your common sense...



Start **IMMEDIATELY** with the things that you just learned:

**Buyer Personas**

**Customer Journey and touchpoints**

And proceed, **week by week**, with the topics  
that we will see in class



# Calendar with topics

Day		Hours	1° part topics	2° part topics
Tuesday	04/10/22	12-14	Introduction, brand definitions, branding process part 1 - Brand Owner perspective	
Thursday	06/10/22	12-14	Branding process - the brand value proposition -	
Friday	14/10/22	14-18	Brand Identification System	Brand choreography & customer journey POE - <b>briefing assignment</b>
Friday	21/10/22	14-18	Owned, Earned Media Paid BTL (events, sponsorship, PP, BC & Influencer MK)	ATL: Video, Audio & Text
Friday	28/10/22	14-18	Key media Metrics offline - online	Digital advertising planning
Friday	04/11/22	14-18	Google & Youtube Ads	Meta & social
Friday	11/11/22	15-18	Budget and communication plan	
Friday	18/11/22	14-18	Brand Value and Brand Audit	Brand Management



For the Meta For Business Campaign  
I will give you further instruction later on



# Grading criteria – Rubric

Each member of the group has to write down how she/he contributed to the project

Ad fill in a Peer Review chart

TEAMS		
3	Useful buyer personas profile, communication objectives, explanation of the Media choice	
6	Communication plan: exhaustive choice of media	
6	FB: Comprehensive, accurate and clever campaign structure	
6	Quality of the targeting, full use of the FB segmentation variables	
6	Clever and effective creativity	
3	Complete, clear and easy to follow presentation	
TOTAL SCORE:		0



# The peer review

# Each student will be evaluated (0 to 5) from the other students

	EVALUATIONS					SUM	
	0	0	0	0	0	0	
From 1 to 5	1	1	1	1	1	5	No contribution <b>not valid</b> <b>MINUS 4 points</b>
From 6 to 10	1	1	1	1	2	6	<b>MINUS 3 points</b>
	2	2	2	2	2	10	
From 11 to 15	2	2	2	2	3	11	<b>MINUS 2 points</b>
	3	3	3	3	3	15	
From 16 to 20	3	3	3	3	4	16	<b>MINUS 1 point</b>
	4	4	4	4	4	20	
From 21 to 25	4	4	4	4	5	21	<b>FULL MARKS</b>
	5	5	5	5	5	25	



If all the team members receive 5, the team keeps the **full mark**



If one member doesn't do anything and score ZERO, the work is not valid for the exam  
(only for him/her, of course)





In a 7 members' team, each member will receive 6 evaluations  
In a 8 members' team, 7... and so forth

	EVALUATIONS						SUM	
	0	0	0	0	0	0	0	
From 1 to 6	1	1	1	1	1	1	6	No contribution <b>not valid</b> <b>MINUS 4 points</b>
From 7 to 13	1	1	1	1	1	2	7	<b>MINUS 3 points</b>
	2	2	2	2	2	3	13	
From 14 to 18	2	2	2	2	3	3	14	<b>MINUS 2 points</b>
	3	3	3	3	3	3	18	
From 19 to 24	3	3	3	3	3	4	19	<b>MINUS 1 point</b>
	4	4	4	4	4	4	24	
From 25 to 30	4	4	4	4	4	5	25	<b>FULL MARKS</b>
	5	5	5	5	5	5	30	

# Bibliography and sitography



# Bibliography

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# Sitography

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- ItalyRooting: [http://www.italyrooting.com/1/chi\\_siamo\\_1002468.html](http://www.italyrooting.com/1/chi_siamo_1002468.html)
- Italian Side: <https://www.italianside.com/>
- [Bellaitaliagenealogy.com](http://Bellaitaliagenealogy.com)
- [www.ancestralscotland.com](http://www.ancestralscotland.com)
- *lynott tours (Irish)*

# Some tips on how to work as a team

Know each other, make friends





Choose a **coordinator**, someone in charge with timing.  
And define a **timeline with milestones**.  
(A simple GANTT chart could be useful)



Share the work among you  
and define **clear dead-lines**.  
Leave enough time for you to  
**read the work of the others**,  
and agree about revisions, in  
case.







Be curious and have FUN!