



EVOLVED INDUSTRIAL TOURISM

Group 4: The Industrial Turistas

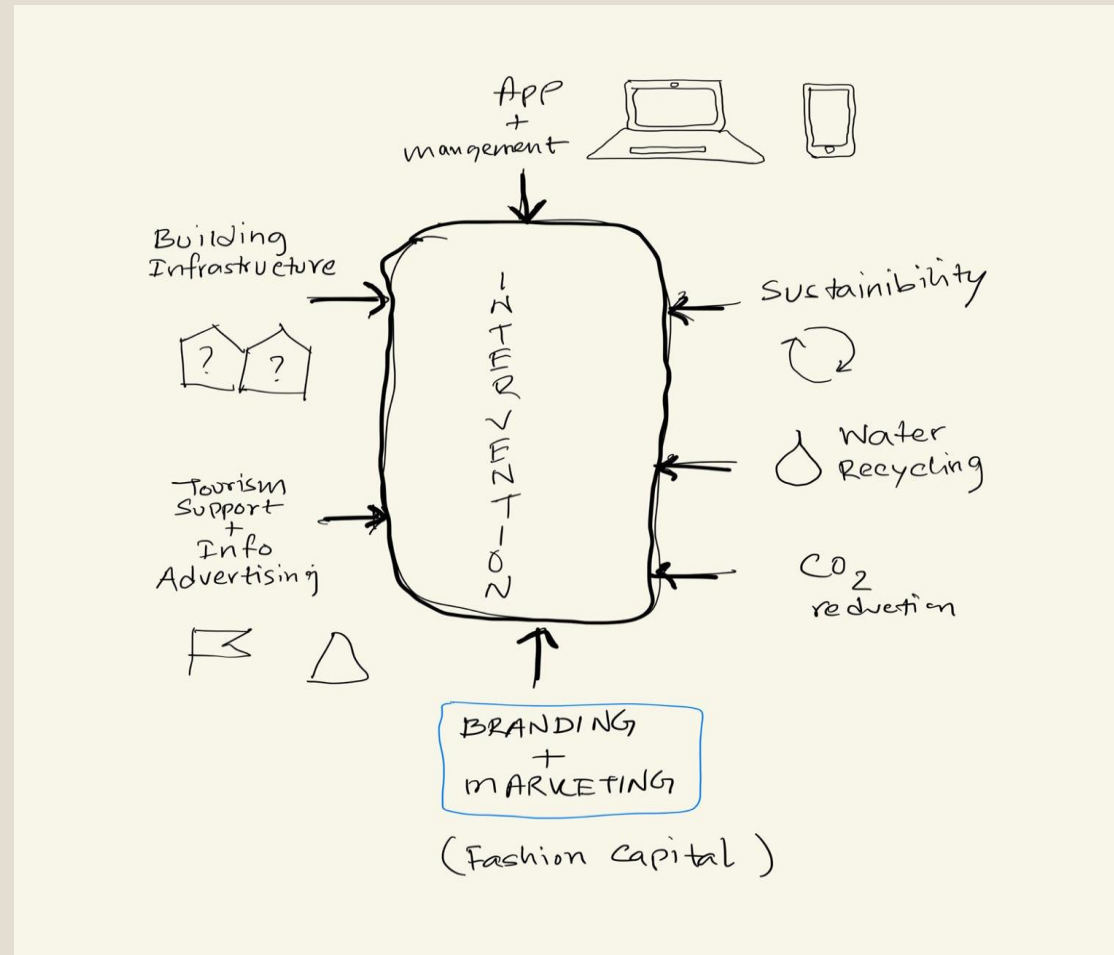
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AGENDA

- **Gap Analysis**
- **Interventions**
 - **1 - Rebranding**
 - **2 - Accessible App**
 - **3 - Walking tour and community integration**
- **Impact and Benefits**
- **Partners and Funding**
- **Budget**
- **Risks and Mitigation**
- **Implementation Roadmap**

“An intervention or opportunity for the Prato community focused around sustainable or transformational tourism that engages with the city’s rich history of industrial heritage.”

We can do more...



Intervention 1: Rebranding



The Sustainable Fashion Capital

Intervention 1: Rebranding



Social Media strategy: The Sustainable Fashion Capital



Sponsoring sustainable fashion Influencers

Large, interested audience can be engaged with
Can target specific markets: Italian, Chinese, and US influencers



Rebrand as *Ethically Evolved* Fabrics



**Tired of lining up for
hours to see yet another
church**

**..... visit Prato, the
sustainable fashion
capital**

TURISMO
INDUSTRIALE
PRATO



Benvenuti a Prato



scoprire Prato



PRATOTURISMO

La Toscana del passato e del futuro

Welcome to Prato



explore Prato today



PRATOTURISMO

La Toscana del passato e del futuro

欢迎来到普拉托



今天探索普拉托



PRATOTURISMO

La Toscana del passato e del futuro



Intervention 2: Accessible App

- Prato TIPO mobile app provides immersive experiences of Prato's textile district.
- Basic testing identified opportunities to improve the design of Mobile App:
 - Multi-language support
 - Accessibility
- Accessible tourism is an area of active research and government interest of making travel more inclusive.
- Human-centred design techniques such as **Personas** can enable accessible tourism.



Intervention 2: Personas

- Persona represents a user type.
- Constructed to provide a concrete examples about end user characteristics including goals, technical proficiency, interests, language requirements and pain points.
- Supports empathy driven, human-centred design of solutions and their evaluation.
- Simple concept to aid communication and co-design.
- Requires contextualised data collection and analysis.

Example Persona 1 – Sam the experienced traveller



Tourist Travel Goals and Interests

Sam is an **experienced traveller** and has made trips to Italy in the past. He is **concerned about the environmental impact of being a tourist** and wants to explore different destinations in depth. He is interested in **sustainable activities**. He has travelled to Bologna for work and has a day available for sightseeing before returning to Manchester.

Demographics

Age: 62
Gender: Male
Language: English
Home country / Culture:
UK, English

Technology Proficiency

Sam is comfortable using travel mobile apps such as Get Your Guide and Trivago and regularly uses WhatsApp to communicate with his family and friends. He uses Google Maps to get around Italy.

Needs

Sam has recently been diagnosed with cataracts and is finding that reading is getting difficult. Sam suffers from arthritis and needs to have frequent rests. He needs to plan his walks and ensure there is ample opportunity to rest.

Quote

"I want to connect with the destination or experience. I seek something that makes me think about what is possible and gives me hope that the world is working towards a sustainable future."

Example Persona 2 – Xing Li a Chinese Student



Tourist Travel Goals and Interests

Xing Li is a student from Guangzhou, travelling on a European tour and has a day free. She **enjoys travelling and aims to take beautiful photos that she can share with her family and friends** back in China. She is interested in beautiful scenery and buildings. She is also interested in trying local foods and wine. She is conscious about sustainability, but doesn't seek it out. She **enjoys fashion but has limited knowledge about its production**

Demographics

Age: 22
Gender: Female
Language: Chinese
Home country / Culture:
China

Technology Proficiency

Highly tech proficient with Chinese tools such as Wechat and weibo.

Needs

Whilst Xing Li is interested in trying local food and drink she also wishes to have Chinese food available as a backup. Xing Li has basic English, and prefers Chinese language text. Xingli enjoys walking and is physically fit.

Quote

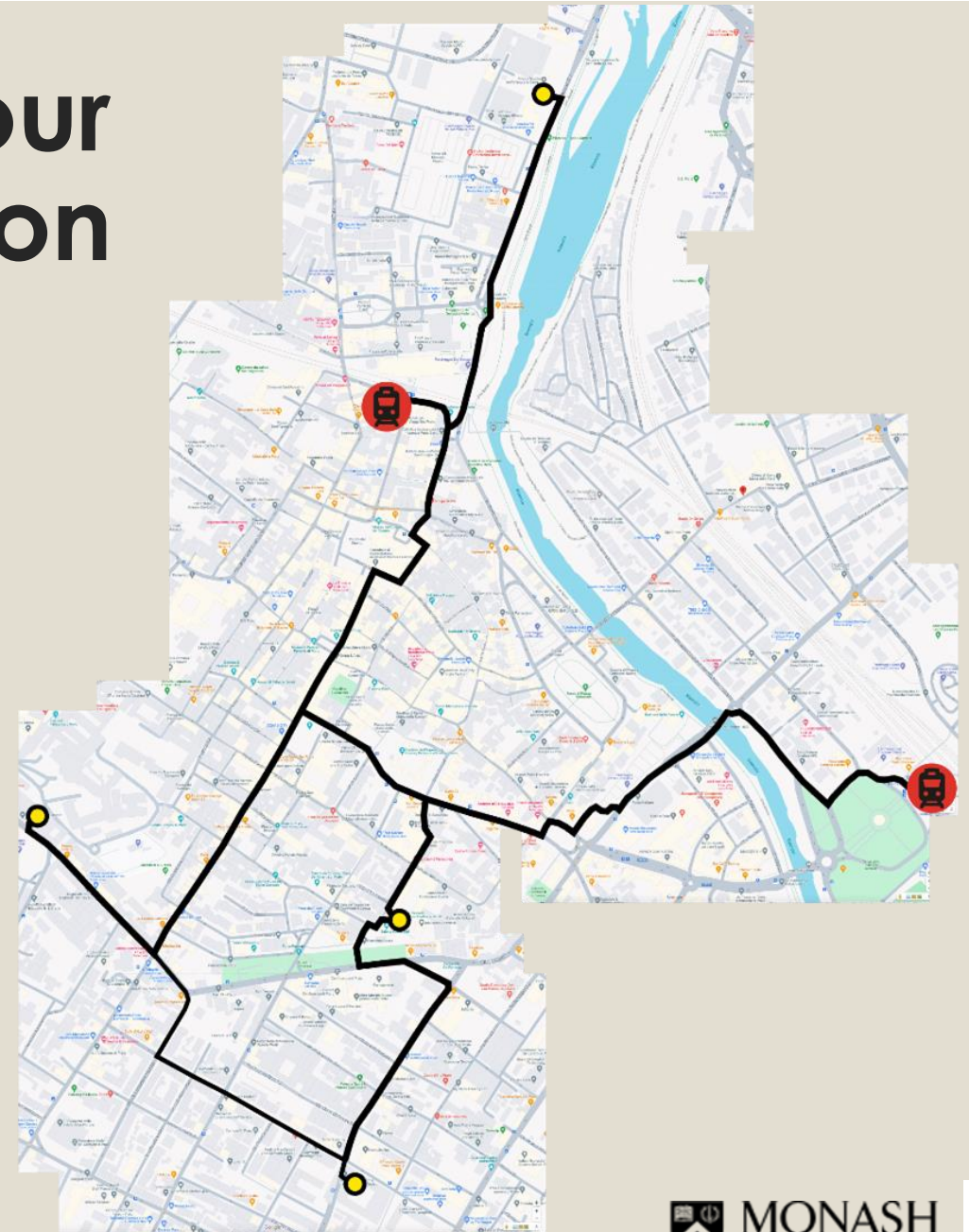
"I would like to visit some places where I can take beautiful photos or selfies to post on Wechat Moments or Weibo. Meanwhile I want to try some local foods and experience local folklore. It would be awesome if there are unique souvenirs I can buy for my friends"

Intervention 2: Scope and Approach

- Co-create accessible Prato tourist personas with Prato community (possible research study).
- Co-design an app prototype with community stakeholders, and evaluate against tourist personas.
- Update the app to incorporate accessibility needs.
- Generalise the approach and make it available as a toolkit to other Italian cities.

Intervention 3: Walking tour and community integration

- **Walking Tour on Marked Trail**
 - > Factories
 - > Museums
 - > Historical Buildings
- **Visit to Waste Treatment Plants**
- **Bike Rent**
- **Attending Hands-on Workshops**
- **Cultural Activities & Community Integration**
- **Street Post on PRATO TRAIL**
 - > Branding + Info
 - > QR-based point collection



Intervention 3: Walking tour and community integration

- **Walking Tour on Marked Trail**
 - > Factories
 - > Textile Museums

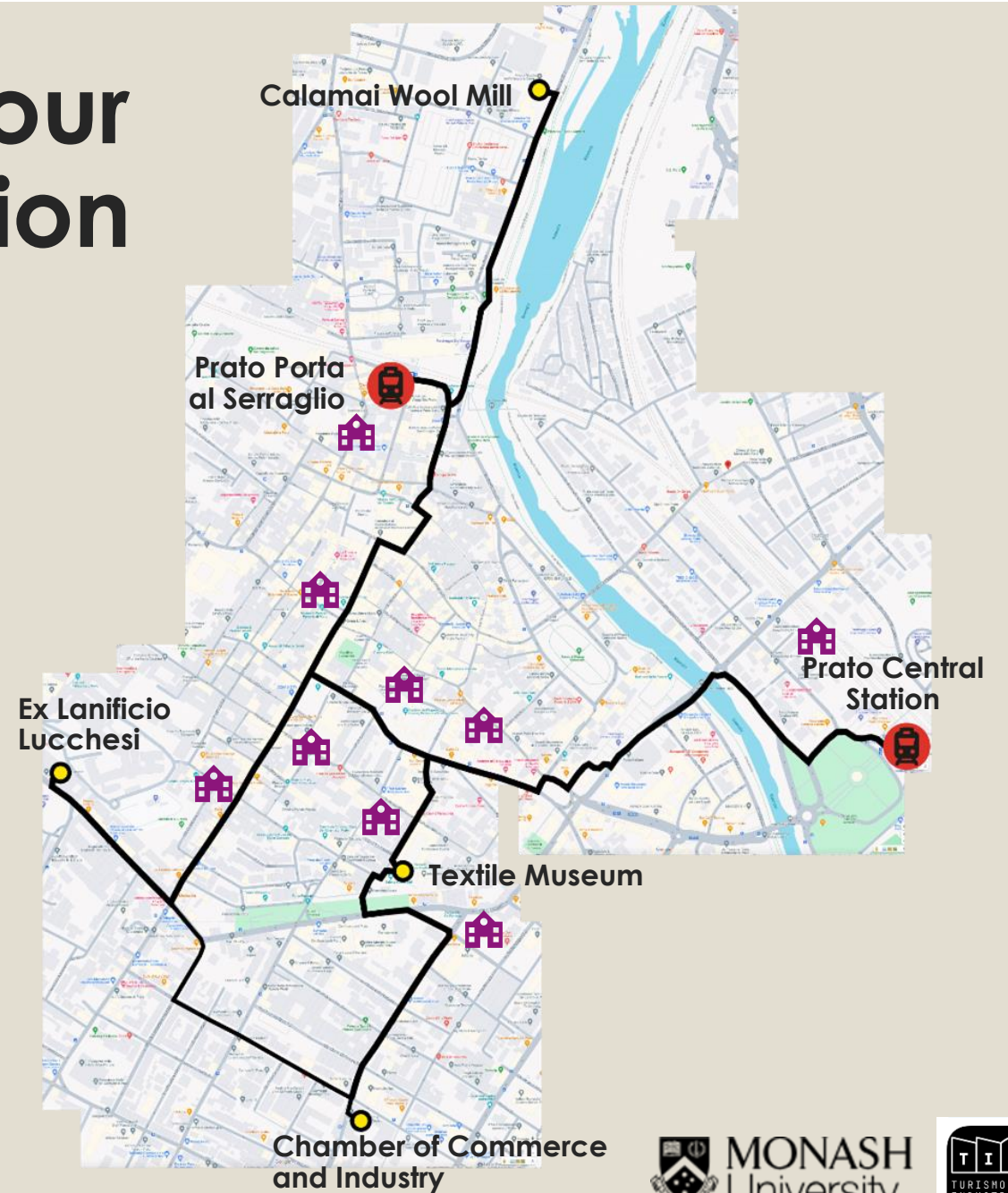


PRATO TRAIL



Intervention 3: Walking tour and community integration

- **Walking Tour on Marked Trail**
 - > Museums
 - > Historical Buildings



Intervention 3: Walking tour and community integration

◦ Visit to Waste Treatment Plants

- > Via Baciacavallo
- > Via Argine del Calice
- > Usella - Il Fabbro
- > Via Giuseppe di Vittorio
- > Via Montecuccoli



Ex Lanificio Lucchesi

Textile Museum

Chamber of Commerce and Industry

Calamai Wool Mill

Prato Porta al Serraglio

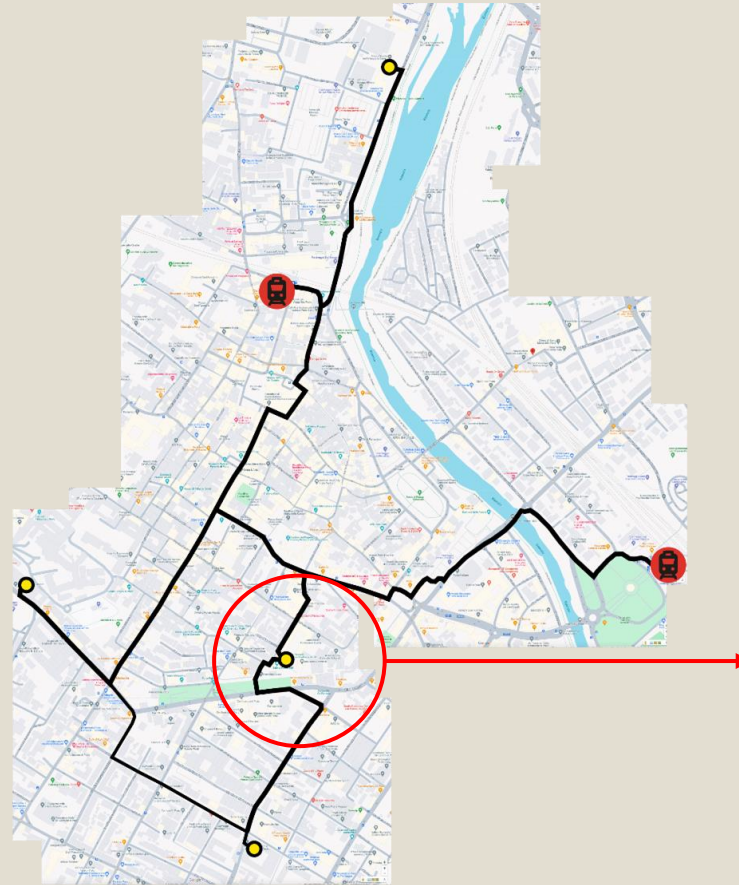
Prato Central Station



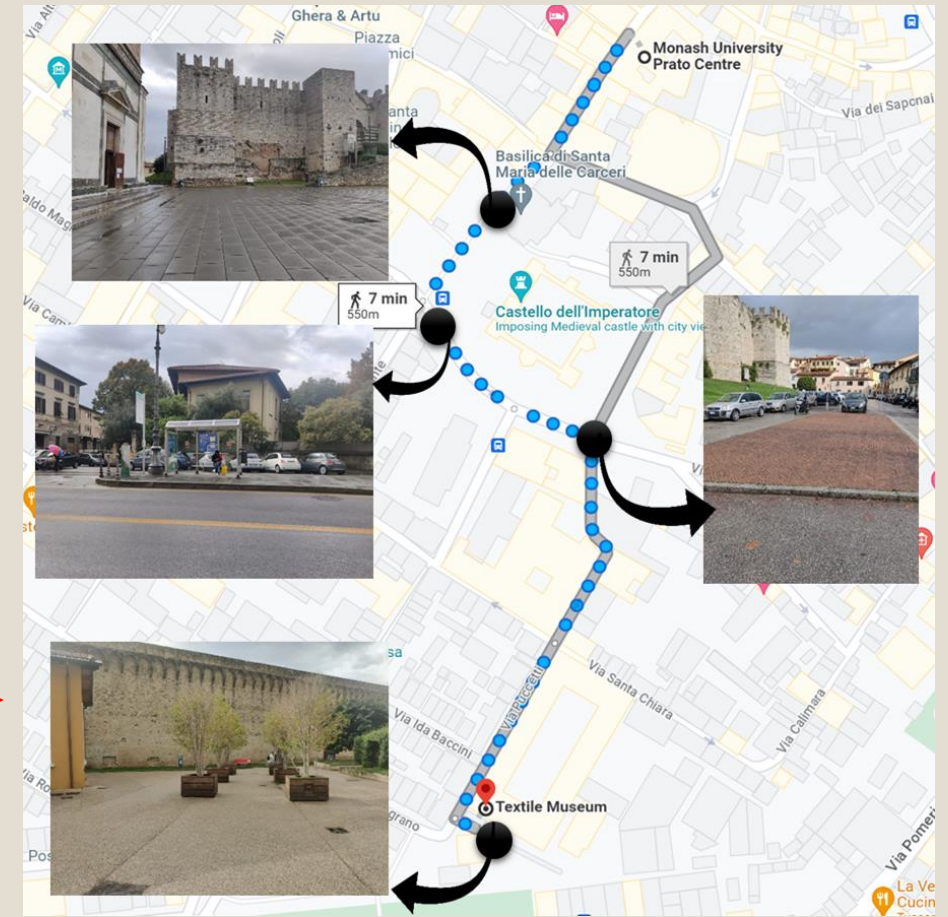
Intervention 3: Walking tour and community integration

o Bike Rent

- > Pay and rent system for bikes using **Apps**
- > Carbon Footprint Reduction
- > Different offers and refund to attract tourists
- > Location can be close to a bus stop, piazza, museums and historical monuments



Possible spots for Bike Stands

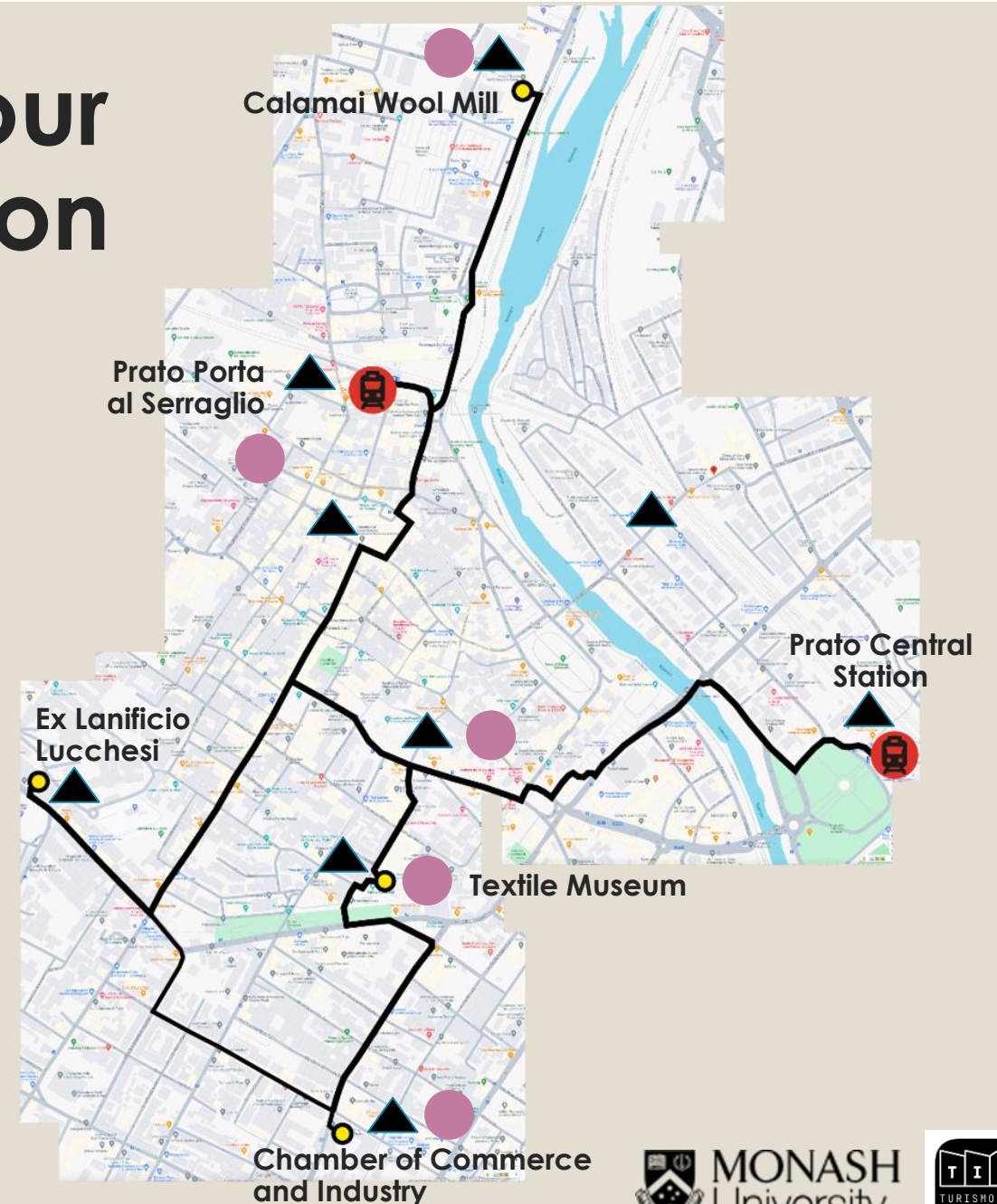


Intervention 3: Walking tour and community integration

- **Attending Hands-on Workshops**
 - > Sustainability Engagements
- **Cross-Cultural Activities**
 - > Cultural Integration

▲ (in closed spaces)

● (on open squares)



Cultural Integration - Exhibitions:
Trans-cultural Clothing Styles, Manufacturing Techniques.

Sustainable Workshops:
Chinese sewing, Italian Leather Making, Indian Weaving




Intervention 3: Walking tour and community integration

- **Street Post on PRATO TRAIL**
 - > Branding + Info
 - > QR-based point collection using **Apps**





Welcome to Textile Museum





Collect Your Stamps Here:

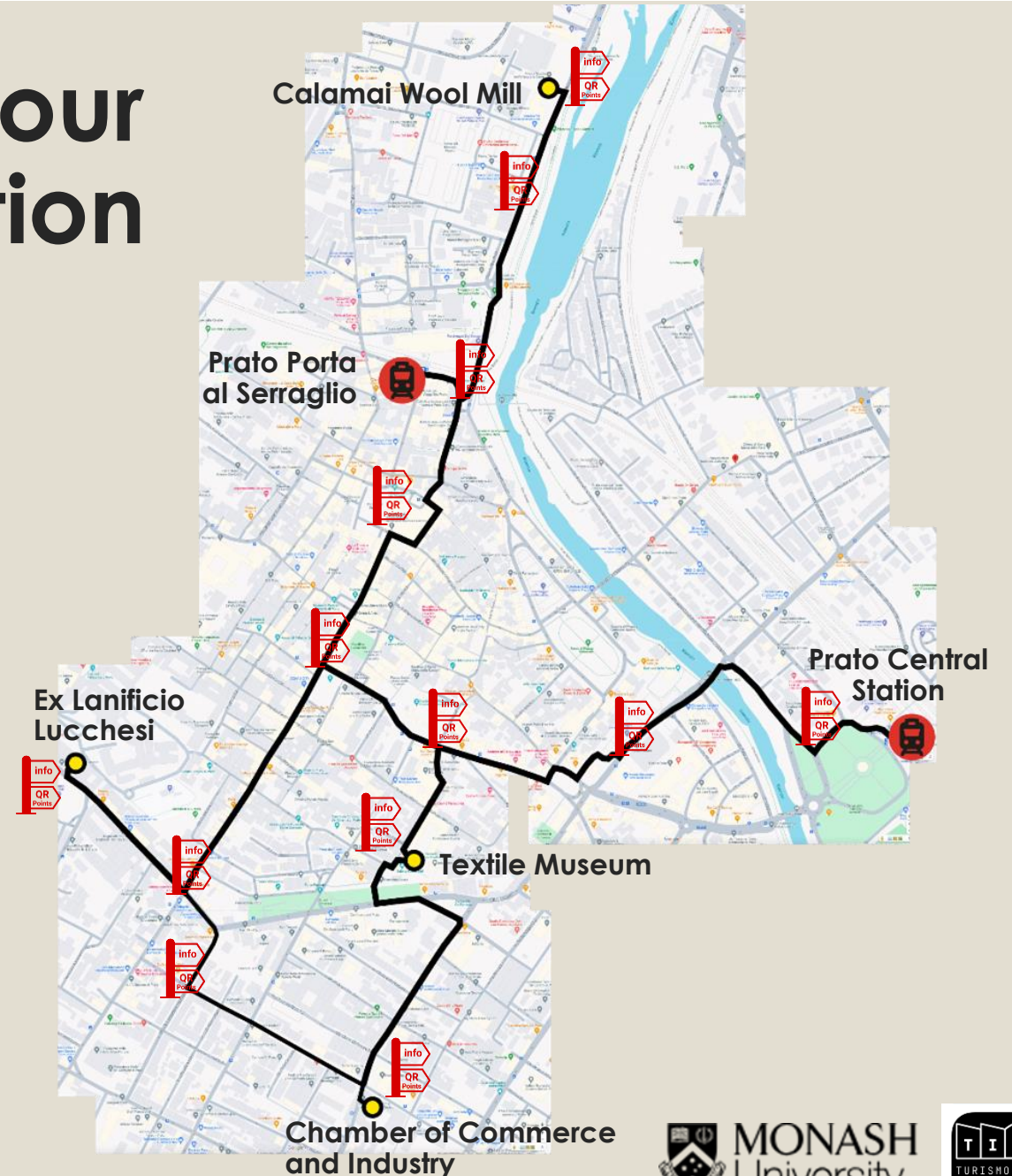



QR



PRATO POINTS
10 pts./100

-  Textile Museum 10
-  Ex Lanificio Lucchesi 00
-  China Town - Prato 00
-  Little India - Prato 00



Impact and Benefits

- Alignment with **Monash University** Impact 2030 Thriving Communities and Climate Change Global challenges. Fosters increased consumer awareness in sustainable fashion leading to improved environmental impact in the long-term.
- Celebrates **Prato's** industrial heritage (puts Prato on the map) and aligns with **Italy's** commitment to the **EU** drive for building Industrial Heritage.
- Provides enhanced **Tourist** experience to a wide range of tourists.
- Deliver activities that drive an increase in **Prato's business** opportunities related to sustainable tourism.
- Provides increased tax revenue for the **Prato municipality**.
- Build trust and reduce cultural tensions - improves sense of **Prato community** through social cohesion and inclusion of minorities.

Partners and Funding

- Municipality of Prato
- Monash University - Impact 2023
- Presidency of the Council of Ministers - Italian Digital Tourism Hub and Caput Mundi. Next Generation EU for major tourist events (includes funding for sustainable tourism and cycle paths)
- European Regional Development Fund State Share/Regional Share - (cultural and social innovation)
- European Union Horizon 2027 funding grants



Digital Tourism Hub



Caput Mundi. Next Generation EU for major tourist events



Budget Item

Item	\$\$ Estimate \$\$
Intervention 1 - Influencers (per person)	\$
Intervention 1 - Advertising, Printing and distribution	\$\$
Intervention 2 - Persona Co-Design	\$\$
Intervention 2 - Mobile App Redevelopment	\$\$\$
Intervention 3 - Walking tour Development	\$\$\$
Intervention 3 - Community Integration	\$\$
Intervention 3 - Bicycles	\$\$\$

Risks and Mitigations

Risk	Mitigation Strategy
Delay due to long lead time of community engagement.	Include community representatives into the team and build on their relationships. Allow time in the schedule for engagement. Provided program level stakeholder co-ordination....
Influencer based marketing campaign does not generate the expected response	Measure and monitor influencer audience reach (eg. Google Analytics) and pivot to other influencers and advertising media.
Lack of mobile application usage	Measure and monitor mobile application downloads and actively seek feedback from mobile app users + conduct surveys of tourists to seek feedback.
Lack of buy-in from local businesses	Allow time to build trust and conduct outreach activities to address concerns.

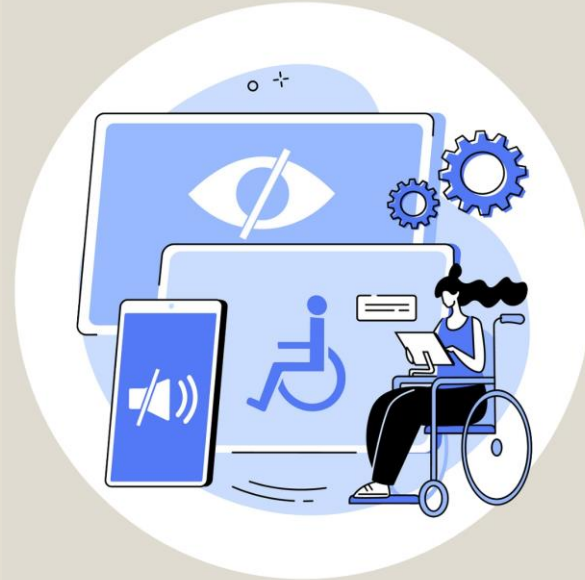
Implementation Roadmap

Milestones	 Year1 2024	 Year 2 2025	 Year 3 2026
I1: Rebranding	Develop branding and roll-out	Monitor & evolve Phase 1	Monitor & evolve Phase 2
I2: Accessible App	Persona Co-Design Prototype and Evaluate	Generalise Approach Implement and Test	Monitor & Evolve
I3: Walking tour & Community Integration	Trail Marking & Pilon Bike Infrastructure	Co-Design Community Activities	Pilot & Evaluate Roll-out
Engagement & Program Management	Plan	Deliver, Monitor and Report	
		Engage Stakeholders	
			Close

Concluding Statement



REBRANDING



ACCESSIBLE APP



**WALKING TOUR &
COMMUNITY
INTEGRATION**

PRATO

The Sustainable Fashion Capital

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