

A background network diagram consisting of interconnected nodes and lines. The nodes are represented by circles of varying sizes and colors, including light gray, dark gray, and blue. Some nodes are highlighted with a blue outline. The lines connecting the nodes are thin and light gray.

Practical task

«New tourism product for Riga»

Lesson Material

Task

Dividing into a 3 teams

**TEAM
YELLOW**

**T E A M
B L U E**

Team
Red



Each Team selects their Target



Tasks for all teams

- Define your target audience and its needs**
- Choose the location of your new tourism product**
- Develop a mini-marketing plan based on your target audience**
- Carry out research on the tourism offer of the target audience in Riga**
- Develop a new innovative tourism product**

Awatar - Family

A new family has moved to Riga city
And this is their 1st family weekend in
Riga
They are willing to have a quality time
together therefore all their need have to
be satisfied.



Mother: Loves cooking, taking care of the family & hate to be in a crowded places

Father (Lives in Riga for 2 years) : His hobbies is Ice skating, Swimming and playing a table games

Daughter (17) – Loves shopping, scrolling Facebook.com & hates active sports

Son (5) - Simply enjoy life

Avatar - Youngster

This is Jānis (Johnny). He just turned 18. And he believes that all the doors is open for him in Riga



Jānis (18) : He is a student in Riga secondary school. His budget is limited as the only money he have is pocket money 20 Eur in month. His hobbies is doing nothing

Awatar - Cyclist

This is Cyclist from Poland - he goes everywhere with his bike. He has tread out all the Riga city bike routes. He is seeking for new relaxing adventures on Wednesday evening and Sunday morning.



The Cyclist. To plan his route he is using a mobile application. He loves Riga city and keeps away from the nature. Uses only routes with the ability to enjoy culture and active tourism activities



“

Be Creative.

What is Creativity? –

“Seeing something that doesn’t exist and then making it so.”

Arturs Homins

/Project manager/

Arturs.Homins@rrrit.lv

**Let's do
this Epic
thing**