



EXERCISES

Module 5 : Cycling tourism

Exercise 1 - Scenario (1 hour)

Design a cycling trip for families with kids in Italy.

(research should be about 20 minutes with after 40 minutes of sharing)

Exercise 2 - Word cloud (15 minutes)

Students should submit words they associate with “what comes to mind when you think about cycling tourism ?”

Participants can submit words or short phrases that will be displayed as a cloud, highlighting the most common responses.

Exercise 3 - Promotion of cycling tourism package (30 minutes)

Students have to create advertising campaigns showing the sustainability aspects of cycling tourism.

Exercise 4 - A collaborative board (1 hour)

A collaborative board where students can post examples of cycling tourism offers from their country or from around the world.

Followed by discussion after.

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