Rome: An Up-and-Coming Sustainable Travel Destination

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An Introduction

Who are we and why and we here?

Throughout this semester we have been tasked to look at digital marketing through the lens of sustainability.

We have had the chance to work with Zetema - Turismo Roma in a class project with the goal of promoting Rome as a sustainable destination through the RomaPass.

These have been sensitive times ever since the world-wide pandemic, and there has been a trend of being more concerned with sustainability and traveling in a green way.

Content Strategy

In order to promote the city of Rome as a sustainable destination our team has come up with a multi-media strategy.

- Social media:
  - Posts with pictures of real life people doing action around Rome that show how the city can be sustainable.
    - I.e. Riding bikes around the city, refilling their Roma Pass water bottles using the different fountains throughout town, visiting the underrated places…
  - Using hashtags that associate our content to sustainability and the city.
    - I.e. #SustainableRome , #TravellingSustainably , #GreenCity , #WhenInRome…

- Travel Journalism
  - Different articles posted on the website Voicesearch.travel that promote the city as a sustainable destination.
  - On Voicesearch.travel, we used the Artificial Intelligence's app of WordLift to position our content on top of the search result pages.

Keywords

1. Sustainability
2. Travel
3. Rome
4. Transportation
5. Relaxation
6. Efficiency
7. Tourism
8. Vacation
9. Family-Time
10. Student
11. Ease
12. Worryfree
13. Green-energy

In our articles, we chose to use these keywords because they relate to the main objective of our content strategy, which is promoting the city as a more eco-friendly vacation destination.

We chose words that signify sustainability such as, "Green-energy" and "Efficiency."

We also included keywords surrounding tourism since our target audience is a young tourist looking to explore rome in a eco-conscious manner.

Content Strategy: Knowledge Graph

Process of Publishing Articles

For our team to first write the articles, we found a way for all of them to intertwine and connect to each other through sustainability and tourism in Rome.

- We chose seven topics that promote the different ways Rome can be a sustainable destination:
  - Sustainable Shopping In Roma
  - A Sustainable Itinerary In Roma
  - Sustainable Transportation Options In Roma
  - Eating Sustainably In Roma
  - Sustainable Activities In Roma
  - The Reusable Water Bottle: Rome's Most Sustainable Unsung Hero
  - Rome as a Sustainable Destination

Sustainable Transportation in Rome
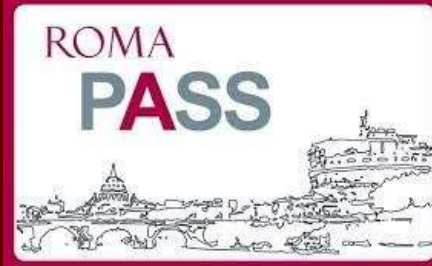
Rome is known for having a never-ending list of touristic attractions, making sure one knows how to get from one site to another in a sustainably way is a must.

https://voicesearch.travel/sustainability/sustainable-transportation-in-rome/

- I used the help of WordLift to edit my article by creating a category for sustainability, by adding the tags and entities as:
    - Sustainable Transportation
    - Environmental friendly
    - Smart bus

- And other assistance such as editing our URL, making it SEO friendly, editing our google search snippet, editing the readability, and making sure we have the right keywords.

A Sustainable Itinerary in Roma
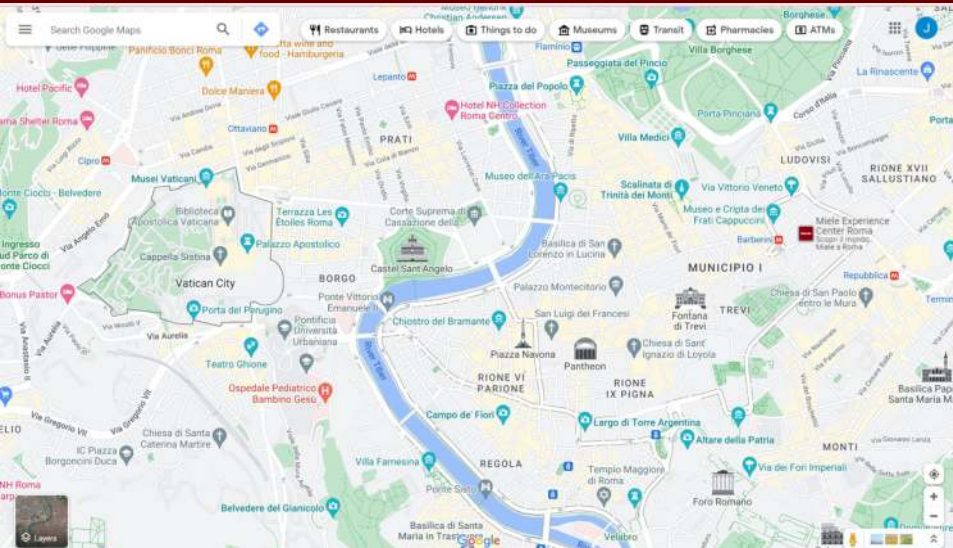
- https://voicesearch.travel/sustainability/itinerary-in-roma/
- My article talks lists the top 5 underrated places in Rome and a sustainable itinerary to go to them!
- Article categories:
  - Sustainability
  - News di viaggio = travel news
- Creating two new entities:
  - Sustainable
  - Itinerary
- In the "Same As…" field
  - Link to the Tourismo-roma website and its page that talks about sustainability
- Widgets:
  - I used the "Navigator" to connect my article to the ones written by my classmates
- Ensuring maximum views
  - Keywords, URL friendly, alt.text, good readability, simple snippet

Rome As a Sustainable Destination

- https://voicesearch.travel/uncategorized/rome-sustainable-destination/
- Article written with the intent of sharing eco-friendly activities
- Activities are tied to Roma Pass benefits and Rome specific infrastructure
- Permalinks/widgets to other articles with more details
- "Sustainable Tourism" as an entity
- Article intended to entice environmentally conscious travellers with green options for entertainment, transportation, and dining.
- External links included to purchase the Roma Pass
- Keywords include rome, sustainable, travel, activity, tourism and colosseum.

Sustainable Shopping in Roma
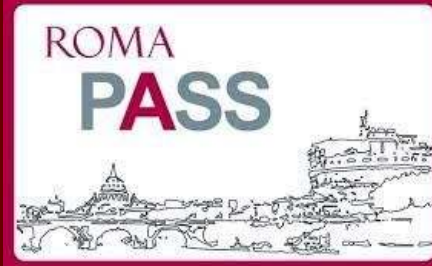
Rome and Italy is known for its shopping, leather, clothes, designer clothing, but it's important to know ways to shop sustainably and not harm our environment as much in the process.

In order to enhance the article:
- Key words
  - Sustainable shopping
  - Rome
  - Market
  - Sustainable
  - Shopping
  - Porta Portese
- Entity: Sustainable Shopping
- Text Alt for keywords for our featured pictures of article
- Created a concise snippet that would help our SEO and make sure it represented the article well
- Widget - navigator connects my content with the other articles published as well, creating a network
- Attached the website links of RomaPass, Tourism in Roma, and Sustainability in Roma tourism

Eating Sustainable in Roma
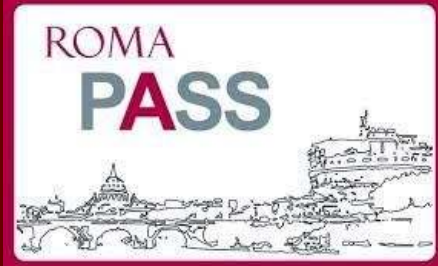
The Composition Process

- ❖ Eating Sustainable in Roma was a great way to integrate sustainable restaurants for people to go to
- ❖ Researched about which restaurants act in a sustainable way
- ❖ Different sustainable methods the restaurants chosen use are the Farm-to-Table movement, energy-efficient appliances, limiting their carbon footprint and more
- ❖ Farm-to-Table is a method restaurants use to be more sustainable by limiting the distance between the place where ingredients are grown to the restaurant
- ❖ Farm-to-Table was also an entity we created using WorldLift for SEO (Search Engine Optimization) which makes it easier to find using Google

(Ginger a sustainable restaurant touched on in the article)

The Reusable Water Bottle: Rome's Most Sustainable Unsung Hero

I had the pleasure of writing about how the reusable water bottle and the Nasoni water fountain system are essential parts of Rome's eco-friendly initiative. The Nasoni fountains have been around for decades providing clean drinking water for citizens and tourists alike. With 400 fountains in the city center alone, bringing attention to these beacons of sustainability is just one of many ways we can promote Rome as a sustainable destination.

https://voicesearch.travel/sustainability/water-bottle/

Sustainable Activities In Rome

https://voicesearch.travel/sustainability/sustainable-activities-in-rome/

The Process:

- I chose to write my article on sustainable activities in Rome because as a short term resident, creating the least amount of impact on a new city is very important. Tourism and tourist activities tend to be rooted in overconsumption but that doesn't have to be the case.

- I discussed options such as biking through Villa Borghese or doing a walking tour to the different historical sites in Rome.

- I chose Sustainability, Activities, Roma Pass, and Rome, as my primary keywords.

- Used 'Sustainable Activities' as my entity word so that Google could pick it up immediately.

- Added tags related to my article and attached the Roma Pass and TurismoRoma website link

- Created a catchy snippet that summarizes my article and incorporated the word 'Sustainability' into my slug