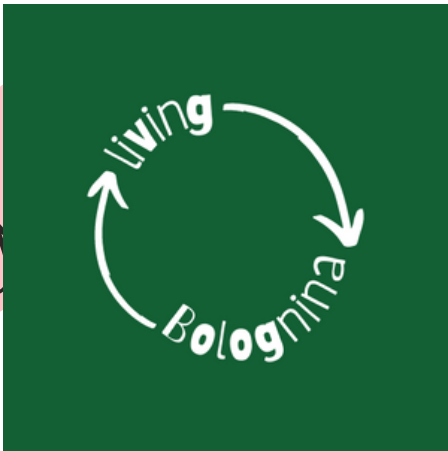


LIVING BOLOGNINA

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- Bolognina: multicultural area of Bologna
- People live there but "escape" to the city center for activities. Not so known in the tourist guides
- Target of the tour: tourists or people who already live in Bologna
- Can be used alone or in a group



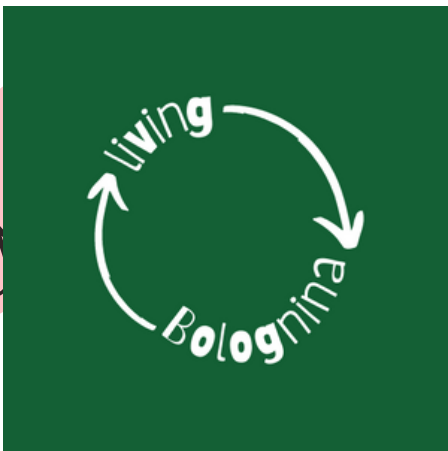
- Tik Tok as a main tool - livingbolognina
- QR Code in order to access the Tik Tok page
- Google Maps

<https://www.tiktok.com/@livingbolognina?lang=en>

- Gamification: for some places, there is a clue
- Specific hashtag #livingbolognina, so people can create their own videos and link it to the page



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- Digital elements -



- Videos
- Photos
- Hashtag #livingbolognina
- QR Code
- Presentation (Canva)
- TikTok

