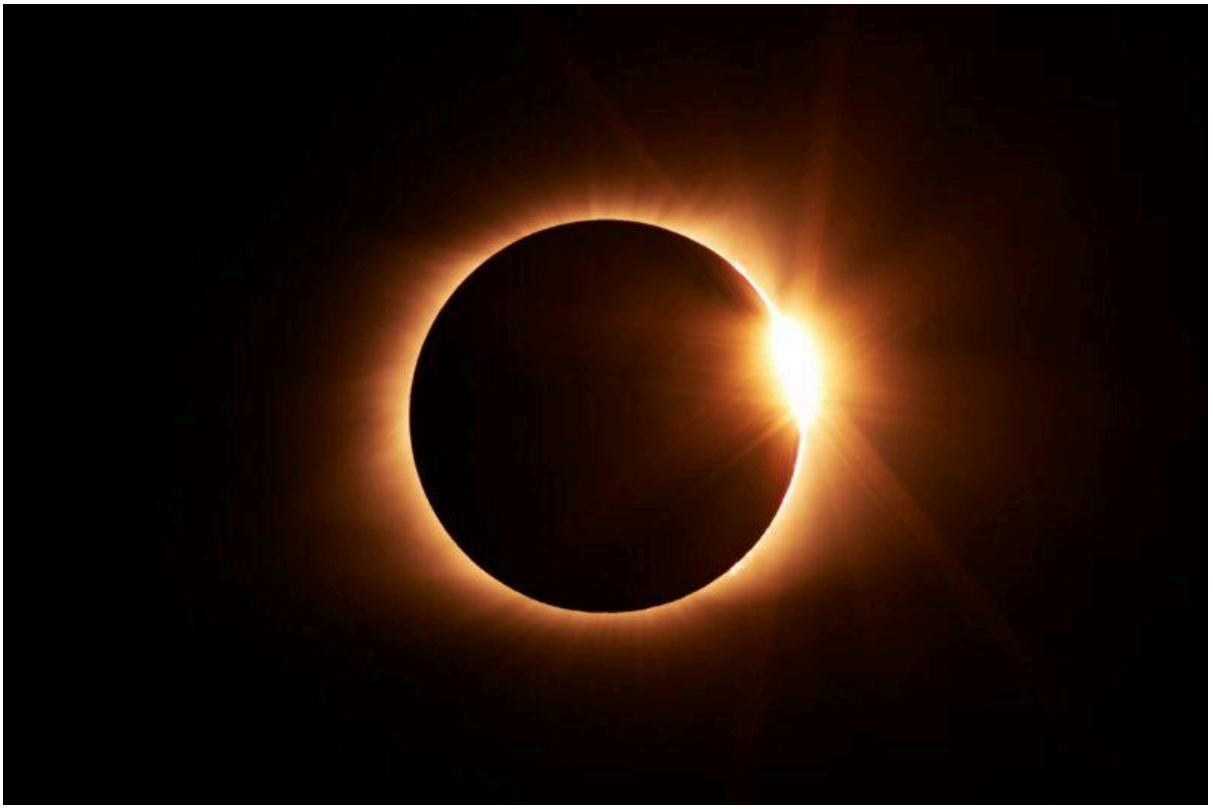
TREBALL DE RECERCA

UNDER THE SHADOW OF THE MOON: THE ECLIPSE AS A WINDOW FOR LOS OLMOS



Emma Bertral Ciércoles

Dirigit per Gemma Gamarra

INS Joan Miró

2n Batxillerat C Social

Cornellà de Llobregat, 28/10/26

ACKNOWLEDGMENTS

Before getting into the main topic I would like to thank everyone who has made this project possible:

- First of all I would like to thank my TR teacher, Gemma Gamarra, English teacher and also principal at Joan Miró for guiding me and helping me throughout the whole process of this research project.

- I would also like to thank my parents for helping me. My father has helped me with the photographs, and my mother has helped me by finding contacts and useful information for the project. Their support has been very important, especially during the practical part of the campaign.

- I would like to specially thank Aina Marsà, a MK professional for helping me understand how to design a MK campaign and guiding me throughout the process.

- Finally, I want to thank my grandfather, a very important person in my life. I am especially grateful to him for leaving me a heritage as valuable as a village in Bajo Aragón. This is a region that has taken care of me during so many summers and that has taught me so much. It is also the place that motivated me to choose this topic for my TR. Without that personal connection to Los Olmos and Bajo Aragón, this project would not have been the same.

ABSTRACT/RESUM

ENGLISH:

This research project analyses how the total solar eclipse of 12 August 2026 could be used to promote Los Olmos, a small village in the Bajo Aragón region of Teruel. The main objective is to design a marketing campaign that connects an exceptional astronomical event with the promotion of a rural territory that is often less known than other Spanish tourist destinations. The campaign is mainly aimed at people over 40 years old who are interested in astronomy, rural tourism, and reliable information. For this reason, the official tourism website of Los Olmos, especially the section **“El cielo en el Parque Estelar: Dietario del verano del eclipse”**, becomes the main communication platform of the project.

The practical part includes the campaign name and slogan, a social media strategy, a promotional website, a press release and an event proposal. The campaign is called **“The Eclipse Summer in Los Olmos”** and uses the slogan **“Los Olmos: where the sky becomes the experience.”** The fieldwork, based on a survey, showed that the most interested audience preferred official websites and detailed information rather than social media. Finally, the project relates the campaign to SDG 9 and SDG 11, and concludes that the eclipse was not only a scientific phenomenon, but also an opportunity to give visibility to Los Olmos and promote its rural and astronomical identity.

CATALÀ:

Aquest treball de recerca analitza com l’eclipsi solar total del 12 d’agost de 2026 es podia utilitzar per promocionar Los Olmos, un petit poble del Baix Aragó, a Terol. L’objectiu principal és dissenyar una campanya de màrqueting que connecti un fenomen astronòmic excepcional amb la promoció d’un territori rural que, sovint, és menys conegut que altres destinacions turístiques de l’Estat espanyol. La campanya està dirigida principalment a persones de més de 40 anys interessades en l’astronomia, el turisme rural i la informació fiable. Per aquest motiu, la pàgina web oficial de turisme de Los Olmos, especialment l’apartat **“El cielo en el Parque Estelar: Dietario del verano del eclipse”**, es converteix en la plataforma principal de comunicació del projecte.

La part pràctica inclou el nom i l’eslògan de la campanya, una estratègia de xarxes socials, una pàgina web promocional, una nota de premsa i una proposta d’actes. La

campanya s'anomena **"The Eclipse Summer in Los Olmos"** i utilitza l'eslògan **"Los Olmos: where the sky becomes the experience."** El treball de camp, basat en una enquesta, va mostrar que el públic més interessat preferia pàgines web oficials i informació detallada abans que les xarxes socials. Finalment, el projecte relaciona la campanya amb l'ODS 9 i l'ODS 11, i conclou que l'eclipsi no va ser només un fenomen científic, sinó també una oportunitat per donar visibilitat a Los Olmos i promocionar la seva identitat rural i astronòmica.

1. Introduction

2. Objectives of the research project

3. Justification of the topic

4. Related ODS

5. Theoretical framework

    5.1. The solar eclipse: scientific explanation

    5.2. The “eclipse of the century”: relevance and characteristics

    5.3. Geographic context of Bajo Aragón

    5.4. Social, economic, and tourist situation of Bajo Aragón

    5.5. Why this region is an opportunity for promotion

6. Marketing campaign design process

    6.1. Target audience

    6.2. Campaign goals

    6.3. Core message of the campaign

    6.4. Communication channels and media

    6.5. Visual identity and slogan

    6.6. Budget and resources

    6.7. Timeline of actions

7. Practical part: creation of the campaign

    7.1. Campaign name and slogan

    7.2. analysis of target

    7.3. Social media strategy

    7.4. Promotional video or spot

    7.5. Press release or official presentation text

    7.6. Event proposal for eclipse day

7.7. Campaign mock-ups

8. Fieldwork

9. Expected impact of the campaign

10. Conclusions

11. Bibliography and webography

12. Appendices

1. INTRODUCTION

I have chosen this topic because it combines two elements that I find especially interesting: on one hand, a unique astronomical phenomenon with a strong visual impact, such as the eclipse of the century, and on the other hand, a territorial reality that needs more attention, such as the Bajo Aragón region. Since I was a child, I have always been very passionate about space, and this topic makes me reconnect with that little girl who dreamed of becoming an astrophysicist. The idea of bringing these two concepts together allows me to work on a current, original topic with great communication potential, since it does not only explain a scientific event, but also analyzes how that event can become a real opportunity to promote a little-known territory.

The eclipse of the century is an exceptional event that arouses curiosity in a very wide audience. It is not just an astronomical phenomenon, but also an experience that can attract visitors, generate media interest, and create great social visibility. What caught my attention was the fact that an event of this kind can have consequences beyond the scientific field. That led me to think that it could be a very good basis for a research project, because it allows me to study how science, communication, and marketing can come together to create an impact in a specific area.

I also chose Bajo Aragón because this is the region where the eclipse will be visible at 100%, and I want to use that exceptional circumstance to give visibility to an area where I have spent every summer of my life and where my grandfather is from. For me, choosing this comarca is a way of returning something to a place that has been very important in my childhood.

I believe that the best way to achieve that is in the way I know best: by using my social side to connect with something I have loved since I was a child. That is why I had the idea of creating a marketing campaign. It felt like the most natural and meaningful way to bring together what I enjoy, what I know, and what I want to communicate.

I also chose this project because it lets me work with both theory and practice. In the first part, I study the eclipse and the Bajo Aragón region. In the second part, I design a real marketing campaign to promote the area in a simple and attractive way. This means the project is not only about explaining ideas, but also about creating something

Finally, this topic connects research, creativity, and real life. It allows me to work with real information, think about a real problem, and propose a solution through marketing. I also think it is a good topic because it can interest other people, and because it combines science, territory, and communication in a clear and easy way.

2. OBJECTIVES OF THE RESEARCH PROJECT

Main objective:

The main objective of this research project is to analyze how a unique astronomical event, such as the eclipse of the century, can be used as a communication and marketing tool to promote the Bajo Aragón region and increase its visibility.

Secondary objectives:

To analyze the potential impact of the eclipse in terms of tourism, media attention, and social interest.

To explore how communication and marketing strategies can be applied to promote a territory.

To evaluate how combining science and communication can generate real opportunities for local development.

3. JUSTIFICATION OF THE TOPIC:

I have chosen this topic because I consider it relevant and appropriate for a research project, as it combines scientific interest with a clear social and territorial impact. The total solar eclipse is an exceptional and infrequent phenomenon that generates a high level of public attention, which makes it a good point to start studying the topic. Its capacity to attract visitors, media attention, and general interest makes it an opportunity that goes beyond science.

I also think this topic is a good choice because it focuses on a specific and meaningful case: the Bajo Aragón region, where the eclipse will be visible at 100%. This allows me to work with a real context and to analyze how a natural event can be used to improve how attractive a territory is, especially in areas that do not always receive much attention.

Another reason why I chose this topic is the mix of different subjects it includes. It gives me the opportunity to work with areas such as science, communication, and marketing. This makes the project more complete, since I am not only studying a phenomenon, but also exploring how it can be used in a practical way to create an impact.

In addition, I think this topic is appropriate because it allows me to work on both theory and practice. On the one hand, I can study the eclipse and the characteristics of the region, and on the other hand, I can develop a real marketing proposal. This balance makes the project more dynamic and useful.

Finally, I think this topic is justified because of its relevance and originality. It is based on a real future event, which increases its interest and usefulness. At the same time, it has a clear objective: to use a unique natural phenomenon as a tool to generate visibility and opportunities for a specific territory.

4. Related ODS: SDG 9 and SDG 11

This campaign is especially related to **SDG 9: Industry, Innovation and Infrastructure** and **SDG 11: Sustainable Cities and Communities**. Both goals are connected to the idea of using the total solar eclipse to improve the visibility, development, and future of Los Olmos, a small rural village in Bajo Aragón.

SDG 9: Industry, innovation and infrastructure

SDG 9 aims to build resilient infrastructure, promote inclusive and sustainable industrialization, and encourage innovation. Although Los Olmos is a small rural village, the campaign shows that innovation is not only related to large cities or advanced technology companies. Innovation can also appear in rural areas through new forms of tourism, digital communication, and the intelligent use of local resources.

In this project, innovation is present in the way the eclipse is promoted. Instead of using only traditional advertising, the campaign uses the official tourism website of Los Olmos as its main communication platform. The section **“El cielo en el Parque Estelar: Dietario del verano del eclipse”** allows visitors to find information about the eclipse, the Parque Estelar, and the astronomical identity of the village in one accessible digital space. This is an example of how a rural territory can use digital tools to communicate with visitors and improve its tourism offer.

The campaign also promotes innovation through astrotourism. Astrotourism is a type of tourism based on the observation and enjoyment of the night sky. It is especially interesting for rural areas because these places often have less light pollution than cities, which makes them ideal for observing stars, planets, and astronomical events. In the case of Los Olmos, the Parque Estelar becomes an innovative tourism resource because it transforms the village’s dark skies into an opportunity for development.

Furthermore, the campaign can encourage the improvement of local infrastructure. To welcome visitors interested in the eclipse and astronomy, Los Olmos may need better signage, information points, accessible observation areas, parking spaces, and safety measures. These improvements would not only be useful during the eclipse, but could also benefit the village in the future by supporting other cultural and tourist activities.

Therefore, SDG 9 is related to this campaign because it shows how a rural village can use innovation, digital communication, and astrotourism to create new opportunities. The eclipse is a temporary event, but the infrastructure, digital tools, and tourism identity developed around it can have a much longer impact.

SDG 11: Sustainable cities and communities

SDG 11 aims to make cities and human settlements inclusive, safe, resilient, and sustainable. Although this goal is often associated with large cities, it is also very relevant for small rural communities such as Los Olmos. Rural villages need to be visible, well connected, and able to offer opportunities to their inhabitants without losing their identity or damaging their natural environment.

The campaign contributes to this goal because it promotes a model of tourism based on respect for the territory. Los Olmos is not presented as a place to visit only for a few hours, but as a community with a strong identity, a valuable landscape, and a special relationship with the sky. The campaign encourages visitors to discover the village, support local businesses, and participate in cultural and astronomical activities.

At the same time, the campaign highlights the importance of organizing tourism in a responsible way. A solar eclipse can attract many visitors in a short period of time, so it is necessary to plan the event carefully. The campaign proposes clear information, safe observation areas, signage, waste management, and recommendations to protect the natural environment. These measures help to make the event safer and more sustainable for both visitors and residents.

The campaign also supports the idea of inclusive communities. The activities proposed for eclipse day, such as astronomy workshops, guided visits, local gastronomy, and cultural events, are designed for different types of people: families, older visitors, local residents, and tourists interested in astronomy. In this way, the eclipse becomes an opportunity to bring together the local community and visitors, creating a shared experience.

Another important aspect of SDG 11 is the protection of cultural and natural heritage. Los Olmos has a valuable rural landscape and a dark sky that must be preserved. Astrotourism encourages people to value the night sky and to reduce light pollution, because dark skies are necessary to observe stars and astronomical phenomena. In this sense, the campaign not only promotes tourism, but also raises awareness about the need to protect the environment and the rural identity of the village.

In conclusion, SDG 11 is related to this campaign because it presents Los Olmos as a sustainable rural community that can grow through tourism without losing its essence. The eclipse attracts attention, but the real objective is to create a positive and lasting relationship between visitors, local people, and the territory.

5. THEORETICAL FRAMEWORK

5.1 The solar eclipse: scientific explanation

A solar eclipse is an astronomical event that happens when the Moon passes between the Earth and the Sun, blocking some or all of the Sun's light from reaching Earth. This creates a shadow on parts of our planet, making the sky go dark for a few minutes. For a solar eclipse to happen, two things must occur at the same time: "first, the Moon must be in its New Moon phase, when it is positioned between the Earth and the Sun; and second, the Moon must be crossing the plane of Earth's orbit around the Sun at a specific point called a node" (NASA, 2025).

There are three main types of solar eclipses. A total solar eclipse happens when the Moon completely covers the Sun's disk, and people in the path of totality can see the Sun's corona. A partial eclipse occurs when only a portion of the Sun is obscured by the Moon. An annular eclipse, also called a "ring of fire," happens when the Moon is farther away from Earth and appears smaller than the Sun, leaving a bright ring of sunlight visible around the Moon. The Moon's shadow has two parts: the umbra, where the Sun is completely blocked and totality is experienced, and the penumbra, where only a partial eclipse is visible

5.2 The "eclipse of the century": relevance and characteristics

The total solar eclipse of August 12, 2026, is often called the "eclipse of the century" for Spain because it is the first total solar eclipse visible from the Iberian Peninsula in over 100 years[1]. This event will be visible at sunset, with the Moon completely

[1] Instituto Geográfico Nacional, 2026.

covering the Sun for between 90 seconds and 2 minutes, depending on the location. The path of totality will cross northern Spain from Galicia to the Mediterranean coast, including regions such as Aragón, where Bajo Aragón is located. This eclipse is part of a rare sequence of three total solar eclipses visible from Spain within three years (2026, 2027, and 2028), marking a “golden age” of solar eclipses for the Iberian Peninsula[2]. The 2026 eclipse is especially relevant because it will be the first to bring international attention to Spain’s rural areas, with millions of visitors expected to travel to witness the event. The combined economic impact of the three eclipses could exceed €1.3 billion, with spending spread across accommodation, transport, hospitality, and related services [3].

The 2026 eclipse belongs to Saros 126, a family of eclipses that produce relatively short totalities but are significant for their geographic coverage. Unlike the 2027 eclipse, which will have a longer duration of totality but will be visible mainly from southern Spain and North Africa, the 2026 eclipse will cross densely populated areas of northern Spain, including major cities like A Coruña, Oviedo, Bilbao, Zaragoza, and Valencia[4]. This makes it more accessible for both domestic and international tourists, increasing its potential for tourism promotion and economic impact.

5.3 Geographic context of Bajo Aragón

Bajo Aragón is an administrative comarca located in eastern central Aragón, Spain, spanning parts of the provinces of Teruel and Zaragoza. The region lies within the Ebro Valley and has a semi-arid Mediterranean climate, with rolling hills and agricultural landscapes dominated by olive groves and almond orchards. Its territory includes municipalities such as Alcañiz (the comarca’s capital), Calanda, Alcorisa, and smaller villages like Los Olmos and La Mata de los Olmos.

Geographically, Bajo Aragón is situated within the path of totality for the August 12, 2026 solar eclipse, with totality lasting approximately 1 minute and 40 seconds in

[2] Space.com, 2026
[3] Euro Weekly News, 2026, May 5
[4] Instituto Geográfico Nacional, 2026

locations like Los Olmos[5]. The region's low light pollution and open western horizons make it particularly suitable for astronomical observation, especially during sunset eclipses when the Sun is low on the horizon. This makes Bajo Aragón an ideal location for viewing the eclipse and for developing astrotourism activities [6]The comarca's strategic location between Zaragoza and Teruel, combined with its proximity to major transport routes such as the A-2 motorway and the N-232 road, provides good accessibility for visitors traveling from Barcelona, Madrid, or Valencia. Additionally, the region's rural character and natural landscapes offer a peaceful and authentic experience for tourists seeking to escape crowded urban destinations.

5.4 Social, economic, and tourist situation of Bajo Aragón

Bajo Aragón, like many rural areas in Aragón, faces significant demographic challenges, including population decline, aging, and low birth rates[7]. The broader Aragón region has experienced a negative natural growth rate, with more deaths than births, although immigration has partially offset population losses. In comarcas like Bajo Aragón, the foreign population represents up to 28% of residents, reflecting the importance of migrant labor in agriculture[8].Economically, the region has traditionally relied on agriculture (especially olive and almond cultivation) and livestock farming, though these sectors have declined in recent years. Tourism has emerged as a key economic pillar for Aragón, with the region hosting nearly 4 million visitors in 2024 and over 3.8 million in 2025[9]. Bajo Aragón benefits from cultural attractions such as the Semana Santa de la Ruta del Tambor y del Bombo (a UNESCO-recognized tradition), as well as natural landscapes and heritage sites. However, tourism remains concentrated in urban centers like Zaragoza and the Pyrenees, leaving rural comarcas like Bajo Aragón underexploited[10].

---

[5] Instituto Geográfico Nacional, 2026; NASA, 2026
[6] Fundación Starlight, s.d.; Turismo de Aragón, s.d.
[7] Instituto Nacional de Estadística, s.d.
[8] Instituto de Estadística de Aragón,s.d.

[9] Turismo de Aragón, 2025
[10] UNESCO, s.d.

The social fabric of Bajo Aragón is characterized by small, close-knit communities with strong local traditions and a rich cultural heritage. The region's gastronomy, based on local products such as olive oil, almonds, and traditional dishes, is an important part of its identity and a potential attraction for tourists. However, the lack of diversified economic activities and limited job opportunities have contributed to the emigration of young people to urban areas, exacerbating the demographic decline[11].

5.5 Why this region is an opportunity for promotion

Bajo Aragón represents a strategic opportunity for tourism promotion due to its location within the 2026 eclipse path, low light pollution, and underutilized tourism potential[12]. The eclipse is expected to generate around €360 million in tourism-related spending within a single week in Spain, with rural areas experiencing up to a tenfold increase in bookings. In Aragón, the government has launched specific initiatives, including a dedicated eclipse website and official observation points, to capitalize on the event and promote astrotourism.

The region's rural character, combined with new infrastructure like the Parque Estelar in Los Olmos, positions it as an ideal destination for sustainable, nature-based tourism. By leveraging the eclipse, Bajo Aragón can attract international visitors, diversify its economy beyond agriculture, and address depopulation by creating jobs in hospitality and services. Furthermore, the eclipse provides a unique opportunity to showcase the comarca's cultural heritage, gastronomy, and landscapes to a global audience, potentially establishing long-term astrotourism as a pilar of rural development. Around 75% of rural municipalities in Spain lack any hotel infrastructure, meaning that short-term rentals in private homes will play a central role in accommodating visitors, which is especially relevant for Bajo Aragón.

The eclipse also offers a chance to promote Bajo Aragón as a year-round destination, not just for the event itself. By developing complementary activities such

[11] Instituto de Estadística de Aragón, s.d
[12] Fundación Starlight,s.d

as stargazing tours, cultural workshops, and gastronomic experiences, the region can extend the benefits of the eclipse beyond the few minutes of totality. This approach aligns with broader trends in sustainable tourism, which emphasize the importance of creating lasting value for local communities while minimizing environmental impact.

6. MARKETING CAMPAIGN DESIGN PROCESS

The marketing campaign is designed to promote the total solar eclipse of 12 August 2026 in the Bajo Aragón region, where the eclipse could be observed in its totality, meaning that the Moon completely covered the Sun. The campaign aims to turn this exceptional scientific event into an opportunity to make the region better known, attract visitors, and promote its landscape, heritage, gastronomy, and rural tourism. The eclipse was especially important because it was the first total solar eclipse visible from the Iberian Peninsula in more than a century, and it took place shortly before sunset, creating a highly visual and emotional experience[13].To plan and set up the strategy for this campaign, I received guidance from Aina Marsà, a marketing professional with a degree in Marketing who works in this field. Her advice helped me to understand how to define the target audience, create a clear core message, and choose the most suitable communication channels for the campaign. Thanks to her guidance, I was able to design a strategy that connects the eclipse with the identity of Los Olmos and promotes the village as a rural and astronomical destination.

6.1. Target audience

The target audience is the group of people that the campaign wants to reach and convince. In this case, the campaign is not aimed at only one type of person, because an eclipse can attract very different audiences. However, all of them share an interest in astronomy, nature, travel, or unique experiences.

[13] Instituto Geográfico Nacional, 2026; NASA Science, 2026

The main target audience is made up of adults between 25 and 55 years old, especially people from Catalonia, Aragón, Valencia, and other nearby regions. These people may be interested in a short trip during the summer, and they have enough economic capacity to travel, sleep in rural accommodation, eat in local restaurants, and take part in organized activities. They are also active on social media, so they can discover the campaign through Instagram, TikTok, or Facebook.

A second important audience is families with children. The eclipse is an educational and emotional experience that parents may want to share with their children. For this reason, the campaign should offer family-friendly activities, such as astronomy workshops, safe observation points, guided visits, and explanatory materials for children.

The campaign also targets young people between 18 and 30 years old, including students, couples, and groups of friends. This audience is attracted by original experiences, photography, camping, festivals, and content that can be shared on social networks. The eclipse is a perfect opportunity to create visual content, so this group can also help to promote the region by posting photos and videos.

Finally, the campaign considers national and international astronomy tourists, also known as “eclipse chasers.” These are people who travel specifically to observe solar eclipses. They usually look for precise information about the location, weather conditions, safety, accommodation, and the best places to see totality. Although they represent a smaller group, they can have a strong impact because they often travel in organized groups and share their experiences in specialized communities.

6.2. Campaign goals

The campaign has several goals, which can be divided into communication goals, tourism goals, and territorial goals.

The first goal is to inform the public that Bajo Aragón was one of the best areas in Spain to observe the total solar eclipse. Many people know about the eclipse, but they may not know exactly where it could be seen in its totality. Therefore, the

campaign must explain that Bajo Aragón offered a privileged location, with a clear view of the western horizon and the possibility of experiencing complete darkness during the eclipse.

The second goal is to attract visitors to the region before, during, and after the event. The campaign should encourage people to spend at least one night in Bajo Aragón instead of travelling only for a few hours. This would benefit rural hotels, campsites, restaurants, local shops, and small businesses.

The third goal is to improve the image of Bajo Aragón. The region is often less recognized than other Spanish tourist destinations, such as the coast or large cities. The eclipse allows the campaign to present Bajo Aragón as a territory with a strong identity, beautiful landscapes, cultural heritage, and high-quality local products.

The fourth goal is to promote responsible and sustainable tourism. Because a large number of visitors could arrive at the same time, the campaign should encourage people to respect the environment, use official viewing areas, follow safety instructions, and support local businesses.

Finally, the campaign aims to create a long-term effect. Even though the eclipse lasted only a few minutes, the objective is that visitors remember Bajo Aragón and return in the future. In this sense, the eclipse is not only an astronomical event, but also a tool to build a stronger territorial brand.

6.3. Core message of the campaign

The core message is the main idea that the campaign wants the audience to remember. It must be clear, emotional, and easy to understand.

The central message of the campaign is:

“Live the eclipse of the century in Bajo Aragón: a unique sky, an unforgettable territory.”

This message connects two ideas. On the one hand, it highlights the scientific and emotional value of the eclipse, which was a rare phenomenon that transformed day into night for more than a minute. On the other hand, it presents Bajo Aragón as more than simply a place to watch the eclipse: it is a destination with its own landscape, culture, gastronomy, and identity.

The message also emphasizes the idea of a unique experience. A solar eclipse cannot be repeated in the same way, and totality is very different from a partial eclipse. During totality, the sky becomes dark, the temperature can drop, animals may change their behaviour, and the solar corona becomes visible around the Moon. This makes the event feel almost magical, which is a powerful element for a marketing campaign.

Another important part of the message is safety. The campaign must remind people never to look directly at the Sun without certified eclipse glasses, except during the short period of totality, when it is safe only if experts indicate it. Including safety information makes the campaign more responsible and professional.

6.4. Communication channels and media

To reach the different target audiences, the campaign uses a combination of digital media, traditional media, and on-site actions.

Social media would be the main communication channel. Instagram and TikTok are especially useful because the eclipse is a highly visual event. The campaign could publish short videos showing the landscape of Bajo Aragón, animations explaining what a total eclipse is, interviews with astronomers, and countdowns before the event. It could also create a specific hashtag, such as #EclipseBajoAragón, to group all the content and encourage visitors to share their own photos.

The website would be another essential channel. It should include practical information: the exact date and time of the eclipse, maps of the best observation points, accommodation options, transport information, safety recommendations, and

the programme of activities. A clear website is especially important for eclipse tourists, who need reliable technical information.

Local media, such as regional television, radio stations, newspapers, and digital news platforms, would help to reach people living in Aragón and nearby areas. These media can explain the event, interview local authorities or astronomers, and promote the activities organized in the region.

Posters and informative materials would be used in train stations, bus stops, tourist information offices, universities, libraries, and cultural centres. These materials should have a strong visual design and include a QR code that leads directly to the campaign website.

Finally, the campaign would include events and collaborations. For example, local councils, tourism associations, schools, astronomy clubs, and rural accommodation businesses could work together to organize observation points, guided routes, workshops, and gastronomic fairs. This cooperation makes the campaign more credible and helps to distribute resources.

6.5. Visual identity and slogan

The visual identity must transmit three main ideas: space, territory, and emotion.

The main colours could be **deep blue and black**, representing the night sky and the moment of totality, combined with **golden yellow or orange**, representing the Sun and the warm landscape of Bajo Aragón. This contrast would make the campaign visually attractive and easy to recognize.

The logo could combine a simplified image of the Sun being covered by the Moon with a silhouette of the Bajo Aragón landscape, such as hills, olive trees, or a historic building. This would immediately connect the astronomical event with the territory.

The typography should be modern and clear, so that the campaign looks current and professional. At the same time, it should be easy to read on posters, social media, and the website.



The main slogan is:

“Bajo Aragón: where the Sun disappears and the territory shines.”

This slogan has a double meaning. The Sun “disappears” because of the total eclipse, but the territory “shines” because the event gives Bajo Aragón visibility and recognition. It is short, emotional, and easy to remember.

Other possible slogans could be:

- “Experience total darkness in Bajo Aragón.”
- “One eclipse. One region. A thousand reasons to visit.”
- “The sky becomes the main character.”
- “Look up. Discover Bajo Aragón.”

6.6. Budget and resources

The budget includes all the economic and human resources needed to develop the campaign. Since this is a regional campaign, the budget should be realistic and focused on actions with a high impact.

A possible budget distribution would be:

Concept	Estimated percentage	Estimated cost	Explanation
Website and digital content	30%	900	Updating and improving the eclipse section of the Los Olmos website, creating texts, images, maps, and practical information for visitors.
Graphic design and visual identity	20%	600	Creation of the campaign logo, posters, QR codes, social media images, and visual materials.
Events and activities	20%	600	Astronomy workshops, guided observation points, information stands, cultural activities, and local gastronomy.
Local promotion and traditional media	15%	450	Collaboration with local press, radio, regional media, and nearby tourism organizations.
Printed materials	10%	300	Posters, signs, leaflets, safety guides, in public spaces.
Evaluation and contingency	5%	150	Measuring the results of the campaign and solving unexpected problems, such as weather changes or a higher number of visitors.
Total	100%	3000	

7. PRACTICAL PART: CREATION OF THE CAMPAIGN

This practical part shows how the theoretical ideas of the campaign can be applied to real communication materials. The objective is to create a complete campaign that promotes the total solar eclipse in Bajo Aragón, while also presenting the region as an attractive tourist destination. All the materials are designed to be clear, visual, emotional, and easy to share on different media.

7.1. Campaign name and slogan

The name of the campaign is: under the shadow of the moon: the eclipse as a window for Los Olmos

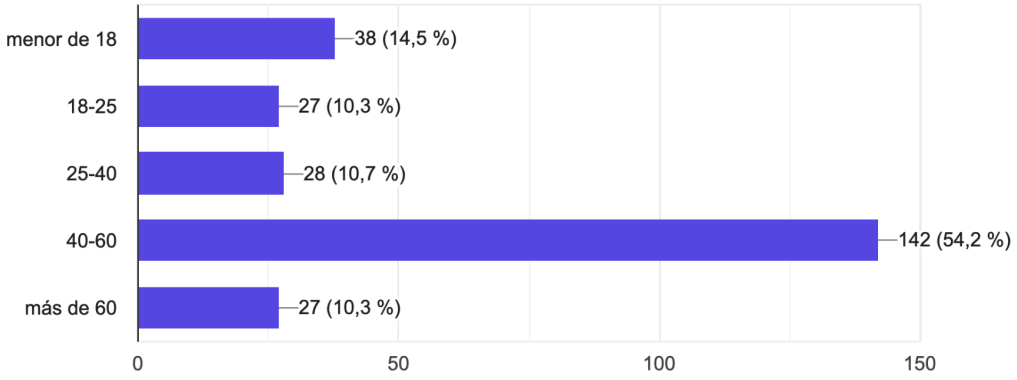
The slogan is: “Bajo Aragón: where the Sun disappears and the territory shines.”

7.2. Analysis of the target

To identify the main target audience of the campaign, I carried out a survey using an online form. The survey was designed to find out people’s interest in the total solar eclipse, their age, and their willingness to travel to Bajo Aragón to observe the event. In total, 262 people answered the survey, which provided useful real data for the design of the campaign.

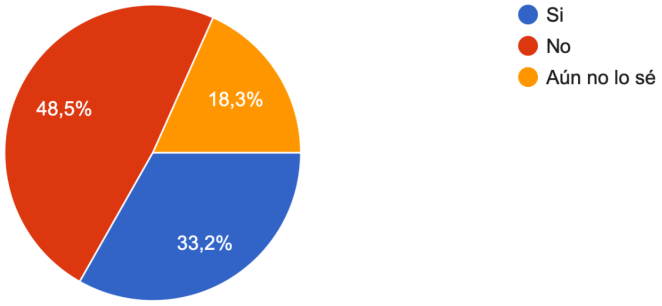
The results showed that the largest group of respondents was people between 40 and 60 years old, with 142 answers out of 262. This means that more than half of the participants belonged to this age group, so it became the main target audience of the campaign.

¿Qué edad tienes?
262 respostes

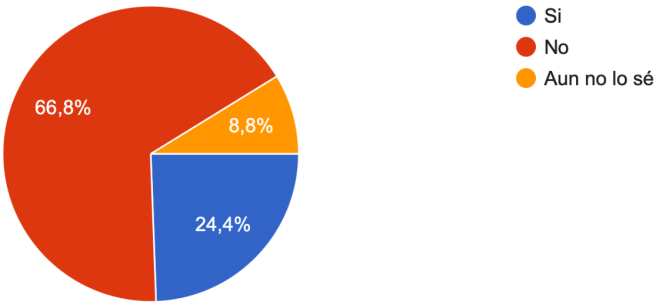


In addition, many of these respondents stated that they would consider travelling to Bajo Aragón to see the eclipse, which confirmed that this audience was not only interested in the event, but also potentially interested in visiting the region.

¿Contemplas la opción de desplazarte para ver el eclipse?
262 respostes



¿Has contemplado la opción de verlo desde la comarca del Bajo Aragón?
262 respostes

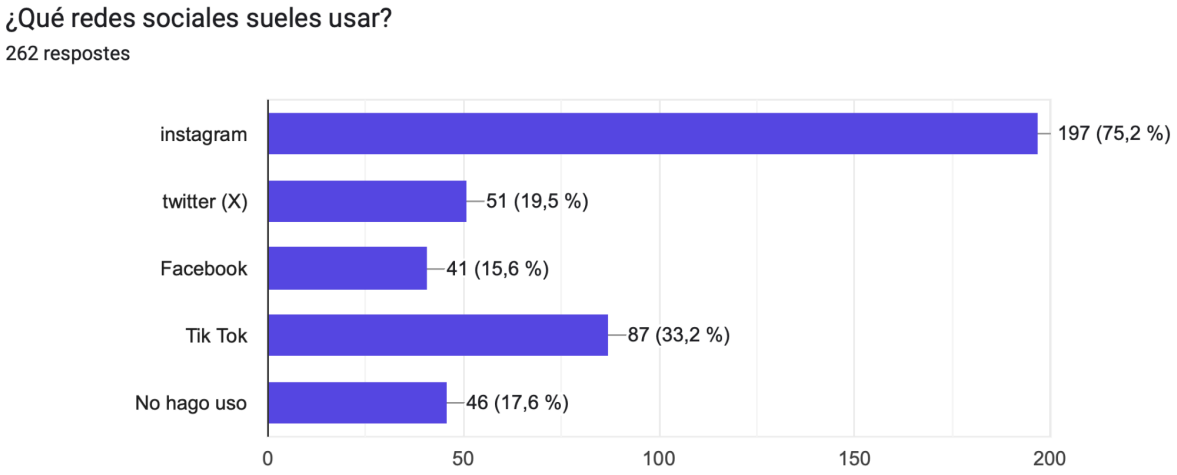


For this reason, the campaign was mainly directed at adults between 40 and 60 years old who are interested in astronomy, cultural tourism, and rural destinations. This result also influenced the choice of communication channels: instead of focusing mainly on Instagram, the campaign used the official website of Los Olmos as the main platform, because this audience tends to look for clear, reliable, and well-organized information on official websites.

7.3. Social media strategy

For the practical part of this project, I have used the official tourism website of Los Olmos, **visitlosolmos.org**, as the main platform to promote the total solar eclipse. More specifically, I have worked on the section called **“El cielo en el Parque Estelar: Dietario del verano del eclipse”(** https://www.visitlosolmos.org/ **)**. This section is part of the village’s tourism website and is connected to the **Parque Estelar** project, an initiative that aims to position Los Olmos as a destination linked to the sky, astronomy, and rural tourism

At the beginning of the project, I considered using Instagram as the main communication channel. My first idea was to create posts, stories, reels, and short videos showing the eclipse, the landscapes of Los Olmos, and the activities related to the Parque Estelar. I believed that Instagram could be useful because it is a very visual platform and because it could attract younger visitors interested in astronomy, photography, and travel experiences.



However, after analysing the results of the surveys, I changed this initial plan. The surveys showed that the most interested target audience was mainly formed by people over 40 years old. This audience showed more interest in official websites, detailed information, cultural activities, and rural tourism than in fast content on social media. For this reason, I decided that Instagram should not be the main channel of the campaign, but only a complementary tool.

The website of Los Olmos became the centre of the campaign because it is more appropriate for this target audience. The section **“Dietario del verano del eclipse”** allows visitors to find information related to the eclipse within a wider project about the sky and the Parque Estelar. This is important because the campaign does not only promote one astronomical event, but also presents Los Olmos as a village with a strong connection to nature, astronomy, and rural life.

The eclipse section can be used to explain the importance of the event in Los Olmos, where the total solar eclipse could be observed with approximately **1 minute and 39 seconds of totality** at around **20:30** on 12 August 2026. The Sun was very low on the horizon, at about 5.2 degrees, so it was essential to choose an open space with a clear west-northwest view.

The website is useful because it can include practical information for visitors, such as the timetable of the eclipse, safety recommendations, the importance of using certified eclipse glasses, and the need to find a good observation point before the

event. It can also connect the eclipse with the other attractions of Los Olmos, such as the Parque Estelar, the astronomical observation routes, the observatory project, and the natural and cultural heritage of the village

Although the website is the main channel, Instagram can still support the campaign. For example, the “Comision” of the village could publish a few images or short videos about the eclipse and the Parque Estelar, always including a link or QR code that directs users to the eclipse section of the website. In this way, Instagram can help to create visibility, but the official website remains the main place where visitors can find complete, reliable, and well-organized information.

Therefore, the final social media strategy is based on a **website-centred approach**. The website of Los Olmos promotes the eclipse to the most interested audience, while Instagram acts as a secondary channel to attract attention and bring new visitors to the official eclipse section.

7.4 Giving the campaign a voice in the media

To give the campaign a voice in the media, I did not contact any newspaper or television channel directly. Instead, before the eclipse, the campaign used the official website of Los Olmos, attractive images of the village, and other communication resources to attract the attention of people and the media.

Thanks to this campaign, the eclipse and the region received media attention before the event took place. In particular, a German television channel mentioned the eclipse and the area, which shows that the campaign was able to reach an international audience. This media coverage was important because it gave visibility to Bajo Aragón and presented Los Olmos as a destination connected to astronomy, nature, and rural tourism.

This experience demonstrates that a campaign does not always need direct contact with journalists to appear in the media. A clear website, attractive images, and reliable information can attract the interest of the press and help the territory reach new audiences.

7.5. Press release or official presentation text

Press release

Bajo Aragón prepares to live the eclipse of the century

Bajo Aragón is preparing to become one of the main destinations in Spain to observe the total solar eclipse of 12 August 2026. During this exceptional event, the Moon will completely cover the Sun, turning day into night for a few minutes and offering a unique experience to residents and visitors.

The campaign **“Bajo Aragón Eclipse Experience”** has been created to promote this astronomical event and to present the region as a tourist destination with a strong identity. The campaign highlights not only the eclipse, but also the landscapes, gastronomy, cultural heritage, and local traditions of Bajo Aragón.

The campaign includes a website, posters, social media content, a promotional video, and a programme of activities for eclipse day. Its main objective is to attract visitors, support local businesses, and encourage responsible tourism.

The organizers remind the public that safety is essential: the Sun should never be observed directly without certified eclipse glasses, except during the period of totality and always following the recommendations of experts.

With this initiative, Bajo Aragón wants to show that a scientific event can become an opportunity for territorial development. The eclipse will last only a few minutes, but its impact can help the region to become better known and to attract visitors in the future.

8. FIELDWORK

The fieldwork of this project was based on a survey designed to understand people’s interest in the total solar eclipse and their opinion about promoting Los Olmos as an astronomical and rural tourism destination. The survey was an important part of the

research because it allowed me to obtain real information about the target audience instead of relying only on assumptions.

The survey included questions about the age of the participants, their knowledge of solar eclipses, their interest in travelling to observe the eclipse, and the type of information they would like to find on a tourism website. It also asked about the communication channels they use most often, such as official websites, social media, email, or local news.

One of the most relevant results was that the most interested audience was mainly formed by people over 40 years old. These participants showed a strong interest in astronomy, rural tourism, and cultural activities. They also valued clear, reliable, and detailed information, especially when they needed to plan a trip, find accommodation, or know the safety measures for observing an eclipse.

For this reason, the results of the survey influenced the communication strategy of the campaign. At the beginning, I considered Instagram as the main channel because it is a very visual platform and it is popular among young people. However, after analysing the answers, I understood that the target audience of this campaign preferred official websites and more complete information. Therefore, I decided to use the official tourism website of Los Olmos, especially the section **“El cielo en el Parque Estelar: Dietario del verano del eclipse”**, as the main platform of the campaign.

The survey also showed that many people did not know that Los Olmos was located in an area where the eclipse could be observed in its totality. This result confirmed the need to promote the village and explain why it was a privileged place to live this astronomical event. In addition, participants showed interest in activities related to the sky, such as guided observations, astronomy workshops, and visits to the Parque Estelar.

Finally, the fieldwork helped me to improve the campaign. It allowed me to identify the real needs of the audience, adapt the message, and choose the most appropriate communication channels. Without this research, the campaign would have been based only on general ideas, instead of responding to the interests of the people it wanted to attract.

9. EXPECTED IMPACT OF THE CAMPAIGN

The expected impact of the campaign is mainly related to tourism, territorial promotion, and local development. The campaign aims to make Los Olmos better known as a destination connected to the sky, nature, and rural life, using the total solar eclipse as a starting point.

First, the campaign is expected to attract more visitors to Los Olmos, especially people over 40 years old who are interested in astronomy, culture, and rural tourism. These visitors could stay in local accommodation, eat in local restaurants, buy local products, and take part in the activities organized around the eclipse. In this way, the campaign could have a positive economic impact on small businesses and on the local community.

Second, the campaign is expected to improve the image of Los Olmos. Many rural villages have difficulties in becoming visible compared with large cities or coastal tourist areas. However, Los Olmos has a special advantage: its connection with the Parque Estelar and its dark skies. The eclipse campaign can help to present the village as a place where visitors can enjoy a unique astronomical experience and, at the same time, discover the value of rural life.(eu-cap-network.ec.europa)

Third, the campaign is expected to have an educational impact. Through the website, posters, and activities, visitors can learn what a total solar eclipse is, why totality is so special, and how to observe the Sun safely. This educational dimension is important because it turns the eclipse into more than a visual spectacle: it becomes an opportunity to bring science closer to society.

Finally, the campaign is expected to create a long-term effect. Even though the eclipse lasted only a few minutes, the website, the Parque Estelar, and the astronomical identity of Los Olmos can continue to attract visitors in the future. The objective is that people who discover the village because of the eclipse return later to enjoy other activities, such as stargazing, rural tourism, local gastronomy, and cultural events. Astrotourism can be a useful tool for the sustainable development of rural areas because it combines tourism, local culture, and the protection of the natural environment.

10. CONCLUSIONS

This campaign represents a strategic opportunity to position Bajo Aragón as a leading destination for astrotourism, leveraging the 2026 total solar eclipse to drive rural development. By combining effective communication strategies with local identity, the project aims to attract visitors while respecting the region's natural and cultural environment.

This research project has allowed me to reach the main and secondary objectives proposed at the beginning of the work. The project has shown that an exceptional scientific event such as the total solar eclipse of 12 August 2026 can be used as a tool to promote a rural territory like Bajo Aragón and, more specifically, Los Olmos. Through the survey, the design of the campaign, the website, and the communication materials, I have been able to identify a clear target audience, create a coherent message, and propose realistic resources to attract visitors interested in astronomy and rural tourism.

However, it is important to recognise that this project is only a first concept of a potential campaign that has been partially implemented. Because it was not possible to put all the planned actions completely into practice, the objectives cannot be fully assessed. Even so, the results obtained, such as the interest shown by the target audience and the media attention received before the eclipse, suggest that the campaign could be effective if it were developed in the future. In this sense, the project has also been a first approach to the world of marketing, showing how communication, territory, and science can be connected to create real opportunities for rural development.

Here are some conclusions regarding the objectives. First, the promotional strategy highlights the unique geographic and atmospheric conditions of Bajo Aragón, presenting the area as an ideal location for astronomical observation. Second, the initiative encourages economic diversification in a region facing demographic decline, creating new opportunities for local hospitality and service sectors.

Third, the campaign is expected to have an educational impact. Through the website, posters, and activities, visitors can learn what a total solar eclipse is, why totality is so special, and how to observe the Sun safely. This educational dimension is important because it turns the eclipse into more than a visual spectacle: it becomes an opportunity to bring science closer to society.

Finally, the campaign is expected to create a long-term effect that extends far beyond the few minutes of totality. By establishing the necessary infrastructure and promoting sustainable tourism practices, Bajo Aragón can build a lasting reputation as a year-round destination for stargazing and nature-based travel, ultimately contributing to the economic and social revitalization of the comarca.

Last but not least, throughout the development of this research project, I have faced some difficulties and made changes to the original plan. At the beginning, Instagram was considered the main communication channel for the campaign. However, after analysing the results of the survey, I realised that the main target audience was people between 40 and 60 years old, so I decided to use the official website of Los Olmos as the main platform instead. This change made the campaign more realistic and better adapted to the audience I wanted to reach. It also taught me that a marketing campaign cannot be based only on initial ideas: it has to respond to real information and to the needs and habits of the target audience.

This project has had a strong personal meaning because of my bond with Los Olmos and Bajo Aragón. Los Olmos is not simply the place where the campaign is set; it is my village, a place I know, value, and feel connected to. Working on its promotion has allowed me to see its landscape, its dark skies, its traditions, and its identity from a different perspective. Sometimes, when you live in or feel close to a small village, it is easy to think that it has fewer opportunities than bigger cities or better-known tourist destinations. However, this project has shown me that Los Olmos has something special: a privileged sky, a peaceful environment, and a strong connection with nature and astronomy.

For this reason, designing a campaign for the eclipse has been much more than an academic exercise. It has been a personal opportunity to contribute, even in a small way, to the visibility and future of my village. I have tried to show that rural territories

do not need to lose their identity to attract visitors; on the contrary, their authenticity, tranquillity, and natural heritage can become their greatest strengths. The eclipse gave me the chance to connect my interest in marketing with my personal connection to Bajo Aragón, and to imagine how communication can help a small village become better known without changing what makes it unique.

In this sense, the eclipse lasted only a few minutes, but it opened the door to a lasting opportunity for Bajo Aragón to shine as a rural and astronomical destination. If the territory continues to protect its sky, its landscape, and its local identity, the interest created by the eclipse could become the beginning of a longer relationship between visitors and the region.

11.BIbliography and Webography

Bibliography

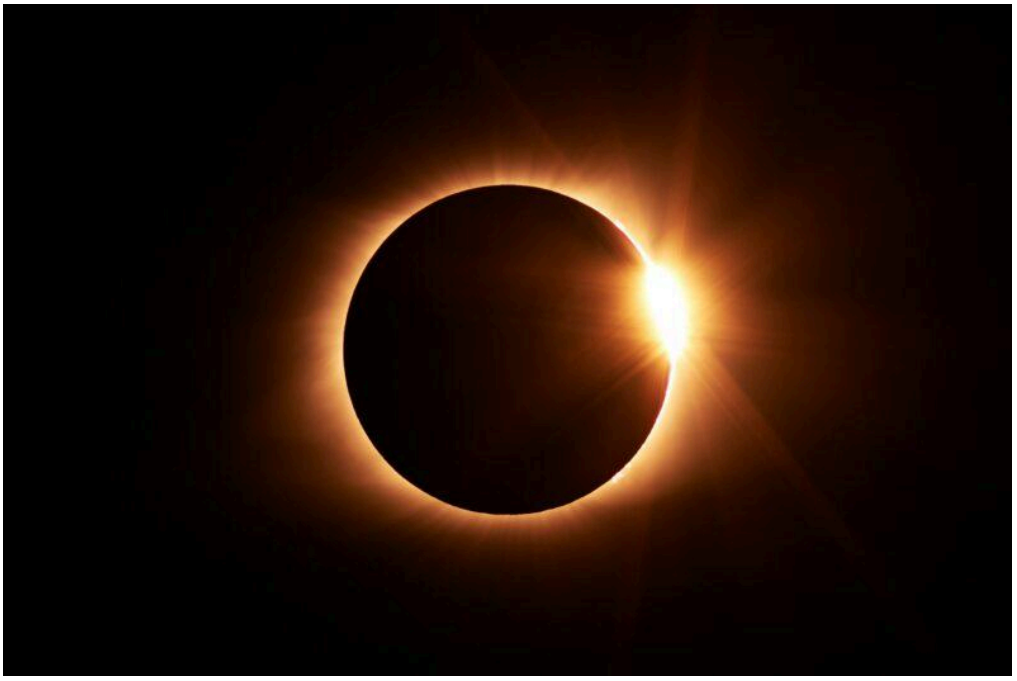
- Carter, J., & Ross, D. (2025). *The eclipse effect: How to seize extraordinary moments to build strong communities*. Post Hill Press.
- Collantes, F., Pinilla, V., & Sáez, L. A. (Eds.). (2025). *Despoblación y desarrollo rural: 25 años de investigación desde el CEDDAR* (CEDDAR nº 20). Diputación de Zaragoza.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for hospitality and tourism* (7th ed.). Pearson Education.
- Lange, H., & McLeish, T. (Eds.). (2024). *Eclipse and revelation: Total solar eclipses in science, history, literature, and the arts*. Oxford University Press. https://doi.org/10.1093/oso/9780192857996.001.0001
- Marlin, M. (2021). *Astrotourism*. Business Expert Press.
- Mobberley, M. (Ed.). (2007). *Total solar eclipses and how to observe them*. Springer. https://doi.org/10.1007/978-0-387-69828-1
- Observatorio Científico. (2024). *Discursos sobre la despoblación rural desde los ámbitos académicos y políticos*. Universidad de Alicante.
- Slater, D. A., & Stone, P. R. (2024). 'Looking up': Exploring night skies and astro-tourist sensory experiences. In I. Jenkins & R. S. Bristow (Eds.), *Sensory tourism: Senses and sense-scapes encompassing tourism destinations*. CABI. https://doi.org/10.1079/9781800623606.0000

Webography:

- Main source:
  https://www.visitlosolmos.org/el-cielo-en-el-parque-estelar/dietario-del-verano-del-eclipse/
- BBC Bitesize. (2026, August 6). *What is a solar eclipse and why do they happen?* BBC. https://www.bbc.co.uk/bitesize/articles/zmx78p3
- Fundación Starlight. (2025, September 24). *The August 2026 eclipse is set to boost astrotourism in rural Spain*. https://en.fundacionstarlight.org/noticias/news/342-the-august-2026-eclipse-is-set-to-boost-astrotourism-in-rural-spain.html
- Gobierno de Aragón. (2026, July 31). *Preámbulo del Decreto-ley 2/2026, de 29 de julio, del Gobierno de Aragón, de medidas urgentes entre el 10 y 13 de agosto, como consecuencia del eclipse total*. Iberley. https://www.iberley.es/legislacion/preambulo-d-ley-2-2026-29-julio-aragon-medidas-urgentes-10-13-agosto-como-consecuencia-eclipse-total
- Instituto Geográfico Nacional. (2026, August 12). *Total solar eclipse, August 12, 2026*. https://astronomia.ign.es/en/web/guest/eclipses-de-sol-y-luna/eclipse-total-sol-de-12-de-agosto-2026
- Los Olmos. (n.d.). *El cielo en el Parque Estelar: Dietario del verano del eclipse*. Visit Los Olmos. https://www.visitlosolmos.org/el-cielo-en-el-parque-estelar/dietario-del-verano-del-eclipse/
- NASA Science. (2025, September 17). *Launchpad: Solar eclipses*. https://science.nasa.gov/eclipses/videos/solar-eclipses/
- NASA Science. (2026, June 5). *Total solar eclipse on August 12, 2026*. https://science.nasa.gov/eclipses/future-eclipses/total-solar-eclipse-on-august-12-2026/
- National Oceanic and Atmospheric Administration. (2025, August 26). *Seeing a solar eclipse from space*. NESDIS. https://www.nesdis.noaa.gov/about/k-12-education/optical-phenomena/seeing-solar-eclipse-space
- Spanish Government. (n.d.). *Open data to enjoy the solar eclipse on August 12*. https://datos.gob.es/en/blog/open-data-enjoy-the-solar-eclipse-on-august-12
- Turespaña. (2025, April 21). *Total eclipse of 2026: The big event that will boost astro-tourism in Spain*. https://www.tourspain.es/en/b2b/total-eclipse-2026-astro-tourism-spain/
- Turismo Comarca Teruel. (2026, July 14). *La comarca*. https://turismocomarcateruel.com/la-comarca/
- Zaragoza City Council. (2026). *Zaragoza and the 2026 total solar eclipse*. https://www.zaragoza.es/sede/portal/zaragoza-eclipsa/en/2026

12.APPENDICES

VISUAL SUPPORT

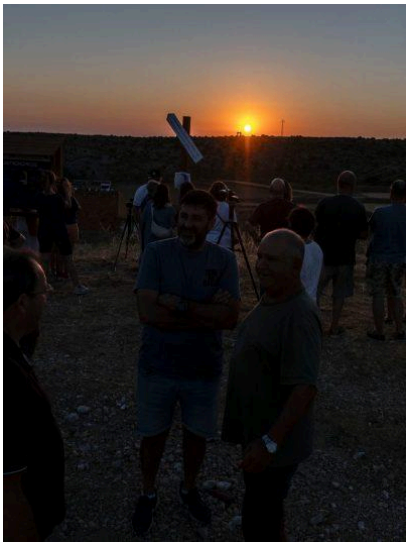


A photo taken directly with a special camera designed to observe the eclipse.






2026
EL VERANO DEL ECLIPSE





INTERVIEWS



The family on which I am going to focus the impact of my campaign.

INTERVIEW CRISTINA MAS

Interviewer (me): Good afternoon, Cristina. Thank you for accepting this interview. First of all, could you tell me why you decided to come to Los Olmos to see the total solar eclipse?

Cristina Mas: Good afternoon. Thank you for having me. We decided to come because we had heard that Bajo Aragón was going to be in the path of totality, which means that we could see the eclipse completely. We thought it was a unique opportunity, especially because we had never seen a total solar eclipse before.

Interviewer(me): How many people came with you, and how long did you stay in the village?

Cristina Mas: We came as a family, six people in total. We stayed in Los Olmos for four days. We wanted to arrive a few days before the eclipse to visit the area, relax, and find a good place to observe the event.

Interviewer (me): What did you know about Los Olmos before your visit?

Cristina Mas: To be honest, we did not know much about the village before. We knew it was a small village in Bajo Aragón and that it was in a good location to see the eclipse. However, when we arrived, we discovered that it has a very peaceful atmosphere, beautiful landscapes, and a strong connection with the sky and the stars.

Interviewer (me): How did you find the information about the eclipse and the activities organised in the village?

Cristina Mas: We mainly found the information on the official website of Los Olmos. It was very useful because it explained where we could observe the eclipse, what activities were organised, and what safety recommendations we had to follow. We also saw some images of the village online, and that made us feel more interested in coming.

Interviewer(me): What activities did you do during the four days you stayed here?

Cristina Mas: We visited the village, walked around the surrounding countryside, and enjoyed the local food. We also spent time learning more about the Parque Estelar and the importance of the night sky in this area. Of course, the most special moment was eclipse day, when we watched the eclipse together with other visitors and local people.

Interviewer(me): How would you describe the experience of seeing the total solar eclipse in Los Olmos?

Cristina Mas: It was an incredible experience. When the Moon completely covered the Sun, the light changed very quickly and everything became darker for a few minutes. It was a very emotional moment, especially because we were all together as a family. It is difficult to explain with words; you really have to live it.

Interviewer(me): Do you think the eclipse could encourage more people to visit Bajo Aragón in the future?

Cristina Mas: Yes, definitely. I think the eclipse has shown that this region has a lot to offer, not only for astronomy, but also for rural tourism, nature, and gastronomy. If the village continues to promote its sky and its landscape, I am sure that more people will want to visit, even after the eclipse.

Interviewer(me): Finally, would you recommend Los Olmos to other families who are interested in astronomy or rural tourism?

Cristina Mas: Yes, I would recommend it without any doubt. It is a quiet and welcoming village, and it is a perfect place to enjoy the sky and disconnect from the routine. We came for the eclipse, but we left with very good memories of the village and its people.

INTERVIEW AINA MARSÀ (MK PROFESSIONAL)

Interviewer (me): Good afternoon, Aina. Thank you for accepting this interview. First of all, could you tell me what your role as a marketing expert was and how you helped me with my project?

Aina Marsà: Good afternoon. Thank you for having me. My role was to provide guidance and advice on how to build an effective marketing strategy. I helped you structure your ideas, define the target audience, and select the best communication channels to promote the total solar eclipse in Bajo Aragón.

Interviewer (me): Why did you think that promoting the eclipse in Bajo Aragón was a good idea for a marketing project?

Aina Marsà: I thought it was a fantastic idea because a total solar eclipse is a unique and rare natural event. From a marketing perspective, it offers a great opportunity to connect event tourism with rural development, highlighting the landscape, culture, and local businesses of Bajo Aragón.

Interviewer (me): What were the main marketing strategies and channels we decided to focus on during our work together?

Aina Marsà: We focused on three main pillars. First, visual storytelling on social media using teasers and local photography. Second, digital targeting to reach people interested in astronomy and nature tourism. And third,collaboration with local businesses—such as hotels and restaurants—so they could offer themed experiences for visitors.

Interviewer (me): How did we organize the information on the website and digital platforms to make sure visitors had everything they needed?

Aina Marsà: We structured the content to be as clear and engaging as possible. We made sure to include useful details such as the best observation spots, scheduled activities, eye safety recommendations, and information about the region's hospitality, so tourists could easily plan their trip.

Interviewer (me): What do you think was the biggest challenge when designing this marketing campaign?

Aina Marsà: The main challenge was to make sure the campaign reached people outside the region who had never heard of Bajo Aragón before. We had to balance technical information about the astronomy event with attractive tourist content to convince families and visitors to stay for several days.

Interviewer (me): Do you think a well-planned marketing campaign like this can have a long-term positive impact on Bajo Aragón?

Aina Marsà: Yes, definitely. A campaign like this does not just bring visitors for one day; it positions Bajo Aragón as a destination for astrotourism, nature, and rural leisure. If the region continues using these marketing tools, it can attract sustainable tourism well into the future.

Interviewer (me): Finally, how was your experience collaborating with me on this research project?

Aina Marsà: It was a real pleasure. You had a very clear vision from the beginning, and seeing how you applied theoretical marketing tools to a realistic project in Bajo Aragón was very impressive. I am sure this campaign strategy adds great value to your research.

GERMAN TELEVISION REPORT:

https://www.tagesschau.de/ausland/europa/sonnenfinsternis-spanien-tourismus-100.html

THE QUESTIONS OF THE FORM

https://docs.google.com/forms/d/e/1FAIpQLSdXPz2qFbXxyiRDHeslQ4TZRaUpooEduKzFw4OLoU7CxdH63g/viewform?usp=header