Università degli Studi di Bergamo
Area didattica di Lingue e Letterature straniere
Progettazione e gestione dei sistemi turistici /
Planning and Management of Tourism Systems
Centro Studi per il Turismo e l'Interpretazione del Territorio (CeSTIT)

Building – or rebuilding – the website and the web presence of a tourism SME

Georgia Baillieu, Costanza Bonacina,
Martina Boscolo, Fabiola Castronovi,
Rossana Crippa, Elisa Noventa, Isabella Polini,
Elena Scandella, Chiara Tagliaferri

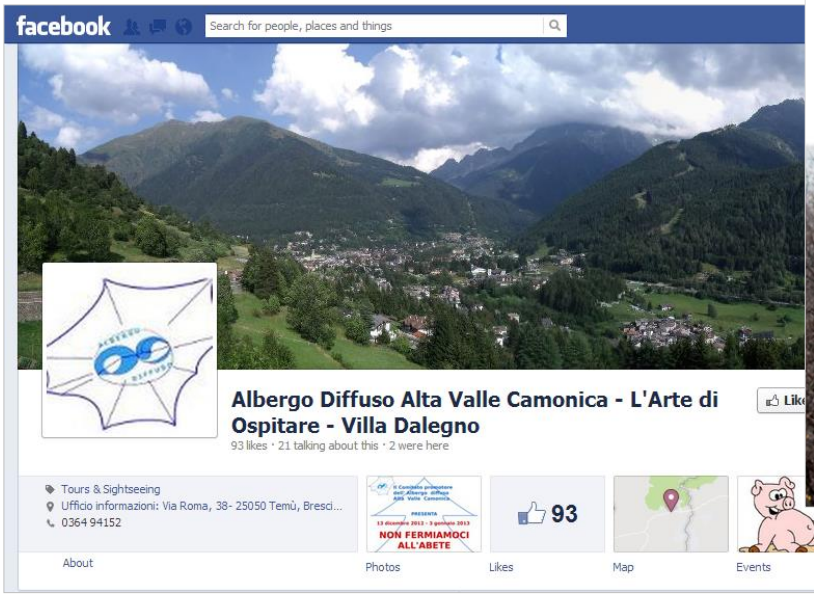
a **workshop** designed by Roberto Peretta

44111 .:. 2012-2013 Workshop .:. Report .:. 20121218

What we'll be speaking about

A summary of the presentation

1. The workshop's tasks, and fields
2. Building a website: available technologies
3. An "Albergo diffuso" in the upper Camonica valley
4. A farmhouse on the hills north of Bergamo
5. Still a digital divide?



Tourism SMEs and the Web

The workshop' s tasks, and fields

This is **the first** English-language workshop on **tourism** ever held at the Università degli Studi di Bergamo.

It is meant to provide **tourism SMEs** – like non-chain hotels, farmhouses, or B&Bs – with some **workable conclusions** as far as their **web** and **social communication** is concerned.

It was run in **cooperation** with some **local** SMEs, which we would like to thank for their patience.

Tourism SMEs and the Web

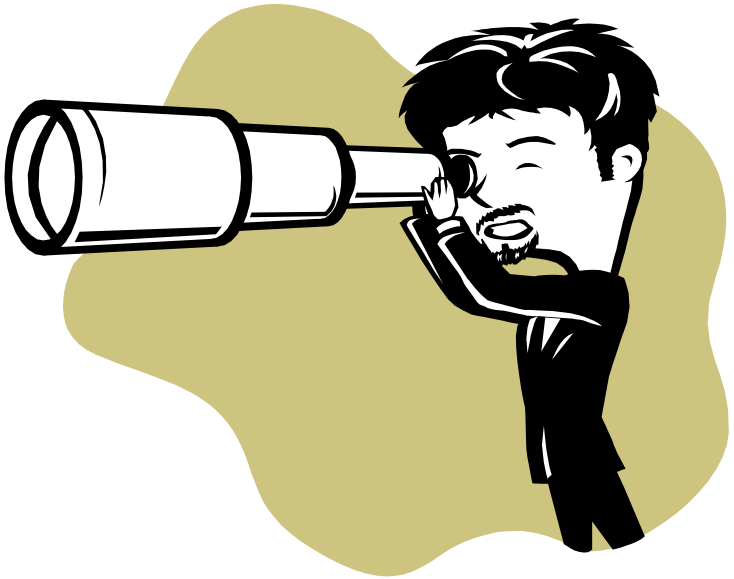
The workshop' s future

We **visited** these SMEs, discussed **with their managers** in person**,** and will **keep in touch** with them **in the future**.
We welcome any opportunities to **develop this cooperation**, perhaps by organizing students' **stages** to go deeper.
Web and **social communication**, in fact, is **vital** for tourism SMEs – just as it is for any University.

"What's the most important piece of your business's web presence?"

"Your website, of course!"

Samir Balwani



Tourism SMEs and the Web

Social networks and tourism SMEs

How can a tourism SME put the **social networks** to good use?

✓ **number** of customers

✓ **community**: promotion (i.e. last minutes, special offers), new services in the hotel/restaurant, events in the area.

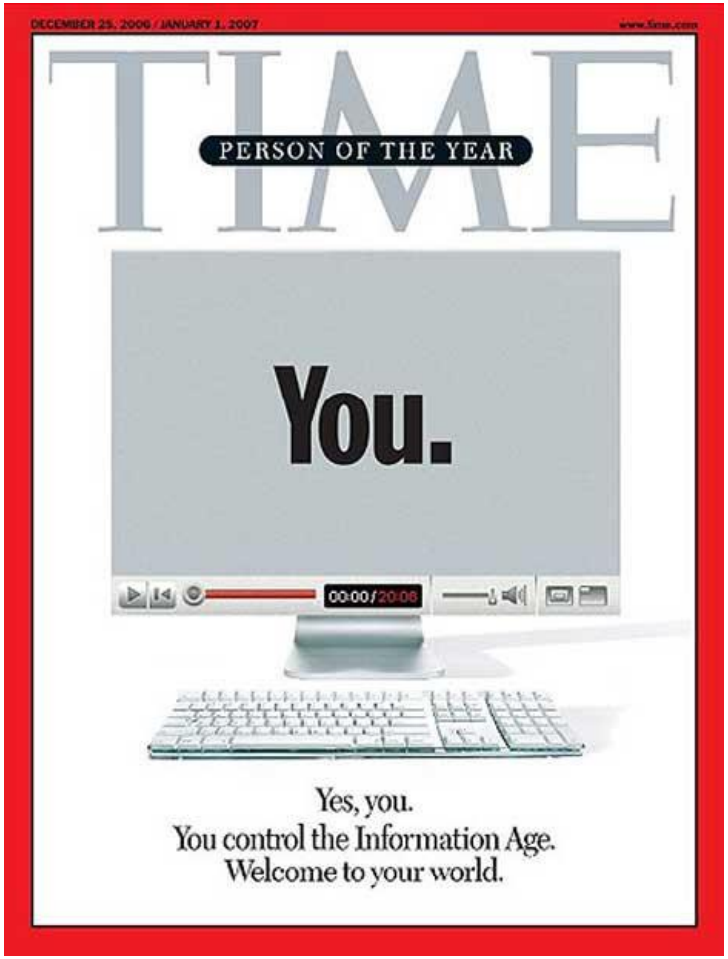
✓ know better the clientele.

marketing strategy

✓ talk to customers in a **direct** and concrete way

✓ direct **feedback**

✓ watch **competitors**' action through the web



Tourism SMEs and the Web

Facebook and Twitter: how to do?

Facebook

Open a fan page (not a personal profile!)
Post funny and interesting contents only
Create events
Useful related tools: *Facebooks Ads* and *Facebook Insights*

Twitter

Tag, like, share!!!
More condense profile and communication

Use *TweetDeck* to manage both those social networks

Tourism SMEs and the Web

Web reputation and web presence

Web reputation is the common word used to define how something (or someone, or a SME...) is currently perceived in the world of the **Web** and the **social networks**.
By the way, the concept of web reputation is different from the concept of **web presence**.
The web presence of, say, an SME includes

1. the **official website** run by the SME
2. the **accounts officially run** by the SME on **Facebook**, Twitter, YouTube, etc.
3. what **other people** write on the SME **on the social networks**.

Web reputation mostly – if not exclusively – deals with this third form of web presence.

✓ Web reputation can be **monitored**: tools, alerts and systems.

Tourism SMEs and the Web

Building a website: available technologies

Simple instruments (**tools**), almost free, with few functions?
or a professional **program** ("application") to manage html?
or a **CMS** open source, like Joomla or Drupal?
In any case, we should

1. begin with something simple that we can manage immediately
2. ensure that it is **scalable** (so that – in case we go further – we don't have to start again from scratch…)
3. provide the opportunity to **accumulate** and share **data**
4. establish realistic **tasks** to be reached in time
5. prepare a **"supply of news"** in advance.

Tourism SMEs and the Web

Web building tools

- ✓ **HTML editors**: Dreamweaver vs. Expression Web
- ✓ **Content Management Systems**: Drupal, Joomla, WordPress
- ✓ **Web Editors**: WYSIWYG or WYSIMOLWYG ?
- ✓ Wix, Webs, Register, etc.
- ✓ ***xnott@***: an opportunity
- ✓ Web ranking: SEO
- ✓ Google **Analytics**
- ✓ Google **AdWords**

Tourism SMEs and the Web

Side history cases

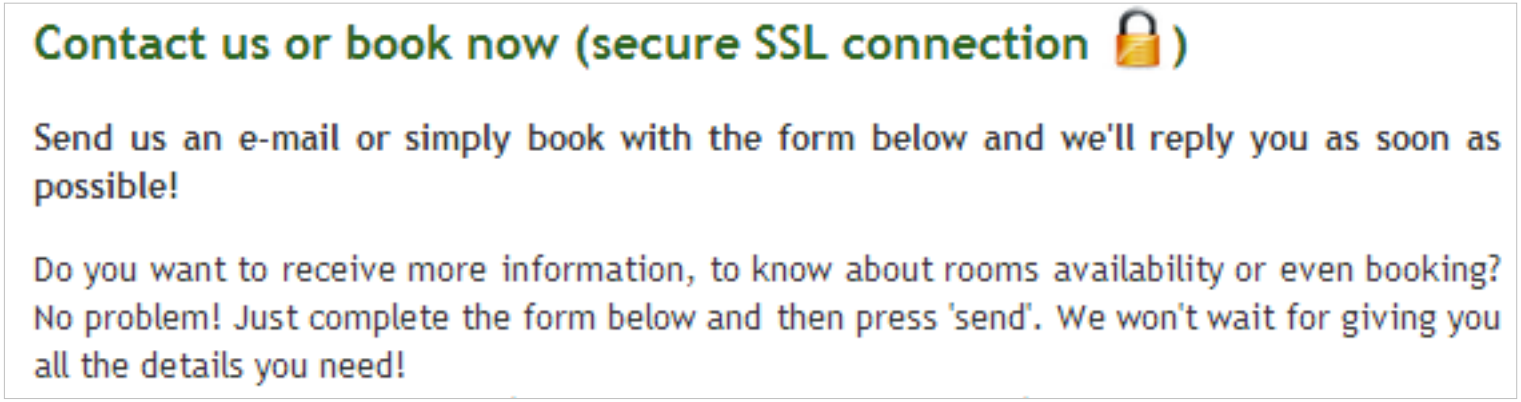
To **design** and run this workshop, we started considering **a set** of different tourism SMEs in **the Bergamo area**.
(We wondered whether considering SMEs **out of our** physical reach, and answered **no**. The **real thing** is always better!)

Some of the local SMEs, when contacted, looked **reluctant**.
(Apparently, they **didn't like** that much the idea of being considered by **someone different from themselves**.)

Tourism SMEs and the Web

Reluctant history cases

Not by chance, these reluctant SMEs' websites may look shiny, but **by no means** are **social**.
(They may have picture galleries or **rudimentary e-commerce** functions, but don't look like being prone to talk or listen.)



Our choice narrowed to

1. **an "albergo diffuso" in the upper Camonica valley**
2. **a farmhouse on the hills north of Bergamo**

An "Albergo diffuso"… But what's an "Albergo diffuso"?

"Albergo diffuso": birth and concept

invented by Giancarlo Dall'Ara, after the 1976 Friuli earthquake

- ✓ partly a **house** and partly a hotel
- ✓ distributed in **different buildings**
- ✓ all located in the **same village**/town
- ✓ to **valorise old** and dismissed buildings
- ✓ and **avoid** the construction of **new structures**

Tourism SMEs and the Web

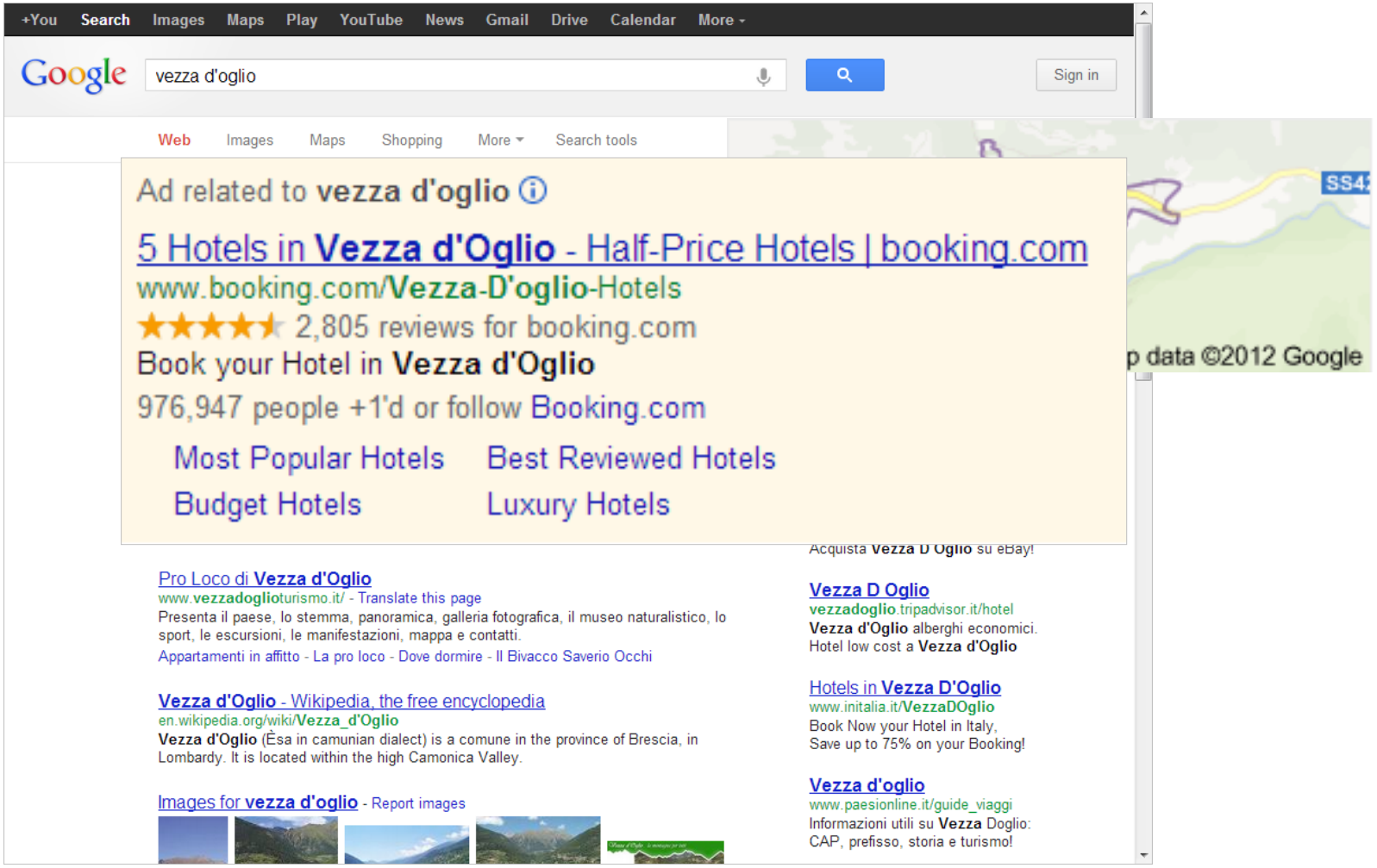
An "Albergo diffuso" in the Upper Camonica valley

The project of an "Albergo Diffuso" in **Alta Val Camonica**

- ✓ **Actors**
- ✓ **Vision**
- ✓ **Phases**
- ✓ **Difficulties**

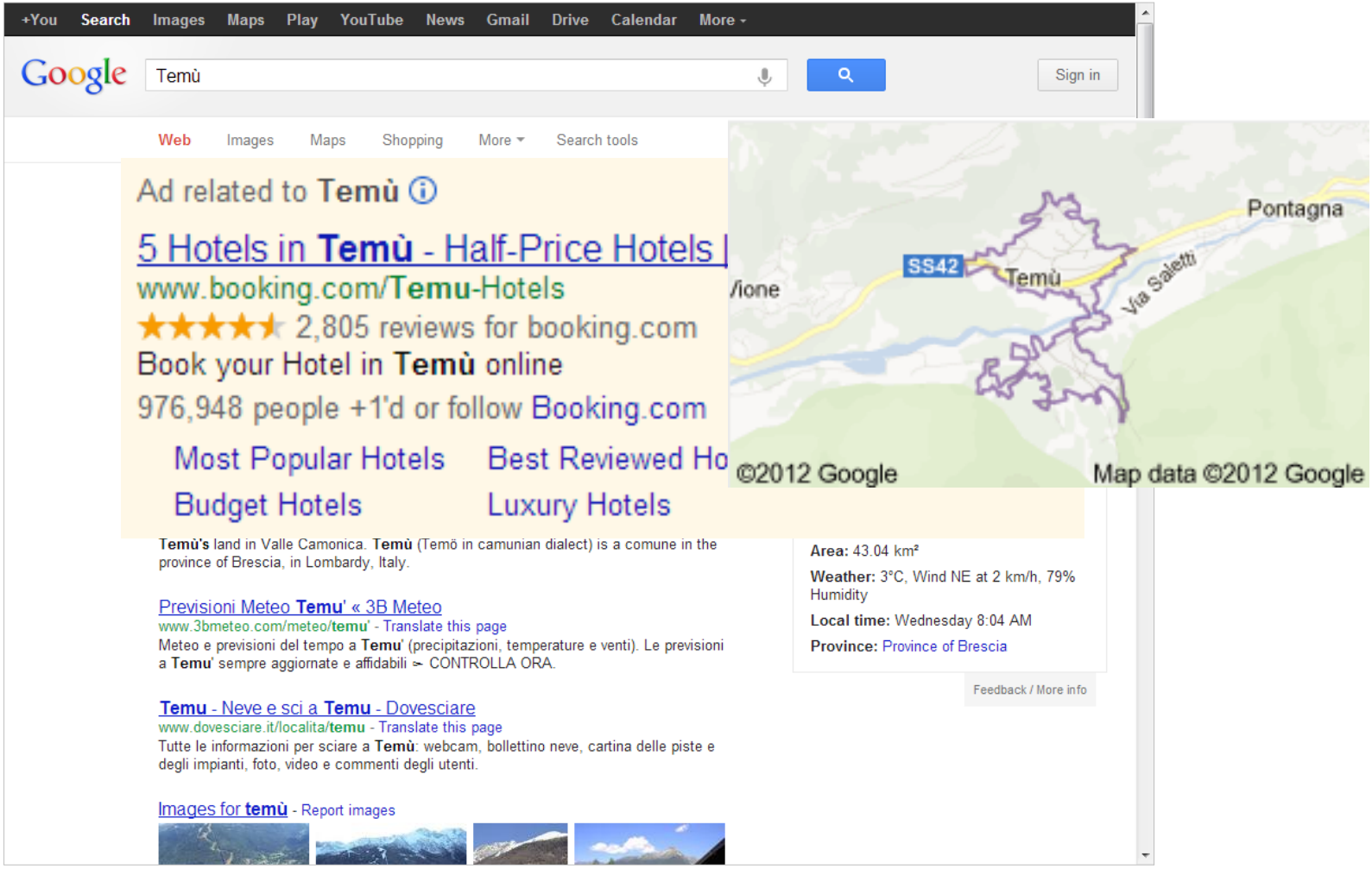
Tourism SMEs and the Web

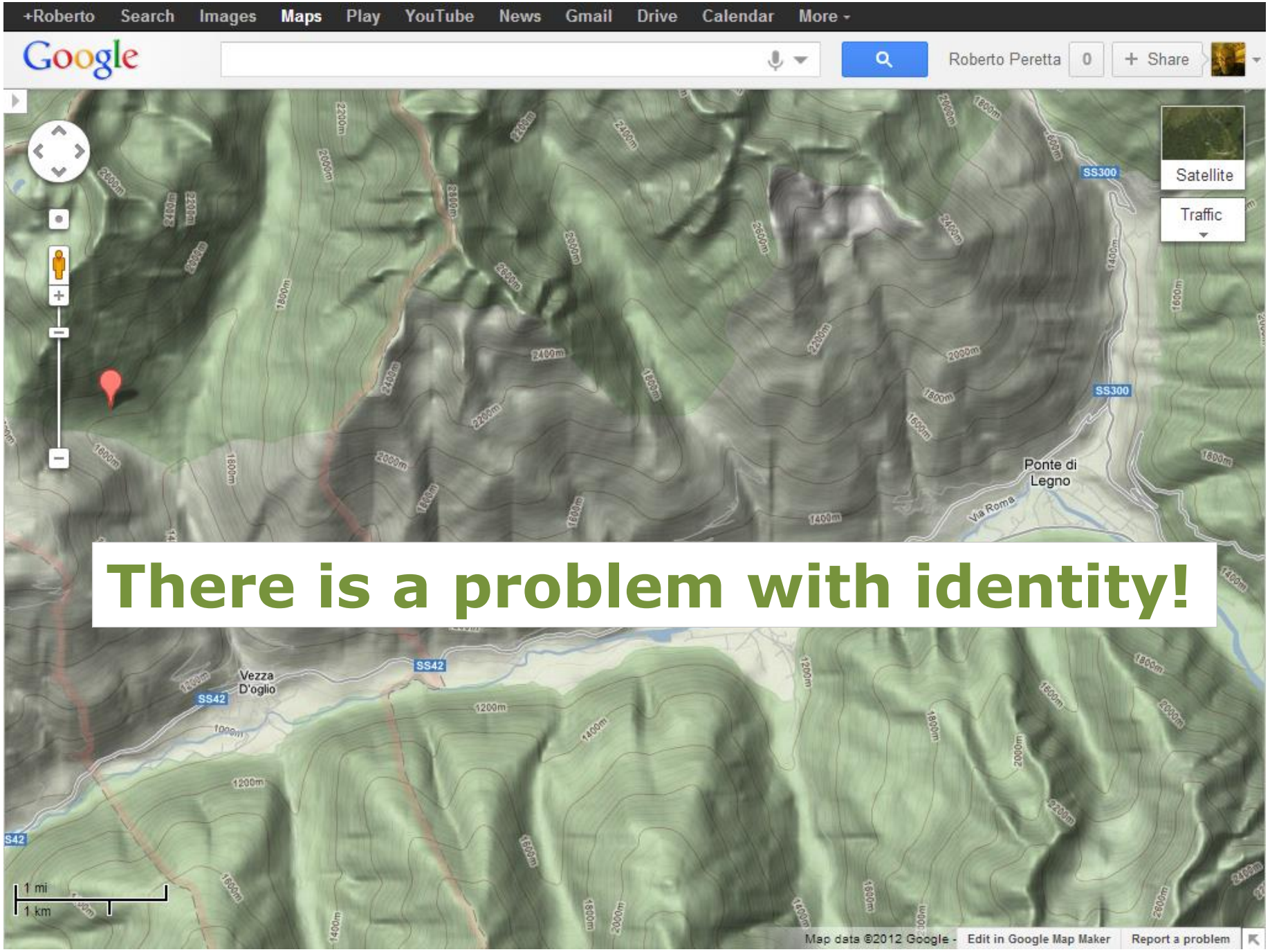
Vezza d'Oglio on the Web



Tourism SMEs and the Web

Vezza, Temù, Alta Valle?




+Roberto
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Images
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Drive
Calendar
More
Google
Roberto Peretta
0
+ Share
Satellite
Traffic
SS300
SS42
Ponte di Legno
Via Roma
Vezza D'oglio
1 mi
1 km
Map data ©2012 Google -
Edit in Google Map Maker
Report a problem
There is a problem with identity!

Tourism SMEs and the Web

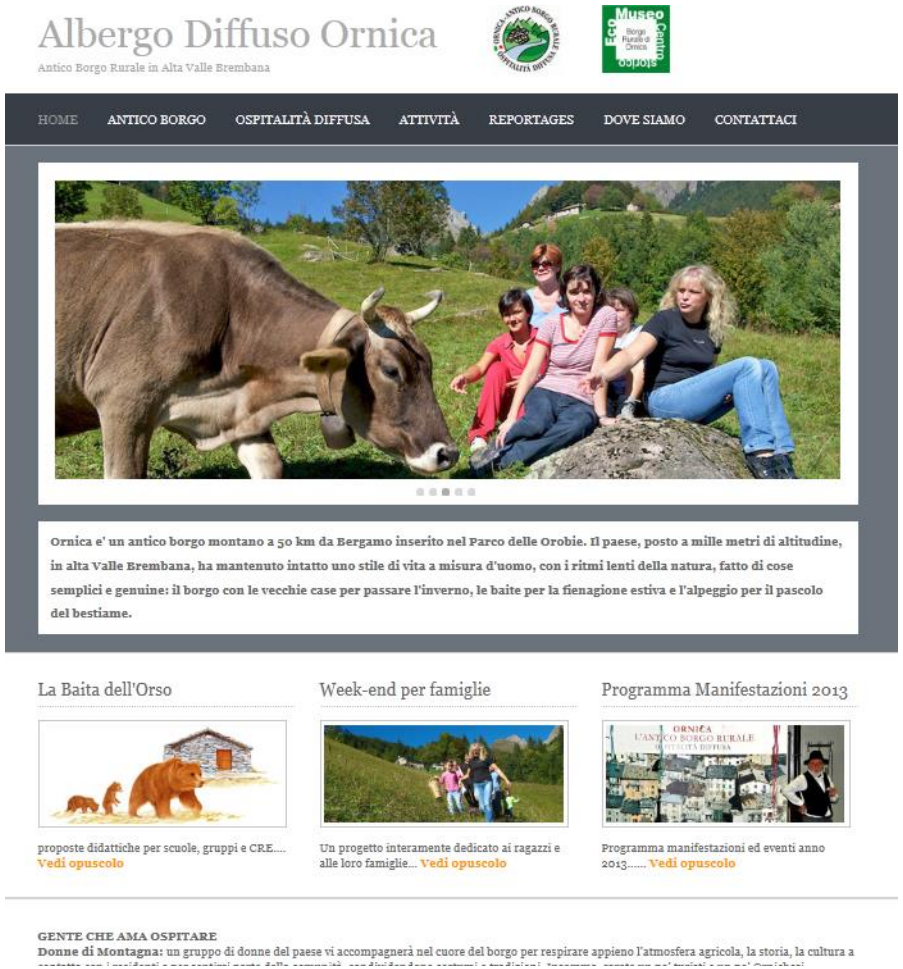
Facebook and the"Arte di Ospitare" blog

Blog. Is it worthwhile?
Facebook. How are they exploiting their page?

Business page
Promotion of **events**
How they convey their **identity**

Tourism SMEs and the Web

"Albergo diffuso" websites. A benchmark



Benchmark case 1
Ornica

Tourism SMEs and the Web

A benchmark: Sauris

Benchmark case 2
Sauris

Tourism SMEs and the Web

A benchmark: Vecchio Convento

Benchmark case 3 **Vecchio Convento**

Tourism SMEs and the Web

Cost centers for an "Alta Camonica" website

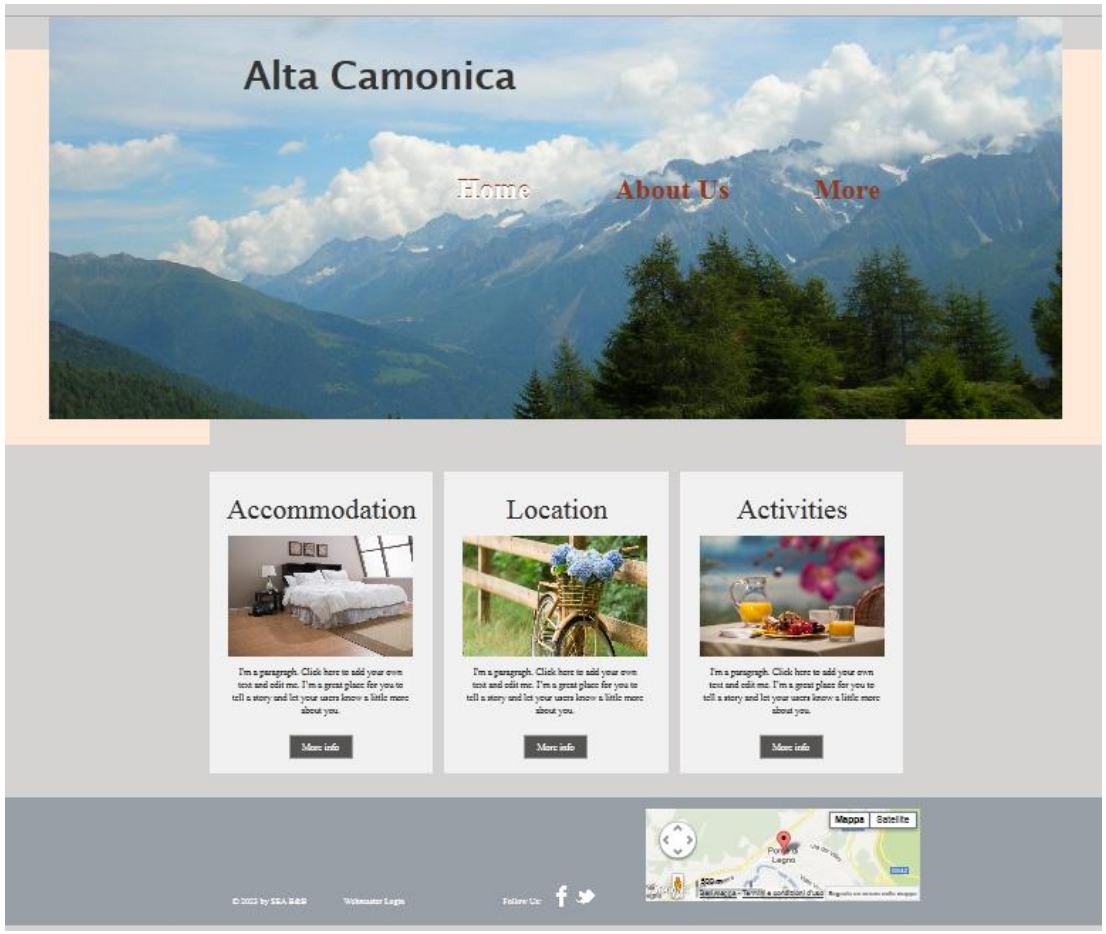
Software -> An account from either Wix, or a web editor

Hosting -> Rent a webspace from a server

Skills -> Pay someone working on it

Tourism SMEs and the Web

An "Alta Camonica" website would look like…



Wix.com

Menu

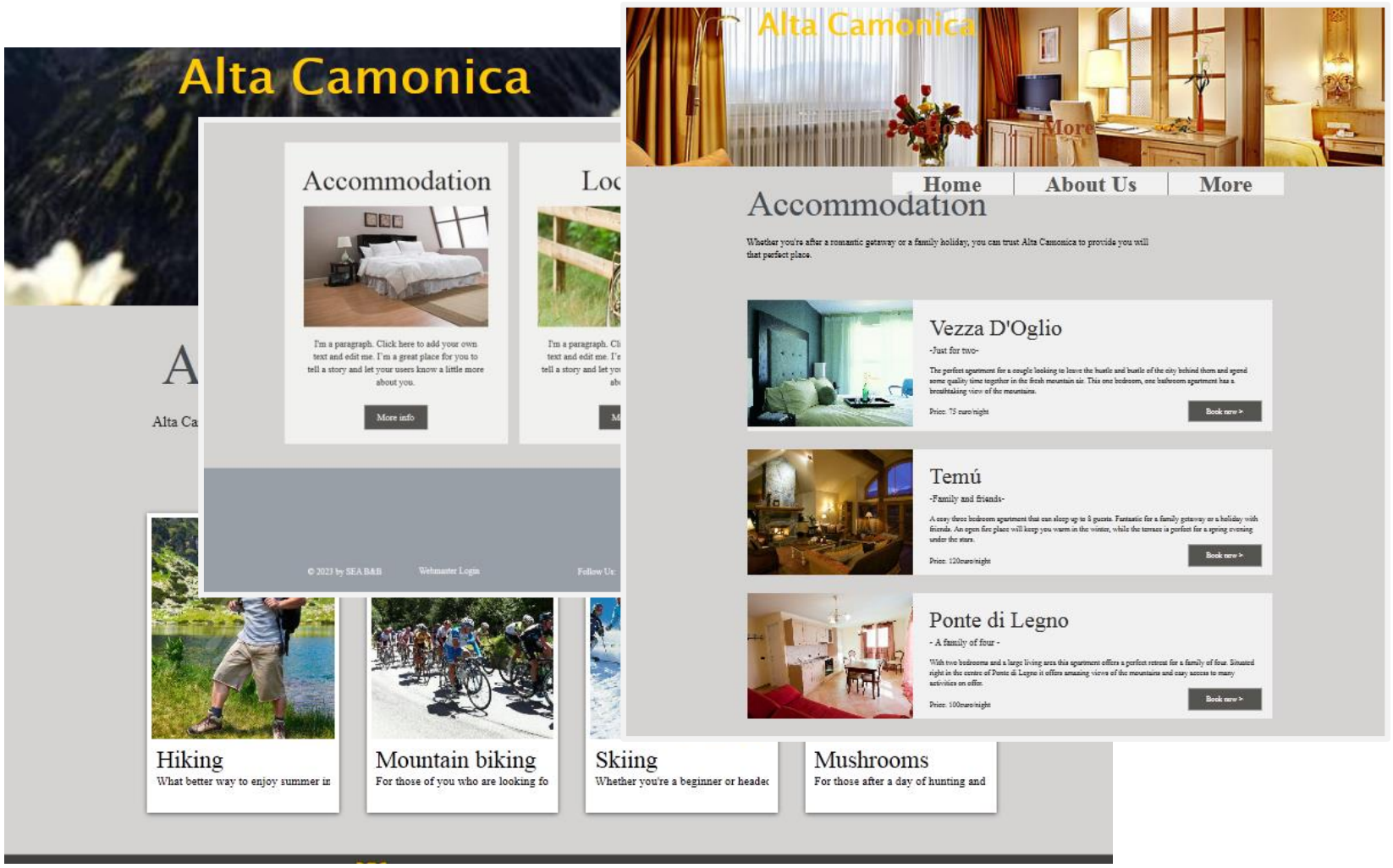
Activities -> des**eason**alisation

Map

Social networks

Tourism SMEs and the Web

… and like…



Farmhouse

- Different definitions in different parts of the world

✓ Wide variety of activities

✓ Niche tourism

Tourism SMEs and the Web

Farmhouses in Italy

In Italy

- Reception and hospitality
- ✓ Land cultivation
- ✓ Forestry
- ✓ Animal husbandry

- *(Law 96/2006, agri-tourism activities)*

Tourism SMEs and the Web

Evolution of farmhouses

- *From*
- very simple form of hospitality and seasonal work…

- *To*
- …services tailored to the needs of modern tourism and work throughout the whole year

Case study

Agriturismo Cascina del Frances

Tourism SMEs and the Web

What does the Frances do

- ✓ Farmhouse restaurant (not accomodation yet)
- ✓ Direct sale of their products

- ✓ Run by the Marchesi family
- ✓ A hundred-year history

Tourism SMEs and the Web

The Frances website. An evaluation

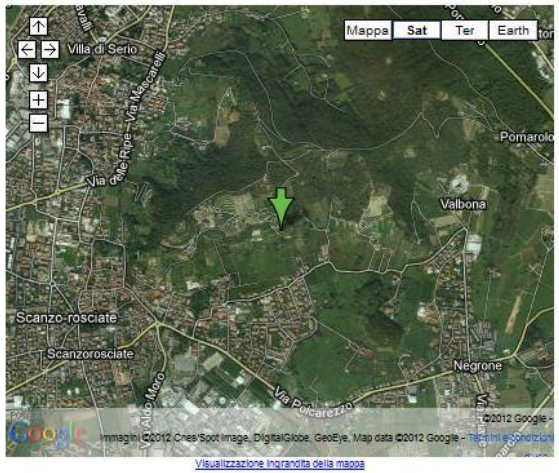
Identity

- ✓ Homepage
- ✓ Logo & image
- ✓ Position
- ✓ Layout

Tourism SMEs and the Web

The Frances website. Content and services

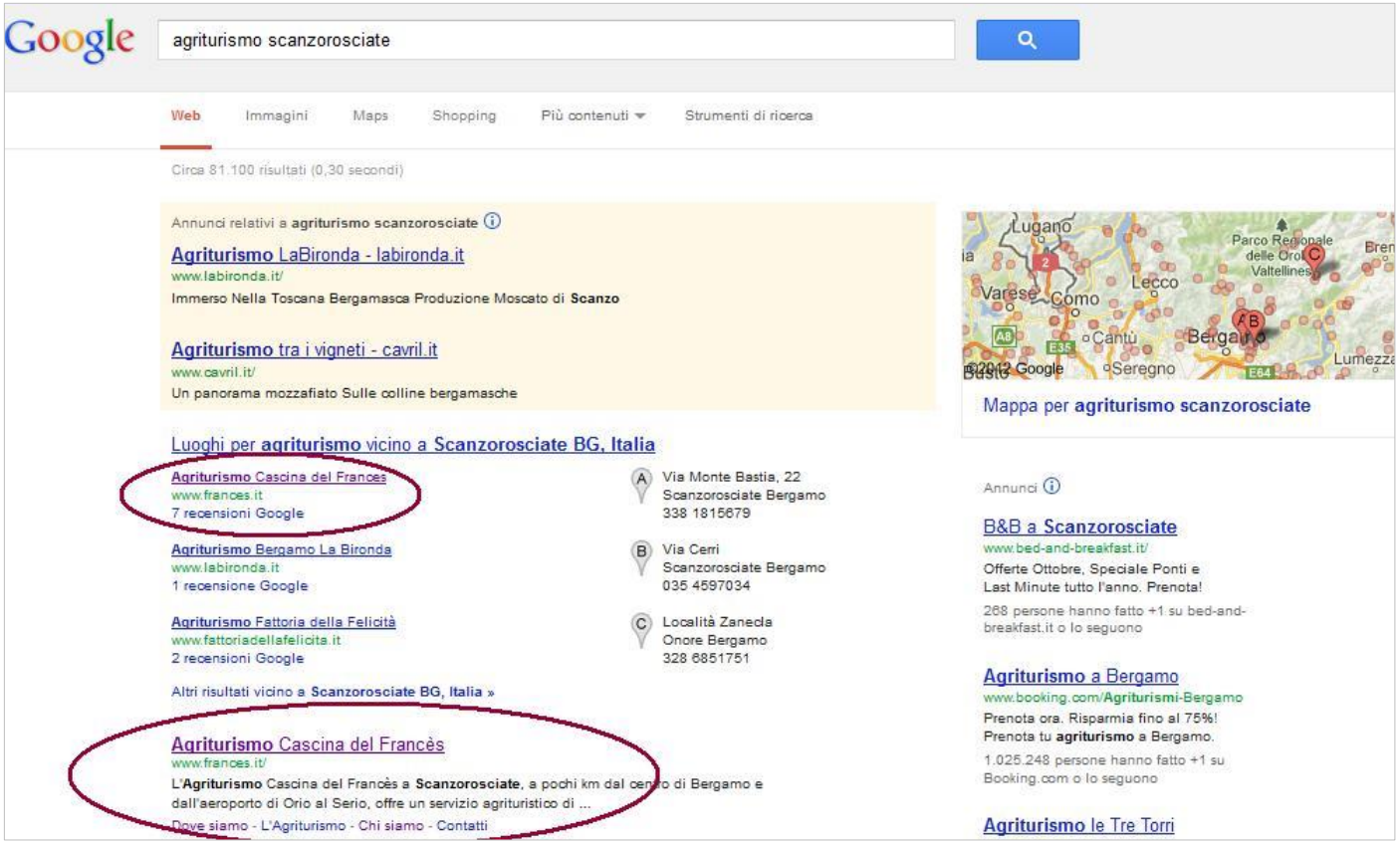
- ✓ Text content vs. multimedia
- ✓ Links section
- ✓ Events
- ✓ Map
- ✓ Online shop



Tourism SMEs and the Web

The Frances website. SEO

Search engines positioning



Tourism SMEs and the Web

The Frances website. Suggestions?

- ✓ Regular **updating**
- ✓ Lighter **text**s
- ✓ Foreign **languages** edition
- ✓ Technical improvements

Tourism SMEs and the Web

The web reputation of Frances

Social networks and web reputation

- ✓ Facebook public page
- ✓ TripAdvisor & Google+

Tourism SMEs and the Web

The Frances web presence. Suggestions?

- ✓ Facebook events
- ✓ 2/3 half-days every week
- ✓ Answer comments, doubts, praises, complaints
- ✓ New pictures
- ✓ Update menus and events
- ✓ Check if everything works fine

Tourism SMEs and the Web

Still a digital divide?

✓ For some SMEs, **digital communication** still represents a **difficult** matter.
✓ For a successful business, the **website** is **not enough**.
✓ **Social networks** are also needed.
✓ It is important to **beware** from an **amateurish** approach both for the website's and the social networks' managers.
✓ **Professionalism** at every level is **required**.
✓ Our cases brought us to the conclusion that among some SMEs a "not-web-friendly **forma mentis**" is still spread.
✓ The **challenges** for these SMEs are overcoming this digital divide, and start trusting in the actual power of online communication.

Thanks for your attention :-)
Any questions?

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