



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***

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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.





## Tourism SMEs and the Web *Website? Still the core!*



***"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.)

Contact us or book now (secure SSL connection )

Send us an e-mail or simply book with the form below and we'll reply you as soon as possible!

Do you want to receive more information, to know about rooms availability or even booking? No problem! Just complete the form below and then press 'send'. We won't wait for giving you all the details you need!

Our choice narrowed to

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



## Tourism SMEs and the Web

*An "Albergo diffuso"... But what's an "Albergo diffuso"?*

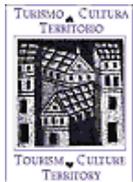
**ifitt**italy

### "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*

**ifitt**italy

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*



The screenshot shows a Google search for "vezza d'oglio". The search bar contains the text "vezza d'oglio" and a search button. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", and "More". The search results include an advertisement for "5 Hotels in Vezza d'Oglio - Half-Price Hotels | booking.com" with a link to "www.booking.com/Vezza-D'oglio-Hotels", a star rating of 4.5, and 2,805 reviews. Below the ad, there are four categories: "Most Popular Hotels", "Best Reviewed Hotels", "Budget Hotels", and "Luxury Hotels". To the right of the ad, there is a map showing the location of Vezza d'Oglio. Below the ad, there are several search results, including "Pro Loco di Vezza d'Oglio", "Vezza d'Oglio - Wikipedia, the free encyclopedia", and "Vezza d'oglio" from paesionline.it. The bottom of the page shows a row of small images related to the search.

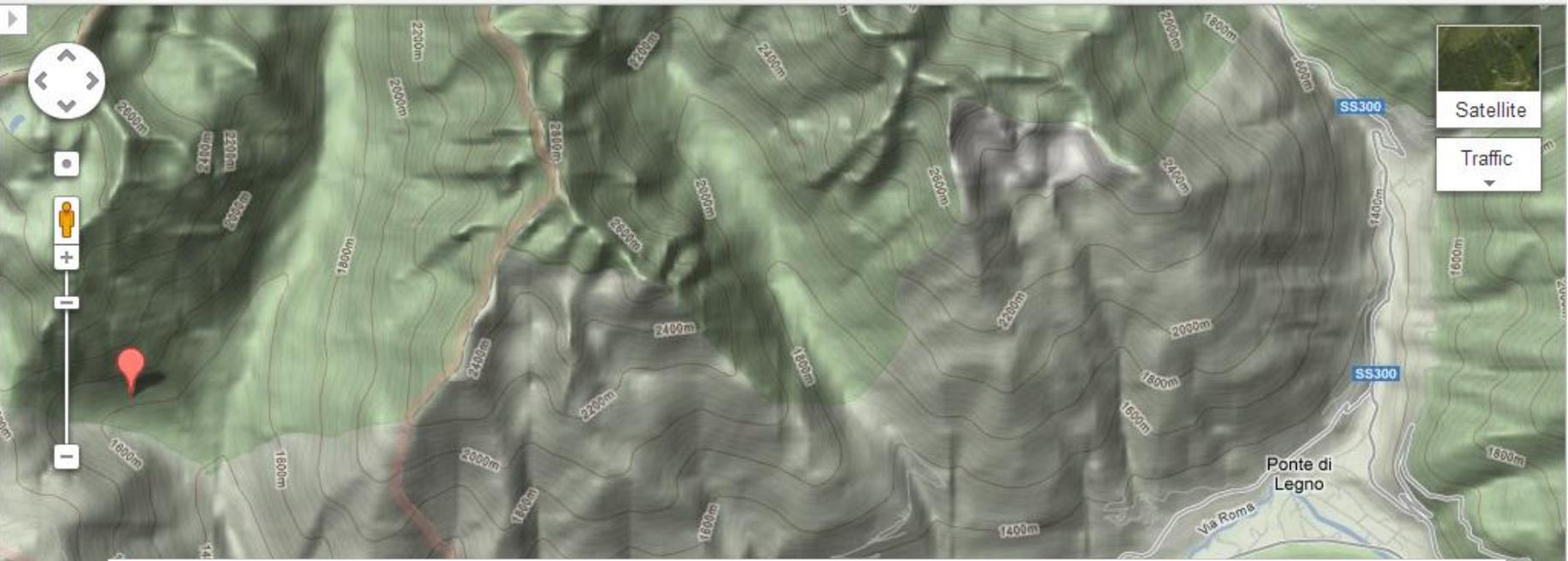


# Tourism SMEs and the Web

## *Vezza, Temù, Alta Valle?*



The screenshot shows a Google search for 'Temù'. The search bar contains 'Temù' and the Google logo is on the left. Below the search bar, there are tabs for 'Web', 'Images', 'Maps', 'Shopping', and 'More'. The search results include an advertisement for '5 Hotels in Temù - Half-Price Hotels' with a link to 'www.booking.com/Temu-Hotels', a star rating of 4.5, and 2,805 reviews. Below the ad, there are links for 'Most Popular Hotels', 'Best Reviewed Hotels', 'Budget Hotels', and 'Luxury Hotels'. The main search results section includes a description of Temù as a comune in the province of Brescia, Lombardy, Italy. It also features a weather widget for Temù with the following details: Area: 43.04 km², Weather: 3°C, Wind NE at 2 km/h, 79% Humidity, Local time: Wednesday 8:04 AM, and Province: Province of Brescia. At the bottom, there are links for 'Previsioni Meteo Temù' and 'Temù - Neve e sci a Temù - Dovesciare' with a small image gallery of snowy mountain scenes.



Satellite  
Traffic

**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



### Albergo Diffuso Ornica

Antico Borgo Rurale in Alta Valle Erembana



HOME ANTICO BORGO OSPITALITÀ DIFFUSA ATTIVITÀ REPORTAGES DOVE SIAMO CONTATTACI



Ornica e' un antico borgo montano a 50 km da Bergamo inserito nel Parco delle Orobie. Il paese, posto a mille metri di altitudine, in alta Valle Erembana, ha mantenuto intatto uno stile di vita a misura d'uomo, con i ritmi lenti della natura, fatto di cose semplici e genuine: il borgo con le vecchie case per passare l'inverno, le baite per la fienagione estiva e l'alpeggio per il pascolo del bestiame.

#### La Baita dell'Orso



proposte didattiche per scuole, gruppi e CRE...  
[Vedi opuscolo](#)

#### Week-end per famiglie



Un progetto interamente dedicato ai ragazzi e alle loro famiglie...  
[Vedi opuscolo](#)

#### Programma Manifestazioni 2013

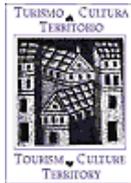


Programma manifestazioni ed eventi anno 2013.....  
[Vedi opuscolo](#)

#### GENTE CHE AMA OSPITARE

Donne di Montagna: un gruppo di donne del paese vi accompagnerà nel cuore del borgo per respirare appieno l'atmosfera agricola, la storia, la cultura a

## Benchmark case 1 Ornica



# Tourism SMEs and the Web

## *A benchmark: Sauris*



Albergo Diffuso Sauris

Home News Alloggi About Gallery Sauris

L'albergo diffuso  
— L'ospite incontra la pace dell'anima e del corpo!

**Benvenuti a Sauris:**  
dentro un mondo lontano dal mondo.

Una vacanza che invita a condividere i gesti e i ritmi della gente di qui, a contatto con le tradizioni, la storia, la cultura e soprattutto con la quotidianità. Potete scegliere se farvi coinvolgere dalla vita del paese o stare a osservarla in tutta pace. Ma noi vi consigliamo di accettare l'invito a entrare nei ritmi, nelle faccende, nei gusti locali. A sentirvi un po' di quassù insomma. Scoprirete che è un'esperienza rigenerante. Solo l'Albergo Diffuso evidenzia così tanto lo spirito schietto e cordiale della vita di montagna e rende partecipi dei tempi, dei mestieri, dei luoghi, dei profumi perfino... Sapete perché? Perché vi propone di "abitare", vi invita a conoscere le vie, ad incontrare le persone, a conoscere. Ecco, potremmo dire che l'Albergo Diffuso è una formula per turisti curiosi del mondo. Che coniuga le comodità dell'ospitalità alberghiera alla massima libertà abitativa.

Promozioni (+) Listino prezzi (+)

**Prenota online**

Arrivo  Notti

Partenza

Occupanti

Disponibilità →

**Newsletter**

Nome

Cognome

E-mail

Iscriviti →

Follow us:

MEIEO MAPPA YOUTUBE

FACEBOOK RECENSIONI

LAST MINUTE

Back to top

## Benchmark case 2

# Sauris



# Tourism SMEs and the Web

## *A benchmark: Vecchio Convento*



**Al Vecchio Convento**  
ALBERGO - RISTORANTE - ALBERGO DIFFUSO  
\*\*\*

HOME HOTEL RESTAURANT ACTIVITIES ATTRACTIONS CONTACT BLOG **OFFERS**

**OUR TYPICAL PRODUCTS**  
Guided tasting of wines and food...  
LEGGI TUTTO

**Adi**  
ALBERGO DIFFUSO CONCEPT

**2013**  
NEW YEAR'S EVE AT AL VECCHIO

BOOKING ONLINE

**AL VECCHIO CONVENTO**  
HOTEL - RESTAURANT IN ITALY

**CALL US WITH SKYPE**

Warning:  
fopen(http://mystatus.skype.com/  
/vecchioconvento.num)  
[function.fopen]: failed to open stream:  
Connection refused in  
/home/vconvent/domains  
/vecchioconvento.it/public\_html  
/module/mod\_skypesupport  
/mod\_skypesupport.php on line 16

## 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

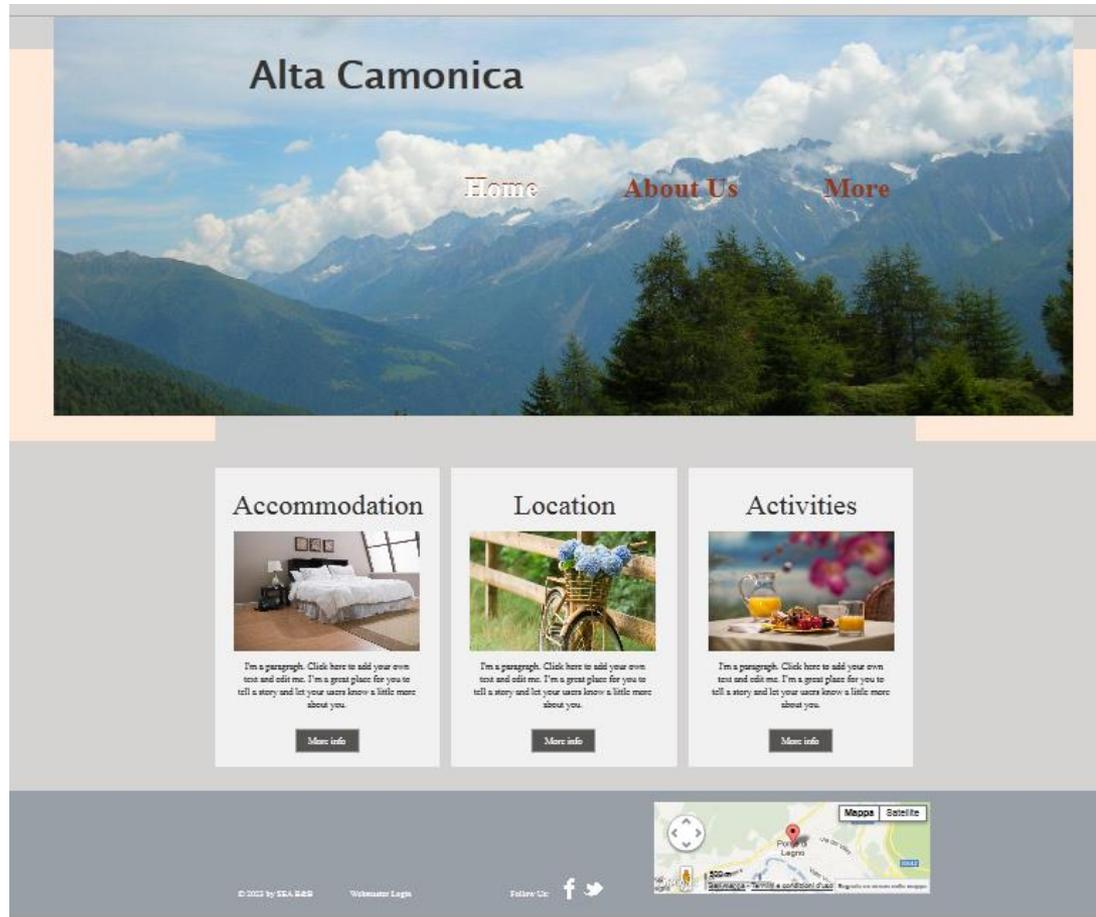




# Tourism SMEs and the Web

*An "Alta Camonica" website would look like...*

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**Wix.com**

**Menu**

Activities ->  
de**season**alisation

**Map**

**Social networks**



# Tourism SMEs and the Web

*... and like...*



**Alta Camonica**

Accommodation

Home About Us More

**Accommodation**

Whether you're after a romantic getaway or a family holiday, you can trust Alta Camonica to provide you will that perfect place.

**Vezza D'Oglio**  
-Just for two-  
The perfect apartment for a couple looking to leave the hustle and bustle of the city behind them and spend some quality time together in the fresh mountain air. This one bedroom, one bathroom apartment has a breathtaking view of the mountains.  
Price: 75 euro/night [Book now >](#)

**Temú**  
-Family and friends-  
A cozy three bedroom apartment that can sleep up to 8 guests. Fantastic for a family getaway or a holiday with friends. An open fire place will keep you warm in the winter, while the terrace is perfect for a spring evening under the stars.  
Price: 110euro/night [Book now >](#)

**Ponte di Legno**  
- A family of four -  
With two bedrooms and a large living area this apartment offers a perfect retreat for a family of four. Situated right in the centre of Ponte di Legno it offers amazing views of the mountains and easy access to many activities on offer.  
Price: 100euro/night [Book now >](#)

**Hiking**  
What better way to enjoy summer is

**Mountain biking**  
For those of you who are looking for

**Skiing**  
Whether you're a beginner or headed

**Mushrooms**  
For those after a day of hunting and

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## Tourism SMEs and the Web

*A farmhouse ... But what's a farmhouse?*



# Farmhouse

- Different definitions in different parts of the world



- ✓ Wide variety of activities
- ✓ Niche tourism



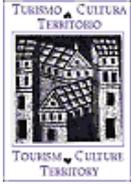
## Tourism SMEs and the Web

### *Farmhouses in Italy*



### *In Italy*

- Reception and hospitality
  - ✓ Land cultivation
  - ✓ Forestry
  - ✓ Animal husbandry
- *(Law 96/2006, agri-tourism activities)*

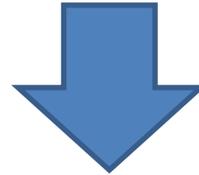


## Tourism SMEs and the Web

### *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



## Tourism SMEs and the Web

*A farmhouse on the hills north of Bergamo*

**ifitt**italy

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*



**Cascina del Francès**  
AGRITURISMO PRODUZIONE MOSCATO DI SCANZO D.O.C.G.

Homepage   Chi siamo   L'Agriturismo   La Cantina   Bomboniere   Link utili   Dove siamo   Contatti

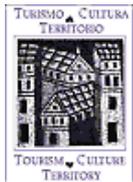
L'Agriturismo Cascina del Francès a Scanzorosciate, a pochi km dal centro di Bergamo e dall'aeroporto di Orio al Serio, offre un servizio agriturismo di ristorazione, oltre alla vendita diretta dei prodotti della propria cantina.

**Apertura:** dal giovedì alla domenica, tutto l'anno  
**Orari:** 12.30 - 18.00; 19.30 - 24.00  
**Capienza:** fino a 45-50 nella sala interna, 25 in veranda  
**Menù:** proposta del giorno, in base alle stagioni e alla fantasia dello chef  
**Piatto forte:** i risotti, mantecati con i vini della nostra cantina  
**Prenotazione:** sì, grazie  
**Pagamenti:** non si accettano carte di credito né bancomat

**Navigatore? Attenzione!!** Molti navigatori portano fuori strada impostando il nostro indirizzo. Impostate 'Via degli Orti 21 - Scanzorosciate' e da lì seguite le indicazioni per 'Itinerario Monte Bastia'

## Identity

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



## Tourism SMEs and the Web

### *The Frances website. Content and services*

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



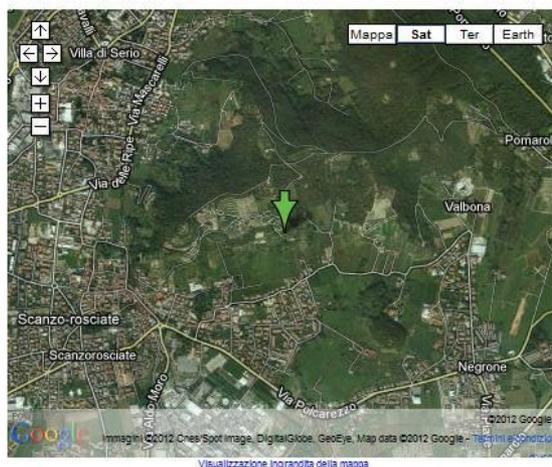
Proposte di Dicembre



Grappa di moscato,...

Vanny

19,00 €



*S. Natale e S. Stefano 2012*

*Menù*

A partire dalle ore 12.15  
Apertivo a buffet in terrazza  
con stuzzichini della casa, Prosecco Valdobbiadene e analcolico alla frutta

Ore 12.45, al tavolo  
Antipasto del Francès al tagliere  
con salumi nostrani, involtini di bresaola e caprino, piada casereccia farcita,  
focaccia fatta in casa, frittino di verdure e salsa tartara

Risotto mantecato al Moscato di Scanzo DOCG  
Fagottino di verdure gratinate al forno con ncotta  
ed erbonnato del Colle Gallo

Arrosti di vitello arrotolato con scamorza e speck  
in salsa di mele renette  
Brasato di manzo al Moscato di Scanzo



# Tourism SMEs and the Web

## *The Frances website. SEO*



## Search engines positioning

Google agriturismo scanzorosciate

Web Immagini Maps Shopping Più contenuti Strumenti di ricerca

Circa 81.100 risultati (0,30 secondi)

Annunci relativi a **agriturismo scanzorosciate**

**Agriturismo LaBironda - labironda.it**  
www.labironda.it/  
Immerso Nella Toscana Bergamasca Produzione Moscato di Scanzo

**Agriturismo tra i vigneti - cavril.it**  
www.cavril.it/  
Un panorama mozzafiato Sulle colline bergamasche

**Luoghi per agriturismo vicino a Scanzorosciate BG, Italia**

**Agriturismo Cascina del Frances**  
www.frances.it  
7 recensioni Google

**Agriturismo Bergamo La Bironda**  
www.labironda.it  
1 recensione Google

**Agriturismo Fattoria della Felicità**  
www.fattoriadellafelicità.it  
2 recensioni Google

Altri risultati vicino a Scanzorosciate BG, Italia »

**Agriturismo Cascina del Francès**  
www.frances.it/  
L'**Agriturismo** Cascina del Francès a Scanzorosciate, a pochi km dal centro di Bergamo e dall'aeroporto di Orio al Serio, offre un servizio agriturismo di ...  
Dove siamo - L'Agriturismo - Chi siamo - Contatti

**A** Via Monte Bastia, 22  
Scanzorosciate Bergamo  
338 1815679

**B** Via Cerri  
Scanzorosciate Bergamo  
035 4597034

**C** Località Zaneda  
Onore Bergamo  
328 6851751

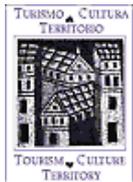
Mappa per agriturismo scanzorosciate

Annunci

**B&B a Scanzorosciate**  
www.bed-and-breakfast.it/  
Offerte Ottobre, Speciale Ponti e Last Minute tutto l'anno. Prenota!  
268 persone hanno fatto +1 su bed-and-breakfast.it o lo seguono

**Agriturismo a Bergamo**  
www.booking.com/Agriturismo-Bergamo  
Prenota ora. Risparmia fino al 75%!  
Prenota tu **agriturismo** a Bergamo.  
1.025.248 persone hanno fatto +1 su Booking.com o lo seguono

**Agriturismo le Tre Torri**



## Tourism SMEs and the Web

*The Frances website. Suggestions?*

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**Cascina del Francès**  
AGRITURISMO PRODUZIONE MOSCATO DI SCANZO D.O.C.G.

Homepage Chi siamo L'Agriturismo La Cantina Bomboniere Link utili Dove siamo Contatti

L'Agriturismo Cascina del Francès a Scanzorosciate, a pochi km dal centro di Bergamo e dall'aeroporto di Orio al Serio, offre un servizio agrituristico di **ristorazione**, oltre alla vendita diretta dei prodotti della propria **cantina**.

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- ✓ Regular **updating**
- ✓ Lighter **texts**
- ✓ 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+

facebook

Cerca persone, luoghi e oggetti

**Cascina del Frances**  
105 "Mi piace"

Viaggi/Giro turistico  
Via Monte Bastia 22 Scanzorosciate, 24020 Bergamo  
338 181 5679

Informazioni

Foto

"Mi piace" 105

Shop

## Agriturismo Cascina del Frances

Via Monte Bastia 22, 24020 Scanzorosciate, Italia  
+39 3381815679 [Sito web](#)

Salva



Al n.6 in classifica su 10 ristoranti a Scanzorosciate

11 Recensioni

Fascia prezzo: €24 - €33

Cucina: italiana

Possibilità per mangiare: Accetta prenotazioni

[Modifica info ristorante](#)

## 11 recensioni dei viaggiatori

Scrivi una recensione

### Il 72% consiglia

Eccellente	3
Molto buono	5
Nella media	1
Scarso	1
Pessimo	1

### Riassunto punteggio

Cucina	3
Servizio	5
Qualità/prezzo	1
Atmosfera	1



## Tourism SMEs and the Web

*The Frances web presence. Suggestions?*

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- ✓ 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.





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Thanks for your attention :-)  
Any questions?

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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***

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