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

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A workshop devised by Roberto Peretta

UniBg 44111 **IT for Tourism Managers** .:. 2013-2014 **Workshop** presentation
Rosate building, Meeting Room .:. Wednesday, December 18, 2013

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What we are presenting today

1. **What we've being doing in this workshop**
2. **Methodology**
3. **Five case histories in the Bergamo area**
4. **Scores**
5. **What we've concluded**

"**Quality is the totality of characteristics of an entity that bear on its ability to satisfy stated and implied needs**"
(ISO 8402)

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What this workshop is

This is **the second edition** of an annual English-language workshop related to the **IT for Tourism Managers** course.
• Last year's edition was **the very first** English-language workshop ever held at the University of Bergamo.
• The workshop was meant to provide **tourism SMEs** – Small and Medium Enterprises, like Bed & Breakfasts, non-chain hotels, or farmhouses – 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.

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A welcoming SME

One Hotel, Dalmine

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Another welcoming SME

B&B Bergamo City, Bergamo

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Yet another welcoming SME

Borgo Santa Giulia, Timoline (Brescia)

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What we've being doing in this workshop

Our staff identified relevant case histories, **interviewed** the managers or official representatives of the Small and Medium Enterprises involved, and – in all cases but one – **visited** the SMEs' individual premises in group.

We've subsequently **evaluated** the involved SMEs' **websites** and **web presences** according to a robust methodology.

A **report** was finally written – each member of the staff being in charge of a specific section – which goes deeper than this shared presentation can do.

The report will be **forwarded** to the **managers** of the SMEs, and **published** on the University of Bergamo website.

A Flash version of **this presentation** will be also be **published**.

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Methodology

We **planned** and scheduled all of our work by negotiation, and **discussed** the results meeting by meeting.

• We set up a mailing list, and shared material through Dropbox.

• We've used the **7Loci** meta model, which we are accustomed to rely on when we evaluate the **quality** of destinations' websites.

• We also considered that – as Andrew Keen underlined in 2012 in his book *Digital Vertigo* – "today [...] the **social** has become [...] the **'default' setting** on the Internet."

• Therefore, we very much intended **web presence** as something encompassing, and perhaps focusing on, the social networks.

• What's also very important, we've **adapted** to the workshop's task our **Boolean questionnaire** originally designed for destinations.

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The 7Loci and our __adapted__ Boolean questionnaire

1. **Identity** – Brand, sort of SME, sort of tourism, sort of activities, destination, graphic design.
2. **Content** – Managers' compliance, users' compliance, information, provided services, downloadable material, links.
3. **Services** – Managers' compliance, users' compliance, meteo, transport, transport to SME, e-commerce, e-commerce compliance, security, privacy, cartography.
4. **Individuation** – SE position, domain, basic communication, offline communication, communication among users.
5. **Management** – Update, links compliance, technologies.
6. **Usability** – Menu, bookings, booking methods, site map, language, mobile version.

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Five case histories in the Bergamo area

We came to **identify** our five case histories partly by chance.
Anyway, we did so thanks to **a network approach**.
Our staff had initially thought about considering two enterprises: the
One Hotel in Dalmine, and the **Gruppo Guide Turistiche** Città di
Bergamo e Provincia.
Then – as some of the staff members are already working in the
tourism industry – thanks to their connections we were able to add
the **Promoisola** (a consortium which brings together twenty-one
municipalities in the province of Bergamo), the **B&B Bergamo City**
(which includes ten apartments in the Lower Town of Bergamo),
and the **Borgo Santa Giulia** (an enterprise in the Franciacorta
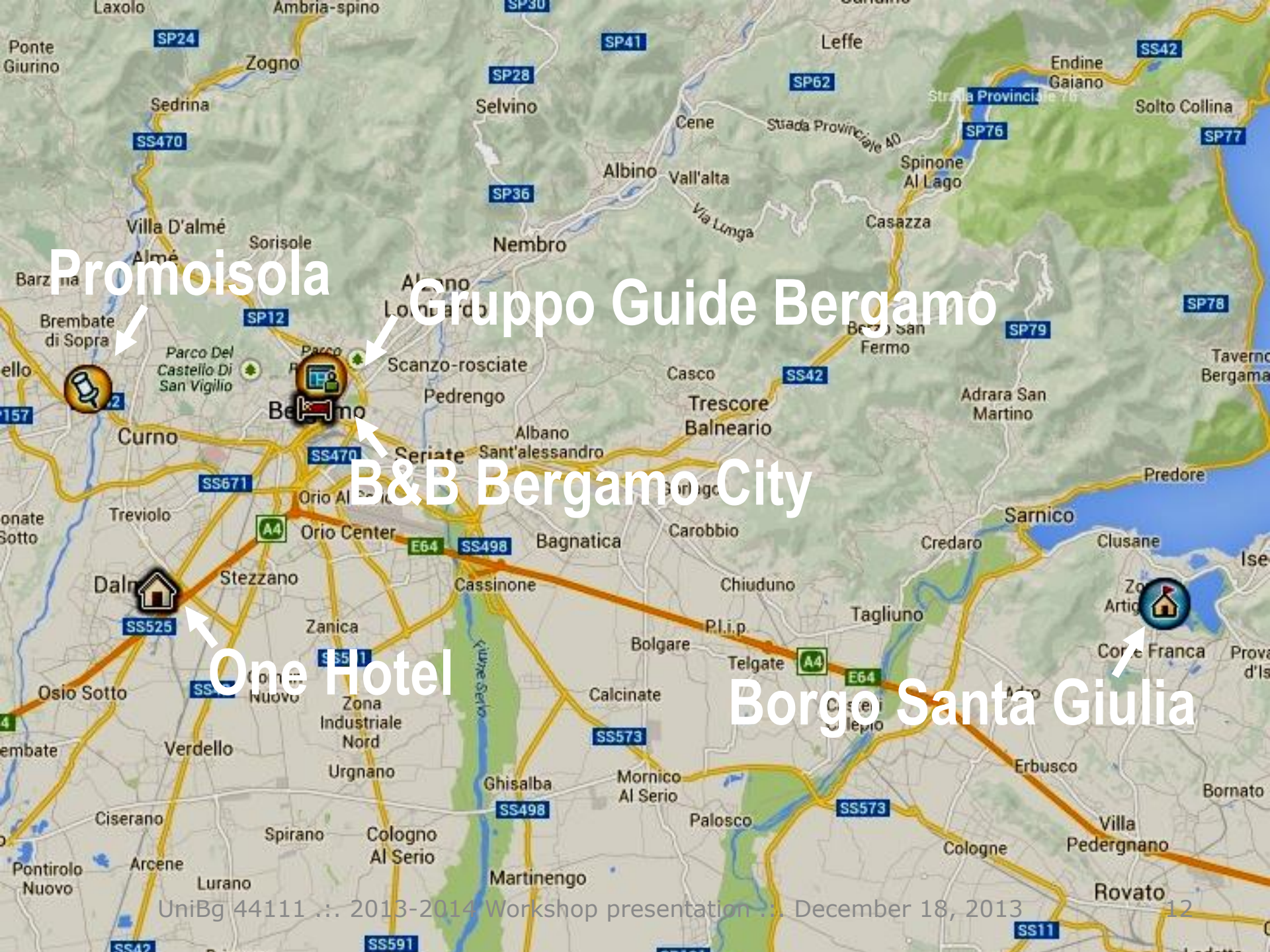area, with a wine cellar, a restaurant, a relais and a pub).

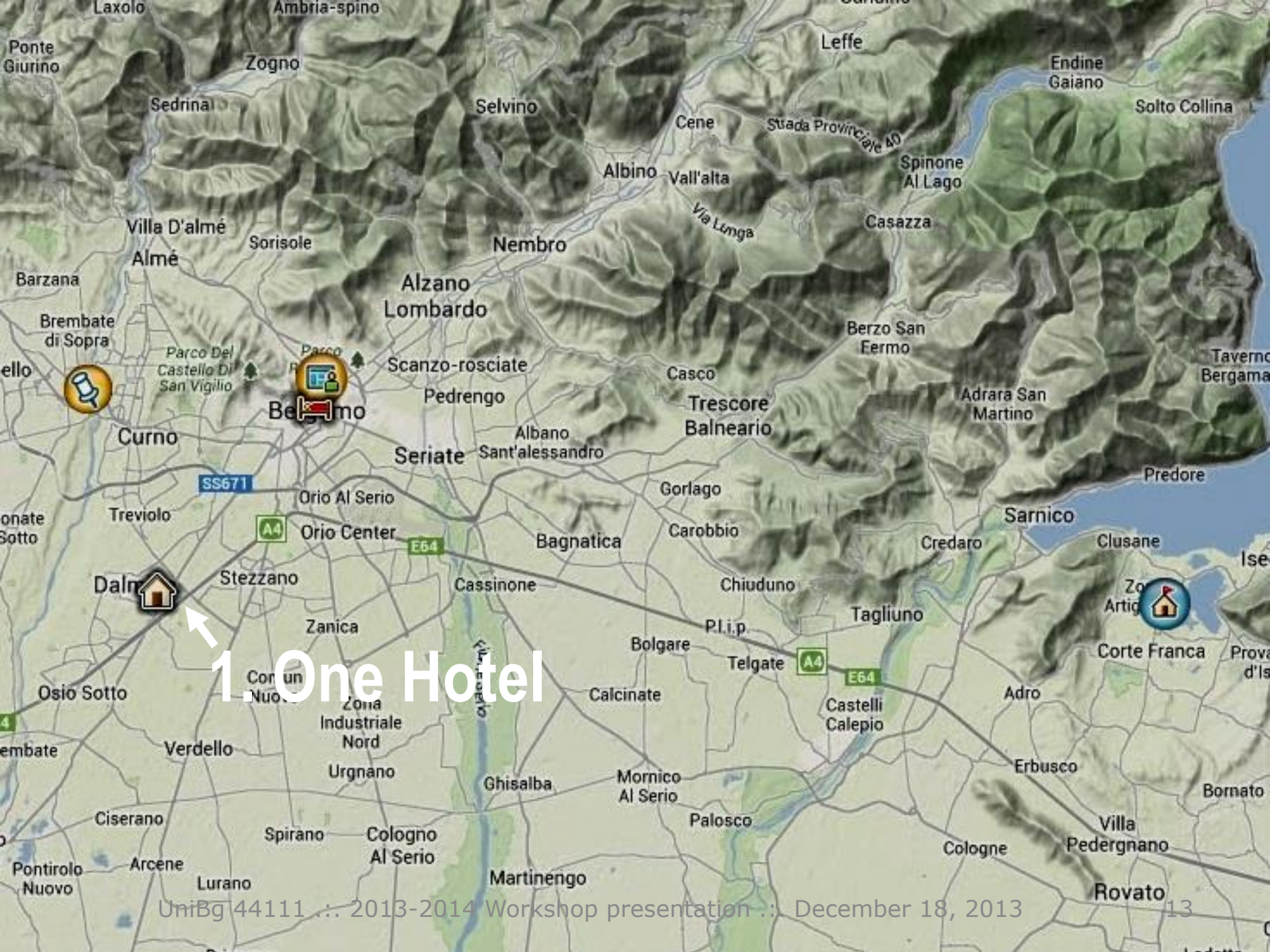Isola Bergamasca

Bergamo

Bergamo

Dalmine

Timoline

Promoisola

Gruppo Guide Bergamo

B&B Bergamo City

One Hotel

Borgo Santa Giulia

1. One Hotel

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One Hotel

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One Hotel: business model

The One Hotel **business model** is both **B2B** and **B2C**.

• They rely very much on **long-term B2B agreements** with local **companies**, which use the hotel as a sort of **guesthouse**.

• Hence **a "family" approach** to their guests, that the One Hotel staff has developed.

• Most of the One Hotel **B2C individual reservations** come from Booking.com.

• The One Hotel also relies on a **domestic reservation** platform, which does not provide as good results as the OTAs.

• The One Hotel staff is keen to keep **individual relationships** with OTA guests after their first stay, in order to skip OTA mediation the next times.

Onë Hotel

Welcome to One Hotel!

Welcome to One hotel A prestigious and modern design. A brand new opening. A mix of exclusive look and unique fascinating atmosphere.

A 4 star hotel with a new approach to hospitality: efficiency and comfort A dynamic hotel where efficiency and elegance are perfectly mixed. Our layout is designed to offer comfort and relaxation at the same time. We provide a guarantee of a perfect experience, for us attention to detail is important, from the choices of furniture to lighting.

Alvisi Kirimoto and Partners architectural studio, settled in Rome, designed One Hotel as a dark grey cube moved by three projecting floors two main levels hanging on the base and the horizontal covering of the roof, coated with Alucobond® panels. special care was given to the materials and processes to help us create an environmentally friendly structure while still offering maximum comfort. The uppermost floor has wide windows which give a sense of illumination flowing from the corridors leading to each room. A very attractive concept

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One Hotel: web presence

The One Hotel **website** lacks a bit in **identity**, as well as in specifiying the hotel **geographical position**.

• Here and there – e.g. the domestic reservation pages – the **English** edition doesn't work as expected.

• Some **links** may be **named** more appropriately, to avoid misleading web visitors.

• The One Hotel runs a **Facebook page**, which they correctly manage both in Italian and English. Also, it is listed in **Foursquare**.

• The Facebook page also promotes the **Chicco Coria restaurant** in the same premises, though separately managed.

• The Facebook clickable buttons **do not lead to** the One Hotel **Facebook page**, but to the Facebook login webpage.
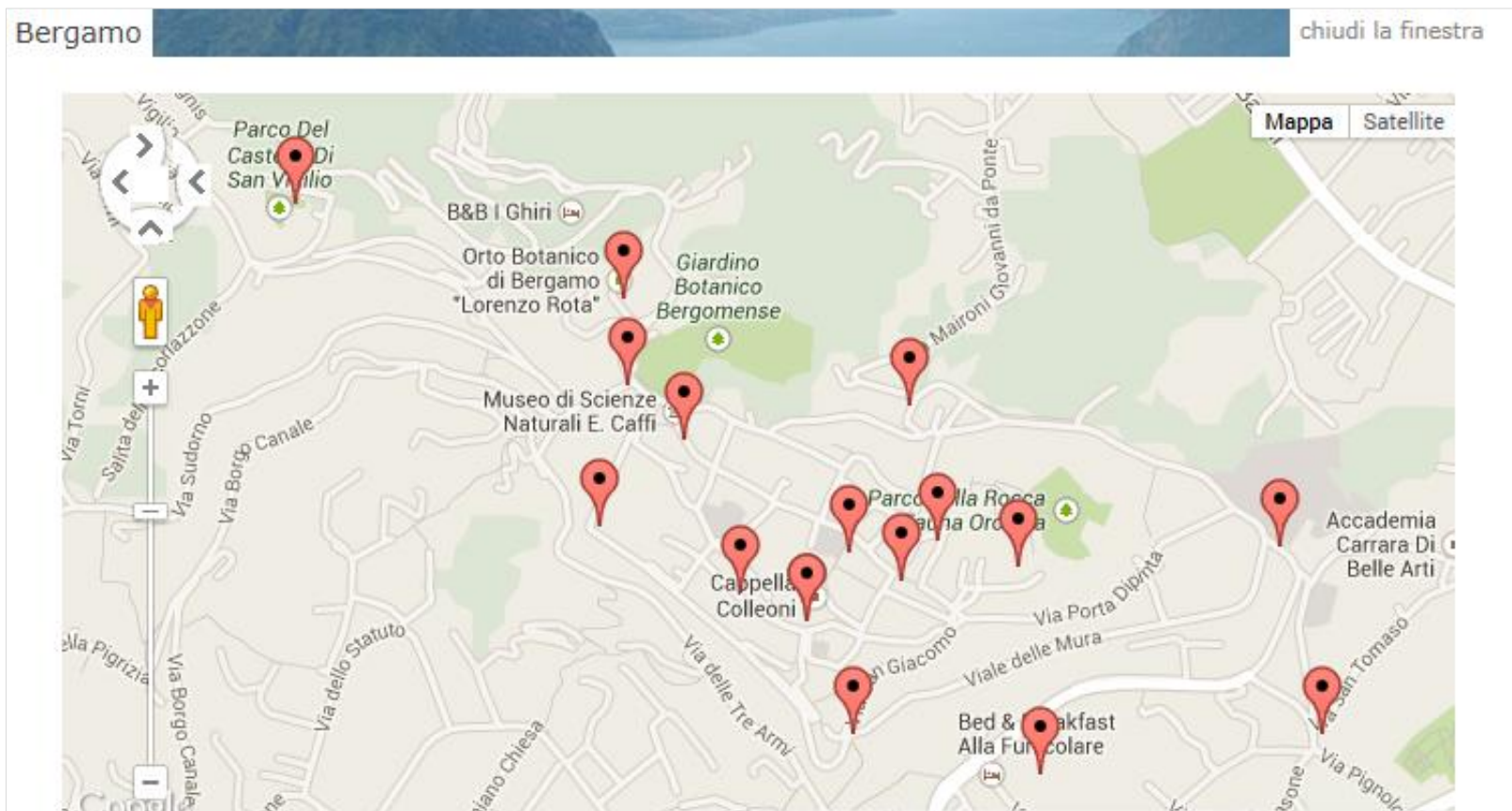
2. Gruppo Guide Bergamo

unibg
UNIVERSITÀ DEGLI STUDI DI BERGAMO

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Gruppo Guide Turistiche Città di Bergamo e Provincia

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Gruppo Guide Bergamo: map of POIs

They take their guests to visit **several POIs** in a professional style.

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Gruppo Guide Bergamo: business model

The Gruppo Guide Turistiche **business model** is mainly **B2B**.
• Currently, the majority of tour reservations come from either **traditional travel agents** or local schools.
• Most of the reserved tours are **group tours**, mostly held in Italian.
• Italian **regulations** on tour guiding are convoluted, and differ from place to place. Also, it's currently unclear how they will evolve.
• Only **a few** of the Gruppo Guide members are **full-time** tour guides. They would be happy to have **more young associates**.
• Some of the members believe that **individual** or **small group** tours are increasingly becoming crucial for their business.
• Hence, their website should soon be capable of **gathering more** tour reservations from individuals or small groups.

Gruppo Guide Turistiche
Città di Bergamo e Provincia
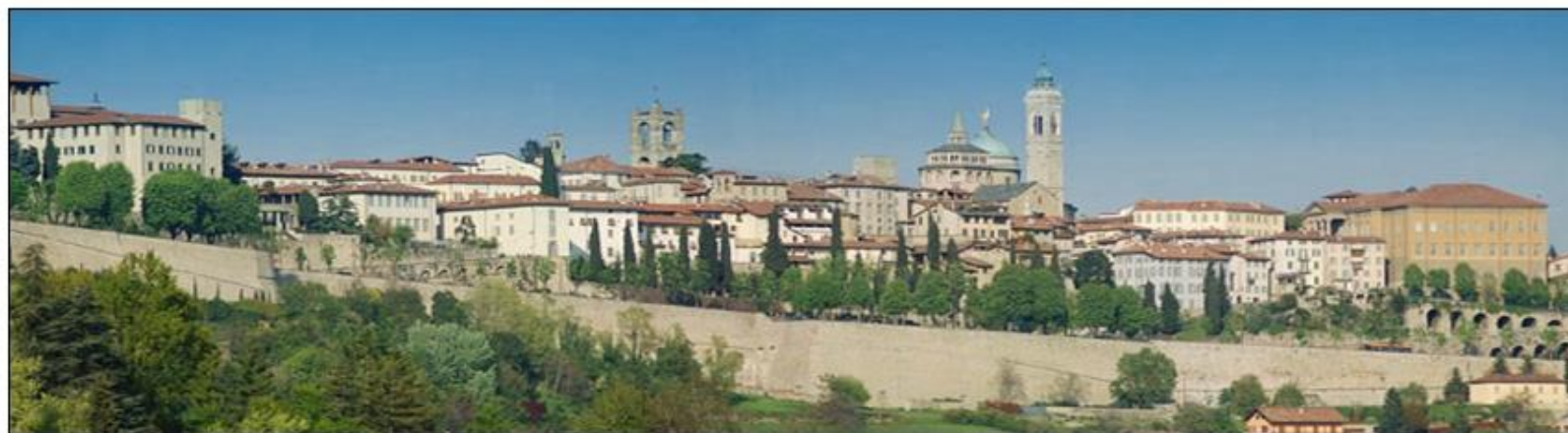
ph. Dimitri Salvi

Il Gruppo Guide

Il Gruppo Guide Turistiche Città di Bergamo è il punto di riferimento per chi voglia conoscere la città e la provincia di Bergamo nel migliore dei modi.

- Chi siamo
- Contatti
- Informazioni utili per la visita guidata
- Informazioni utili per chi vuole visitare Bergamo
- Credits

🗓 **CALENDARIO DEGLI APPUNTAMENTI**

🔍 **CERCA NEL SITO**

🌐 Itinerari

- Tutta l'Offerta
- Per le Aziende
- Per la Scuola
- Per i Gruppi
- Per i Privati

Bergamo (Alta e Bassa)

i Musei

i Castelli

la culla del Romanico

Crespi d'Adda

Sotto il Monte Giovanni XXIII

i Laghi

le Valli

Tour dei Sapori

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Gruppo Guide Bergamo: web presence

Their **website** is old-fashioned, with an incomplete English edition.
• The website's management is out of the Gruppo Guide control.
They're allowed to **deal only** with the **calendar** and the **newsletter**.

• They are planning to **rebuild** their website from scratch.
• Tour offers in the website should clearly **display** time, conditions, and **prices**.
• Currently, this happens only in some **related service websites**.
• The Gruppo Guide does not run any **social network** pages.

Tour di Bergamo:
pacchetto da 1 - 3 ore
alla scoperta di una
città straordinaria

Prezzo: € 120,00 (a servizio)

Tour di Bergamo:
pacchetto da 4 - 6 ore
alla scoperta di una
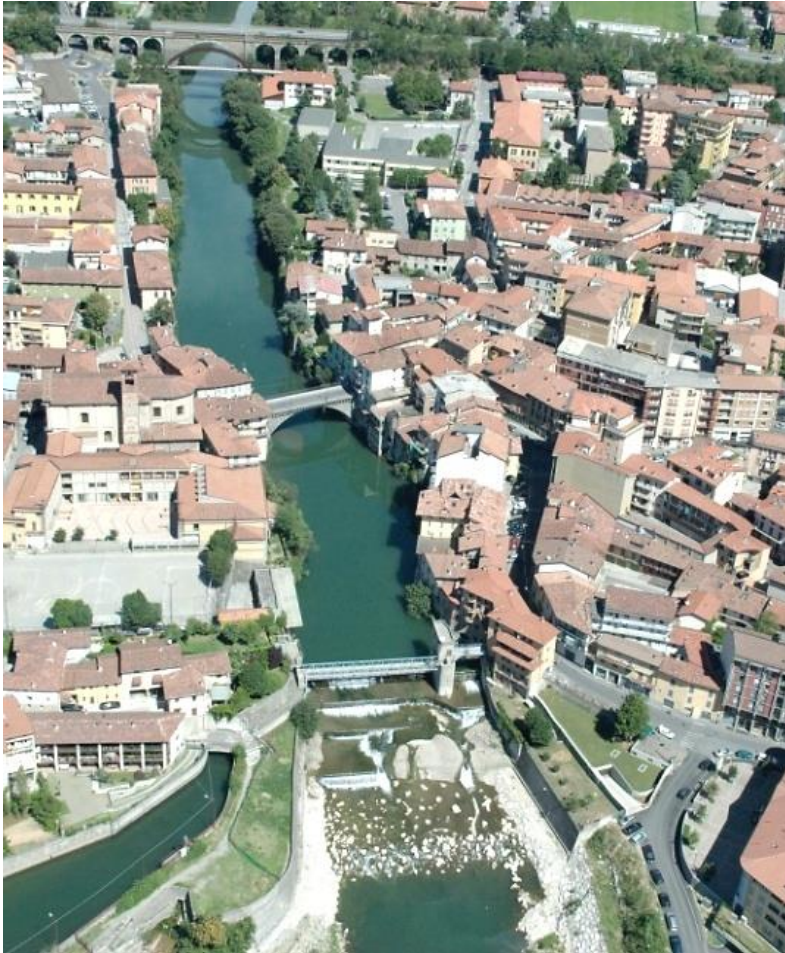città straordinaria

Prezzo: € 200,00 (a servizio)

3. Promoisola

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Promoisola

The **Isola Bergamasca** – literally, "the Bergamo Island" – is a territory in the province of Bergamo, between the rivers Brembo and Adda.

• The Isola has maintained its own identity over the centuries.

• The **Promoisola** is a **consortium** including the twenty-one **municipalities** of the Isola.

• The Promoisola is a **voluntary association**, which aims to promote the territory, and increase tourism.

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Promoisola: business model

The Promoisola **does not have** any **business models**.

• They **promote** the development and affirmation of **the socio-cultural context**, enhancing social and cultural activities in each municipality of the Isola.

• They **cooperate** with voluntary organizations and municipalities.

□ Eventi e Manifestazioni   □ Istituto Studi Isola Brembana   □ Sistema turistico territoriale

Percorsi turistici e didattici nell' Isola Brembana, terra fra due fiumi di storia.   Sabato 14 Dicembre 2013

Romanico e Medioevale

□ Abbazia di S. Egidio
□ Basilica di S. Giulia
□ Castello di Marne
□ Chiesa di S. Bartolomeo
□ S.S. Fermo e Rustico

Civile e Religioso

□ Chiesa di S. Giorgio
□ Chiesa di S. Vittore
□ Palazzo Furietti Carrara
□ Villa Gromo
□ Villa Mapelli

Naturalistico Culturale

□ Parco Adda Nord
□ Parco del Basso Brembo
□ Parco del Bedesco
□ Monte Canto

Percorsi della Fede

□ Ghiaie di Bonate
□ Sotto il Monte Giovanni XXIII

La via del Risorgimento

□ Villa Tasca
□ Villa Morlacchi
□ Castello Moretti

Percorsi Colleoneschi

□ Solza
□ Cavernago
□ Urgnano
□ Martinengo
□ Romano di Lombardia

Archeologia Industriale

□ Crespi d'Adda

EVENTI IN PROGRAMMAZIONE

16ª RASSEGNA TEATRALE

delle Compagnie

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Promoisola: web presence

The Promoisola **website** looks quite old-fashioned.

• The lack of any business model is reflected by a **confusion** between **self**-promotion and **the destination**'s promotion.

• The **domain name** itself makes this confusion apparent.

• The **navigation** is not always easy or clear.

• Information provided is **unsuitable** as well as insufficient.

• The **lack of an English edition** – which the Promoisola managers lament – is a gap which can certainly be filled.

• Still, a **strategic plan** should be developed first and foremost.

• The Promoisola does not run any **social network pages**.

• Which **language** or languages to adopt in the forecoming social networks pages, should depend on the strategic plan.

4. B&B Bergamo City

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B&B Bergamo City

A group of **ten apartments** rentable on a B&B basis, in the center of the Lower Town of Bergamo. The flats are modern, with no specific style, though duly furnished.

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B&B Bergamo City: business model and web presence

The B&B Bergamo City **business model** is absolutely **B2C**.

• Guests tend to use the flats as **a basis** to travel somewhere else.

• Most of the **reservations** come from OTAs like Booking.com.

• Many other reservations come from old plain **word-of-mouth**, either digital or personal.

• We might conclude that to date the B&B Bergamo City has **no specific need of digital communication**, apart from the OTAs.

• Not by chance, the B&B Bergamo City has a **poor website**.

• Their website is **not easily found** through search engines.

• They do **not** run **any social networks** pages…

• … and the English edition of their website is in fact in Italian.

B&B BERGAMO CITY

come a casa tua

NEL CUORE DELLA CITTA'

Benvenuti nel nostro sito web

Nel nostro sito potrete trovare informazioni sulla nostra azienda e le nostre attività. Approfondire meglio cosa facciamo e soprattutto cosa possiamo fare per voi.

B&B BERGAMO CITY
come a casa tua

NEL CUORE DELLA CITTA'

Home   Shop ▾

Benvenuti nel nostro sito web

Nel nostro sito potrete trovare informazioni sulla nostra azienda e le nostre attività. Approfondire meglio cosa facciamo e soprattutto cosa possiamo fare per voi.

5. Borgo Santa Giulia

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Borgo Santa Giulia

A winery,
a restaurant,
a pub and
a relais
close to
Lake Iseo.

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Borgo Santa Giulia: business model

The Borgo Santa Giulia **business model** is mainly **B2C**.

• They were born as **a cellar** in the **Franciacorta** wine region.

• They are **specialized wine producers**, and sell wine B2C.

• Besides their typical sparkling wines, the Borgo Santa Giulia offers **relais accommodation**, a restaurant, and the Baccano **pub**.

• Their premises are spacious, in a refurbished 19th-century **farmhouse** among vineyards, quiet and somehow secluded.

• Guests are mostly regional, and stay mainly for the **weekend**.

• Events – like **parties**, weddings or concerts – are often held.

• Despite the **nearly exclusive** ambience, rates are not very high.

BORGO
SANTA GIULIA

In Timoline di Corte Franca, in the heart of Franciacorta, in a magnificent 18th century setting brought back to its antique splendour. Borgo Santa Giulia is the ideal place for a charming stay. Restaurant, relais and winery, set between the hills and vineyards, in an extremely beautiful context where the pleasure of small things can be rediscovered, in a private and elegant atmosphere. Download the presentation of BSG in PDF format: **click here**

REGALA UN'EMOZIONE

PER SAPERNE DI PIÙ SUL VOUCHER REGALO DI BORGO SANTA GIULIA CONTATTACI AL SEGUENTE N° 030/9828348 O INVIA UNA MAIL AD ACCOGLIENZA@BORGOSANTAGIULIA.IT

ARMONIE DA RICORDARE

NEWS&PROMOS
SPRING SPECIAL OFFER
Special promotion for Easter and spring short holidays

View

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Borgo Santa Giulia: web presence

Booking on-line

The current Borgo Santa Giulia **website** is decent, though not optimized for mobile devices and with no e-commerce functions.
• They are building a **new website**, with a different web agency and **e-commerce** functions.
• The new website hasn't been completed yet (for instance, it has no English edition, and the calendar of events is empty).
• It will go on line in January 2014.
• Our staff has suggested that the managers make the room **reservation button** more **evident** throughout the new website.

BORGO SANTA GIULIA

Booking on-line

BOOKING ONLINE

Data di arrivo:

| 15 ▾ | dic ▾ | 13 ▾ |

Notti   1 ▾

Camere: 1 ▾

Adulti: 2 ▾

Bambini: ▾

Cerca

Offerte Speciali

...rante   La Cantina Vignenote   Matrimoni   Eventi aziendali   Baccano delle Vigne   Expo

...rte Franca, in uno splendido scenario ottocentesco riportato all'antico splendore, Borgo Santa Giulia è un nuovo mondo da scoprire.

Un relais, un ristorante, una cantina, un locale con musica dal vivo e una galleria d'arte in continuo movimento, incastonati tra le sinuose morene e i superbi filari della Franciacorta.

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Borgo Santa Giulia: web presence

The Borgo Santa Giulia manages a handful of **Facebook** services.

• A Facebook page promotes **the Borgo itself**, listed as a "Modern European Restaurant."

• Another page relates to their Vignenote **wine** label, listed under "Winery & Vineyard".

• The Baccano delle Vigne **pub** corresponds – somehow misplacingly – to a Facebook account (not to a page).

• Posts are almost exclusively **in Italian**, reflecting the current regional clientele of the Borgo.

• The Borgo Santa Giulia is duly listed in **Foursquare**.

• They regularly get reservations through Booking.com, and plan to sell directly through **TripAdvisor** from 2014.

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Scores

One Hotel   scores **13** on 36

Gruppo Guide Turistiche   scores **14** on 36
Città di Bergamo e Provincia

Promoisola   scores **7** on 36

B&B Bergamo City   scores **18** on 36

Borgo Santa Giulia   scores **22** on 36

No score is **definitive**. Yet, scores show trends and potentials.
Our scores are **not weighted**: every boolean **True** scores one
point.

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What we've concluded

1. The **need** of a proper digital communication through the Web and the social networks **increases with the size** and the complexity **of the SME**.
2. The **communication quality** our staff detected is generally speaking **insufficient**, independently from good specific cases.
3. More **professionalism** is certainly needed, also in using the **social networks** as marketing tools.
4. More attention shoud be paid to **mobile** devices.
5. Cultural **differences** should be taken into more consideration.

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Questions?

Now, thanks for your attention ☺

Do you have any questions we might answer right now?

**Viola Bellini, Alice Brambilla, Muhamad Faizullah,
Andrea Lara Longhi, Cristina Nicoli, Martina Orlandi,
Roberto Peretta, Giada Rolfi, Syed Nazmul Hossain Rupom,
Nigar Sultana, Helal Uddin, Michela Vallino, Alessia Villa,
Anzhelika Zhikhareva**