

INTERNET AND NEW TECHNOLOGIES TO SUPPORT THE TOURISM NEW COMPANIES AND THE NO-PROFIT ENTITIES

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Lifelong Learning Programme



NUMBERS of the web

- 1.88 billion – The number of email users worldwide in 2010.
- 480 million – New email users since the year before
- 255 million – The number of websites as of December 2010.
- 21.4 million – Added websites in 2010
- 1.97 billion – Internet users worldwide (June 2010).
- 14% – Increase in Internet users since the previous year.
- 152 million – The number of blogs on the Internet (as tracked by BlogPulse).
- 600 million – People on Facebook at the end of 2010.
- 250 million – New people on Facebook in 2010.

(Source: internet, <http://royal.pingdom.com/2011/01/12/internet-2010-in-numbers>)

In Italy

- 28 millions: Italians surfing the net at least once a month in 2010 (16% more than 1 year before)
- 13 millions: families having access to internet, more than the half of the total (a data grown up more than 50% in the last 3 years)

(Source: Report “Internet Factor” edited by BGC (Boston Consulting Group), 2010)

Internet and SMEs

- Internet is an effective, fast, of wide visibility communication tool.
- If it is used in the correct way besides a costs reduction assures:
 - ✓ more visibility,
 - ✓ more costumers,
 - ✓ more booking

Internet and tourism SMEs

- New technologies impact is different among the hospitality structures:
- 85% of 3 or 4 stars hotels uses internet
- 42% of 1 or 2 stars hotels DOES NOT use internet
- 58% of 1 or 2 stars hotels uses internet

(Source: Report “Internet Factor” edited by BGC (Boston Consulting Group), 2010)

Internet and tourism SMEs

- The web changed traditional methods of selling eliminating the traditional intermediation.
- In a more and more competitive system as the tourist one grows up the importance of **MARKETING**
- 59% of tourism SMEs uses marketing techniques

(Source: Report “Internet Factor” edited by BGC (Boston Consulting Group), 2010)

SMEs and web

- SMEs using internet “actively” (marketing and selling on-line):
 1. Grow up faster
 2. Reach more international costumers
 3. Employ more people
 4. They are more productive than the ones not on web

(Source: Report “Internet Factor” edited by BGC (Boston Consulting Group), 2010)

SMEs and web

- ACTIVE SMEs registered proceeds average growth of 1,2% in the last 3 years
- In the same period NOT ACTIVE SMEs (having just the web site) had a drop of 2,4%
- In the same period SMEs OFFLINE (without a web site) had a drop of 4,5%
- 65% of ACTIVE SMEs told to have advantages in terms of productivity thanks to internet
- The web became the main source of informations for who travels and Tourism, with 3,4 billion of Euro of turnover in 2010 is the sector more relevant for the Italian e-commerce

(Source: Report "Internet Factor" edited by BGC (Boston Consulting Group), 2010)

SMEs and web

- What is internet for SMEs:
 1. an optimization tool of productive processes
 2. a tool for the empowerment of relations with costumers
 3. a tool of competitiveness for the access to new markets

SMEs and web

- SMEs using internet are not enough:
 - ✓ 87% of firms with more than 50 employees has a web site
 - ✓ Less than 50% of firms with about 10 employees has a web site
 - ✓ 15% among firms with 1 or 2 employees

(Source: Report “Internet Factor” edited by BGC (Boston Consulting Group), 2010)

A successful Experience

- The travel agency LIONETTI DI MATERA in Puglia region.
- In the last years, sales in agency office were requested by very few costumers and the alternative to a resizing has been the WEB. Through it comes today more than the 50% of the turnover.
- LIONETTI faced the digital challenge aiming on 3 different web sites, everyone with a special and multilingual offer so that to catch abroad demand.
 1. SassiWeb.it is the traditional portal dedicated most of all to sell tickets or wedding lists.
 2. ViaggiDiArchitettura.it, born in 2007, in which is possible to find routes of some days, organized in Italy or around the world, and dedicated exclusively to architecture.
 3. UrbanItaly.it designed for an high international level target

Why on the web?

- The transformation from a traditional management model into the e-business is not anymore an opportunity to pick to arrive first but a compulsory step to reach the actual model of marketing organization
- SMEs **MUST** move on-line. SMEs yet on –line obtained better results compared to the less innovative SMEs.
- SMES **MUST** use tools offered by internet to develop e-business and look also towards international markets.
- This is a process that, to be real successful, must involve all the actors.

Digital intermediation

- Among new channels of tourism intermediation the **DIGITAL INTERMEDIATION** plays a very important role
- To be on-line is not just a possibility but a real need to be competitive. The web competitiveness is everyday stronger
- Tourist makes use of internet intermediation

Digital intermediation

- SMEs must do 2 important type of comparison:
 1. Ensure that proposals are clearly visible
 2. Compare their proposals with what you can find on-line
- It's important to understand if after the comparison the offer results competitive or not in terms of quality and price

Visibility

- It is a continued and nonstop process of promotion, innovation and improvement
- Most of people stops at the first page of their research

The use of social networks

- Social networks and mainly Facebook became indispensable tools for every activity that want to intensify the net capability
- They allow free exchange of informations without a symmetrical correspondence
- They are tools of the net that most strengthen sociality and they offer the possibility to have informations from the “bottom” in real time

Facebook

- Open a Facebook page is economically convenient because it is a very cheap way to increase visibility on internet and it is real effective if you devote it enough time
- On Facebook it is important to interact with a human language

Quality/price on line comparison

- The potential tourist compares proposals arrived through other informational channels with what he can find on internet
- Anticipating this move and make a comparison between your own “draft proposal” and what it is offered online is a strategic winning move

How to be more visible on internet

- Promotion of the web site is crucial for his success
- To obtain visibility in internet you need to:
 1. Realize an excellent web site in terms of quality and contents
 2. Update continually the web page
 3. Realize and diffuse newsletters
 4. Create and participate in discussion groups, forums, blogs
 5. Multiply crosslinking
 6. Facilitate traceability on search engines
 7. Improvement of positioning through a better “page rank”
 8. Use the social networks
 9. Ideate advertisement campains

How to use efficiently social networks

- If the goal is to effectively promote and market the tourism offers social networks are a valuable tool

Visibility

- Decorate the page of quality content and especially multimedia video and pictures available;
- Make your firm instantly recognizable by name and logo;
- Connect your Facebook page to your site, so that updates are visible through it
- Participate in discussions, always prompt and clear reply to comments or messages of fan so that to make loyal your contacts;
- Advertise your firm through all the social network

Blogs

- Blog is a special type of internet web site organized in a chronological order. Like a site offers the option to publish texts and multimedial content in the net: stories, reports, articles, reviews as well as photos, images, audio and video and of course links to other blogs or websites
- From a blog you can download some contents on your PC

Corporate blogs

- Texts are written by one or more employees of the firm
- Important to promote the blog through:
 - ✓ send links via mail
 - ✓ create synergies and crosslink among blogs
 - ✓ register for a blog directory site (example: Liquida, BlogItalia, Wikio)
 - ✓ utilize social networks
 - ✓ involve readers with surveys
 - ✓ include guides, tutorials, downloadable tools of various kind

What is the “social tourism”?

- The term “social tourism” was born between between the years 1940 and 1950 and indicated tourism activities promoted by non-profit organization on behalf of "popular classes."
- Today it promotes the access to the greatest number of people to vacation, without distinction of age, cultural affiliation, finances and physical ability.

Social tourism

- Behind social tourism there are not just associations and cooperatives but also real companies managing assets and tourism services.
- In social tourism the critical moment is not, as for the SMEs just after the start-up at the third year, but in the passage from a social association to an association managing assets and services.
- One of the most critical element is the ability to use Internet to promote its own proposals on the web and the ability to compare their proposals with the offers on the net.
- Another major problem is the difficulty to insert their offers into the official tourism promotional web sites.

What is FITUS?

- Italian Federation of Social Tourism
- Among all the activities carried out by FITUS here are some of the most important:
 - ✓ It asserts and promotes the role of the social tourism
 - ✓ It promotes services and projects for social tourism also with public funds
 - ✓ It promotes and manages projects and agreements with public and private resources to facilitate the tourism access for the socially and economically weaker people

FITUS and GALILEO

- FITUS in collaboration with GALILEO has prepared 2 DVD on the previous issues that have been distributed on a large number of copies.

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lettera F anno finanziario 2008

Il Turismo Sociale: un bisogno delle società moderne

Strumenti per il turismo sociale attento allo
sviluppo del territorio



REALIZZATO DA:



CO-PROPONENTE:



Il DVD viene riprodotto da qualunque
DVDplayer.

Per la riproduzione su computer
è possibile selezionare i comandi con il mouse.



Per la riproduzione su home-player
selezionare i comandi con la pressione dei tasti
navigazione del telecomando.



trovate un DVDplayer free su internet all'indirizzo:
www.dvdvideosoft.com/products/dvd/Free-DVD-Player-Software.htm

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Tutti i marchi registrati presenti nel DVD-Rom sono di proprietà delle rispettive case.



Thank you for your attention

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