Workshop 3

Branding, innovation in marketing the destination
in a global tourism market, impact of new technologies on the tourist offer

TRADITIONAL AND TECHNOLOGIC INNOVATION:
THE CASE OF TWO ACCOMMODATION STRUCTURES IN SICILY

Giovanna Sclafani
Observatory on Tourism in the European Islands
sclafani@otie.org

www.otie.org

Azores, 07th September 2011
OTIE
Osservatorio sul Turismo delle Isole Europee
Observatory on Tourism in the European Islands
Observatorio de Turismo en las Islas Europeas
Observatoire sur le Tourisme dans les Îles Européennes
Παρατηρητήριο Τουρισμού στα Ευρωπαϊκά Νησιά

Has the principal objective to realize statistic studies and documents of research in order to identify current issues of Tourism in the European Islands

Was founded in Palermo, on the 2nd February of 2007, as a non-profit organization by public institutions, Universities, Research Centres and other international organizations
The globalization implicates a significant impact on the tourist market, because the tourist choices and type of holiday are in constantly evolving.

The evolution of air transports allows to go and visit destination before more expensive for money and time

The increased attention for the nature, the ecology and the welfare

The development of IT facilitates the increase of the individual tourism

The tourists are very careful to material and intangible quality of the travel and accommodation

The tourist demand is less tolerant to long waiting and to vague information
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In the global market, it’s necessary to create a value added leading the company to be different from the other competitors, in order to reduce the risk to be out of the market.

Branding

The identity company tools are name, logos, symbols, atmospheres and events.

Hopeful this work to create the desired brand imagine, that is not confused with similar messages from competitors.

Innovation

Defined as the renewal and expansion of products and services, as the introduction of changes in management, organization and working conditions and skills of workers.
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IN TOURISM

Must deliver emotional power so that it stirs the hearts as well as the mind of the buyer

The physical space in which the organization produces or delivers its products and services is powerful image generation

BRANDING

PRODUCT

anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need

INNOVATION

Product innovation is the introduction of a new service or product with the features very different or better than the previous products (i.e. fidelity programs, organization of events, creation of environmentally sustainable accommodation, etc.)

Technologic innovation is the introduction of advanced tools and theoretical material through which the company operates (for example, introduction of computers with internet connection, introduction of global distribution systems, equipment for self-service, etc)

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**Traditional and Technologic Innovation:**
the case of two accommodation structures in Sicily

TOURISM IN SICILY

**Number of Beds** 190,618

**Area** 25,703 km²

**Other Collective Accommodation** 4,082

**HOTEL**
- 1,260

**Population** 5,042,992

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TOURISM IN SICILY

TOURIST ARRIVALS 3,565,501

TOURIST OVERNIGHT STAYS 11,397,745

OCCUPANCY BED-PLACES RATE 23%

AVERAGE LENGTH OF STAY 3,2

DIVERSIFICATION AND INNOVATION OF THE LOCAL TOURIST OFFER

CREATION OF FURTHER MOTIVATIONS OF VISIT AND STAYS FOR A LONGER TIME

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THE CASE STUDIES

Art Hotel Atelier sul mare
&
One Hotel – sport & beauty design

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Art Hotel Atelier sul mare

The hotel museum of contemporary art unique in the world
It lies just few meters from a wonderful sea, in Castel di Tusa, nearby Cefalù, very famous bathing destination in the island

One Hotel – sport & beauty design

Four stars hotel and lies near Syracuse, very important cultural destination in Sicily, for its archeological heritage and for its proximity to “Città Barocche della Val di Noto”, an UNESCO listed site from 2002
THE INNOVATIVE IDEA

“It’s only entering and living the room that the art work will be totally realized; the presence, the use of the room will be the fundamental and integrating part of it”.

Antonio Presti, the hotel owner, wanted to realize the dream of many people: to spend a night inside a museum to fall asleep within an art work”.

A no-conventional aspect characterizes One Hotel which is based only on sport and wellness

Annibale Lignanti, the hotel owner had a dream: to offer all services of the hotel to the inhabitants; the hotel is open to the city

Novelty not only for Syracuse but also for all Sicily, because it’s a very Innovative and competitive structure

Have you ever slept in art work?

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THE ART ROOMS
A night to remember

You are here. Your journey is here within the hotel!

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THE STANDARD ROOM

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FIUMARA D’ARTE

The park of open air sculptures biggest in Europe

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There’s not the traditional reception desk replaced by two vertical totems through which is possible to make a fast check in (customer registration and room assignment).

44 rooms, a gym, Sushi Bar and Lounge Restaurant, the Sky roof, the SPA, 4 different meeting spaces, that cater perfectly for the needs of business professionals.
INNOVATIVE TOOLS

In the restaurant, the customers can use an interactive card, combining in the best way dishes and calories.

The tourists can go in the rooms with an electronic card with transponders.

The floors, the walls, the water glasses, the plates are black, a very unusual color for a hotel.

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INNOVATIVE TOOLS

The televisions are big with flat screen and a very good design, they receive Sky Channel and they give customers a warm welcome, with a message

The televisions are gifted with DVD reader with a list of movies always updated.
INNOVATIVE TOOLS

The material used for building the hotel is innovative, too.

Outside there is metal net, which is during the night backlighting, for offer a very suggestive effect to the tourists and inhabitants.
CONCLUSIONS

An increase of tourist flows, because the local offer is diversified through the creation of a further motivation of visiting the destination, that can result interesting for some tourist niche

A more equal distribution of tourist arrivals and overnights during the year, because the hotels are opened and usable all year

A diversification of local offer because both hotels are really as tourist attractions
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Thank you for your attention!