

# **'Exploring Cultural Heritage for Entrepreneurial Development'**

## **IMPLEMENTATION OF A TOURISM ENTERPRISE**

### **2<sup>nd</sup> Report**

#### **(January-February)**

The Hospitality Industry is one of the largest service industries in the world. The main aim of this kind of industry is to provide excellent customer service and satisfaction. It is made up of three broad areas: **Travel & Tourism, Accommodation and Food & Beverage**. Like a big umbrella, the hospitality industry includes a wide range of services for people away from home for leisure, business or other purposes, such as recreation & entertainment, events, transportation, travel agencies and more. As a matter of fact, Hospitality Industry includes any sectors that focus on customer service and the satisfaction of their needs.

What we are going to introduce in this report is the core of our task, that is the Business Plan of a Tourism enterprise which meets the requirements outlined above

## **BUSINESS PLAN**

### **EXECUTIVE SUMMARY**

From the 19<sup>th</sup> century millions of people from Southern Italy, for economic reasons due to the lack of well-paid jobs, had to emigrate to many European countries, mainly to Germany, France and Switzerland, or to North and South America. Moreover, in the last decades, the “Brain-drain phenomenon” has become particularly burdensome in Southern Italy and many people from this part of our country have decided, after their diploma or graduation, to work abroad.

Recently, this kind of emigrants or they descendants and families have become more and more interested in coming back to their hometowns during their holidays, creating, in this way, a new and peculiar kind of tourism, the “Roots Tourism”.

Roots Tourism, also called “Genealogy tourism”, is a segment of the tourism market consisting of tourists who were born in or have ancestral connections to their holiday

destination. In the case of descendants of people emigrated in foreign country, these kind of tourists travel to the land of their ancestors to reconnect with their past and "walk in the footsteps of their forefathers".

Since our territory has a long history of emigration and since, nowadays, more and more emigrants are coming back in their hometowns for their holidays, fifteen future graduates from the Hotel and Catering Vocational High School "Elsa Morante" in Crispiano want to start together a company that deals with hosting and informing the potential "native" tourist about his/her own origins. Specifically, this new enterprise will focus on "roots tourists" who are also nature-lovers with an interest in knowing better the beauties of the Apulian territory. In this way its services would also take the form of "Ecotourism". As a matter of fact, most of the itineraries and all the accommodation offered by our enterprise will comply with the criteria defined by the UNWTO for this kind of tourism, namely: "all nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas."

### **MARKET ANALYSIS**

At the moment, our territory is mainly visited by short-term tourists, mainly "roots tourists", only on the occasion of integrated marketing events such as fairs and religious events. Its main attraction is represented by the beautiful 100 hundred ancient farms (Masserie) which dot out territory and represent unique sites of interest. Those ancient farms were mainly built in the 14th century and have been productive up to the present day. Nowadays some of those ancient farms, even if still productive, have been converted in luxurious Resorts and Agriturisms. Most of this Masserie are, at the moment, represented by a tourist cooperative called "100masserieintour". As regard means of transport, Crispiano is not far away from many Apulian sites of interest such as Martina Franca, characterized by its Baroque buildings, Taranto, one of the most ancient and important Magna Graecia city, Alberobello, an UNESCO world heritage site, and Locorotondo, one of the most beautiful White Cities of Valle d'Itria, characterized by its Rococò buildings. All this sites of interest are well connected with Crispiano by the means of public and private transport.

### **BUSINESS CONCEPT**

This new enterprise will be called "VIENI DA NOI", which in English means "Come to us". It will concerns the management of a medium-sized enterprise specialized in offering its customers, both individual travelers and groups of tourists, travel packages for holidays and stays in the Apulian territory focused on the enhancement of its natural, historical and

cultural resources and aimed to the development of a tourism based on both recreation and relax and cultural growth. As a matter of fact, our services are intended for a medium-high income clientele, “roots tourists” in this case, with an interest in discovering or rediscovering our territory and their aim is to provide our prospective customers with longer and more interesting stays in our province.

### **DESCRIPTION OF THE PRODUCT**

Our Company will meet all our costumers’ needs by providing them with innovative tourist packages offering different kind of itinerary, all of them designed by using the emotional marketplace techniques. It will also offer accommodation in luxurious Masserie and enchanting Agriturismo and information on the territory and on the several sites of interested located in the area. Since our culinary and enological tradition is well-known all over the world, our company will also be committed to offering customers a wide tasting of our rich and renowned food & wine production within the hosts facilities. Our offer will also provide our customers with educational workshops, such as food, wine and pastry production, theatre, painting, ceramic art and mosaic laboratories, led, in the hosts and company premises, by experts specialized in the above mentioned fields

### **MARKETING STRATEGIES**

Internet has changed the world of hospitality and tourism and, nowadays, more and more tourists use websites, blogs, online advertising and social media in order to collect useful information, such as photos or reviews from other travelers, before choosing a holiday destination. Therefore the use of internet and digital devices represents a powerful strategy for destinations and tourism product. For the reasons above mentioned, we decided to design a company Website which can help our customers to obtain any kind of information related to our itineraries and offers before booking, naturally via website, the desired product. Other marketing strategies will be described in the Organization & Management section.

### **BUSINESS LEGAL FORM.**

The Business form will be as follows: Limited liability company

### **REGISTERD OFFICE OF THE COMPANY**

The registered office of the company will be located in Crispiano. As matter of fact the new entrepreneurs have at their disposal an office, owned by one of the partners and previously used as a travel agency, which is located in the center of Crispiano. The property is in excellent condition and requires little ordinary maintenance. Moreover, as mentioned in the Market Analysis section, this towns is well connected with major sites of interest such as Martina Franca, Taranto and Alberobello.

## ORGANIZATION AND MANAGEMENT

The founding members of the company are 15 and the share capital amounts to €20,000.

The company internal organization is divided into the following areas:

- **Administration Office** composed of three members who will take care of the organization and the development of the company information system. They will carry out the following tasks: keeping up to date accounting records related to the management of the company; updating records aimed to support the management of information activities, providing secretarial support.
- **Executive Office:** composed of two members who will take care of the management of the activities and will supervise its continuous course
- **Marketing Office:** composed of two members who will deal with planning sales strategies, identifying potential customers, continuous updating of the mailing list, promotion, sale and distribution of tourist packages
- **Communications Office:** composed of a graphic designer and a copywriter who will deal with the graphics and definition of key messages related to advertising campaigns and subsequent promotional slogans, they will also design brochures and all advertising materials and will prepare information stands which will be used during local, national and international tourist fairs. Moreover they will manage the company website
- **Costumer Care** composed of a single member who will take care of customers and problem solving activities
- **Production Office** composed of five members, one of them will deal with booking, another one will take care of the incoming service and the remaining three members will supervise and support the production team.

## BUSINESS STRATEGY

In our territory there are already a couple of tourist agencies but they are all committed to offering their services only to outbound tourists. Nevertheless we want our company to be as competitive as possible so we decided to implement the following strategies: first of all we will offer the best product at the best possible price. That means that we are committed to meeting our customers' needs by offering them high quality tourist packages with an excellent price-quality ratio. Our offers will be very diversified in order to meet the needs of all kind of costumers, so we will offer different kind of itineraries such as itineraries based on historical, cultural, naturalistic, religious or traditional cuisine themes. Since our company is very inclusive we will also organize special tourist packages dedicated to

impaired tourists. In addition to the those services and to the those already mentioned in the section dedicated to the Description of the Product, we also offer the following services:

- Special tourist packages for anniversaries or honeymoon
- Tailor-made tourist packages
- Accommodation in pet friendly resort or farmhouses
- Shuttle service from and to the main airports of our Regions, namely Bari and Brindisi
- Sale of tickets for events, fairs and cultural events
- Car and/or bike rental

Since our services are mainly focused on roots tourists, a further additional service that the company aims to offer is to undertake, in collaboration with the local authorities, genealogical researches for those families whose origins are located in our territory and who had to emigrate abroad. This service is aimed to further promote the interest in Roots Tourism. Moreover, as we have already said, we will provide our customers with all the information on the itineraries offered and the sites of interest herewith included, also by the means of our company website which, naturally, will provide a fast info service. We will also take care of the lay-out of our premises which, with its elegant and refined front and back offices, will welcome our customers in the best possible way.

In this way we are sure that we will be able to offer our customers a flawless service.

## **TARGET**

After an in-depth analysis it was possible to better define our potential costumer

- “Roots” or “Genealogical” tourist
- Average age: between 30-60 years, families with children
- Spending power: medium to high income
- Socio-cultural level: medium to high level.



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