



Master in Planning and
Management of Tourism Systems



Workation

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WORKATION

Workation is the union of the words "Work" and "Vacation".

Other similar terms are "Holiday Working" or "Work Holiday"

WORKATION

Depending on where remote workers go, it is also called...

South working (south Italy)
Mountain working
Beach working
Sea working (from a boat)
Hybrid working (+office)
Digital Nomad (foreigners)

REMOTE WORKING

One of the few advantages of the pandemic was the widespread adoption and institutionalization of remote working

THE FIRST REMOTE WORKERS

Humanity didn't have the chance of working and travelling everywhere since the agricultural revolution (10.000 BC)



THE FIRST REMOTE WORKERS

The nomadic life style has been our way of life for millions of years. Remote working allow us to live travelling as our ancestors did but with all advantages of modern technology



REMOTE WORKING IN ITALY

1 worker out of 5 is a remote worker



Source: Politecnico di Milano

ITS FOR REMOTE WORK

Remote working doesn't need high-end technology: it was made possible just by the evolution of Internet, laptops, mobiles, online security and broadband

ITS FOR REMOTE WORK

One of most important software for remote working is the Virtual Private Network (VPN), that allows employees to connect to the server of their company in a safe way

IT FOR REMOTE WORK

Productivity apps:

- Google docs
- Google sheets
- Canva (presentations)
- Overleaf (LaTeX)
- Visual Studio Code (programming)
- GitLab (share code)
- MS Suite

ITS FOR REMOTE WORK

Software for textual communications and file exchange:

- Whatsapp
- Telegram
- Slack
- WeTransfer
- FileTransfer

IT FOR REMOTE WORK

Software for video conferencing:

- Zoom
- Skype
- MS Teams
- Google Meet
- BlueJeans
- GoTo Meetings
- Webex Meetings

IT FOR REMOTE WORK

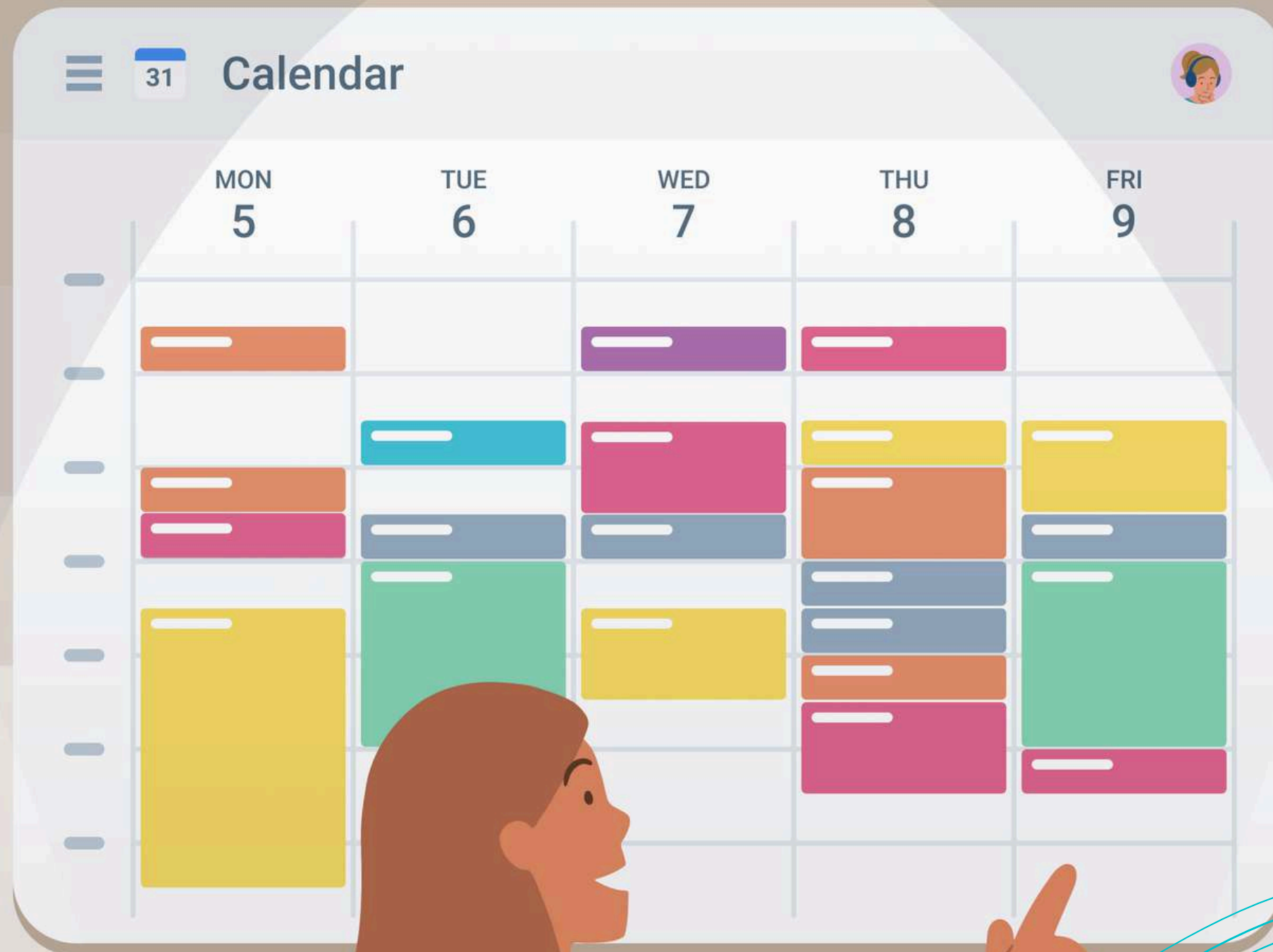
AI tools:

- ChatGPT (text)
- Leonardo AI (images)
- LUMA Dream Machine (short videos)
- HeyGen (videos with an avatar speaking)
- Elevenlabs (voices)
- Notebook LM (podcasts)
- Otter AI (voice transcription, also integrated with Zoom)

IT FOR REMOTE WORK

Online calendar and email clients:

- Google calendar
- Calendly
- Gmail
- Thunderbird



IT FOR REMOTE WORK

Cloud storage to keep your data safe and available from anywhere:

- Dropbox
- Google Drive
- MEGA
- OneDrive

IT FOR REMOTE WORK

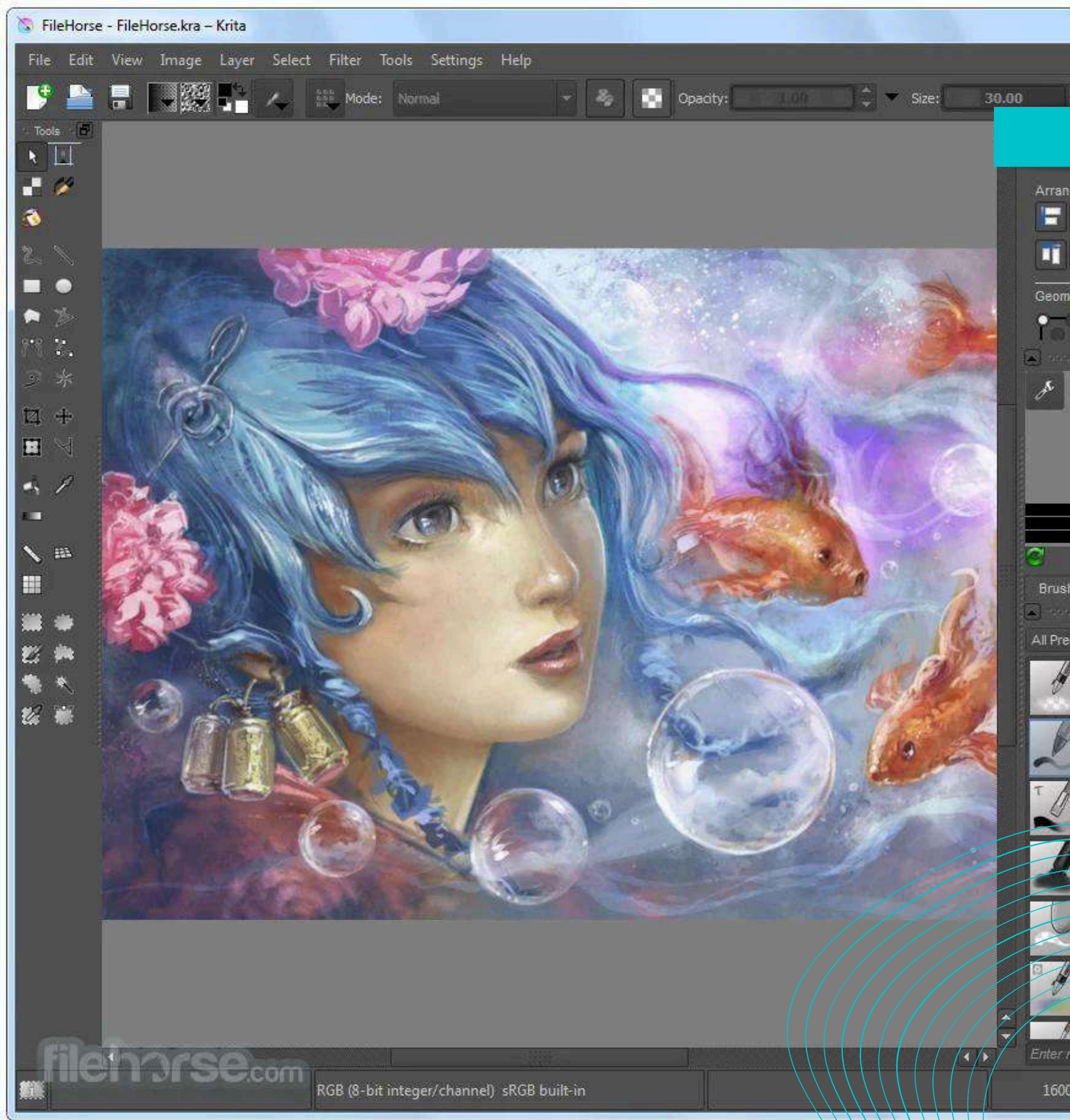
Web Browser:

- Chrome
- Firefox
- MS Edge
- Safari (Mac OS)

IT FOR REMOTE WORK

Video making:

- CapCut
- Adobe Premiere (\$)
- OpusClip (AI-based tools to cut long videos)



IT FOR REMOTE WORK

Other useful apps:

- TaxMan
- I Love PDF
- tesi24.it
- fast.com

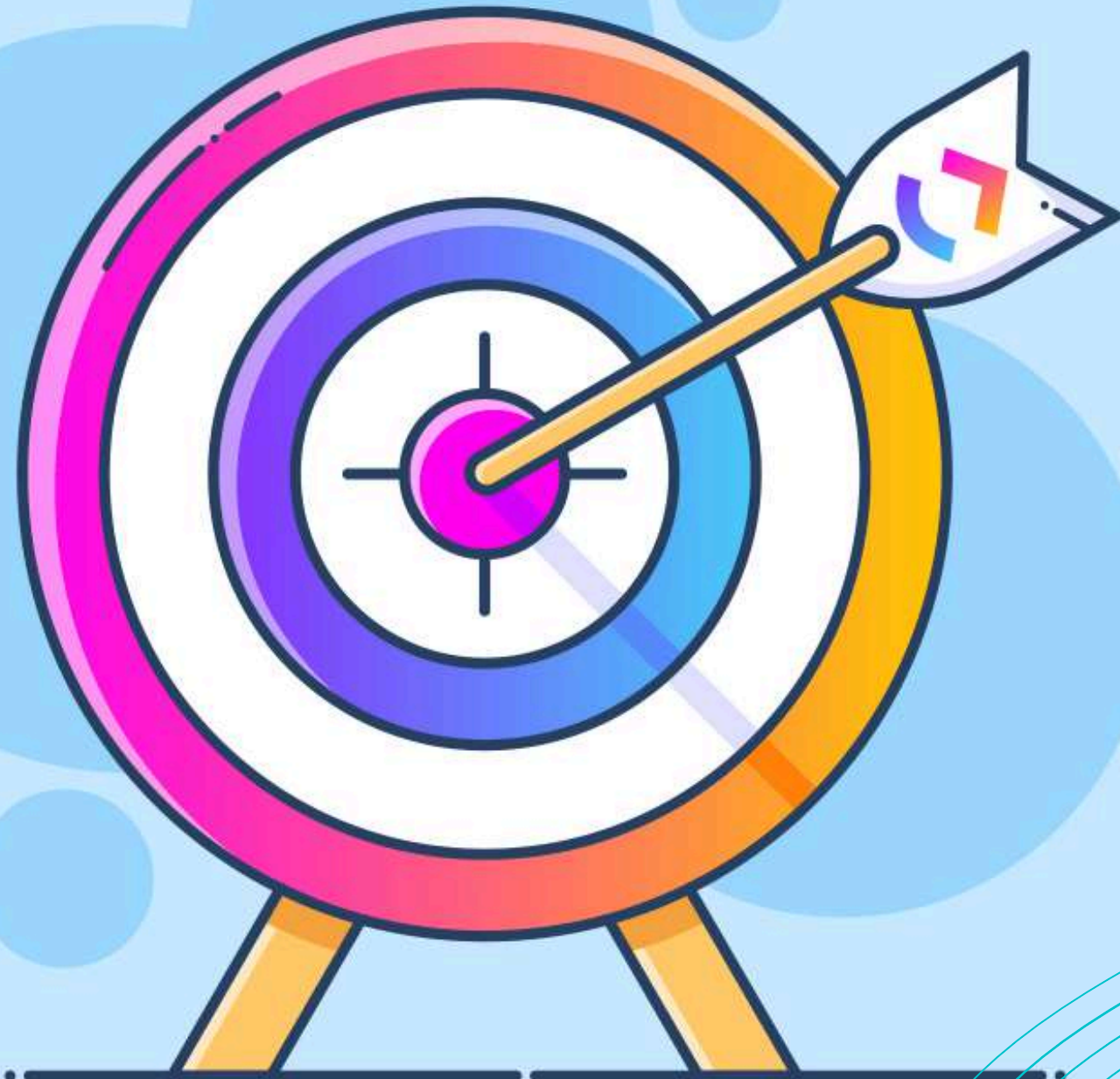
SMART WORKING

Remote working is just working from anywhere, while smart working is working from anywhere and for goals



SMART WORKING

This create confusion in Italy, France and Spain where remote working is called smart working instead



REMOTE WORKING

Jesolo doubled its residents (from 26.000 to 50.000) in a spontaneous way, without the intervention of public entities



Jesolo, remote working doubles the number of residents: "It'll become a true city"



Jesolo, lo smart working raddoppia i residenti: «Diventerà una vera città»

REMOTE WORKING

Many other small cities and towns don't have all these advantages to justify a spontaneous and permanent change of the residence of many workers

REMOTE WORKING

In this case, it is much easier to attract temporal residents, e.g: owners of second houses (there are 11 millions second houses in Italy)

ADVANTAGES

- **Increase** the overall number of **tourists**, as remote workers can travel more
- **Reduce overtourism**: bringing more tourists in the low season (**destagionalization**) and in areas far from the main touristic routes (e.g: Molise, Calabria, Basilicata)

Main advantages of remote working on tourism

MAIN ISSUE

Who would like to spend 50/100€ a day to work, even if the place is beautiful?

That's why it is important to identify travel formulas tailored for remote workers, which have a lower budget than normal tourists but can travel more time

CRITICAL ISSUE

For example, last summer the island of **Madeira** promoted several destinations for remote workers, but the experiment didn't work very well because **Madeira has no low season.**

TRAVEL FORMULAS

For them, there are several travel formulas: the best one is that of the long weekend in a town, coming back to the city on Monday or Tuesday

TRAVEL FORMULAS

Advantages are many

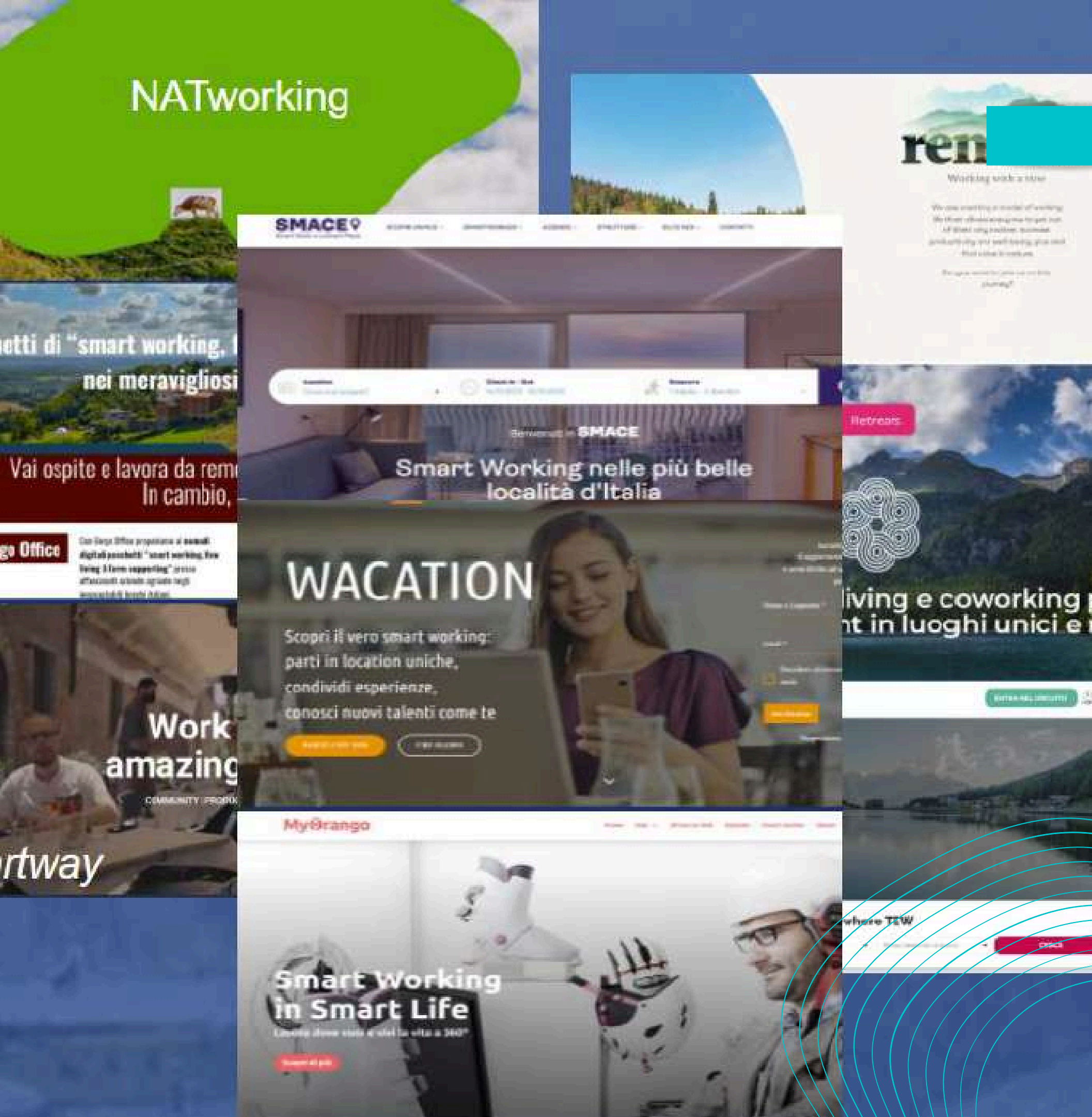
- Avoid Sunday traffic queues
- More sustainable: save fuel spent in the queue (plus time plus stress)
- Formula available to almost all remote workers
- You can stay almost everywhere because they don't need access to services only for a weekend
- Help owners of accommodations filling the gaps of Sunday evening
- Relatively cheap formula (only 1 or 2 night stays)
- Spending 3-4 days per week outside cities is also a big lifestyle change!

STARTUP

Since 2020, many startups dedicated to offering tourist stays in workation were born, some of which in Italy:

- NATworking
- SMACE
- Borgo Office
- Remoto
- Smartway

- Everywhere TEW
- MyOrango
- Wacation
- HQVillage



https://borgo-office.it/it_it/

STARTUP



The screenshot shows the website's header with the 'borgo office' logo and navigation links: Home, Chi siamo, Press, and Contatti. The main banner features a scenic view of an Italian village with the text: 'Pacchetti di "smart working, fine living & farm supporting" nei meravigliosi borghi italiani'. Below this is a dark red box with the text: 'Vai ospite e lavora da remoto in un'azienda agricola. In cambio, sostienila!'. At the bottom, there is a section titled 'Cos'è Borgo Office' with a description: 'Con Borgo Office proponiamo ai nomadi digitali pacchetti "smart working, fine living & farm supporting" presso affascinanti aziende agricole negli ineguagliabili borghi italiani.' To the right of the text is a map of Italy with red dots indicating the locations of the farms. A language selector button labeled 'Italiano' is also visible.

Borgo Office offers stays in farmhouses with an innovative formula: the stays are free but the guests are encouraged to buy the products of the farm before leaving

TROVA LA TUA SCRIVANIA!

STARTUP



NATworking offers workation in rural towns of western Italy. From its booking platform you can book both the accommodation and the coworking space.



Coworking / Aula studio

ELABORA COWORKING

Bagnolo Piemonte (CN)

- Spazio coworking
- Connessione internet ADSL
- Prese per ricarica elettrica
- Sedia con ruote
- Sedia ergonomica...



STARTUP

SMACE

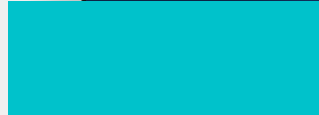
offers an online catalogue with hundreds of **luxury** accommodations all over Italy, usually not very far from cities. They also offer **sail working**

Benvenuti in SMACE.

Il tuo Hub per l'Hybrid Working



VAI ALLE LOCATION



STARTUP

The trend not is to sell night stays on the corporate welfare platforms that allow companies to de-tax the stays bought by their employees

ACCOMMODATIONS

Which are the ideal characteristics of the accommodations for workations?



ACCOMMODATIONS

Offer ultra broadband wifi connection (>100 Mbps) to avoid saturation when many remote workers are connected, plus a backup GSM connection

ACCOMMODATIONS

The GSM infrastructure in Italy is owned by 5 mobile operators:

- TIM
- Vodafone
- WindTre
- Iliad
- Fastweb

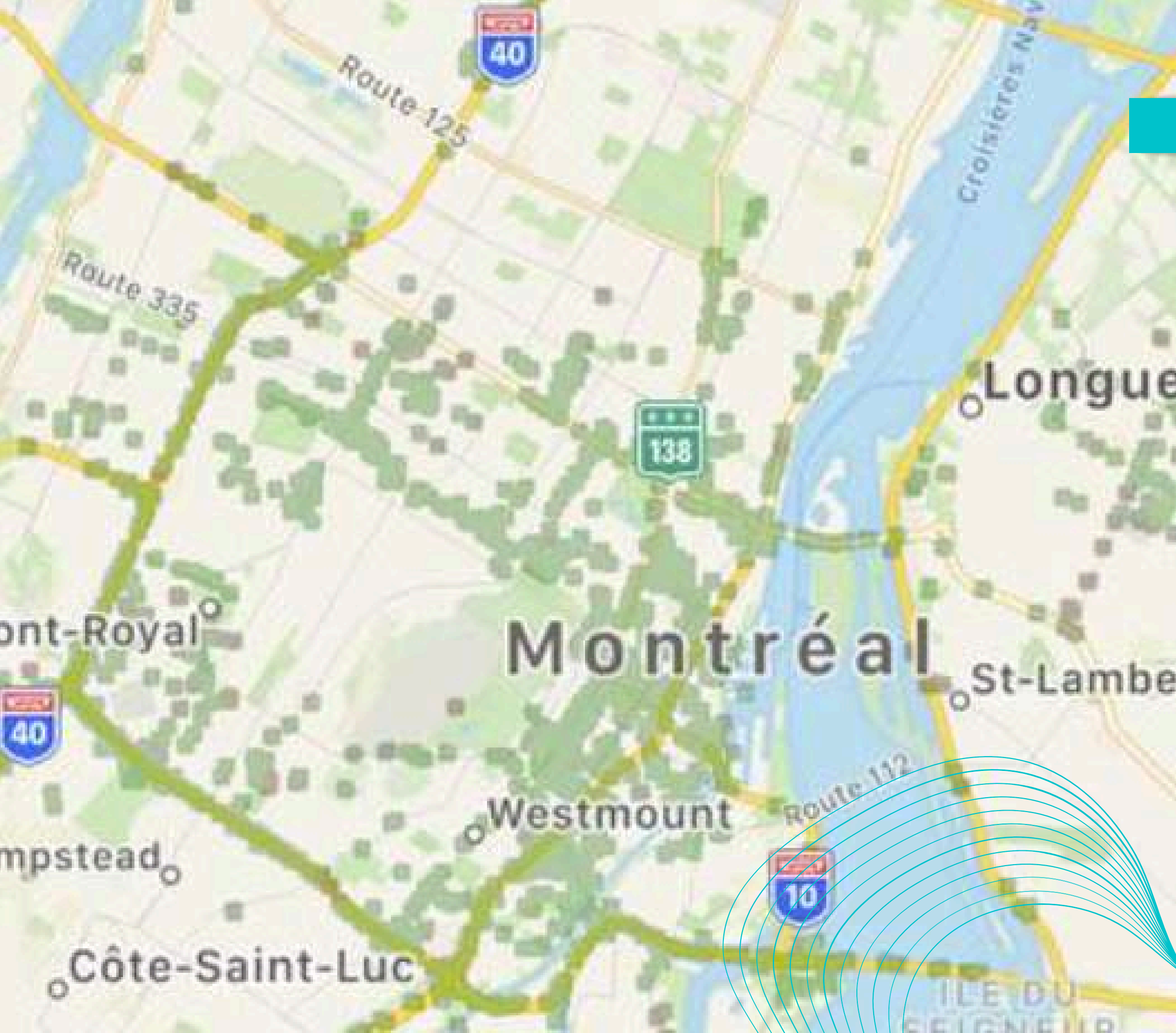
ACCOMMODATIONS

1. **TIM:** Tiscali, Kena, BT, CoopVoce
2. **Vodafone:** Ho, PosteMobile, Lycamobile, DIGI Mobil, 1Mobile
3. **WindTre:** Green Mobile, Very Mobile
4. **Iliad e Fastweb:** no virtual operators

All other operators all called "virtual operators" because they rely on one of the main 5 operators

OPENSIGNAL

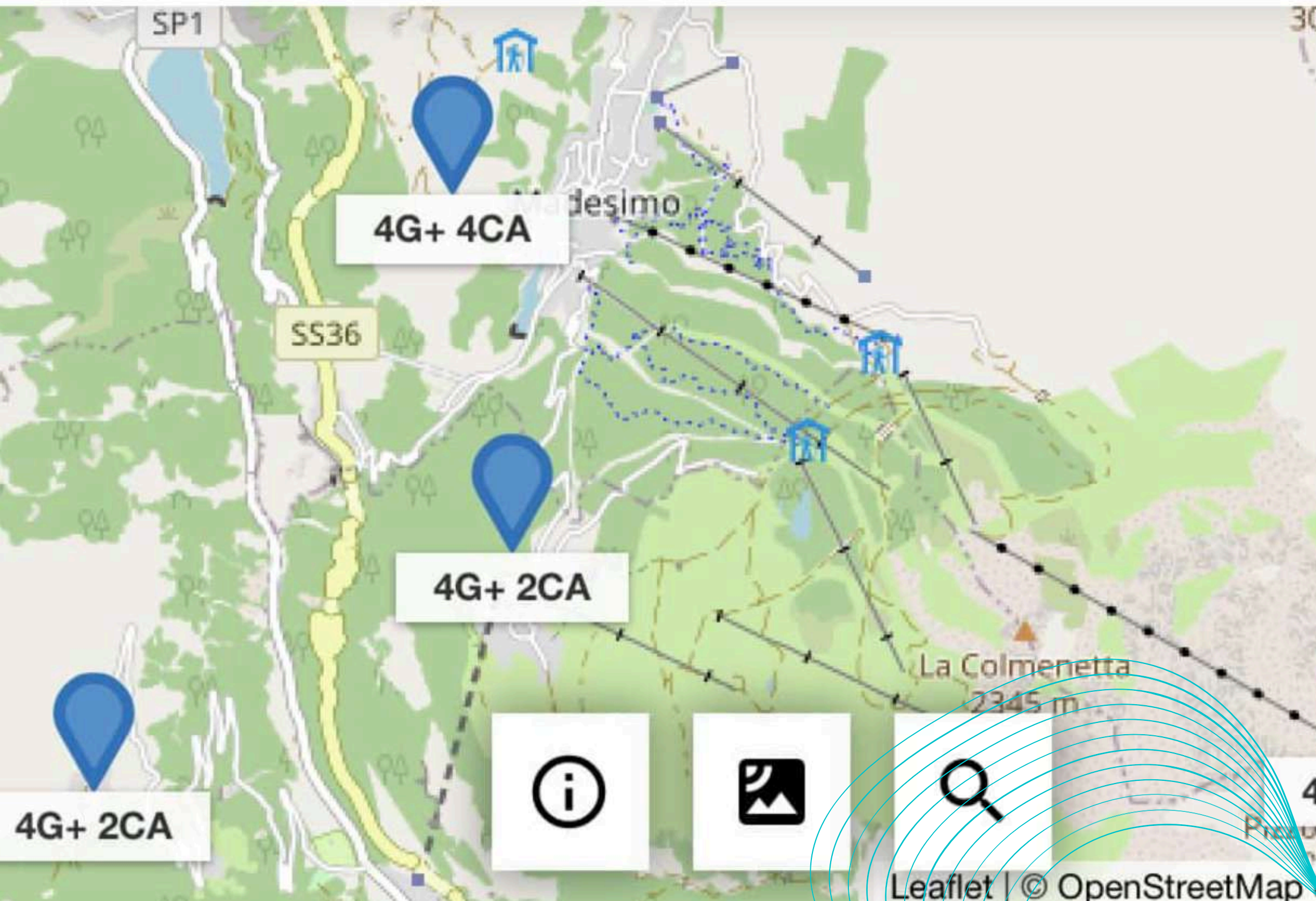
OpenSignal is an open-source app with coverage map of GSM connectivity:



LTE ITALY

Online map of
all the
transmission
towers of GSM:

<https://lteitaly.it/>



END OF DIGITAL DIVIDE?

The fight against the digital divide, the gap between who has access to internet and those who do not, may be won in a few years...

END OF DIGITAL DIVIDE?

...thanks to
satellite internet
constellations
such as Starlink

END OF DIGITAL DIVIDE?

They are made up by thousands of small satellites in low earth orbit (400 km) that offer ultra broadband connection (>100 Mbps) all over the world at competitive prices

END OF DIGITAL DIVIDE?

This is going to have a great impact in many sectors, **tourism included**. It's another silent revolution that is **changing our lives**

ACCOMMODATIONS

Beautiful surroundings / landscape to make stay remote workers more days in the accommodation

ACCOMMODATIONS

A room separated from the entrance hall (where guests meet/eat/speak loudly) with comfortable chairs / sofa / pillows, proper heating and lights



ACCOMMODATIONS

Sustainability: how electricity and heating are generated? How waste is disposed of? Can the location be reached using public transports?



ACCOMMODATIONS

Remote workers
often need a
washing machine
(for long stays)



ACCOMMODATIONS

Pet friendly (many remote workers travel with their mascots)



ACCOMMODATIONS

Vegetarian menu (if the accommodation is also a restaurant or a tavern)



ACCOMMODATIONS

Discount for long stays (crucial to attract remote workers)

ACCOMMODATIONS

Airbnb recently starting offering discounts of up to 50% for long stays of one month or more

ACCOMMODATIONS

The maximum duration of a touristic rent in Italy is 30 days, after that the contract must be registered at the tax office ("Agenzia delle Entrate")

COWORKING

If a town has many remote workers it can requalify an empty public building and open a free public coworking space to offer them an alternative to work alone

SUMMARY

Workation is here to stay and it will change our life style in several ways. Now it is possible to live in a hybrid way, spending part of the year in the city and part in the countryside

SUMMARY

Many remote workers'll still keep their primary residence in an urban area, but they'll also move and explore more the country where they live

REFERENCES

List of startup for workation and remote formation

Workation:

- NATworking: <https://www.natworking.eu>
- MyOrango: <https://www.myorango.com>
- SMACE: <https://www.smace.com>
- Remoto: <https://www.remotocommunity.it>
- SmartWay: <https://www.smartway.work>
- Wacation_it: <https://www.wacation.it>
- BorgoOffice: <https://www.borgooffice.it>
- EverywhereTEW: <https://www.everywheretew.it>

Thesis on Generative AI for Tourism available in the Moodle:

- Advancing tourism research with Artificial Intelligence: integrating Large Language Models for searching and extracting textual data from PNRR documentation (F. Kazemianrouhi 2024)