Master in Planning and Management of Tourism Systems

Workation

Nicola Cortesi

WORKATION

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

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

REMOTE WORKING

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

REMOTE WORKING

Imagine how society and tourism are going to change under the impact of a billion people that can work from anywhere

THE FIRST REMOTE WORKERS

Humanity was used to work and travel from anywhere before the agricultural revolution (10.000 BC)

THE FIRST REMOTE WORKERS

The nomadic life style has been our way of life for 300'000 years.

Remote working allows us to live travelling as our ancestors did, but with all the advantages of modern technology
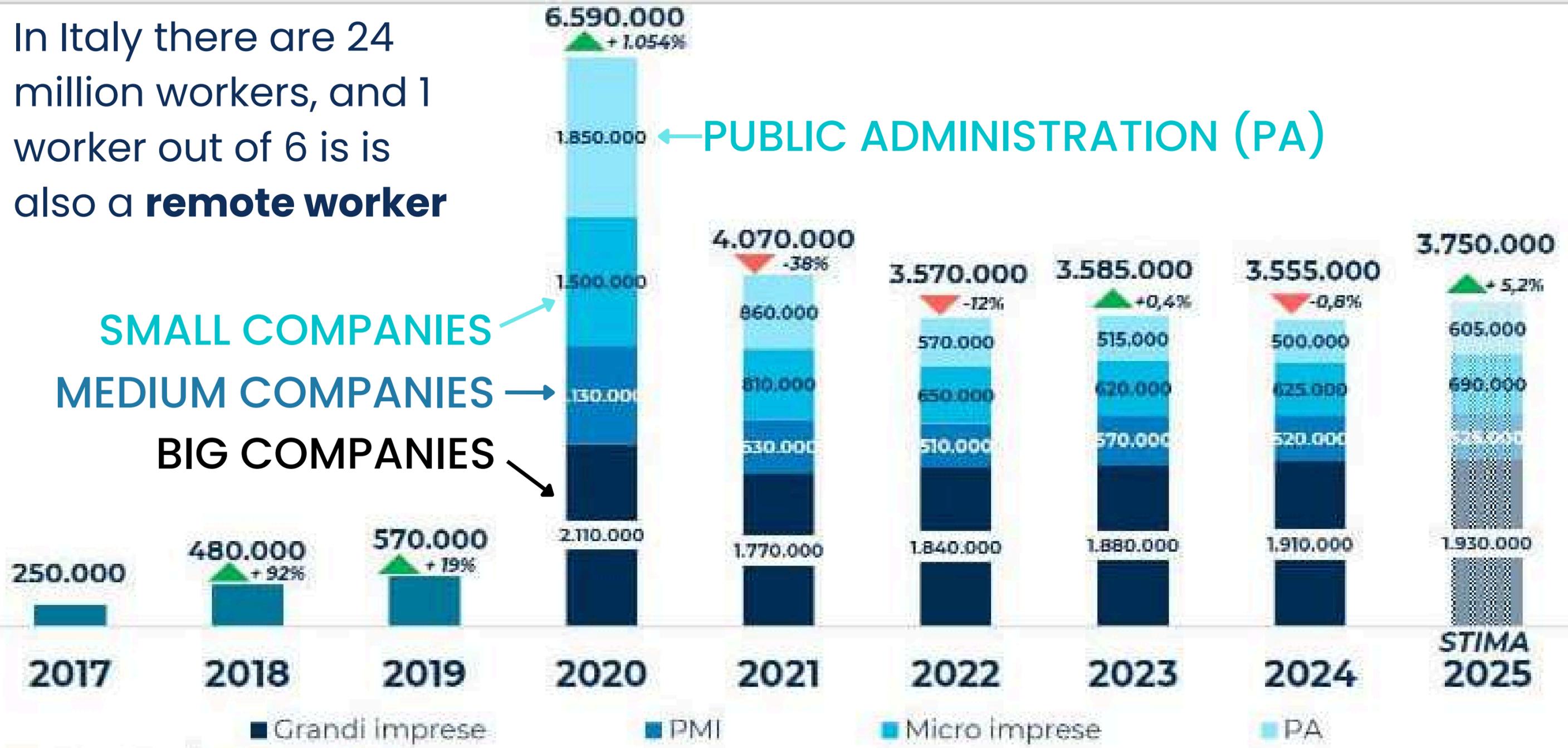
REMOTE WORKING IN ITALY

In Italy there are 24 million workers, and 1 worker out of 6 is is also a **remote worker**

SMALL COMPANIES

MEDIUM COMPANIES

BIG COMPANIES

PUBLIC ADMINISTRATION (PA)

6.590.000 ▲ + 1.054%
- 1.850.000
- 1.500.000
- 1.130.000
- 2.110.000

4.070.000 ▼ -38%
- 860.000
- 810.000
- 630.000
- 1.770.000

3.570.000 ▼ -12%
- 570.000
- 650.000
- 510.000
- 1.840.000

3.585.000 ▲ +0,4%
- 515.000
- 620.000
- 570.000
- 1.880.000

3.555.000 ▼ -0,8%
- 500.000
- 625.000
- 520.000
- 1.910.000

3.750.000 ▲ + 5,2%
- 605.000
- 690.000
- 575.000
- 1.930.000

250.000 — 2017

480.000 ▲ + 92% — 2018

570.000 ▲ + 19% — 2019

2020

2021

2022

2023

2024

STIMA 2025

■ Grandi imprese   ■ PMI   ■ Micro imprese   ■ PA

Beach working

Mountain working

Sea working (from a boat)

South working (south Italy)

Hybrid working (+office)

Digital Nomads (foreigners)

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

Bologna

Most remote workers still live in a metropolitan area, as cities'll always offer many services that will never be available in the towns of the inner areas

INF.TECN. FOR REMOTE WORK

As for Augmented Reality, also Remote Working doesn't need high-end technology: it was made possible just by the evolution of Internet, laptops, mobiles, online security and cloud computing

IT FOR REMOTE WORK

Productivity apps:

- Google docs
- Google sheets
- Canva (presentations)
- Overleaf (LaTeX)
- Cursor AI/Visual Studio Code (programming)
- GitLab (share code)
- Google Calendar (agenda)
- MS Suite (for compability)

IT FOR REMOTE WORK

Software for textual communications and file exchange:

- Whatsapp
- Telegram
- Slack
- WeTransfer
- FileTransfer
- PuTTY/MobaXTerm

IT FOR REMOTE WORK

Software for video conferencing:

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

IT FOR REMOTE WORK

Web Browser:

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

IT FOR REMOTE WORK

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

- Dropbox
- Google Drive
- MEGA
- OneDrive
- iCloud (Apple)

AI tools:

- ChatGPT/Gemini/Claude
- Sora2/Veo3/Genie3 (text2video)
- Notebook LM (text2podcasts)
- Google AI Studio (text2app)
- Leonardo AI (text2image)
- HeyGen (text2avatar)
- Elevenlabs/TTSynth (text2speech)
- Mootion AI (text2visualstories)

IT FOR REMOTE WORK

Other useful apps:

- I Love PDF (edit & compress PDF)
- fast.com (measure internet speed)
- Umap (create simple digital maps)
- Google Form/Typeform (create forms)
- Google Sites/Wix (create websites)
- Google Workplace (minutes meetings)
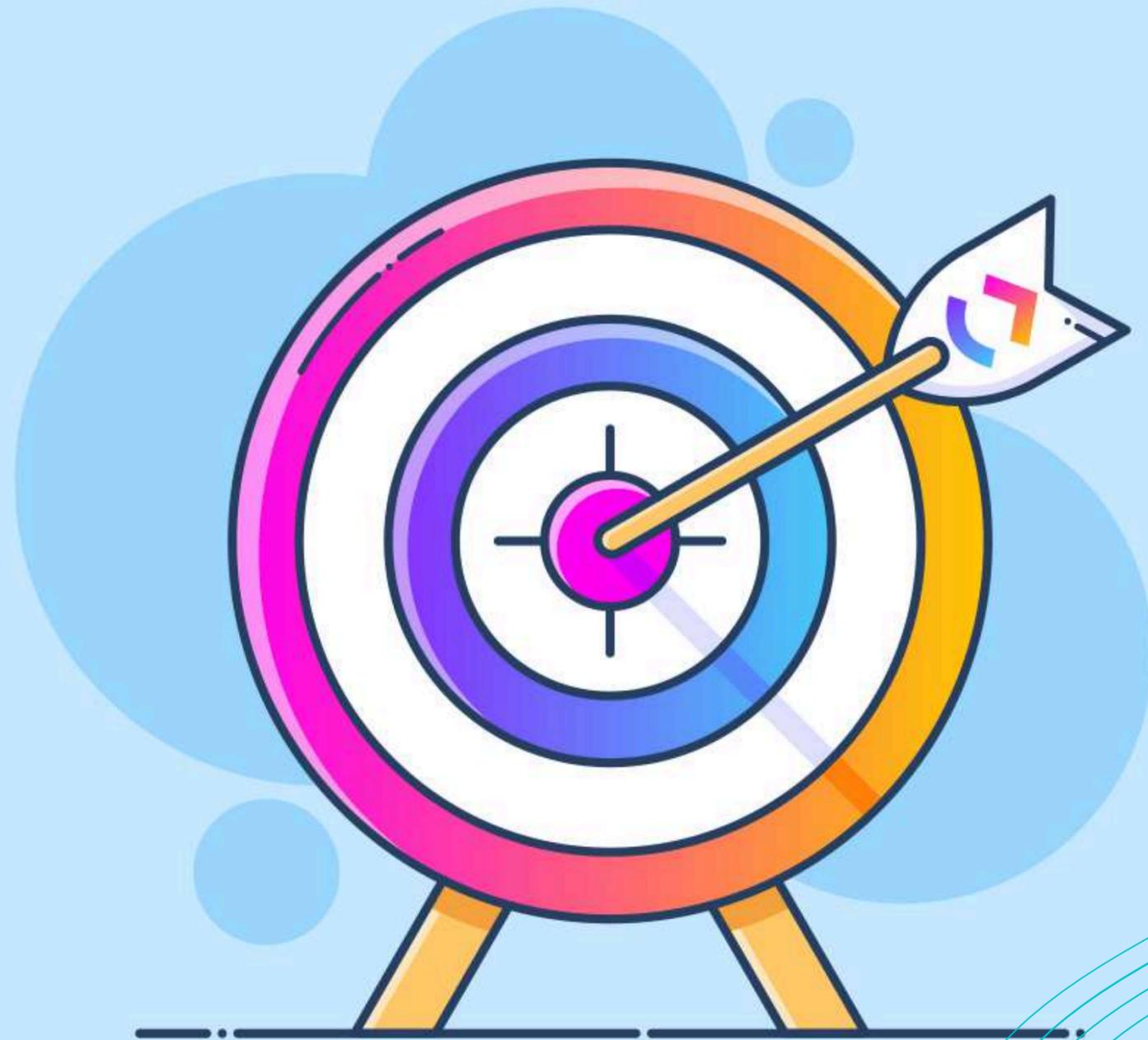- PayPal/Satispay (pay online)
- TaxMan (pay taxes)

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 and simulating a connection from any country of the world

Thanks to VPN, you can also use many AI tools in advance, as they are usually released for USA first and for the rest of the world later

SMART WORKING VS REMOTE WORKING

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

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

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 longer

LONG WEEKEND

The best travel formula is that of the long weekend in a town, coming back to the city on Monday or Tuesday

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")

IT for Tourism Services – Master in PMTS

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

ACCOMMODATIONS

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

ACCOMMODATIONS

Pet friendly (many remote workers travel with their mascots)

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
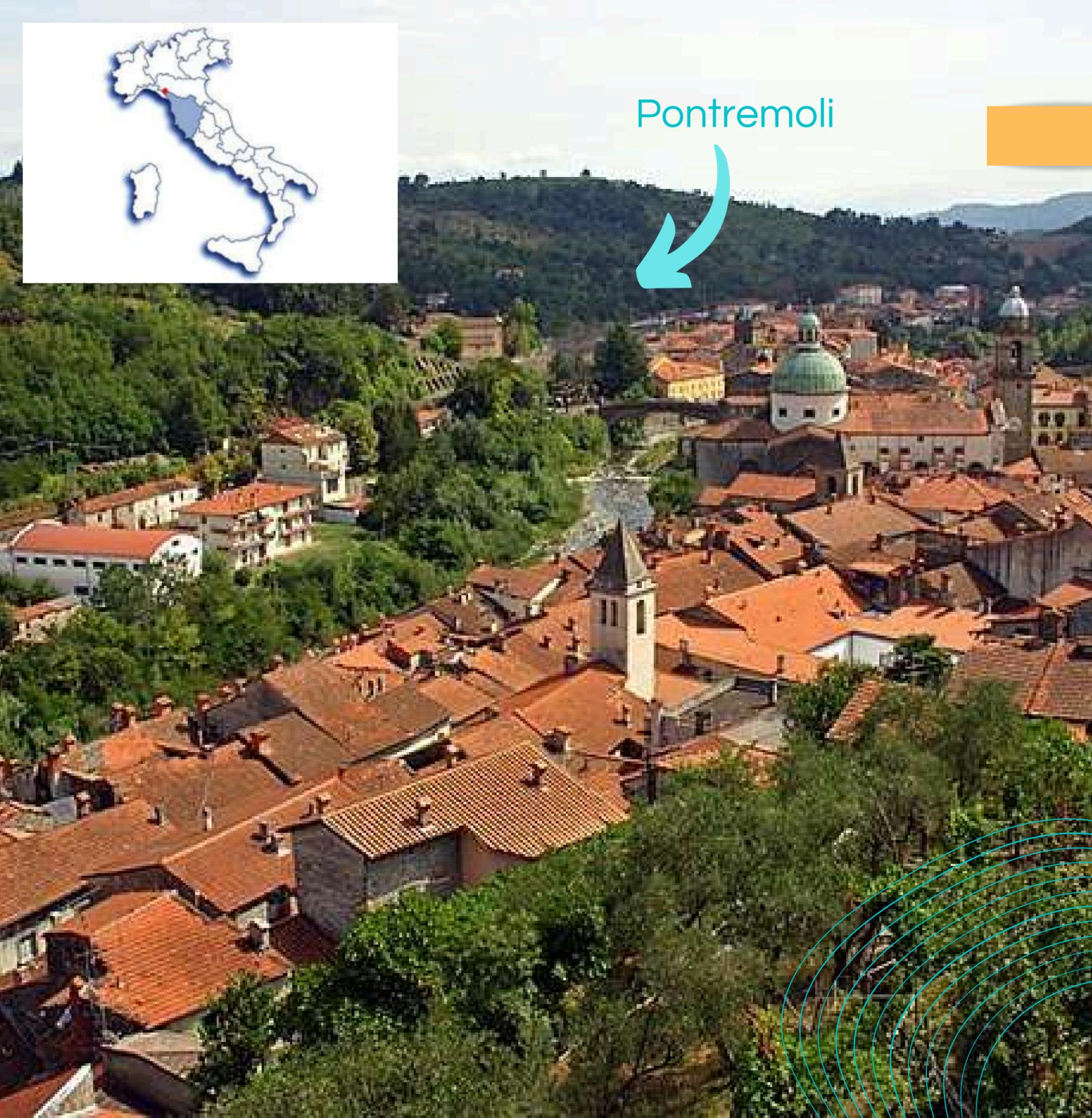
COMMUNITY HUBS

They are meeting points for both remote workers and town residents:

- coworking
- bar/restaurant
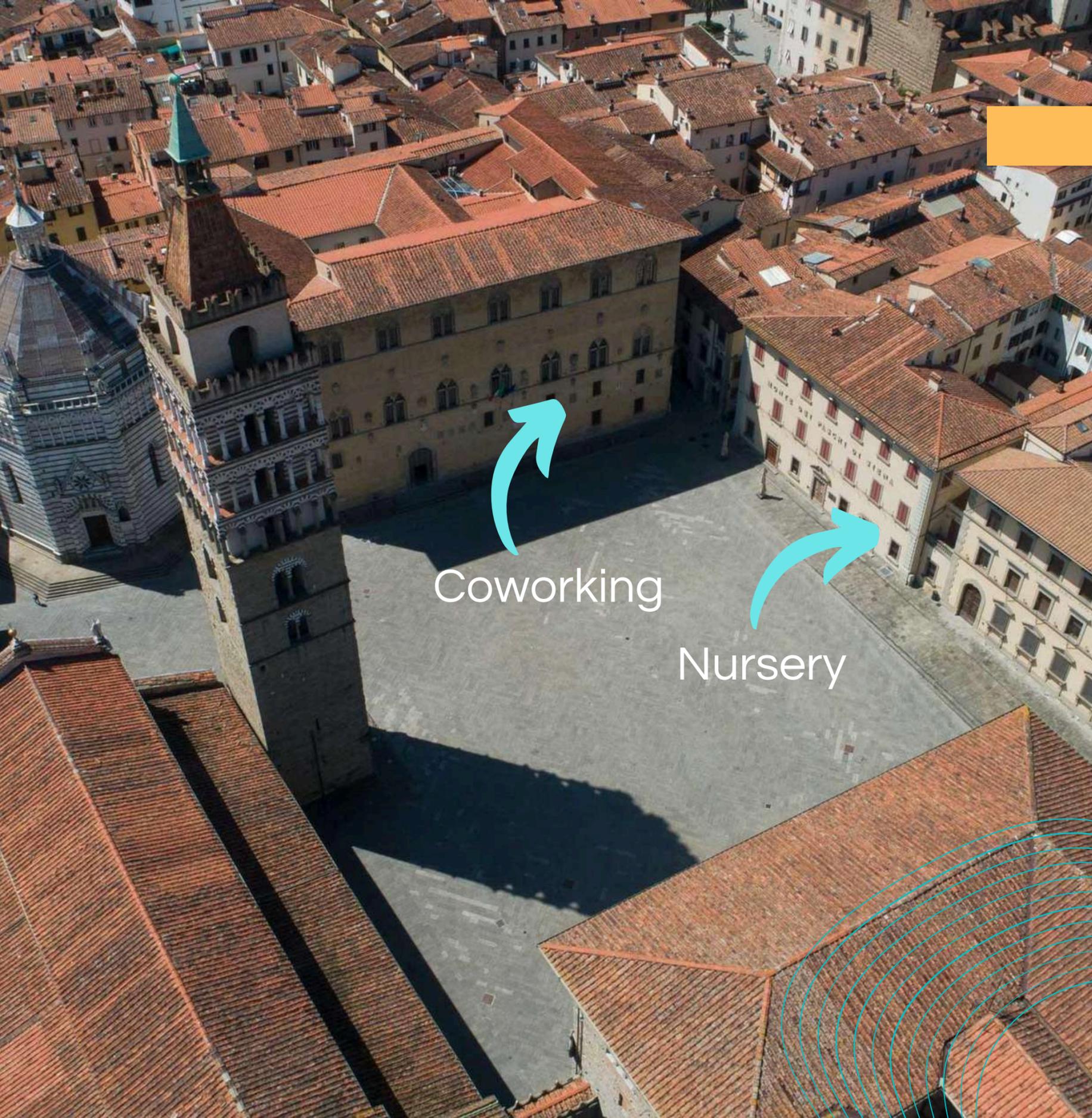- workshops for artisans
- nursery
- conference hall
- library

Pontremoli

SUCCESS STORIES

The town of Pontremoli (7000 people, Tuscany) 5 years ago launched a successful marketing campaign to attract remote workers and digital nomads

SUCCESS STORIES

In a similar way, the nearby town of Pistoia also attracted digital nomads and even familes of digital nomads (usually managers) from other countries that visit Tuscany for some months and work nearby the nursery of their children

Coworking

Nursery

All successful towns could count not only on a clever local administration but also on a supporting community

IT are not the main factor to attract tourists: it is much more important to have a good local community and a good local administration

SECOND HOUSES

Almost 1 in 5 italians has a second house, for a total of 11 millions of people, but 40% of them are not used

SECOND HOUSES

Workation from the second house **is the cheapest travel formula** for remote workers. They are finally able to spend more time in their second house (e.g: months instead of weeks)

SECOND HOUSES

To facilitate their stayings even more, municipalites are now offer free wifi connection, so remote workers won't have to pay a subscription for it

Bergamo
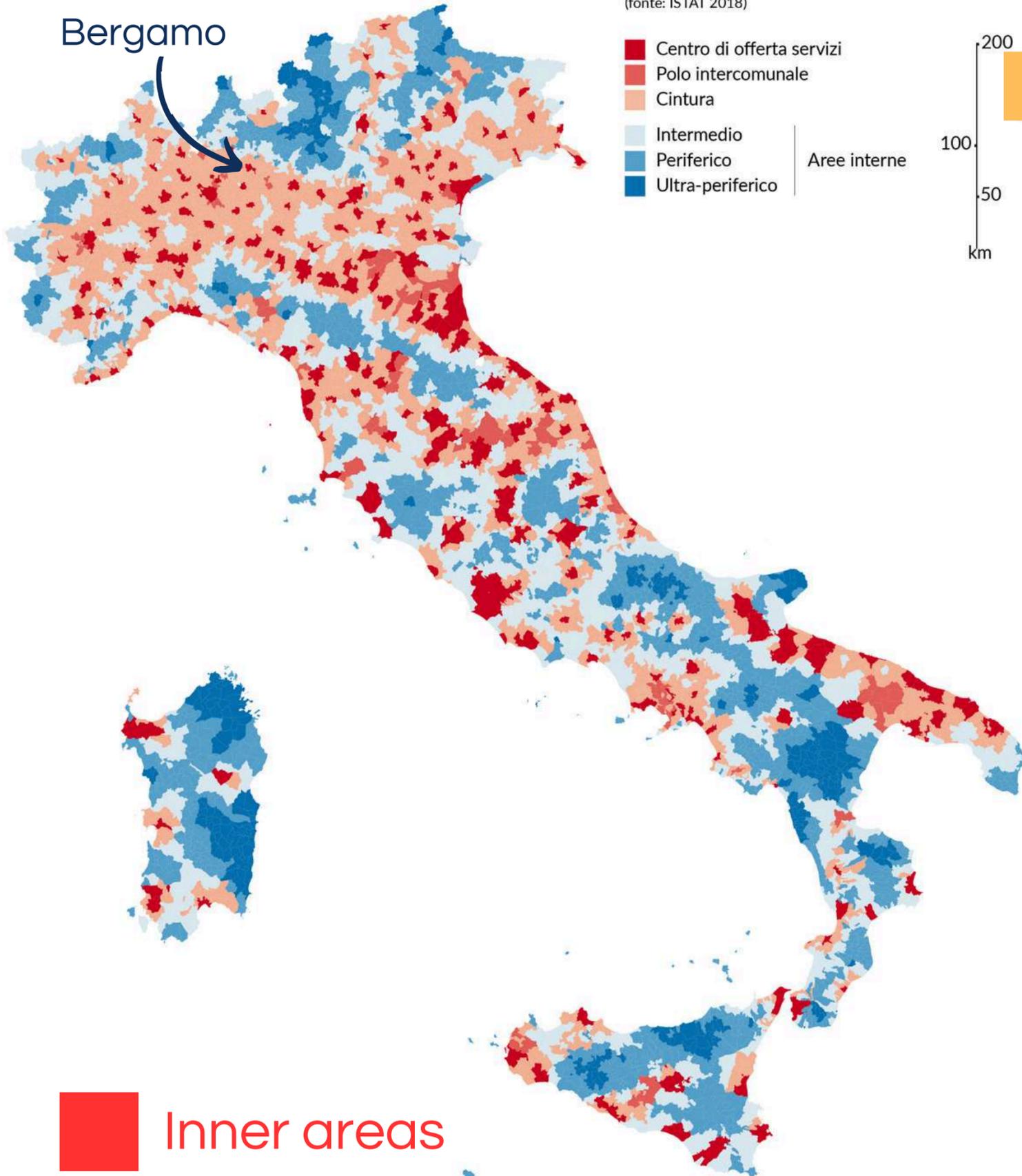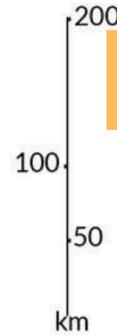
CLASSIFICAZIONE AREE INTERNE
(fonte: ISTAT 2018)

- Centro di offerta servizi
- Polo intercomunale
- Cintura
- Intermedio
- Periferico — Aree interne
- Ultra-periferico

200
100
50
km

Inner areas

INNER AREAS

59% of Italy are inner areas (blue color) with no nearby access to essential services (health, instructions, mobility)

Definition of inner areas:
https://www.openpolis.it/parole/che-cosa-sono-le-aree-interne/

REGENERATION STRATEGIES

Regeneration and repopulation in the inner areas will be different from what we imagine

WORKSHOP: ICT AND REGENERATION STRATEGIES IN THE ALPS

1st semester of the 2nd year

Credits & hours

- 3 credits
- 18 hours (2 days)
- max 10 participants

Where

- Varenna (Lake of Como),
  on the "Sentiero del Viandante"

MOUNTAIN WORKING

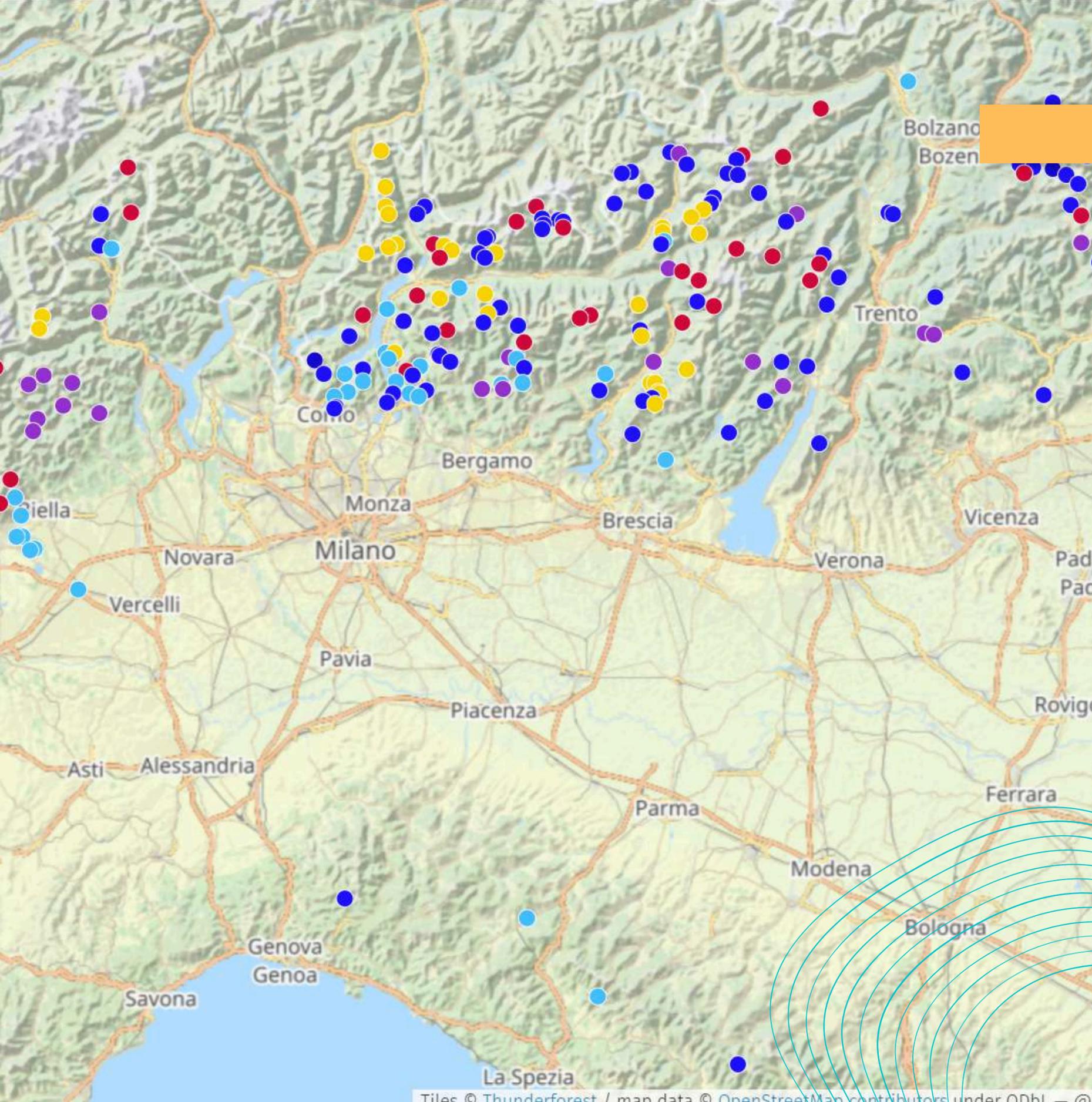Map and dataset of mountain huts and accommodations ideal for remote workers:

https://umap.openstreetmap.fr/en/map/smart-huts-20_508708

Red points: huts far from roads
Blue points: huts close to roads
Yellow points: free huts
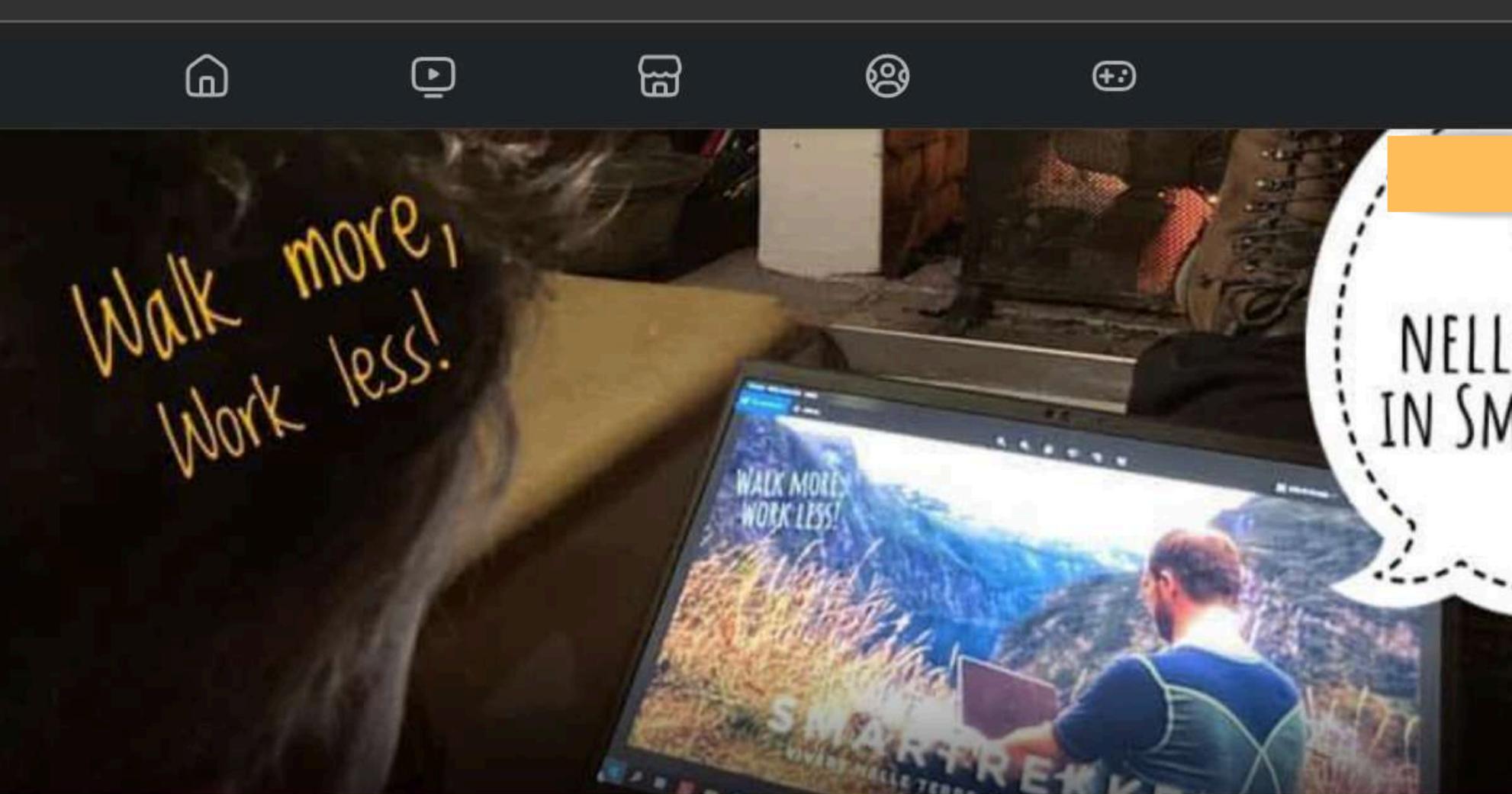Light blue points: accommodations in towns

IT for Tourism Services – Master in PMTS

MOUNTAIN WORKING

The fb group "Smart Trekkers" aims at helping remote workers finding the best places to work in the Alps

SECOND PROJECT WORK

Ancient Greeks worked a lot too, but they enjoyed working, dedicating their lives to the pursuit of art and knowledge

SECOND PROJECT WORK

This project might be one of these activities: you have inherited the immaterial heritage of all travel citations of mankind

https://www.tiktok.com/@time.travelers.official

TIKTOK CHANNELS (LAST TABLE IN THE MOODLE)

	A	B	C	D	E	F	G	H	I	J
58	47	Stefania Pasqualini	Italy	Italian	English	Spanish	French	Old	2	22
59	49	Vittoria Marras	Italy	Italian	English	Russian		New	-	3
60	50	Wajeeha Butt	Pakistan	Urdu	English			?	-	0
61	51	Zhanel Chalabayeva	Kazakhstan	Kazakh	English	Russian		New	-	0
62	52	Zinaida Panisko	Ukraine	Ukrainian	English	Russian		Old	-	0

	Channel #	Language	Number of students assigned to the TikTok channel	Admin name [channel coordinator]	Social media	Channel name [it should be related to travels, truth, heritage, open the mind, wisdom]	Channel description [a short sentence that will appear below the channel name]	Tags [translate the tags of the English channel, changing them a little bit]	Number of videos published per day	Expected number of visualizations per day of the channel	Stude
67	1	Arabic	1	Karima Labouiti	TikTok				1	250	Karima Labc
68	2	Bangla	1	Md Nayeem Mia	TikTok				1	250	Md Nayeem
69	3	Dutch	2		TikTok				1	250	Aranka Turl
70	4	English	1	Nicola Cortesi	TikTok	Time Travelers	Travel with the Brightest Minds of all Ti	#travel #heritage #citations #	4	1000	Claudia Nic
71	5	French	6		TikTok				4	1000	Silvia Papar
72	6	German	7		TikTok				4	1000	Marta Piova
73	7	Hindi	1	Kartik Choudhary	Instagram?				1	250	Kartik Chou
74	8	Italian	2		TikTok				4	1000	Giorgia Azzo
75	9	Kazakh	1	Zhanel Chalabayeva	TikTok				1	250	Zhanel Chal
76	10	Japanese	6		TikTok				4	1000	Elisa Nervi
77	11	Mandarin	1	Huang Ling Ling	Douyin?				1	250	Huang Ling
78	12	Persian	4		Instagram?				3	750	Sama Koha
79	13	Russian	5		TikTok				4	1000	Alena Shch
80	14	Spanish	7		TikTok				4	1000	Stefania Pa:
81	15	Turkish	2		TikTok				2	250	Seçil Uyar
82	16	Ukrainian	1	Zinaida Panisko	TikTok				1	250	Zinaida Pan
83	17	Urdu	1	Wajeeha Butt	TikTok				1	250	Wajeeha Bu
84	18	Vietnamese	1	Huyen Trang Nguyen	TikTok				1	250	Huyen Tran
85								Total number per day:	42	10250	
86								Total number per year:	15330	3741250	

PROJECT WORKS

- Insert eventual new arrivals in the groups
- Check if other students have issues with their group number
- Check students with "?" if they are present in class
- Check students with 0 or 1 post published until now
- Explain the last part of the citation dataset
- Check the student's revisions of the translations of the short videos (#1-875)
- At the written exam, all the members of the group with the highest number of visualizations will receive a bonus of 10 points

TIKTOK SHORT VIDEOS WITH CANVA

How to make the short videos in each language:

1. Login to Canva (www.canva.com)
2. Create your own copy of the "Templates of Short Videos", also available in the Moodle: https://www.canva.com/design/DAG1xnurUkM/s7oAwc91ZFHLP3ORCBiltg/edit
3. Replace the citations #1-48 in the template with the translated versions in your channel language, taken form citations #1-48 of our citation dataset. Replace the author names too
4. Change the font, the text color and format of the citations as you like. Always use the same formatting in all videos.
5. Replace the background video of the ring of fire with another background of your choice (use the "Uploads" menu in the left part of the Canva window. Do not buy the premium license of Canva). Use a video that attract the attention. There are many videos available in Canva, but only to Premium users. However, you can create short videos of 8 second with Veo2, using Google AI Studio
6. Replace the digital voices of the template with other ones in your language. Alternate one video with a female voice and one with a male voice (choose the two you like more). You can use the voices available in the free version of ElevenLabs (https://elevenlabs.io) or TTSynth (https://ttsynth.com), if you don't find any good voices in Elevenlabs.

TIKTOK SHORT VIDEOS WITH CANVA

7. Replace the background music (the longest audio track at the bottom) with another one of your choice (not copyrighted). Both the background music and the video will be the same for all short videos.

8. Create one Canva project for each citation, as only Premium users can save projects with more than one video

9. When you have made the short video of the first travel citation, create a copy the whole project, rename is as "spanish1" (replace spanish with your language) and delete the other 47 videos, leaving only the first one

10. Download on your laptop the video of project 1 as an .mp4: "spanish1.mp4"

11. Copy project "spanish1" and rename it as "spanish2"

12. Make the video of the second travel citation and download it as "spanish2.mp4"

13. Repeat steps 11-12 to make the first 3 videos each; try different styles and at the next lesson you wil choose the best ones between all videos of the companions of your group

14. Create a google drive shared by all the members of your group and copy all your videos

17. Each channel admin has to invite me to the google drive too (by sharing at top right my email: nicola.cortesi@guest.unibg.it)

TASKS FOR NEXT LESSON

- First project work: go on as usual, but do not take posts from the group of Dolomites for Beginners anymore as next week we are going to invite the member of that group
- Second project work:
  - Join the english version of our TikTok channel, if you didn't do it already (link in the Moodle too): https://www.tiktok.com/@time.travelers.official
  - each member of the group will make the first 3 short videos using a tool of his/her choice.
  - Do not create any TikTok channels yet, as you need to create enough videos before
- Deadline for the selfies on the high stairs of Bergamo anticipated to the 10th of November
- Suggested movie of the week: The Man from Earth (2007), by Richard Schenkman:
  https://www.youtube.com/watch?v=oQKw0S5BZ9Q
- Next week we are going to speak of Digital Maps and Tourism in Bergamo
- Other suggested videos on the impact of AI on work and on our society:
  - https://www.youtube.com/watch?v=ouLthCcKmrw
  - https://www.youtube.com/watch?v=UcIrVWafRAI&t=115s
  - https://www.youtube.com/watch?v=DQPLVrhHjAI
  - https://www.youtube.com/watch?v=ZeCkrK5Fi34
  - https://www.youtube.com/watch?v=p1yCOdp2vs0
  - https://www.youtube.com/watch?v=IqwSb2hO1jE