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Guest Net

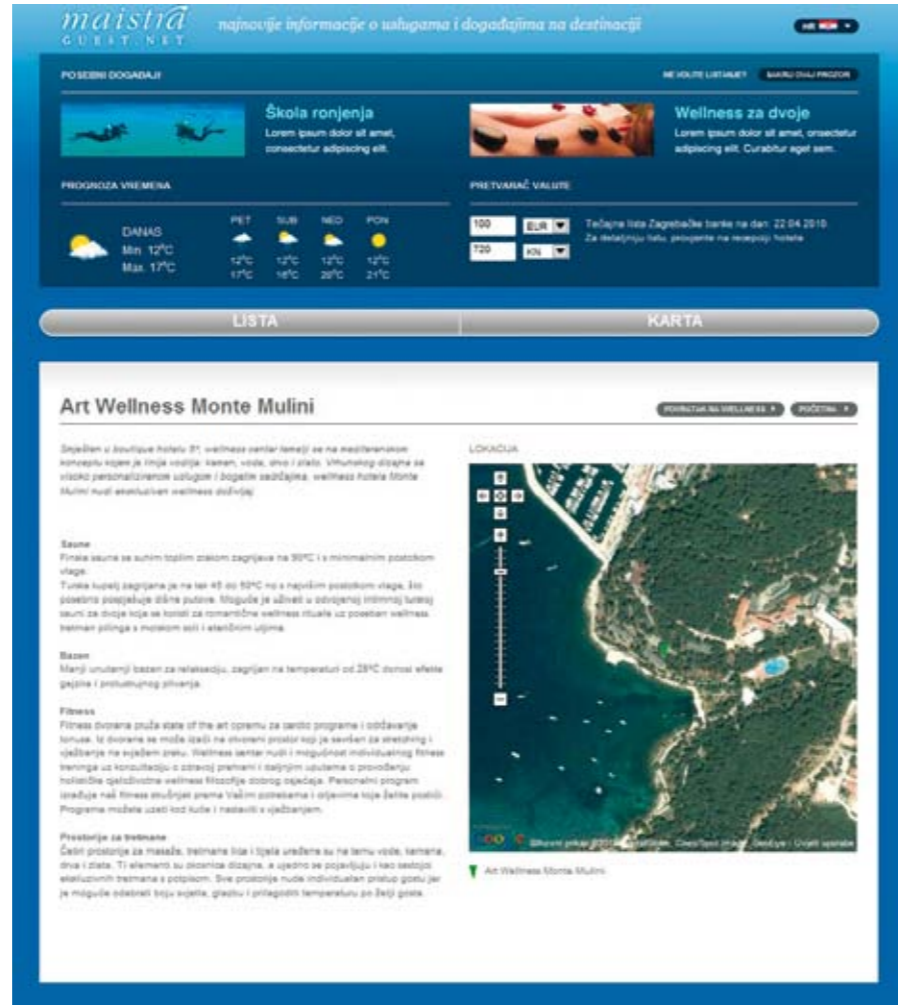


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STRAST KREATIVNOSTI THE PASSION OF CREATIVITY
MAISTRINA GASTRO ŠKOLA MAISTRA'S GASTRO SCHOOL
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Razvoj sustava povjeren je softverskoj tvrtki Multilink / The development of the system was entrusted to the software company Multilink

Guest Net

Čim se gost spoji na internet, Guest net će mu pružiti informacije o objektu u kojem se nalazi, uslugama i događanjima u neposrednom okruženju, ali i na području cijele Istre

Obogaćivanje destinacija novim sadržajima i povećavanje zadovoljstva gostiju trajni su izazovi modernog hotelijerstva. Maistra na te izazove odgovara stalnom nadogradnjom svojih usluga, a najnoviji među njima je projekt Guest net. Riječ je o internetskoj stranici kojom će gostima u svakom od objekata Maistre biti dostupne informacije o

As soon as a guest connects to the Internet, Guest Net will offer them information about the place where they are staying, the services and events in the immediate surroundings, but also of the entire area of Istria

Enriching the destinations with new programs and increasing the guests' satisfaction are permanent challenges in modern hotel tourism. Maistra meets those challenges by constantly upgrading its services, and the latest among those services is Guest Net. This is a web site which will

najnovijim događanjima i uslugama u njihovu neposrednom okruženju. Razvoj sustava povjeren je softverskoj tvrtki Multilink, u kojoj ističu da će Guest net za svakoga gosta biti svojevrsan prozor u svijet Maistre.

Brza i cjelovita informacija

Čim se gost spoji na internet, bilo putem svoga prijenosnog računala bežičnom mrežom u objektima Maistre, bilo putem računala u internet kornerima u Maistrinim objektima, ili putem info point mjesta, otvorit će se stranica Guest neta s nizom za goste korisnih informacija. Sustav će, štoviše, prepoznavati mjesto odakle se gost spaja te će se početne informacije odnositi upravo na objekt u kojem se nalazi te usluge i događanja u tom objektu. Daljnjim „surfanjem“ po stranici gosti će doznati informacije o događanjima i uslugama u drugim

provide the guests in every Maistra facility with information about the latest events and services in their immediate surroundings. The development of the system was entrusted to the software company Multilink, in which they emphasize that Guest Net will be a sort of window into Maistra's world for every guest.

Fast and Complete Information

As soon as the guest connects to the Internet, whether on his personal computer by wireless connection in Maistra's facilities, on computers at Internet corners in Maistra's buildings, or at info points, and after establishing a connection the Guest Net site will appear with a series of useful information for the guests. Moreover, the system will be able to recognize the place from which the guest connects, so the first information will relate exactly to that facility where they are

objektima Maistre, unutar destinacije na kojoj se nalaze, pa čak i na području cijele Istre.

Maistra će Guest netom promovirati sadržaje iz vlastite ponude kao i događanja koja organizira u svojim objektima. Uz to, budući da Maistra kao društveno odgovorna kompanija, sudjeluje u nizu projekata u destinacijama u kojima posluje, putem Guest neta promovirat će se i ona događanja u koja je Maistra uključena kao suorganizator ili sponzor u suradnji s Turističkim zajednicama ili Gradom Rovinjem. Putem Guest neta gostima Maistrinih objekata bit će dostupne i najnovije informacije o najznačajnijim događanjima na području Istre koji bi ih mogli zanimati.

“Za razliku od klasičnih internetskih stranica kojima je prvenstvena namjena predstavljanja Maistre i njene ponude s ciljem privlačenja gostiju, Guest net je namijenjen onim gostima koji već borave u objektima Maistre. Želja nam je da boravak naših gostiju podignemo na višu razinu. U Maistri i inače organiziramo niz sadržaja, događanja i usluga, a o njima ćemo sada moći još učinkovitije informirati goste. Štoviše, oni će sami moći tražiti, birati i informirati se o uslugama i događanjima koji ih zanimaju. Cilj ovoga projekta je obogatiti boravak gostiju dodatnim sadržajima jer vjerujemo da ćemo time postići da se gosti naših objekata osjećaju još ugodnije i još zadovoljnije” – kažu u Maistri.

Četiri glavna područja

Sustav Guest neta u početku će funkcionirati preko interneta, ali ubrzo će se prilagoditi i za prikazivanje putem mobilnih telefona, kao i putem kanala interne televizije u svim sobama Maistrinih objekata. Info point mjesta u hotelima također će omogućavati pristup korisnim sadržajima Guest neta, a razmatra se i mogućnost postavljanja takvih informativnih točaka s touchscreenovima na frekventnim lokacijama.

Poruke koje će se plasirati putem Guest neta bit će podijeljene u četiri glavna područja interesa. Prvo je područje „događanja“, unutar kojeg će biti predstavljena sva kulturno-zabavna događanja u objektima Maistre, ali i šire. Slijede potom „restorani i barovi“, gdje će se predstavljati usluga u restoranima i barovima Maistre, područje „sport“, u kojem će biti predstavljena ponuda sporta i rekreacije te na kraju „wellness“ ` područje kroz koje će se predstavljati specifična wellness ponuda Maistre.

Kroz ta četiri područja bit će dostupne sve relevantne informacije koje mogu biti zanimljive gostima Maistre. Svako događanje i usluga bit će predstavljeni multimedijalno, sa svim detaljima, te na četiri jezika. Uz hrvatski, gosti će se moći informirati na engleskom, njemačkom i talijanskom jeziku.

and the services and events in that facility. By further surfing the site, the guests will be able to find out about the events and services in other Maistra facilities, in the destination where they are located, and even over the entire area of Istria.

Through Guest Net Maistra will promote the features from its own attractions, as well as events organized within its facilities. Besides that, Maistra, as a socially responsible company, participates in a series of projects in the destinations where it does business and through Guest Net it will also promote those events in which Maistra participates as co-organizer or sponsor in cooperation with Tourist Boards or the City of Rovinj. Guest Net will provide the guests of Maistra's facilities with the latest information about the most significant events in the area of Istria, which may be of interest.

“As opposed to classic web sites, whose primary purpose is to present Maistra and its offers in order to attract guests, Guest Net is intended for the guests who are already staying in its facilities. We would like to raise the stay of our guests to a higher level. We in Maistra often organize a series of programs, events and services, and now we will be able to inform our guests more efficiently about them. Moreover, they will be able to search, choose and inform themselves about services and events which interest them the most. Our goal with this project is to enrich the stay of our guests with additional programs, because through this we believe that our guests will feel more comfortable and more satisfied” – they say in Maistra.

Four Main Areas

At the beginning the Guest Net's system will function over the Internet, but it will soon be adjusted for display on mobile phones, as well as on the internal television channel in all rooms of Maistra's facilities. Info points in hotels will also enable the access to the useful content of Guest Net, while the possibility of setting such information points with touch screens at frequent locations is still being considered.

The messages launched through Guest Net will be grouped into four main areas of interest. The first area is “Events” which will show all cultural entertaining events in Maistra's facilities, and beyond. This is followed by “Restaurants and Bars” which will present the service in Maistra's restaurants and bars, the area of “Sports”, which will show the offer of sports and recreation, and at the end, “Wellness”, the area which will present specific Maistra wellness features .

These four areas will provide virtually all relevant information, which may interest Maistra's guests. Each event and service will be presented in multimedia manner, with all details in four languages. Besides Croatian, the guests can read in English, German and Italian.

Maistrin sustav Guest net prvi je takve vrste u Hrvatskoj, što Maistru i na tom području čini pionir u stvaranju uvjeta za sadržajan i ugodan boravak zadovoljnih gostiju.

Maistra's Guest Net system is the first of its kind in Croatia, which makes Maistra a pioneer in the area of creating conditions for a meaningful and pleasant stay for its satisfied guests.





Interaktivni servis

No, tu nije kraj: Guest net će nuditi i niz servisnih informacija, povezanih s interaktivnom kartom. Gost će tako vrlo lako moći pronaći najbližu benzinsku crpku, bankomat, put do nekog Maistrinog restorana, plaže, lokaciju pošte i niz drugih detalja koji svakom turistu mogu biti zanimljivi ili potrebni.

Uvođenjem programa Guest net, Maistra unosi novu kvalitetu u komunikaciju sa svojim gostima. Uz postojeće oblike informiranja – od MCM magazina koji držite u rukama do info ploča i ljubaznog osoblja na recepcijama – gosti dobivaju i dodatnu mogućnost pristupa brzim, sveobuhvatnim, multimedijalno uobličanim informacijama s nizom popratnih sadržaja, i to kontinuirano, 24 sata na dan, sedam dana u tjednu. Informacije će stalno biti nadohvat ruke: kad gost poželi otići u neki drugi restoran, na drugi wellness tretman, rekreirati se u nekom sportskom parku, opustiti se u ugodnom ambijentu nekoga bara ili doživjeti uzbudljive trenutke na nekoj zabavnoj priredbi.

Kaže se da se dobar domaćin prepoznaje po tome koliko se brine da njegov gost bude zadovoljan i da vrijeme provodi sadržajno na ugodnim mjestima. Maistra je kompanija koju se prepoznaje po sustavnoj brizi za ugodan boravak gostiju u Rovinju i objektima Maistre. Uvođenje programa Guest net još je jedan, značajan korak prema još zadovoljnijem gostu.

Interactive Service

But this is not the end: Guest Net will offer a series of service information, connected via an interactive map. Guests will very easily be able to find the closest gas station, ATM, the way to a Maistra restaurant, a beach, the location of a post office and a series of other details, which may interest or be necessary for every tourist.

By introducing the Guest Net program, Maistra brings a new quality to communication with its guests. Besides the existing forms of providing information – from the MCM Magazine which you are holding in your hands to info boards and its kind staff at reception desks – the guests have an additional possibility to access fast, comprehensive, multimedia information with a series of accompanying programs, continuously, 24 hours a day, seven days a week. The information will constantly be within reach: when a guest wants to go to another restaurant, another wellness treatment, to enjoy a sports park, to relax in pleasant surroundings of a bar or to experience exciting moments at an entertaining event.

It is said that a good host is recognized by ensuring that his guest is satisfied and that he spends his time meaningfully in pleasant places. Maistra is a company recognized by its systematic care for a comfortable stay of guests in Rovinj and Maistra's facilities. Introduction of the Guest Net program is another significant step towards a more satisfied guest.