

**Graduation project 2**

**Climora Resort**

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**Climora Resort**

**Introduction:**

Climora Resort is located on the stunning Zabargad Island in Egypt, and it is the first island in the world where guests have control over the weather. The resort is designed for the new generation of travelers who want more than the average vacation. At Climora, you can choose to have nice sunny weather, light rain, or even snow, regardless of the weather conditions outside.

Climora addresses a major issue facing the modern travel industry. Commonly, vacation spots encounter bad weather, which can ruin plans and disappoint guests. Especially today, with climate change making it even worse and seasons less predictable. Climora fixes this and allows people to choose the weather of their vacation at any point in the year.

Another main objective of Climora is to address the issue of boredom. Today, many travelers want unique and different experiences. At our resort guests can enjoy unique climates, participate in different themed, fun-driven activities, and have an experience that is personalized and never boring.

Additionally, the clean energy used at Climora, powered by the sun, wind and water, means it is eco-friendly in its design. Climora Resort is not just a relaxing place to stay; it is an intelligent, entertaining glimpse into the possibilities of future travel.

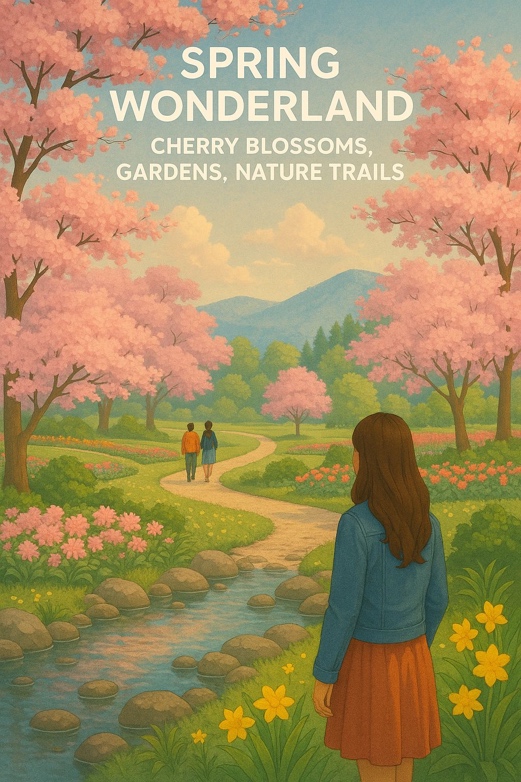
**Idea description:**

Climora Resort is a climate-controlled island on Zabargad Island, Egypt, that allows guests to select their own weather such as having snow in summertime or sun in wintertime. The resort is divided into climate 4 seasons (autumn, winter, spring & summer) with activities and environments that fit each climate zone. Designed to fight boredom and build experience around your preferences, Climora creates a unique opportunity to have fun, luxury, and sustainability in a new and innovative way, using clean energy.

**Island model:**



**Our zones:**



**Logo:**



**Slogan:**

“Dream Weather, Powered by Nature.”

We choose this slogan as it directly reflects our ambition to sustainability and climate control.

**Features & benefits:**

1. **Features:**

**Diverse Climate Zones**

The island resort is divided into themed zones each with its own climate paradigm such as autumn, winter, spring & summer.

* **Wellness Zone:** hot springs, mediation gardens, spas.
* **Adventure Zone:** zip-lines and submarine caves.
* **Romance Zone:** cabanas in sunset, secluded beaches.
* **Family Zone:** kids clubs, water parks.

**Custom Climate Controls**

Guests have full control of temperature, humidity, and light weather displays in their private villas.

**Activating Themed Activities**

Within each zone, we showcase activities true to its climate being inspired to do snow activities, beach parties or forest hikes.

**Wellness-Centred Climates**

The spa zones will all obtain natural climate elements (dry heat, cool breezes, etc.) towards relaxation and health.

**Unlimited Seasonal Flexibility**

Enjoying weather not set by the world seasons allows you to enjoy the feeling of a particular season at any given time.

**Clean Renewable Energy Usage**

The resort effectively uses solar, wind, and water energy systems.

**Dynamic Entertainment Venues**

The zones are intended to allow for constant change and interaction, using smart technology and immersive technologies.

1. **Benefits:**

**Personalized Vacation Experience**

When guests can each enjoy their perfect weather and surround themselves with suitable activities, the possibilities for memorable experiences are endless.

**No Weather-Related Disappointments**

Guests will never be disappointed, as rain, heat waves, or storms can never ruin the guests’ planned activities. Perfect conditions are always available.

**No Boredom**

With continually changing settings, themes, and dynamic/interactive elements, guests will never experience or discover boredom.

**Health & Wellness Facilitation**

Specific climates will assist every guest to relax, recharge, and improve overall wellness naturally.

**Sustainable Luxury**

Travelers will experience the comforts of home and innovative best practices while being supporters of a sustainable environmental life cycle.

**Tourism Attractiveness All Year Long**

Climora attracts visitors, even during off-peak periods, which improves the local economy, and tourism flow.

**Research problem:**

Today's tourism industry, especially island resorts, face a significant challenge: weather conditions, climate unpredictability, and changing seasons. Disrupting travel plans, lessening guest satisfaction, and affecting a resort's ability to operate year-round as intended is increasingly common. Environmental uncertainty lies at the heart of the issue that does not allow resorts to create a consistently enjoyable experience. To add to the challenges are the ever-growing traveler demands for vacation personalization and un-structured travels. Because traditional resorts are fixed in physical and operational environments, they're less able to personalize or pivot an engagement for visitors; therefore, a resort creates boredom and disinterest before a guest's expected departure. Addressing the inability to control weather, is critical to reconceptualizing the future of travel, and guest satisfaction.

**Research Objectives:**

1. Fill the gap of weather boredom that tourists face through our flexible service in choosing any weather to spend their vacation in according to their preferences or mood.
2. To be fully operating as an ecofriendly luxury resort and be number one in this field.
3. To be advanced more in providing the technology needed to perform our operations to activate the climate zones we want to make and meet customers’ needs and wants.

**Literature review**

Our Climora Resort initiative addresses climate change risks to susceptible islands through a fusion of smart technology and green tourism. Research indicates climate change surpasses pandemics as a short-term crisis for island nations, with flooding and hurricanes posing an existential risk to their survival. Our approach applies AI-driven climate systems and clean energy to develop weather-resistant tourist areas while reducing emissions Seawall studies warn that local communities must be involved in infrastructure projects for them to succeed - something we do by planning with islanders' needs in mind. Tourist behaviors studies support interest in controlled climates, validating our concept of adaptive environments like artificial snow zones. The project balances high-tech and ethical aspects by using gamification and emotional storytelling to engage guests in sustainability without compromising privacy or local culture. By integrating climate resilience and sustainable tourism, we aim to create a model that protects island economies and ecosystems from their very survival climate threat, but there remain challenges in cost, feasibility, and making certain benefits flow to vulnerable populations.

The review examines the article "Going Beyond the COVID-19 Pandemic: Climate Change Remains the Biggest Threat for Small Island Developing States", a paper that maintains the theme that climate change poses a greater long-term threat to SIDS compared to the COVID-19 pandemic. The paper is praised for the logic of its organization, succinctness of data presentation, and identification of SIDS' key vulnerabilities, such as tourism dependence and exposure to natural disasters. It appropriately juxtaposes the short-run economic shock of COVID-19 with the more long-run, rising threat of climate change, making the case for prioritizing long-run climate policy.

Areas of improvement are then proposed in the review. The review notes that the paper assumes climate change to be the greater threat without fully substantiating this claim with comparative evidence. It lacks a clear link between pandemic and climate vulnerability, and the terminology may be too technical for more readers. It is too narrowly concentrated on Pacific islands and does not address Caribbean and AIS regions, and the policy choices are too vague. It would be more helpful with concrete examples from various regions. Within these bounds, though, the paper constitutes a valuable contribution to our comprehension of the particular difficulties SIDS face and the need for regionally specific, long-term climate adaptation measures.

The paper "The Seawall Helps But: Using 'Material Registers' to Understand Coastal Infrastructure for Disaster Risk Management in an Island Community" outlines a seawall built on a small Philippine island and balances its success not just physically but through the daily life of the inhabitants. The article discusses how the seawall, at first looked upon favorably, ultimately symbolized poor construction, perishability, and absence of participation of the local people in planning. The article, based on interviews and focus groups, uncovers the people's perception of the structure and marking that disaster risk reduction is not just about building barriers, but also peoples' participation and understanding of peoples' needs.

The critique admires the paper for its humanity, for its concern with psychological, social, and emotional safety and physical protection, and for its excellent incorporation of actual voices of the people. The critique applauds the positioning of the seawall as not only a physical but a symbolic one. However, it is criticized also that the paper is not putting forward technical data on the construction of the seawall and would be that much better if opinions of the government official or engineers who conducted the work have been provided. Overall, the study is an added qualitative value to the discourse in disaster risk management involving participatory planning and reliance on people-focused infrastructure proposals.

Chen and You offer a robust Nonlinear Model Predictive Control (NMPC) system for optimal building climate control with hybrid renewable energy systems. It overcomes the limitation of traditional linear models by incorporating nonlinear dynamics, e.g., temperature, humidity, and thermal comfort indices (PMV index), and realizes significant energy savings (19%) and low carbon emissions. Use of real data and multi-season simulation in the research makes it very useful despite its ongoing reliance on correct weather forecasting and computational cost.

The research is very relevant to green climate management in building designs such as the Climate-Controlled Island Resort, which needs adaptive weather zones and allowance for renewable energy. NMPC stability in simulating and stabilizing many zones of climate to acceptable levels of occupant comfort makes it very well-suited for such a purpose. However, care must be taken against reducing robustness against uncertainty of weather forecasting and computational load against widespread use. The synergy was set to be an example of future sustainable climate control systems.

The article proposes an AI-powered Automated Climate Control (ACC-ISSAOEL) system of ideal climate control of metro lines utilizing ensemble learning (LSTM, GRU, RNN) and bio-inspired optimization (ISSA and HHO). The system achieves a high accuracy level (93.28%) with significant energy conservation, as affirmed by rigorous assessments like precision, recall, and RMSE. Reliance on simulated data and computationally extensive operations are restraining factors to application in the real world, and generalization across larger or fluctuating environments is not validated.  
The research is specifically relevant to the Climate-Controlled Island Resort, offering a framework for real-time, dynamic climate zones with AI-based drives. Its focus on energy efficiency and predictability adaptability aligns with the sustainability goals of the resort. While promising, its practical implementations in terms of user feedback integration and edge computing are required to ensure hassle-free deployment in open-air, intricate settings. The cleverness of the framework renders it a strong contender for visionary hospitality projects.

The study investigates entertainment tourism experience at Macao resort hotels through a qualitative study to uncover three simple layers: behavioral (activities), functional (services), and affective (feelings). Though the study provides insightful information about tourist motivations and industry observations, the focus on Macao's gambling-oriented environment renders it non-generalizable to other tourist environments. In addition, exclusive dependence on interviews excludes statistical power, and the lack of post-pandemic or technological variables (e.g., VR, AI) diminishes its relevance to evolving tourism patterns.  
  
The research is of value in learning about experiential tourism but is highly limited. Its three-layered framework can be applied to activities like the Climate-Controlled Island Resort, with an emphasis on emotional engagement and tailored experiences. Future studies need to adopt mixed-methodology methods, address various sites, and leverage technology and sustainability to deal with modern challenges of tourism. The article, despite its limitations, offers a conceptual map for conceptualizing immersive, affective tourist experiences.

Wilkins et al. (2018) explore how nature-based specialists, generalists, and non-nature-based tourists are sensitive to weather and climate change. Based on an example from Maine, the research discovers that nature-based tourists are climate change-concerned and weather-sensitive, and non-nature-based tourists less so. Well-designed methodologically with cluster analysis and statistical testing, the research lacks geographic context specificity (Maine) and the use of self-reports, reducing external validity.  
  
The findings decisively favor the Climate-Controlled Island Resort concept targeting weather-proof, adaptive experience need, especially by nature-based tourists. The study suggests the potential of sustainable, adaptive solutions to tourism but advises subsequent studies to include cross-cultural and psychological factors for enhanced generalizability and depth. This aligns with the resort's vision to achieve sustainability as well as personalized climate experience.

The Muñoz et al. (2020) paper discusses how climatic conditions in the form of temperature and precipitation affect Spanish domestic tourism flows, with a special emphasis on seasonality and inter-action between the origin and destination climate. Some of the interesting findings are that tourists like homogeneous, predictable weather and travel regularly to destinations offering climatic contrast with their own area. The lagged weather and gravity model parameters in the study provide sound insight but are limited in terms of focus on rainfall/temperature and domestic tourism and exclusion of international trends and other weather conditions.  
Strong evidence for the Climate-Controlled Island Resort is provided by the research showing tourist demand for consistent, controllable climatic conditions. The resort's ability to offer contrast in climates (i.e., the snow zones to serve tourists from warm regions of the country) aligns with the findings of the research. In addition, the focus on seasonality and renewable energy generation reflects the resort's ability to eliminate climatic-related tourism issues while being year-round attractive and sustainable. Additional weather conditions and global tourist patterns can be incorporated into future research.

Bevacqua et al. (2021) offer an integrated framework for the analysis of compound weather and climate events preconditioned, multivariate, temporally compounding, and spatially compounding ones that expressly build on real-world case studies. It identifies the interdependent risk of such events (e.g., heatwaves enabled by drought or flood events at peak sea levels) and proposes interdisciplinary means of their quantification. While the research offers thought-provoking advice, the broad theoretical scope of the study perhaps does not naturally accommodate practical implementation at region-scale or sector-scale levels and reveals the challenge of simulating non-linear climate interactions.  
The study has a clear applicability to the Climate-Controlled Island Resort project insofar as it places emphasis on needing to be capable of forecasting the way artificial weather modification can cause unwished compound effects (for example, prolonged sunshine causing drought or increased rain causing flooding). The article underlines the importance of predictive systems and design robustness to avoid such risks and render the resort's climate control safe and sustainable. The research of the future will further extend the paradigm toward site-specific use, allowing developments like the resort to strive toward balance between tailoring and stability.

Kostianaia and Kostianoy (2021) research examines the impact of climate change on Russian Black Sea coast tourism, focusing on hydrological concerns like water management and environmental stress factors. The research laments the limitations of traditional hydrological models and proposes advanced techniques of refining predictions, calling for sustainable planning of tourism under rising temperatures and ecological risks. Although methodologically robust, the research acknowledges the significance of verification in real environments and broader policy integration.  
The conclusions are directly applicable to the Climate-Controlled Island Resort project as they emphasize the need for resilient infrastructure and adaptive water management for coastal tourist economies. The study highlights the vulnerability of coastal economies to climate variability, which is in favor of the need of the resort for innovative, eco-friendly measures to mitigate environmental risks while maintaining guest comfort and security. This research is a cautionary case study and an example of integrating climate resilience in tourism planning.

The article explores the potential of AI to transform the media and entertainment sector by its application in content personalization, automation, and viewer experience on the basis of case studies of online platforms such as Netflix and Amazon Prime. In the midst of enablement of efficiency and ease of use by AI, the research also determines ethical concerns such as loss of employment and creative authenticity, with a focus on balanced adoption of AI technologies.  
The research has relevance for the Climate-Controlled Island Resort project insofar as automation and AI-driven personalization might optimize experiences for guests, for instance, individualized climate control or interactive entertainment. However, the identified ethical and operational concerns (e.g., privacy of data, human supervision) caution against unconstrained application of AI devoid of protection mechanisms. The research provides a foundation for responsible implementation of AI in hospitality innovation.

Fernández Galeote and Hamari (2021) explain how serious (education-oriented) or entertainment-oriented video games can involve people with climate change. Based on 150 games, the authors deduce the critical design factors (e.g., credibility, storytelling, social interaction) that provide cognitive, affective, and behavioral involvement. Serious games are dense with learning content, entertainment games are story-based, yet both can be lacking in worthwhile elements such as social interaction and credibility.  
The research demonstrates the possibility of game as a climate communication channel with limitations using the lack of data about player behavior and a simplified form binary classification model of games. The Climate-Controlled Island Resort project teaches that gamification can maximize guest involvement in sustainability e.g., interactive climate quizzes or narrative-based eco-tours. The study lists hybrid designs that strike a balance between education and entertainment in maximizing impact.

The affective realm of climate change is what Pihkala's work addresses, and the emotions of eco-anxiety, loss, guilt, and hope are termed as important drivers of climate behavior and mental health. The research demands inter-disciplinary research in order to determine in which directions these emotions drive people towards acting on climate change, where empirical knowledge and practice are needed by policymakers and teachers.  
The findings are most relevant to the Climate-Controlled Island Resort project since emotional involvement i.e., instilling hope or alleviating eco-anxiety can make guest experiences richer and foster sustainability behavior. By infusing emotional intelligence into resort experiences (e.g., climate awareness workshops or therapeutic green-therapy workshops), the project can answer Pihkala's call for emotionally intelligent climate messaging and building resilience. Practical advice on how best to capitalize on these emotions must be explored in future research.

The literature reviewed shows a pressing need for climate-resilient and adaptive tourism models in vulnerable island contexts. Research has consistently shown that while pandemics are significant, climate change not the pandemic is the most pressing long-term threat in small island developing states (SIDS). Tourism and travel-related infrastructure, policy, and practices must be interpreted through a lens of sustainability, technology, and involvement of the community. Climora Resort is particularly compatible with new research elements that emphasize the importance of adaptive climate technology, emotion, and design with respect to the environment- and uses AI climate control, renewable energy structural integration, and incentivized zone based immersive engaged experiences for its guests. By integrating adaptive climate technology, emotion and design that respects the environment, Climora Resort is an innovative solution to climate instability and shifting tourist expectations. While optimistic, the literature highlights a number of implementation challenges, in particular cost, feasibility, and equitable access, which are all issues that need continued work as the firm develops the concept.

**Segmentation:**

**Demographic:**

* **Gender:** both females and males.
* **Age:** 25-34 (young professionals) & 35-44 (mid-career adults) & 45-54 (established adults) & 55+ (older adults/seniors).
* **Education level:** bachelor’s degree holders, master’s degree or post graduate professionals, High-Income Diploma Holder & doctorate professionals.
* **Income level:** we target all income level low (40,000 EGP), middle (80,000 EGP), upper-middle (100,000 EGP) and high income (180,000 EGP+).
* **Social Class:** middle class, upper middle class, lower upper class, middle upper class, upper upper class and high-end class.

**Geographic:**

* We will target Egypt and the MENA region to gain an Arab customer base who are familiar with our culture and find Egypt as the center of vacation spots in the region with also expanding to Europe to have an international resident’s customer base too like the CIS countries which their people seek to try a new vacation experience outside their region which we can provide it for them at climora.

**Psychographics:**

* Values and beliefs
* Personality
* Interests
* Lifestyle
* Behavioral

**Targeting:**

**Demographic:**

* **Gender:** both males and females.
* **Age:** we will target this segment group 25-40 as they are in the beginning of their career, they are tech savvy they value creativity and uniqueness.
* **Education level:** graduate and postgraduate degree holders.
* **Income level:** upper middle to high income (80,000 – 180,000+ EGP).
* **Social class:** from upper B to high end.

**Geographic:**

Our operations will be held in Zabargad island based near hurghada (Egypt) so we will target the Egyptian market, Arab mainly the MENA region and international residents like expanding to Europe.

**Psychographic:**

* **Values & Beliefs**
* Values the environment and supports sustainable tourism.
* Values self-care, wellness, and the need to disconnect from daily life.
* Likes to support brands that are socially and environmentally conscious.
* **Personality Attributes**
* Curious and modern who is open to new things.
* Likes technology and innovation that makes life easier.
* Emotionally intelligent and values comfort.
* **Interests**
* Loves unique travel experiences and social media.
* Likes smart technologies, relaxing, and growing personally.
* Enjoys sustainable living, wellness retreats, and cultural experiences.
* **Lifestyle**
* Lives a busy urban lifestyle and looks for relaxing and peaceful getaways.
* Balances work with hobbies like fitness, art and digital trends.
* Spends their disposable income on experiences rather than things.
* **Behavioral Attributes**
* Is looking for personalized experiences/adventures that they will remember.
* Prefers quality and shared values over cheap or conventional trips.
* Is looking for brands that connect to them intellectually and emotionally.
* People who like to enjoy flexibility and exclusive offerings.
* People who value and encourage sustainable energy usage.
* Also, they seek to pay more for unforgettable experience.

**Buyer persona:**

**Name:** Habiba Ramy

* Age: 37 years
* Location: New Cairo
* Income: 180,000 EGP
* Role: HR manager in POD company.

**Pain Points:**

* looking for luxury lifestyle relaxation but generally avoid typical resorts because the weather changes everything.
* Due to a busy corporate lifestyle, she is looking for relaxing vacation experiences that are stress-free and 100% customizable.
* Is frustrated with busy or poor-quality resorts that do not meet her respect for privacy or personal standards.
* Has a hard time finding resorts that represent luxury, sustainability and exclusivity in one place.
* Is concerned about the environmental sustainability of her travel experiences and strives for eco-friendly travel options.

**Personality:**

* Visionary, ambitious, and innovative.
* She likes to explore new and unique travel ideas that feel specially for her.
* She values depth of feeling in travel she might be searching for more than sun and sand, she wants to relive a story.
* She knows there is a climate crisis so she wants to support sustainable and technology-enabled travel projects.

**Buying Patterns:**

* Pursues world-class escapes that minimize or eliminate time and stress and create the most customized experiences.
* Also seeks elite hospitality and technology integration she will love the AI-generated climate zones at Climora.
* Most likely to book through exclusive concierge/dedicated services or directly via customized online experiences, or through services she can trust.

**Positioning:**

Climora is positioned as the first and number one island resort or basically a vacation spot that offers a unique (one of one) vacation experience which that it is the first climate-controlled island in the world. Climora allows guests to experience any type of weather they desire in one location (summer, winter, autumn, or spring). Unlike typical vacation destinations, Climora offers visitors complete control over their surroundings, providing a customized full vacation experience that suits their preferences, way of life and solve the boredom problem.

**competitive analysis:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | **Climora resort** | **Giftun island** | **Tawila island** |
| **Products & services** | **Company highlights** | Climate-controlled Island (one of one). | Small Resort service. | Resort and hospitality service. |
| **Competitive advantage** | * First climate-controlled island. * Climate Personalization * Thematic Lifestyle Zones * Smart Technology Integration * Premium Location * Sustainability Leadership * Design Inclusive Experiences * Flexible Transportation Access * A Unified Brand. | * Hotspot for tourists. * Protected natural location. * A well-known destination for diving and snorkeling. | * Exclusive as it is less crowded. * Known for yacht trips. * Popular destination for kitesurfing. * Different tour packages. |
| **Target customers** | **Market information** | * Mainly Egyptians. * MENA regions. * International tourists. * Experience seekers. * Tech-savvy. * Relaxation seekers. | * Snorkeling and diving lovers. * Mainly Egyptians. * Relaxation seekers. * Day use seekers. | * Mainly Egyptians. * Yacht renters. * Adventure seekers. |
| **Positioning** | Climora is positioned as the first and number one island resort or basically a vacation spot that offers a unique (one of one) vacation experience which that it is the first climate-controlled island in the world. | Giftun Island is positioned as an easy and affordable destination, designed for mass-market tourism due to the closeness to Hurghada for budget snorkeling or beach excursions that are more appealing to families and the general tourist. | Tawila Island is positioned as an isolated, upscale hideaway/retreat with its clear waters and nature and adventure sports like kitesurfing as an upscale and exclusive product for luxury adventure and eco-tourist. |
| **Pricing strategies** | **Marketing mix** | Value-based pricing: At our futuristic climate-controlled island resort, we don’t just sell rooms we sell personalized weather experiences. That’s why we use value-based pricing, ensuring guests pay for the uniqueness, exclusivity, and emotional impact of controlling their own climate. | Value-based pricing is used by Giftun Island to draw a diverse group of visitors. It's reasonably priced, frequently included in hotel or group packages, and perfect for day visits on a tight budget. | Tawila Island: Uses high prices to ensure exclusivity. It caters to affluent tourists who want exclusive, environmentally conscious activities with restricted access to preserve a sense of exclusivity. |
| **Distribution channels (place)** | we use multiple distribution channels to utilize our services and increase the customers reach like the website, travel agencies and booking platforms like (booking.com, trivago, etc.)  We would also provide a VR preview center for the island in major cities to allow people to explore it before they visit. | Giftun Island: Online travel agencies, hotel partnerships, and regional tour operators provide access to Giftun. It is easily accessible and generally available because many tourists reserve visits from neighboring resorts, particularly in Hurghada, as part of their vacation packages. | Tawila Island: Private charters or upscale eco-tour companies are usually the best ways to get to Tawila. For upscale experiences, it depends on boutique hotel partners, luxury travel agencies, and internet reservations, emphasizing individualized, limited access. |
| **Promotional activities** | Climora Resort will promote its unique weather-controlled experience through social media influencers, special online deals, podcasts, and loyalty programs. Offline, we will use PR, traditional ads, travel expos, partnerships, and climate conference sponsorships to boost awareness and attract a wide range of travelers. | Through local tour partnerships, social media, travel influencers, and presence at tourism fairs, Giftun Island advertises itself. With entertaining activities and affordable packages, it caters to tourists looking for adventure. | Tawila Island employs eco-tourism branding, influencer getaways, and high-end travel platforms. Through exclusive alliances and luxury-focused marketing, it caters to affluent travelers. |

**SWOT analysis:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Climora** | **Giftun** | **Tawila** |
| **Strengths** | 1. **Unique concept:** The resort allows guests to choose their preferred weather, offering a futuristic and one-of-a-kind travel experience. 2. **Strategic Location:** Situated on Zabargad Island, offering natural beauty combined with technological enhancements. 3. **Wide Appeal:** Packages designed to suit all social classes (A, B, and C), not limited to elite or luxury segments. 4. **High Brand Differentiation:** Clearly distinguished from competitors like Giftun and Tawila due to tech-driven offerings. 5. **Strong Visual Identity**: Unique logo, visual branding, and immersive promotional activities create strong brand recall. 6. **Engaging Buyer Experience:** Use of podcasts, VR previews, and themed zones (e.g., ice lounges or sunny spas) enhances customer engagement. | 1. **Familiar Destination:** Well-known among tourists, with high brand recognition in Egypt’s Red Sea tourism circuit. 2. **Low-Cost Experience:** Appeals to a wide range of visitors with affordable day trips and packages. 3. **Mass Appeal:** accessible for a wide range of tourists like families, students, and local visitors. | 1. High-end Appeal: Suitable for boutique villas, yoga retreats, honeymooners, or wellness getaways. 2. Appeals to Foreign Markets: Particularly attractive to Western or Gulf tourists seeking tranquil luxury escapes. |
| **Weaknesses** | 1. **Limited Brand History:** Being a new entrant in the market, Climora lacks the brand trust and heritage that older resorts might have. 2. **Possible Skepticism:** Tourists may find it hard to believe in or trust the feasibility of climate customization until educated through campaigns. 3. **Logistical Limitations:** Limited direct access; guests might require boat or charter transfers to reach the island. | 1. **Infrastructure Deficiencies:** Lack of on-island accommodations, dining, and restroom facilities limits longer stays. 2. **Tourist Congestion:**   High volume of visitors in peak seasons can damage the natural environment and reduce experience quality.   1. **Basic Experience:** Offers a more generic beach trip without luxury or innovative features. 2. **Dependence on Boat Tours:**   No direct access, limited transport options affect convenience and flexibility. | 1. **Limited Development:** Few existing facilities; visitors must rely on imported services or private yachts. 2. **High-Cost Barrier:**   Not accessible to the average tourist, which reduces its mass tourism potential.   1. **Narrow Market:** Depends heavily on niche customers wellness tourists, honeymooners, etc. 2. **Low Visibility:** Less marketing and online presence compared to islands like Giftun or Climora. |
| **Opportunities** | 1. **Rising Experiential Tourism Trends:** Tourists increasingly seek immersive, customizable, and tech-enhanced experiences. 2. **Sustainable Tourism Trends:** By using solar or renewable energy for weather systems, Climora can appeal to eco-conscious travelers. 3. **Partnership with Climate Institutions:** Collaborations with environmental organizations can boost credibility and exposure. 4. **Event Hosting Potential:** Unique zones make it a great location for corporate retreats, weddings, or influencer getaways. | 1. **Brand Development:** Could be repositioned as “The Classic Red Sea Island” with a refreshed visual identity and digital campaign. 2. **Cultural Add-ons:**   Partner with Bedouin or Red Sea communities to offer heritage-based experiences.   1. **Family-Focused Activities:** Introduce supervised kids' zones, floating playgrounds, and educational marine tours. | 1. **Wellness Tourism**: Expansion into health-oriented offerings like spas, meditation pavilions, and clean dining. 2. **Event Hosting**: Ideal setting for elite private weddings, corporate retreats, or influencer content creation. 3. **Marine Life Conservation**: Partnering with NGOs to protect coral reefs and market the island as an eco-icon. |
| **Threats** | 1. **Possible emerging competition:** Once proven successful, other resorts may adopt similar technologies and reduce Climora’s uniqueness. 2. **Tourism Fluctuations:** Political, economic, or health-related crises can reduce travel demand, especially to premium destinations. 3. **Infrastructure Dependency:** Heavy reliance on high-tech systems means vulnerability to power failures or cyber threats. | 1. **Over-tourism:** Uncontrolled growth may lead to long-term environmental and reputational damage. 2. **Emerging Competitors:** Climora and other private resort islands offer more premium and customizable experiences. | 1. **Over-tourism:** Uncontrolled growth may lead to long-term environmental and reputational damage. 2. **Emerging Competitors:** Climora and other private resort islands offer more premium and customizable experiences. 3. **Limited Local Integration:**   May lacks community involvement or contribution if not inclusive in growth plans. |

**Unique selling point:**

Climora Resort is the world’s first customizable-climate island experience, located on the breathtaking Zabargad Island. Guests can choose their preferred weather whether it’s summer, winter, spring and autumn making every visit a personalized paradise unlike any other resort.

**7P’S:**

1. **Product:**

**Service offering:** we offer both mid-level and luxurious island resort where guests can customize the weather of their visit, offering a new, immersive experience according to their desire, regardless of the outside climate and we divide the island into 4 different climate zones (summer, autumn, winter and spring) powered by sustainable energy sources like the solar, wind and water.

**Unique features:**

**Customizable Climate Zones:** Guests can choose their preferred weather for different parts of their stay or different zones on the island and personalized experience zones like:

* Wellness Zone
* Adventure Zone
* Romance Zone
* Family Zone

**Real-Time Weather Control:** Advanced climate tech allows guests to adjust the temperature, humidity, wind, or even sunlight intensity on demand.

**Sensory Enhancement Technology:** Weather isn’t just visual- smells (like fresh rain), sounds (like wind or birds), and tactile effects (mist, warmth) complete the experience.

1. **Price:**

**Value-based pricing:** At our futuristic climate-controlled island resort, we don’t just sell rooms we sell personalized weather experiences. That’s why we use value-based pricing, ensuring guests pay for the uniqueness, exclusivity and emotional impact of controlling their own climate.

Unlike traditional resorts, where price depends on season or location, your stay is priced on the value of your dream environment. Want a snowy winter escape in the middle of desert summer? That’s premium customization, and it’s priced accordingly. Prefer a standard Mediterranean breeze? More affordable but still extraordinary.

**Price:** 80,000 – 180,000+ EGP

**Payment Options:** Understanding the importance of convenience, climora offers multiple payment options, including cash or credit/debit cards and mobile payment solutions. This flexibility facilitates easy transactions, meeting the preferences of a diverse customer base and helping to build customer loyalty.

1. **Place:**

**ZABARGAD island**

Zabargad Island, also called St. John's Island, is a beautiful and quiet island in the Red Sea, near the border between Egypt and Sudan. It's famous for its clear blue water, colorful coral reefs, and many sea animals like fish, dolphins, and turtles. Divers love to visit because of the amazing underwater life. The island is made of very old rocks from deep inside the Earth and is the only place where the green gem peridot was mined by ancient Egyptians. Zabargad is still natural and not built up, which keeps it clean and peaceful. It's part of a protected area called Elba National Park, where nature and sea life are carefully preserved for eco-tourism.

**Distribution channels:** we use multiple distribution channels to utilize our services and increase the customers reach like the website, travel agencies and booking platforms like (booking.com, trivago, etc.).

We would also provide a VR preview center for the island in major cities to allow people to explore it before they visit.

**Strategic partnerships:** to maximize our reach we will work together with our partners like travel agencies and booking platforms.

1. **Promotion:**

**Online**

* **Influencer Partnerships:** We will partner with famous Egyptian influencers to talk about our island on social media. They will share photos and videos of their fun weather experiences like playing in the snow or sunbathing to make others know more about us and trust our brand.
* **Content Creation:** We will develop blog entries and educational fun infographics explaining how our island works. They will show how travelers can select their desired weather and what a holiday of each type has to offer. This will educate people and get them excited about visiting.
* **In-App and Website Promotions:** We will offer special deals and discounts on our website and app directly. We can, for example, have deals like "Sunny Week Special" or "Snowy Getaway Discount" to attract more visitors and make booking easy for them.
* **Podcast:** We will create a podcast where we talk about the island, the cool weather technology, and stories from guests. We might even interview scientists or staff on the island. This enables people to find out more about us in an enjoyable and interesting way.
* **Regular Calls from Each Account Manager to Their Clients:** Each customer is given a personal account manager that will call them from time to time. Calls are meant to stay in touch, answer questions, and suggest new weather experiences for future travel.
* **Coupons for Loyal Customers:** We will offer repeat customers exclusive coupons as a token of appreciation. The coupons can either be in the form of discounts or free upgrades for example visiting an additional weather zone. This will prompt them to come back and suggest us to others.

**Offline**

* **Public Relations:** To announce the new start of our project creating a new entertainment experience by announcing our new futuristic and innovative features through our PR teams also we will collaborate with outside companies to help us even more and manage our talks in events, press conference and press releases like POD.
* **Traditional Advertising:** To target people that are less engaged online, use billboards, radio, TV, and newspaper advertisements to raise awareness and establish our brand identity and personality to deliver our brand image in best way possible, highlighting our new futuristic idea.
* **Corporate Partnerships:** To increase brand awareness, work with nearby tourism companies to widen our reach and gain a huge customer base. Also, we will collaborate with multiple aviation companies to promote our idea even more by giving them exclusive services.
* **Product List:** we intend to create a printed product catalog that highlights the various types of weather that our island has to offer, including summer, autumn, winter and spring conditions. It will help people visualize their ideal vacation by providing clear explanations and eye-catching pictures. To spread the word and help people understand what makes our island so unique, I'll hand it out at travel agencies, hotels, and tourism events.
* **Advertising on billboards:** To get people's attention, I'll place billboards in busy places like city centers, airports, and highways. The bold and imaginative design will showcase the novel concept of customizing the weather.
* **Expo for Events:** In order to directly market the island to prospective clients and business professionals, I will participate in travel and tourism expos. I'll have an interactive booth at these events where guests can watch videos, chat with our staff, and even take in little climate-themed setups, like a sunny lounge or a snow corner, to get a sense of what the island has to offer.
* **Conference on Climate Change (Sponsorships):** In order to demonstrate that our project is not only creative but also environmentally conscious, I also wish to sponsor conferences on climate change. It's a fantastic opportunity to establish our island as a savvy, progressive travel destination and to engage with an audience that values sustainability.

1. **Physical evidence:**

**The island visuals:** We'll make sure that everything guests see, touch, and experience on our climora island reflects the fact that it's a wholly unique and futuristic destination. The difference is immediately apparent to visitors: state-of-the-art transportation, climate-controlled areas, themed lodging (such as summer villas or snowy cabins), and environmentally friendly design throughout.

**Quality check list:** In keeping with the island's identity, we'll also use branded items like welcome kits, weather-zone maps, souvenirs with a climate theme, and chic staff uniforms. From the reservation procedure to the actual vacation, the physical setting will be flawless and remarkable, giving visitors the impression that they are a part of an unforgettable, one-of-a-kind experience.

**Branding:** Climora Resort is easily recognized through its strong visual branding. Each zone represents a different season (summer, winter, spring, or autumn) using color-coded signs like:

* Summer Zone: 🌞 Bright Yellow it evokes warmth, sunshine, and energy.
* Winter Zone: ❄️ Icy Blue it represents snow, cold, and calm.
* Spring Zone: 🌸 Fresh Green it symbolizes renewal, flowers, and growth.
* Autumn Zone: 🍂 Warm Orange it reflects falling leaves, coziness, and transition.

Although staff uniforms, and transport shuttles. This consistent identity supports the resort’s theme of customizable weather and makes the experience both unique and memorable.

1. **Process:**

**Pre-booking:** in expos, our website and app offer a Virtual Reality (VR) simulation that allows visitors to experience Climora's weather zones prior to making a reservation. This enables them to experience various climates, such as rain, sun, or snow, and select the one that best fits their ideal getaway. Not only this but also from our social media and also offline campaigns we provide all the information needed by customers to make a decision and have their vacations at Climora resort.

**During booking**: Guests can select from a variety of sub-options, such as a beach cabana or a ski lodge, after selecting their primary climate zone (tropical, sunny, snowy, etc.). The experience is completely customized because each option includes pictures, descriptions, and suggested activities.

**Payment:** We offer several payment methods to make booking easy and secure—Visa, Mastercard, online payment gateways, and even cash at partner locations. Installment plans are also available for premium packages.

**Post trip:** After every trip, our customer support team follows up to get feedback and help. Feedback from visitors enables us to develop and produce even better experiences. Feedback from loyal customers may also result in exclusive deals and first access to new features.

1. **People:**

**Highly trained and friendly staff including:**

**Climate Engineers:** they are in charge of creating, managing, and maintaining Climora's sophisticated weather control systems, making sure each climate zone functions properly and guests are kept safe.

**CRM:** They respond to questions from visitors, find prompt solutions to problems, and make sure that everyone who comes to Climora has a pleasant and easy stay.

**Room Service:** They customize the service style to match the theme of each climate zone and deliver food, beverages, and personalized items straight to guests' rooms.

**Department of Innovation (R&D):** To keep Climora at the forefront of sustainability and climate tourism, this team is always researching and creating new concepts and technologies.

**Front desk:** The front desk staff greets visitors when they arrive, assists with check-in and check-out, and offers guidance and assistance during their visit.

**Experienced hotel managers:** These seasoned experts oversee resort operations, plan departments, and guarantee the best service in all of Climora's climate zones.

**Accountants:** From budget planning to guest billing, the accounting team manages all financial operations, maintaining Climora's business side transparent and well-organized.

**HR Team:** HR hires, develops, and assists all Climora employees, ensuring that the island is manned by driven, competent individuals who share our values.

**Security team:** The security team keeps an eye on climate zone safety, protects both visitors and employees, and makes sure that everyone on Climora is always safe and comfortable.

Robotics assistant: we will provide also beside staff, robots to help our customers in everything and to ensure that our services will be at the best level. These robots will help our staff also in preforming their work activities like housekeeping and front desk.

**Data collection:**

* **Secondary data:**

We gathered information from articles, research papers, and the Cairo 2050 book. These papers helped us understand what today’s travelers want. Some of the papers showed that bad weather is a huge problem for island resorts, and people are now looking for a new, fun, and personal travel experience. Additionally, we searched about islands like Giftun and Tawila, which helped us understand what is accessible in Egypt. Giftun provides enjoyable marine experiences, and Tawila provides a peaceful nature experience, but in neither of them can guests have control over the climate. This made it easier to us to identify a market gap. We chose Zabargad Island based on the information we found about it that really fits with Climora’s idea. Zabargad is an untouched place with clear water and rare sea life. It’s not developed, but it’s a perfect choice for building a futuristic resort in it.

1. **Climate Control Technology Overview**

Systems that manage temperature, humidity and ventilation in a closed environment for the purpose of comfort, health, or optimum productivity are called climate control technologies. Their important types are HVAC systems, radiative and evaporative cooling, and construction smart systems. These are extensively utilized across buildings, industries, and modes of transport, contributing advantages such as better air quality and energy efficiency. Future changes are directed on incorporating renewables, new materials, and climate responsiveness, but reducing negative environmental consequences and increasing system effectiveness is still a challenge.

1. **Program Overview**

For people who appreciate interpersonal communication, collaboration, and innovative problem-solving, hotel and resort management is the perfect career choice. Career advancement, practical experience, and rapid growth are all provided by the field. Guest services, housekeeping, marketing, and finance are just a few of the departments that hotel managers are in charge of. The curriculum helps students develop the abilities required for leadership in the fast-paced and growing hospitality sector by combining business principles with courses tailored to the hospitality industry.

1. **Renewable energy and islands**

By promoting renewable energy, islands are significantly accelerating the energy revolution. Utilizing their topographical characteristics, these tiny plots of land encircled by water are installing renewable energy sources and accelerating their sustainable development.

For instance, mountainous islands that receive a lot of rainfall might foster the development of hydropower. Biofuels made from coconut, palm, or sweet sorghum oils would help islands become more sustainable by boosting local economies and lowering reliance on imports of fossil fuels.

**Focus group questions:**

1. What is your age?
2. What is your current occupation?
3. How often do you go on vacations?
4. What would make a customizable-weather resort appealing to you?
5. Is Climora name good for a resort?
6. Which zone you would like to experience the most?
7. Would you see this resort more as an escape, a wellness experience, or something else?
8. Are you willing to pay extra for personalized weather during a vacation?
9. Would you prefer paying a fixed price or selecting packages based on the climate features you want?
10. Would the island’s physical location matter to you if the climate is completely customizable?
11. Would you be more willing to travel long distances for this unique weather-controlled experience?
12. In your opinion, what is considered to be the ideal/easiest hotel booking process for you?
13. Would you trust this type of new technology to be the main factor of entertainment?
14. in your opinion, what will you be searching for in case of spending a vacation?
15. what kind of media tools is suitable to promote Climora resort?
16. How important is the current world weather for you to decide where to spend a vacation?
17. What do you think our physical location would look like?
18. what kind of training or expertise would you like our staff to have?
19. In your opinion, how much a stay would cost at our island resort?
20. To what extent would you consider our idea up to date with being creative and entertaining?

* **Primary data:**

**Focus group**

**Majority:**

We conducted a focus group with 10 persons their average ages between 25 to 40 from different backgrounds

**Focus group conduct results:**

From our conduct and after analyzing the focus group data we collected insights about the majority and minority answers.

* The majority of answers were between 25 to 40 and their occupation between graduate and postgraduate degree holders.
* The majority of our group going to vacation twice per year
* Almost of our group saying it will be great because they love one season from the four seasons
* The majority of the group said that the name is catchy for the customers
* The majority said the best zone is summer
* All of the focus group said that it escapes
* The majority of the group said they are willing to pay more money to experience the new idea
* Almost of the group said choose to select package based in their preferences
* The majority said that the better location will be at the red sea
* Almost of them said they can travel long distance to try new things like our resort
* The majority said that we must have an application for the booking and it a must be friendly for the customer to reserve through it
* Most of them they can trust this technology as all tiny things start and ends with technology involved in it
* The most of them said the important them is a place fulling all your needs
* Almost of them said TV ads, billboards and all social media platforms
* The majority of them said it is the important because it helps us to plane our vacation
* Almost of them said it would look like a whole resort divided into 4 zones for each season
* The majority said that main is our staff must be trained on how to treat the customer In professional way
* Almost of them said that the cost expected to be from 100000 to 150000 EGP or 1300$
* The majority of them said is super up to date and creative

**Minority:**

* The minority of the group said that they go to vacation from time to time
* One of the groups said he like to enjoy by each season on it normal period of the year
* Two of the group said it is bad name for the resort
* The minority said the winter season
* They said it maybe wellness experience more
* Two of the group said they are not willing to pay extra money to take a personalized climate weather
* They say it is better to pay fixed charge for the climate features they choose
* The minority said doesn’t matter the physical location of the resort
* They say it will be more hectic for them to travel long distance only for experience the climate change
* Two of them said that it will be better through the website
* All said the technology existed in all things so there was no minority in this
* All said they use tv ads, billboards and social media so no minority in this
* Two of them said it’s not that much important the current world weather and it will not affect their vacation
* All of them agreed in the same resort and divided into 4 zones so no minority on it
* All of them agreed that the main is our staff must be trained on how to treat the customer in professional way
* One of the groups said the cost range from 250000 to 300000 EGP (3000$)
* All of the group agreed on that our idea is up to date and super creative

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