



UNIVERSITÀ DEGLI STUDI DI BERGAMO

Dipartimento di Lingue, Letterature e Culture Straniere

LABORATORIO DIDATTICO

Co-creating a niche mountain destination through the Web. The case of Val Tartano, Italy

a.a. 2018-2019

Sigla del Laboratorio	PMTS03
Responsabile didattico	professor Roberto Peretta
Referente di ruolo	professor Rossana Bonadei
Esperti	professor Luisa Mich from the University of Trento as a long-time expert of information systems for Alpine destinations, a temporary voluntary contributor professor Rodolfo Baggio from the Bocconi University as a long-time expert of networks, a temporary voluntary contributor
Periodo di svolgimento	2nd term, February through May, 2019
Corso di studi proponente	IT for Tourism Services
Numero massimo di studenti ammissibili	10
Eventuali prerequisiti disciplinari richiesti	Having passed the IT for Tourism Services assessment
Contenuti e obiettivi formativi	Digital communication of a niche mountain destination in the Alps, consistent with territorial analysis, marketing tasks to be identified, and co-creation results to be achieved
Articolazione del laboratorio	<ul style="list-style-type: none">• Assembling and considering a relevant literature review• Visiting the Val Tartano under the guidance of local experts• Assessing the needs of local operators, current tourists, new potential visitors, and sustainability• Addressing the problem of information architecture in co-creating the digital communication of an Alpine destination• Providing relevant content, both text and multimedia• Optimizing current Web channels in the context of Valtellina as the umbrella tourist destination• Using social networking to keep local operators in contact one another, and begin co-creating new markets
Contatti	Local experts and operators