



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Department of Foreign Languages, Literatures and Cultures

PMTS04 Workshop

A Rebirth in the Alps.

Hosts & tourists among web strategies and territorial management

a. y. 2021-2022

Sigla del Laboratorio	PMTS04
Responsabile didattico	professor Roberto Peretta
Referente di ruolo	professor Federica Burini
Periodo di svolgimento	1st term, October 2020 through February, 2021
Corso di studi proponente	44141 IT for Tourism Services
Numero massimo di studenti ammissibili	12
Eventuali prerequisiti disciplinari richiesti	Having passed the IT for Tourism Services assessment
Contenuti e obiettivi formativi	Identifying the current needs of hosts and guests in the Alps in the frame of the destinations' policies and taking care of their web presence.
Articolazione del laboratorio	<ul style="list-style-type: none">• Assembling and considering a relevant literature review.• Contacting tourism management organizations and associations in the Alps under the guidance of public administrators and local stakeholders.• Interviewing hosts and stakeholders – a task that may require some fluent Italian speaking.• Assessing hosts and stakeholders' needs as well as those of their guests.• Addressing the problem of relevant information systems.• Providing relevant multimedia content.• Contributing to an optimization of the relevant web channels.
Contatti	Local experts and operators, namely from Promoserio, VisitBrembo, AltoBrembo and Bergamo B&B and Co., among others.