



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Lingue, Letterature
e Culture Straniere

EDUCATIONAL WORKSHOP

Methods and tools for data analysis in tourism

a.y. 2025-2026

Sigla del Laboratorio	PMTS05
Responsabile didattico	Prof. Andrea Pozzi
Referente di ruolo	Prof. Roberta Garibaldi
Esperti	
Periodo di svolgimento	Second semester (March to May 2025)
Corso di studi proponente	PMTS
Numero massimo di studenti ammissibili	10
Eventuali prerequisiti disciplinari richiesti	None
Contenuti e obiettivi formativi	This course is designed to help students grasp the basics of making evidence-based decisions in the context of marketing tourism. The approach is hands-on, with a focus on role-playing and reverse engineering from real-world cases. Students will learn the theory by pretending to launch a marketing campaign and setting up a dashboard to track and inform their decisions. Statistical or marketing backgrounds are not required.
Articolazione del laboratorio	The course is structured in 6 modules: 1. Intro; 2. meaningful marketing metrics (understanding data and key metrics); 3. dashboards (data collections, datalake/Datawarehouse/turn-key dashboard); 4. analytics and interpretation; 5. Applying Evidence-Based Decisions; 6. Evaluation and feedback. Modules are organized in sessions: interactive lectures (1 hour per module) and depending on modules role-playing activity or hands-on activity (2 hours). Hands-on activities involve browsing real dashboards and Datawarehouse, downloading data, using data visualization tool.
Contatti	andrea.pozzi@guest.unibg.it roberta.garibaldi@unibg.it