PLANNING AND MANAGEMENT OF TOURISM SYSTEMS

Master’s Course

CONTACTS
Prof. Federica Burini
PRESIDENT OF THE COURSE
federica.burini@unibg.it

Piazza Rosate
Via Salvecchio

https://ls-pmts.unibg.it/en
www.unibg.it
THE COURSE

An international MA, based on an innovative approach to tourism offered by a team of Italian and foreign teachers, who research tourism phenomena as global processes with a strong anchorage of the local dimension and a reference to the use of information systems for the design and management of tourism systems.
TOURISM IN A SYSTEMIC APPROACH

- CULTURAL HERITAGE
- TERRITORIAL STUDIES
- ENVIRONMENTAL STUDIES
- SOCIAL ANALYSIS
- ECONOMIC ANALYSIS
- MANAGEMENT AND MARKETING
- COMMUNICATION ISSUES

Combining
THEORETICAL AND TECHNICAL COMPETENCIES
THE COURSE OBJECTIVES

THE STUDY PROGRAM GUARANTEES THE ACQUISITION OF HIGH SKILLS:

• **Linguistic and cultural knowledge** to learn and critically understand the development of the tourism phenomenon, its history and its imaginations;

• **Socio-territorial, economic and legal areas** to create or coordinate tourism systems, and to manage their impacts;

• **Design, management and communication** to operate in tourism planning at different scales.
ADMISSION REQUIREMENTS

- Applicants to the Master’s Degree in Planning and Management of Tourism Systems must be in possession of a **three-year university diploma**.

- Possession of an **Italian 3 year bachelor degree such as L-1, L-3, L-11, L-12, L-13, L-15 allows a direct admission**.

- **Graduates from Italian Universities** in possession of a degree other than the ones in the degree groups mentioned above are required to have at least **40cfu, gained in disciplinary fields** of relevance to the Master’s Degree Program, namely:
  - SECS-P/08, M-GGR/01 and 02, L-ART/04 and 06, SPS/10, L-LIN/4,7,14 (or related)
  - SECS-P/06, L-LIN/10, M-DEA/01, IUS/04 and 14 (or related)

- Applicants are **also required to have good spoken and written English skills (L-LIN/12)**, corresponding to a B2 level of European Framework, as attested by the acquisition of at least 9cfu or equivalent certifications (First Certificate in English, Toefl 72, IELTS 5.5 or other equivalents).
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<thead>
<tr>
<th>1° YEAR 2023/2024</th>
<th>2° YEAR 2024/2025</th>
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<tbody>
<tr>
<td>TERRITORIAL AND ENVIRONMENT STUDIES</td>
<td>Optional Track 1 -</td>
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<td>GLOBAL ISSUES IN TOURISM MANAGEMENT</td>
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<td>CULTURAL STUDIES AND TOURISM HERITAGE</td>
<td>Optional Track 2 -</td>
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<td>ENVIRONMENTAL AND DIGITAL STRATEGIES FOR</td>
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<td>SUSTAINABLE TOURISM</td>
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<td>ENGLISH FOR TOURISM</td>
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<td>MUSEUMS AND MEDIA STUDIES</td>
<td>LANGUAGES or CROSS CULTURAL STUDIES</td>
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<tr>
<td>Alternative choice</td>
<td>French, Spanish, English advanced, German</td>
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<tr>
<td>ARTS AND MEDIA STUDIES</td>
<td>OPTION 1</td>
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<td>Alternative choice</td>
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<td>ECONOMICS OF TOURISM DESTINATION AND</td>
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<td>TOURISM MANAGEMENT AND MARKETING</td>
<td>WORKSHOPS</td>
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<td>IT FOR TOURISM SERVICES</td>
<td>TRAINEESHIP</td>
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<td>TOURISM THINK TANK</td>
<td>MA DISSERTATION</td>
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**a.y. 2023-2024 STUDY PLAN**
2° YEAR TWO TRACKS (CURRICULA)

GLOBAL ISSUES IN TOURISM MANAGEMENT

• Tourism and hospitality economics
• Economics of Tourism Networks and Services
• Global tourism and local development
• Tourism and Legal Studies

ENVIRONMENTAL AND DIGITAL STRATEGIES FOR SUSTAINABLE TOURISM

• Green cultures for tourism governance
• Natural Heritage and tourism sustainability
• Information and Communication for Sustainable Tourism
• Geotracking and webmapping for tourism
Main goal: a group-work activity dedicated to first year students to know each other, create connections, acquiring skills for an interdisciplinary approach to tourism

Organisation:
- Work in groups
- Group meetings are organised in the class at the presence of the tutor and of some professors

Results: each group will produce presentations/reports/infographics in a Christmas event and there will be a process of self-evaluation of the group
PROFESSIONAL OPPORTUNITIES

The Course provides career opportunities in fields and functions that pertain to tourism, cultural events, local development within institutions, foundations, public and private companies

- Market analysis, planning and evaluation of tourist projects and local development;
- Design and development of communication and services on and for territory;
- Planning and organization of tourist services with special regard to sustainable and responsible tourism;
- Design and management for the promotion of cultural and environmental heritage;
- Training activities in tourism.
PROFESSIONAL OPPORTUNITIES

SPECIAL TIES WITH TERRITORIES

IMPORTANCE OF THE TERRITORIAL DIMENSION AND LINKS TO THE RESEARCH PROJECTS OF UNIBG RESEARCH TEAMS:

- Applied research and analysis coordinated by specialized centres;
- Pilot actions shared with schools, companies and institutions of the area, which involve students' engagement in field and project activities;
- Participation in projects of the City and the surrounding area (Bergamo 2035, UNESCO projects, Centrality of territories, Erasms Plus research teams …)
PROFESSIONAL OPPORTUNITIES

PLANNING AND MANAGEMENT OF TOURISM SYSTEMS
CLASS OF COMPETITION
FOR TEACHING GEOGRAPHY IN SECONDARY SCHOOLS:

TECHNICAL INSTITUTES:

• Economics, Finance & Marketing sectors;
• Technological sector.

PROFESSIONAL INSTITUTES
STEERING COMMITTEE PARTNERS

Public institutions
- Comune di Bergamo
- Parco Regionale dei Colli di Bergamo
- Orto Botanico di Bergamo "Lorenzo Rota"

Foundations and associations for the Production of goods and services
- CAI (Club Alpino Italiano) sezione di Bergamo
- VisitBergamo
- SACBO
- Fondazione Bergamo nella storia e Museo delle storie di Bergamo
- Fondazione Bernareggi, Bergamo
- Fondazione Palazzo Moroni, Bergamo
- PromoSerio
- VisitBrembo
- Altobrembo
- Associazione Bossico borgo turistico diffuso
- Expo Valle Brembilla e associazione “Turna a n’domà”
- Terre del Vescovado di Scanzo Rosciate

Private actors of the tourism sector
- Gruppo Gattinoni
- Associazione bed and breakfast della Provincia di Bergamo

Foreign institutions for tourism promotion and territorial development
- Institute of Technology Carlow (Ireland)
- Unidad De Planificación y Desarrollo, El Rodadero, Santa Marta (Colombia)
In the memory of Prof. COSIMO NOTARSTEFANO
To support the enrollment of 2 students
in the Master Degree Program of
PLANNING AND MANAGEMENT OF TOURISM SYSTEMS

Requirements:
Bachelor degree with a thesis on tourism
TEACHING STAFF AND STUDENTS

AN INTERNATIONAL EXPERIENCE

• An International Master Course completely taught in English;

• An International Team of Professors in an International Atmosphere of Italian and Foreign Students.
IL MONDO IN AULA

PROVENIENZE STUDENTI PMTS (2009-2022)

INTERCULTURAL EXPERIENCE

«The experience in Bergamo has given me the chance to work side by side with great scholars and people belonging to many cultural contexts»
(Martina Boscolo, Rovigo, a.y. 2012-2013)

«Città Alta is an ideal place for nurturing cultural thoughts»
(Nhat Vuong, Vietnam, a.y. 2013-2014)

Data: Iscritti stranieri ai corsi di PGST e PMTS dall’a.a 2009/2010 al 2022/2023
Fonte: Università di Bergamo
TWO DUAL DEGREES

Fairleigh Dickinson University
New Jersey, USA

Université Lyon2
France

In costruzione:
Doppio titolo con Stralsund University - Germany
INTERNATIONAL AND INTERDISCIPLINARY TEACHING STAFF

DOCENTI UNIBG (10)
4 docenti Dipartimento di Lingue, Letterature e Culture straniere
2 docenti Dipartimento di Lettere, Filosofia e Comunicazione
2 docenti Dipartimento Scienze aziendali
1 docente Dipartimento Scienze economiche
1 docente Dipartimento di Giurisprudenza

DOCENTI ESTERNI A CONTRATTO (4)

VISITING PROFESSORS STRANIERI (12)
Principali novità dell’a.a. 2023/2024
News for academic year 2023/2024

First Year COMMON PROGRAMME
Second Year: TWO TRACKS  24 credits
1. GLOBAL ISSUES IN TOURISM MANAGEMENT
2. ENVIRONMENTAL AND DIGITAL STRATEGIES FOR SUSTAINABLE TOURISM

Workshop activity → 3 credits
CHALLENGE BASED LEARNING-RESEARCH-ACTION
per l’analisi della complessità del fenomeno turistico, i suoi attori, le sfide, le opportunità sulla base delle sfide poste dal territorio e dagli stakeholders

International programme → 6 credits
per l’analisi della mobilità e dei flussi nelle medie città europee
| TEACHING ACTIVITY | N. EXAMS | ACTIVITY CODE | DENOMINATION | CFU | TEACHING UNITIES | SECTORS | NOTES | SEMESTERS  
|-------------------|----------|---------------|--------------|-----|-----------------|---------|-------|----------  
| CARATTERIZZANTE  
(Discipline del territorio) | 1 | 44160-ENG | TERRITORIAL AND ENVIRONMENT STUDIES | 12 | Environment and sustainable tourism - cod. 44160-MOD1(6)  
Space diversity and intercultural geography - cod. 44160-MOD2(6) | M-GR02  
M-GR01 | 2 modules / 1 exam BURINI | 1st semester  
| AFFINE (studi culturali) | 2 | 44155-ENG | CULTURAL STUDIES AND TOURISM HERITAGE | 12 | Tourism Cultures - cod. 44155-MOD1(6)  
Heritage Studies and ICT - cod. 44155-MOD2(6) | L-LIN10  
L-LIN10 | 2 modules / 1 exam BONADEI | 1st and 2nd semester  
| | | 44166-ENG | ENVIRONMENTAL AND CULTURAL HERITAGE FOR TOURISM | 12 | Tourism Cultures - cod. 44155-MOD1(6)  
Environmental Heritage for Tourism - cod. 44158-MOD2 (ex-ru) | L-LIN10  
M-ST0/04 | 2 modules / 1 exam BONADEI | 1st and 2nd semester  
| CARATTERIZZANTE  
(Lingua straniera) | 3 | 44157-ENG | ENGLISH FOR TOURISM | 6 | English for tourism - cod. 44157-ENG(6) | L-LIN12 | 1 module / 1 exam MACOL | 1st semester  
| CARATTERIZZANTE  
(Discipline storiche, delle arti e dello spettacolo) | 4 | 44154-MOD1 | FILM STUDIES AND VISUAL COMMUNICATION | 9 | Film studies and visual communication - cod. 44154-MOD1(6)  
Arts and Museum Resources - cod. 44154-MOD2 | L-ART06  
L-ART04 | 1 module / exam | 1st semester  
| | | 44154-MOD2 | ARTS AND MUSEUM RESOURCES | 9 | Arts and Museum Resources - cod. 44154-MOD2 | L-ART04 | 1 module / exam | 2nd semester  
| AFFINE (discipline economiche) | 5 | 44156-ENG | ECONOMICS FOR TOURISM DESTINATION | 6 | Economics of Tourism Destinations 44156-ENG(6) | SECS-P06 | 1 module / exam | 1st semester  
| CARATTERIZZANTE  
(Discipline economiche e gestionali) | 6 | 44161-ENG | TOURISM MANAGEMENT AND MARKETING | 12 | Tourism industry - cod. 44161-MOD1(6)  
Tourism and social media marketing - cod. 44161-MOD2(6) | SECS-P08  
SECS-P08 | 2 modules / exam | 2nd semester  
| IDONEITA’ | / | 44169-ENG | IT FOR TOURISM SERVICES | 3 | IT For Tourism Services - cod. 44169-ENG(3) | INF01 | Idoneità informatica | 1st semester  
| | | 44162-ENG | TOURISM THINK TANK | 3 | Students’ working groups facilitated by a tutor organised around a topic chosen by the Teaching Staff every year (3) | / | / | 1st and 2nd semester  
| | | / | / | | | | |  
| TOTAL CFU 1 YEAR | 63  
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<th>ACTIVITY CODE</th>
<th>DENOMINATION</th>
<th>CFU</th>
<th>TEACHING UNITIES</th>
<th>SECTORS</th>
<th>NOTES</th>
<th>SEMESTERS (1°, 2°)</th>
<th>TEACHING STAFF</th>
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<td>AFFINE (discipline economiche)</td>
<td>7</td>
<td>44163-ENG</td>
<td>TOURISM HOSPITALITY ECONOMICS</td>
<td>12</td>
<td>Tourism and hospitality economics (6) - cod. 44153-ENG</td>
<td>SECS-P/08</td>
<td>2 modules/1 exam</td>
<td>1° semester</td>
<td>Prof. Andrea Pozzi (20) + Prof. Peter Kollo (Svizzera) (16)</td>
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<td>Economics of Tourism Networks and Services - cod. 44150-MOD2 (6)</td>
<td>SECS-P/06</td>
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<td>Prof. Flavio Porta (27) + visiting Prof. Uba Perez Granja (ES) (9)</td>
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<td>44144-ENG</td>
<td>TOURISM PRACTICES AND SOCIETY</td>
<td>12</td>
<td>Global tourism and local development cod 44144-MOD2 (6cfu) (6)</td>
<td>SPS/10</td>
<td>2 modules/1 exam</td>
<td>2nd semester</td>
<td>Prof. nuovo RdTB (16) + Werner Gronau (D) (20)</td>
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<td>Tourism and Legal Studies cod.44145-EN2 (6)</td>
<td>IUS/14</td>
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<td>Prof. Peraro (24) + Prof. Symon Taylor (12)</td>
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<td>LANGUAGE AND CROSS-CULTURAL STUDIES</td>
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<td>L-LIN/04</td>
<td>1 module / exam</td>
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<td>Prof. Desoutter</td>
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<td>Lingua spagnola LM IA cod. 57072-MOD1 (mutua da LMCC)</td>
<td>L-LIN/07</td>
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<td>Lingua tedesca LM IA cod. 57074-MOD1 (mutua da LMCC)</td>
<td>L-LIN/12</td>
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<td>Prof. Madi</td>
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<td>English for Tourism Advanced - cod. 44149-ENG</td>
<td>L-LIN/14</td>
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<td>Dott. Carobbio</td>
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<td>12</td>
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<td>44105</td>
<td>Traineeship/Workshop</td>
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<td>The Erasmus mobility traineeship is worth 9 cfu. Students can receive extra credits (up to 20 cfu) to be inserted in Workshop (3cfu)</td>
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<td>44135-ENG</td>
<td>Final dissertation</td>
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<td>Specific Seminarial activities are preliminary to the admission to the final dissertation, that must be approved by the President of the Course.</td>
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**TOTAL CFU II YEAR 120 cfu**
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<th>SEMESTERS (*1, *2)</th>
<th>TEACHING STAFF</th>
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<td>AFFINE (discipline antropo-sociologiche)</td>
<td>7</td>
<td>44164-ENG</td>
<td>ENVIRONMENTAL ISSUES FOR GREEN TOURISM DEVELOPMENT</td>
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<td>Green cultures and environmental networks cod. 44152-MOD1 (9 cfu)</td>
<td>M-DEA/01</td>
<td>2 modules/1 exam</td>
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<td>Prof. Elena Bougleux (56) + Paolo Favero (18)</td>
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<td>44165-ENG</td>
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<td>Information and Communication for Sustainable Tourism (6 cfu) cod. 44165-MOD1</td>
<td>SPS/10</td>
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<td>Prof. nuovo RdTB (18) + Prof. Marta Soliga (USA) (18)</td>
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<td>Natural Heritage and tourism sustainability (3 cfu) - cod. 44164-MOD2</td>
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<td>Geotracking and webmapping for tourism (6 cfu) cod. 44165-MOD2</td>
<td>M-GER/02</td>
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<td>Prof. Federica Burini (12 ore) + Mathis Stock (Switzerland) (24 ore)</td>
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<td>Cross cultural communication - cod. 92075</td>
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<td>Prof. Spinzi</td>
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2022/2023

Bergamo-Brescia Capitale Italiana della Cultura 2023: challenges, events, impacts and opportunities

2023/2024

Memory Tourism: opportunity of regeneration after suffering, loss, or oppression

→ Experience Lab in Valle di Scalve: Centenary of the fall of the Gleno Dam
BIP Blended Intensive Programme

COME – Co-planning Urban Mobilities in Europe
Adaptive and collaborative planning for European urban hubs of mobility

a.y. 2023/2024
120 tirocini attivati negli anni 2022-2023 di cui 10 tirocini extracurriculari

95 in Italia e 25 all’estero, tra Europa, Iran e Colombia
INTERACTIVE TEACHING AND FIELD WORK ACTIVITIES

**DIDACTIC EXPERIENCE**
excursions to the territory, preparation for the thesis, infographic tools, meetings with professionals and practitioners.

**TRAINEESHIPS**
**WORKSHOPS AND LABS**

**SEMINARS AND FIELD TRIPS**
on tourism planning.
INTERACTIVE TEACHING AND OTHER OPPORTUNITIES

PRACTICAL ACTIVITY:
GEOGRAPHIC INFORMATION SYSTEMS FOR TOURISM

Prof. Matteo Berzi
GIS Supervisor and in charge of environmental and EU policies issues for the Spanish Ministry of Development (Ministerio de Fomento)

TEACHING ACTIVITY:
SUPPORT FOR «ENGLISH FOR TOURISM» EXAM

English language expert
WORKSHOPS AND TOURISM

1. Local Knowledge and Integrated Green Networks

ex. VALLE DI ASTINO – EUROPEAN COMMISSION AWARD FOR LANDSCAPE

2. Storytelling in gastronomic experiences
WORKSHOPS AND TOURISM

3. Multisensory tourist guides for inclusiveness

How to create a multisensory project in a museum: from theory to practice of audio description, tactile exploration, museum guiding and multisensory workshops

- Accessibility and disability
- Cultural, touristic and museum audio description
- Guidance and exploration for blind and partially sighted people in the museum
- Tactile exploration for the visually impaired in the museum
- Multisensory workshops in the museum
WORKSHOPS AND TOURISM

4. SHORT FILMS LAB
Professional know-how to create a short film for tourism

5. DIGITAL TOOLS AND OPEN SOFTWARES FOR INFOGRAPHICS IN TOURISM
WORKSHOPS AND TOURISM

6. TERRITORY AND TOURIST DEVELOPMENT: CASE STUDY ON SOUTH TYROL

7. ICTS AND REGENERATION STRATEGIES IN THE ALPS
INTERNISHIPS AND TOURISM

- DMOs
- Museums
- Agencies
- Public Institutions
- Protected Areas
- Associations for the promotion of tourism ...
Summer School WaterScapes in Heritage and Environment Croatia 16-24 September 2022

SUMMER SCHOOLS AND OPPORTUNITIES
PMTS lectures are held in Città Alta

Students will participate to excursions and visits in the territory of Bergamo and other places of the Lombardy Region
REFERENTS AND CONTACTS

PRESIDENT OF THE MASTER COURSE and traineeships
FEDERICA BURINI, federica.burini@unibg.it

Institutional Contacts
ROSSANA BONADEI, rossana.bonadei@unibg.it

International Counselling and Courses Timetable
CINZIA SPINZI, cinziagiacinta.spinzi@unibg.it

Workshops:
STEFANO GHISLOTTI, stefano.ghislotti@unibg.it

Quality of the Communication between Teaching Staff and Students
ELENA BOUGLEUX, elena.bougleux@unibg.it

TUTOR

ELISA CONSOLANDI
elisa.consolandi@unibg.it

MARIANNA BERTOCCHI
marianna.bertocchi@unibg.it
STUDENTS’ EXPERIENCE...

STUDENTS’ INTERVIEWS AND EXPERIENCES.....

YOU CAN FIND THEM ON OUR WEBSITE!