



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Department of Foreign Languages, Literatures and Cultures

PMTS04 Workshop

Hosts & tourists in the Bergamo Alps in a time of pandemic. Web strategies and sharing guidelines a. y. 2020-2021

Sigla del Laboratorio	PMTS04
Responsabile didattico	professor Roberto Peretta
Referente di ruolo	professor Patrizia Anesa
Periodo di svolgimento	1st term, October 2020 through February, 2021
Corso di studi proponente	44141 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	Identifying the current needs of hosts and guests in the Bergamo Alps in the frame of the destinations' policies, and taking care of their web communication in a time of pandemic
Articolazione del laboratorio	<ul style="list-style-type: none">• Assembling and considering a relevant literature review• Contacting family accommodation initiatives in the Bergamo 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 tourists in a time of pandemic• Addressing the problem of relevant information systems• Providing relevant multimedia content• Contributing to an optimization of web channels in the frame of the Province of Bergamo as the umbrella tourist destination
Contatti	Local experts and operators