



UNIVERSITÀ DEGLI STUDI DI BERGAMO

Dipartimento di Lingue, Letterature e Culture Straniere

LABORATORIO DIDATTICO

Accommodation & Sharing Economy. Web Guidelines a.a. 2016/2017

Sigla del Laboratorio	PGST03
Responsabile didattico	Professor Roberto Giovanni Peretta
Referente di ruolo	Professor Rossana Bonadei
Esperti	Professor Luisa Mich, Università degli Studi di Trento, on a cooperative basis
Periodo di svolgimento	Third Term
Corso di studi proponente	Progettazione e gestione dei sistemi turistici / Planning and Management of Tourism Systems
Numero massimo di studenti ammissibili	12
Eventuali prerequisiti disciplinari richiesti	Passed the ENG - IT for Tourism Managers exam
Contenuti e obiettivi formativi	<ul style="list-style-type: none">• Designing and managing the web presence and the web reputation of small accommodation businesses, particularly through social and peer-to-peer networks;• Promoting the integration of small accommodation businesses into the destination management.
Articolazione del laboratorio	Review of existing literature. Selection of small accommodation businesses to be considered. Group visits to the selected businesses. Evaluation of relevant digital resources available. Discussion meetings. Delivery of digital material. Verification and publication of the digital material delivered.
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