



# UNIVERSITÀ DEGLI STUDI DI BERGAMO

Dipartimento di Lingue, Letterature e Culture Straniere

## LABORATORIO DIDATTICO

### ***Workshop "Of Platforms & Ads In Peer-To-Peer Tourism"*** **a.a 2017/2018**

|                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sigla del Laboratorio</b>                         | <b>PGST03</b>                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Responsabile didattico</b>                        | Roberto Giovanni Peretta                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Referente di ruolo</b>                            | Daniela Andreini                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Esperti</b>                                       |                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Periodo di svolgimento</b>                        | First Term                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Corso di studi proponente</b>                     | Progettazione e gestione dei sistemi turistici / Planning and Management of Tourism Systems                                                                                                                                                                                                                                                                                                                        |
| <b>Numero massimo di studenti ammissibili</b>        | 8                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Eventuali prerequisiti disciplinari richiesti</b> | Passed the ENG - IT for Tourism Managers exam                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Contenuti e obiettivi formativi</b>               | <p>Testing Adwords' and Facebook Promotions effectiveness in marketing peer-to-peer accommodation premises, as opposed to SEO optimization;</p> <p>Testing Adwords' and Facebook Promotions effectiveness in marketing peer-to-peer accommodation premises, as opposed to Airbnb's;</p> <p>Measuring the web reputation of peer-to-peer accommodation premises under different techniques and available tools.</p> |
| <b>Articolazione del laboratorio</b>                 | Review of existing literature. Selection of accommodation premises to be considered. Group visits to the selected premises. Discussion meetings. Delivery of digital material. Verification and publication of the digital material delivered.                                                                                                                                                                     |
| <b>Contatti</b>                                      | roberto.peretta@unibg.it                                                                                                                                                                                                                                                                                                                                                                                           |