The University of Bergamo, which boasts over twenty years of academic teaching and research in the field of travel and tourism, offers a Master Course in Tourism: Progettazione e Gestione dei Sistemi Turistici, with two curricula: “Turismo, Società e Sistemi Digitali” (in Italian and English), and “International Tourism and Local Governance” (in English) characterized by a strong multidisciplinary perspective.

The teaching staff, made of professors with a high scientific profile, is from the University of Bergamo and from internationally recognized European and American Universities and Research Centres of excellence. This guarantees extensive cultural perspectives and innovative didactic approaches in a course which is held in Bergamo, one of the most beautiful art towns in Italy.

THE MASTER’S DEGREES PRESIDENT

Rossana Bonadei
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Professor of English Literature and Cultural Studies at the University of Bergamo. Expert in Travel Theory and Heritage Studies. Former Director of the EU-funded Master in Tourism Management and Cultural Mediation at the University of Bergamo. Founder of the MB Course in Progettazione e gestione dei sistemi turistici, PGST. Member of the European Society of English Studies (ESSE). Member of the Directing Board of Associazione Italiana di Anglistica (AIA). Member of the Directing Board of Sistur (Società italiana di scienze del turismo). Member of the Scientific Board of the CST (Centro Studi del Territorio “Lelio Pagani”) at the University of Bergamo. Member of the CeSTIT Centro Studi per il Turismo e l’Interpretazione del Territorio (CeSTIT) at the University of Bergamo. Responsible of the double degree Master’s Program UniBg PMTS - Fairleigh Dickinson MS in Tourism and Accomodation Management. Scientific Editor of the “Scienze del Turismo” series published by Hoepli, Milano.

THE MASTER’S DEGREES PLUSES

- Lessons held in heritage buildings at the heart of historic Bergamo Upper Town.
- Didactic excursions to areas of interest.
- Case studies and professional narratives presented and discussed.
- A richly equipped university library within a walking distance at Sant’Agostino.
- CeSTIT, CST, and the Diathesis Lab – three research centers related to tourism.
- Italian language courses for foreigners, at different levels, provided by the CIS.
- Foreign languages center and international mediatheque.
- Mobility programs for international trainings: LLP Erasmus (supported by University Placement Office).
THE MASTER’S DEGREES TEACHING STAFF

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Visiting Professor in Multicultural Marketing at the University of Washington Bothell.
Member of AMA - American Marketing Association.
Her research interests include e-commerce, multi-channel retail businesses, communities online, branding, and sponsorship.
... At the PMTS Master’s Course, Andreini teaches Tourism Marketing Management.

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Full Professor of Literature, Media and Film Studies at the Westfälische Wilhelms-
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Member of Deutsche Gesellschaft für die Erforschung des 18. Jahrhunderts.
Member of Deutsche Gesellschaft für Semiotik Member of Gesellschaft für Medienwissenschaft.
Member of Deutsche Thomas Mann-Gesellschaft Member of IVG - Internationale Vereinigung für Germanistik.
... At the PMTS Master’s Course, Blödorn is visiting professor in Filmology.

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Member of the Scientific Board of the CST (Centro Studi del Territorio “Lelio Pagni”) at the University of Bergamo.
Member of the CeSTIT Centro Studi per il Turismo e l'Interpretazione del Territorio (CeSTIT) at the University of Bergamo.
Scientific Editor of the “Scienze del Turismo” series published by Hoepli, Milano.
Her area studies include Travel literature, Travel Theory, Cultural Studies in Tourism, Heritage Studies, and Landscape and Urban Studies.
Among her recent publications, the following may be mentioned here: Naturaleartificiale. Il palinsesto urbano, 2010; I sensi del viaggio, 2007.
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Federica Burini  
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Member of the Laboratorio Cartografico Diathesis (a member of the Eidolon International Cartographic Network) at the University of Bergamo.  
Member of the most important Italian geographic associations (SGI, AGel).  
Member of the group on Governance of Natural Resources, Equity and Rights (TGER) of the Commission on environment, economy and social policy of the International Union for Conservation of Nature (IUCN).  
She was a visiting scholar at the Spatial@UCSB Center for Spatial Studies at the University of California Santa Barbara in 2013.  
Her research interests are in the area of participatory and collaborative mapping in rural and urban contexts. Her work focuses both on methodological approaches and on Open and Wiki Geographic Information Systems for collaborative processes in territorial planning. She has researched on rural areas of Subsaharan Africa (especially Benin, Burkina Faso, and Niger) and on European rural and urban areas (especially the Lombardy Region in Italy).  
Among her recent publications: Partecipazione e governance territoriale. Dall’Europa all’Italia (2013).  
... At the PMTS Master’s Course, Burini teaches Geography of Environment and Tourism, and Intercultural Geography. She provides the Study Advisory Service for PGST and PMTS.

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Former Coordinator of the Master’s Degree in Progettazione e gestione dei sistemi turistici, PGST and of the internationalisation project  
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Member of the Board of Directors of the Committee supporting the candidacy of Bergamo as European Capital of Culture 2019.  
Director of the Laboratorio Cartografico Diathesis (a member of the Eidolon International Cartographic Network) at the University of Bergamo.  
Coordinator of Italian and international research projects (PRIN-MIUR; UE; IUCN; Unesco; Cooperazione Italiana).  
Director of the “Atlanti” series for the Bergamo University Press.  
Director of the “Autrement dit – Le discours cartographique” series for L’Harmattan, Paris.  
Member of the most important Italian and international geographic and cartographic associations: SGI, AGel, AIC, UGI, ICA.  
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PhD in Politics at the Strathclyde University, UK.
Co-director and co-founder of the CORES LAB at the University of Bergamo, a research group on Consumption, Networks and Practices of Sustainable Economies.
Associate Editor of Partecipazione e Conflitto, the first Italian-International academic journal specializing in social and political participation.
Her area studies include Collaborative Consumption, Sharing Economy, New Forms of Collective Action and Citizens’ Participation, Alternative and P2P Tourism.
She has published on citizen participation and new forms of community actions, researched on political consumerism and collaborative consumption, and recently co-edited a special issue of the Journal of Consumer Culture on “Consumerist Culture and Social Movements”.
With Roberta Garibaldi, she has conducted a pioneer research on collaborative consumption in tourism, analysing the growing phenomenon of House Swapping.
At the PMTS Master’s Course, Forno teaches Sociology of Tourism in Local Development.

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Senior Lecturer in Marketing and Marketing for Tourism at the University of Bergamo.
Currently involved in Italian and international research projects for institutions, local administrations, and private enterprises.
Her research interests include the tourism labour market, and marketing strategies for museums.
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Ph. D. at the Université Lumière Lyon 2 (France)
Co-author with Stefano Rosso of Vietnam e ritorno (1996)
Co-author with Benvenuto Cuminetti of Il cinema nella scrittura (2000).
In 2003 he published Riflessi interiori. Il film nella mente dello spettatore
In 2008 he published Repetita iuvant. Mnemotecniche del film narrativo.
Member of the SCSMI, Society for the Cognitive Studies of the Moving Image.
At the PGST Master’s Course, Ghislotti teaches Filmology.

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He holds a German Degree in Human Geography from the Technical University of Munich and a PhD in Tourism Studies (“Leisure mobility and leisure style”) from the University of Paderborn.
Member of the British “Leisure Studies Association”, the “German Society of Tourism Research” and the Cyprus based “EuroMed Research Business Institute”.
His research interests focus on sustainable Destination Development and Management.
At the PMTS Master’s Course, Gronau is Visiting Professor in Sociology of Tourism.
Peter Keller
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A geographer and an urbanist, he’s full professor at the Swiss Federal Institute of Technology, Lausanne (EPFL), where he directs the Chôros Laboratory and the Architecture and Sciences of the City doctoral program.
His major concerns are social theory of space, urbanity, globalisation, cartography and the epistemology of social sciences. He has completed numerous research projects, including theoretical reflections, field studies on metropolises worldwide and practical urban and territorial projects. He is working on the introduction of non-verbal, namely audio-visual languages, in all dimensions of academic research. He has been the director of a manifesto scientific film, Urbanity(ies) (2013).
Formerly, Lévy was a researcher at the French CNRS, then professor at the Paris Institut d'études politiques (Sciences Po, F) and at the Rheims University (F). He was invited professor in several universities, like UCLA, NYU, USP (São Paulo), L’Orientale (Naples), Macquarie (Sydney), and the Reclus Chair in Mexico City. He was a fellow of the Wissenschaftskolleg zu Berlin (2003-2004).
He is the co-editor of EspacesTemps.net, a bilingual free-access journal of social sciences. He is the co-director of L’espace en société book series at PPU/EPFL Press publisher. He is the scientific adviser of Pouvoirs Locaux journal. He is member of the international Grand Prix de l’Urbanisme (Paris). He has numerous collaborations with newspapers and radio channels in France and Switzerland.
Lévy has published in French, English, Italian, German, Spanish, Portuguese, Russian and Hungarian. Among his some 600 publications: L’invention du Monde (ed., 2008); The City (2008); Échelles de l’habiter (ed., 2008); Our Inhabited Space (ed., 2009); Le sfide cartografiche (co-ed with Emanuela Casti, 2010); Globalization of Urbanity (coed., 2013); Réinventer la France (2013);
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Member of the British Associatin of Applied Linguistics (BAAL).  
Member of the Associazione Italiana di Anglistica (AIA).  
She’s currently involved in Italian and international research projects, with particular regard to ESP and Tourism (promotional and specialised traits in English for tourism; the web language of tourism).  
Amongst her publications, the following may be mentioned here: The web-language of tourism (2007), Glocal Features of In-flight Magazines: when Local Becomes Global. An Explorative Study (2012), and The Language of Tourism (2010).  
... At the PGST / PMTS Master’s Course, Maci teaches English for Tourism.

Rosanna Pavoni  
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An Art Historian, she has designed museum and cultural projects for nearly three decades.  
She pioneered contemporary house museum communication and management by devising the Museo Bagatti Valsecchi in Milano in 1994. She served there as the Director till 2002. She was elected Secretary of the International Committee of Historic House Museums (Demhist/ICOM, a committe of the International Council of Museums) in 1999, and became its President in 2002. In the following years, she was in a position to contribute defining the identity and mission of house museums worldwide.  
Her consultancy skills in exhibition planning, cultural revamping of destinations as well as institutions – including the Museo Adriano Bernareggi in Bergamo, the Fondazione Studio Vico Magistretti in Milano, and the CaseMuseoItalia network – are widely appreciated.  
... At the PGST Master’s Course, Pavoni teaches Museo e territori.

Roberto G. Peretta  
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A baby boomer from 1951, he graduated in Philosophy in Milano, and has been lecturing in Bergamo since the PGST / PMTS Master’s Degree was established.  
He’s been a reporting journalist since 1977, and a writer since 1983, contributing to the Rough Guides, Time Out, the Italian publishers Electa, Mondadori, Hoepli, Zanichelli, De Agostini, and the Touring Club of Italy (TCI).  
He was the TCI resident consultant on digital communication from 1999 to 2009, and consulted a number of times for research centers, cultural museums and local authorities. He writes for the TCI, and manages several web presences.  
Peretta has been a member of the CeSTIT at the University of Bergamo since 2000, of the International federation for information technology and travel and tourism (Ifitt) since 2000, and of the Società italiana di scienze del turismo (Sistur) since 2010.  
His contributions on eTourism, mobile eTourism and gamification have been published by AlmoTourism, FrancoAngeli, Hoepli, McGraw-Hill, and the Université de Limoges.  
... At the PGST / PMTS Master’s Course, Peretta teaches IT for Tourism Managers, and has been in charge of digital workshops since 2006.

Giuseppe Psaila  
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Senior Researcher at the Department of Engineering, University of Bergamo.  
He’s got a Degree in Electronic Engineering at the Politecnico di Milano in 1993.  
On June 30, 1998, he has obtained a PhD Degree in Ingegneria Informatica e dei Sistemi at the Department of Electronics and Information from the Politecnico di Torino.  
From November 1997 to October 2000 he was Research Assistant at the Department of Electronics and Information from the Politecnico di Milano.  
Since November 2000 he’s been an Aggregate Professor at the University of Bergamo.  
... At the PGST Master’s Course, Psaila teaches Comunicazione turisticageo riferita (Tecnologie cartografiche per il turismo e Sistemi informatici mobili).
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Professor of Placemaking and Events at NHTV Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in The Netherlands. He’s also President of the International Institute for Gastronomy, Culture, Arts and Tourism (IGCAT). He has worked on projects for numerous national governments, national tourism organisations and municipalities, and he has extensive experience in tourism research and education, with previous posts at London Metropolitan University (UK), Universitat Rovira i Virgili, Tarragona (Spain) and the University of the West of England (Bristol, UK). Among his publications, the following may be mentioned here: *Cultural Tourism in Europe* (1996), *Cultural Attractions and European Tourism* (2001), *Tourism and Gastronomy* (2002), *The Global Nomad: Backpacker Travel in Theory and Practice* (2004), *Cultural Tourism – Global and Local Perspectives* (2007), *Tourism, Creativity and Development* (2007), *Eventful Cities: Cultural Management and Urban Regeneration* (2010), *Cultural Tourism Research Methods* (2010), and *Exploring the Social Impact of Events* (2013).

At the PMTS Master’s Course, Richards is Visiting Professor in Tourism Marketing Management.

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Professor of Tourism Legislation at the University of Bergamo. Tourism Senior Legal Expert for the EU-funded project in Bosnia Herzegovina. Tourism Legal Expert for General Pan-Hellenic Federation of Tourism Enterprises, Greece. Legal Advice on the EU Passenger Transportation Legal Framework. Board Member of the international Forum of Travel and Tourism Advocates. Board Member of the *Rivista italiana di diritto del turismo*, published by FrancoAngeli. Member of the Lawyer Bar Association in Padua, Italy. Legal Advisor for Xena, Eurodesk, and several distinct cultural associations in Padua, Italy.

At the PGST Master’s Course, Rossoni teaches Legislazione del turismo.

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At the PMTS Master’s Course, Salazar is Visiting Professor in Local Communities and Eco-Museums.
Mario Salomone
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Environmental sociologist at the University of Bergamo. Member of: the International Sociological Association (ISA, RC 24 and RC26); European Sociological Association (ESA); Associazione Italiana di Sociologia (AIS) – Sezione Territorio; Associazione Italiana per gli studi sulla Qualità della Vita (AIQUAV); MAHB (Millennium Alliance for Humanity and the Biosphere, Stanford University); Founding member of International Environmental Communication Association (IECA)
Editor of the Italian monthly review .eco and of the Culture della sostenibilità international scientific journal. His research interests include local development, sustainability, green economy, education, food, patterns of sustainable consumption and production, Ecomuseums, social and cooperative economy, social networks, rural and urban sociology from the sustainability angle.
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Terry Stevens
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Formerly Professor of Tourism Management at the Swansea Metropolitan University. Visiting Professor at three universities in the UK. Managing Director of Stevens & Associates, International Tourism Consultants. Member of the American Leisure Academy. Member of The Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA) in the UK. Member of The Tourism Society in the UK. His clients include the UNWTO, Ilo, Unesco, national tourist boards, and private sector clients. Consultancy work in forty countries. Former Vice Chair of the Wales National Tourist Board.
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Responsible for: a) Studies for the ministry of culture, the ministry of tourism, local authorities, NGO, and corporations; b) Participation to the NEMUS project (creation of jobs in the museum sector, European Commission).  
Member of ICOM (International Council of Museums) and former member of the board of the Intercom (management) committee of ICOM.  
Director of the series “Gestion de la culture” at l’Harmattan Member of the editorial board of the international Journal Museum Management & Curatorship.  
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His research interests include post-socialism, trust, social networks, social transformation in rural societies, corruption and value orientations, through field research in Japan and Europe.  
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Former president of the ICOM (International Council of Museums) international Committees for Museology and for Collecting.  
Member of the editorial board of Museums & Society, published in Leicester, UK.  
Member of the editorial board of The Problems of Museology, Saint Petersburg State University, CSI.  
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Mario Verdicchio  
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Lecturer in Computer Sciences at the University of Bergamo.  
He teaches courses on computer science fundamentals, operating systems, and theoretical computer science.  
He graduated in Computer Engineering at the Politecnico di Milano in 2000, with a thesis on e-commerce in Italy.  
PhD in Information Engineering at the Politecnico di Milano in 2004, with a thesis on artificial communication languages.  
Post-doc grant from an Italian Ministry of University and Research (MIUR) project on a academic online collaboration site.  
Since 2011 he’s also been teaching at the Department of Foreign Languages and Literature of the University of Bergamo.  
He authored more than 40 articles published in international journals and conference proceedings (including Computational Intelligence and Journal of Computer Security), and over the years expanded the scope of his research from the formalization of communication processes to the modeling of more general aspects of human behavior, including issues related to digital identity on the Web.  
... At the PGST Master’s Course, Verdicchio teaches Sistemi web per il turismo.
Chris Wilbert  
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A geographer, he is senior lecturer in Tourism Geographies at the Anglia Ruskin University in Cambridge, where he is pathway leader for MA International Sustainable Tourism Management, and supervises doctoral students in tourism and related disciplines. At the PMTS Master’s Course, he teaches Geography of Environment and Tourism. Wilbert’s teaching focuses on tourism geographies, social and cultural theory, cultural and urban tourism, leisure and tourism in urban regeneration, dark tourism, development of destinations, wildlife and nature tourism.  

His recent research has focused on everyday human-animal interactions, tourism performances, environmentalism and sustainability, technonatures, uses of media in tourism/leisure spaces, and tourism/leisure in urban regeneration.  

Among his publications, the following may be mentioned here: Autonomy, Solidarity, Possibility: The Colin Ward Reader (with Adam White, AK Press, 2011); Technonatures: Environments, Technologies, Spaces and Places in the Twenty-First Century (with Adam White, Wilfrid Laurier University Press, 2009).  

At the PMTS Master’s Course, Wilbert is Visiting Professor in Geography of the Environment and Tourism.

THE MASTER’S DEGREES TUTORS

Lorenzo Canova  
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A sociologist, he’s been a member of the Association International d’Experts Scientifiques du Tourisme (AIEST) since 1993, and of the Società italiana di scienze del turismo (Sistur) since 2010. He’s been teaching in Master Courses related to Tourism Planning in several universities (Roma, Milano, Cosenza, Camerino, Catania), and regularly presents papers at Italian and international conferences.  

He is among the founders and Presidents of ACTA, a Milan-based association specialising in sustainable tourism planning. He has been working on experimental programs with a number of DGs of the European Commission, and the past Vice-President (now senior adviser) of ECOTRANS, a European network promoting research and good practices in sustainable tourism.  

Since 1998 he has cooperated as an external expert with the Dipartimento per lo Sviluppo e Coesione Economica of the Italian Ministero dello Sviluppo Economico, committed on projects of local development, tourism, culture, environment and integrated territory planning; he coordinates the Segreteria Tecnica of the “Sensi Contemporanei” program, being scientific responsible of the concept and monitoring of audiovisual products, visual arts, design, local development and tourism.  

Canova has been in charge of the PGST / PMTS Master’s Course workshops on Methodology and Tourism Planning since 2005, and has lectured in Sociology of Tourism in Local Development.

Davide Del Bello  
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Del Bello is a senior researcher in English Literature and tenured assistant professor of English at the University of Bergamo. He received his PhD in English and Rhetoric from Northern Illinois University, USA, and has written essays on Renaissance literature (Shakespeare, Elizabeth I), literary criticism (Derrida, Vico, Eco), and on cultural issues of American Puritanism (Anne Hutchinson). He’s also interested in rhetorical aspects of socio-cultural studies (Michel de Certeau, Kenneth Burke).  

In 2007 he published a monograph on etymology and allegory entitled Forgotten Paths: Etymology and the Allegorical Mindset for the Catholic University of America Press.
**Alessandra Ghisalberti**

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Member of the Center for studies and researches of the Chart of Roma Observatory.  
Member of the group on Governance of Natural Resources, Equity and Rights (TGER) of the Commission on environment, economy and social policy of the International Union for Conservation of Nature (IUCN).  
She was a visiting scholar at the Migration Policy Institute in Washington, DC, and at the Department of Urban Affairs and Planning of the Hunter College (City University of New York) in NYC in 2013.  
Her primary research interests are in the area of migration systems in European, African and American contexts. Her work focuses both on methodological approaches and infographic and mappings for studying and representing the territorial dynamics induced by migration.  
*At the PGST Master’s Course, Ghisalberti is in charge of the “WebGIS. Sistemi di informazione geografica in rete” workshop.*

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Member of the editorial boards of *Studi slavistici*, Firenze, and *Linguistica e Filologia*, Bergamo.  
His main areas of research include contrastive grammar of Slavic languages, language contact in Eastern Europe, and Eastern-European cultural studies.