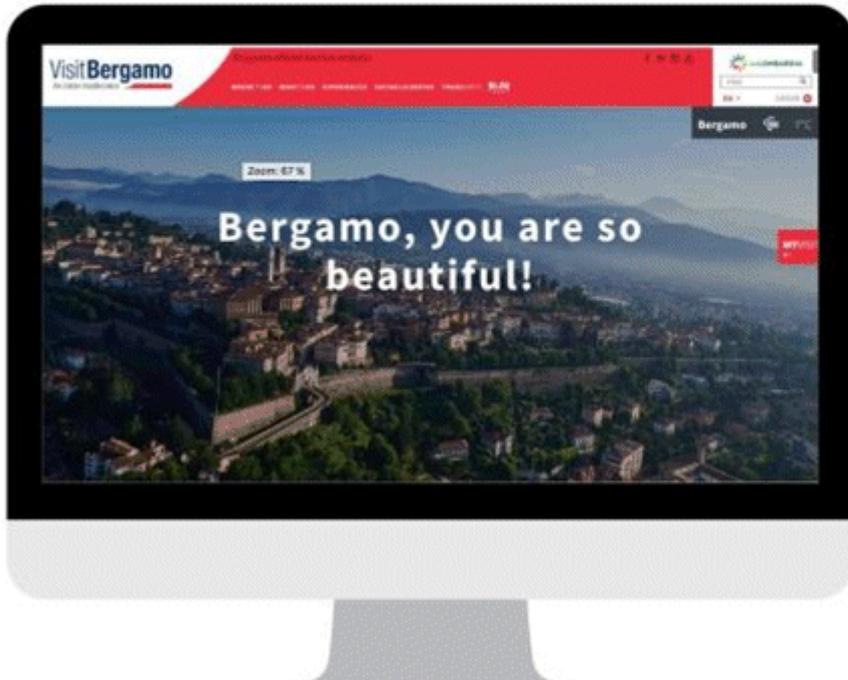


WEB PRESENCE REPORT



**PLANNING AND MANAGEMENT OF
TOURISM SYSTEMS**

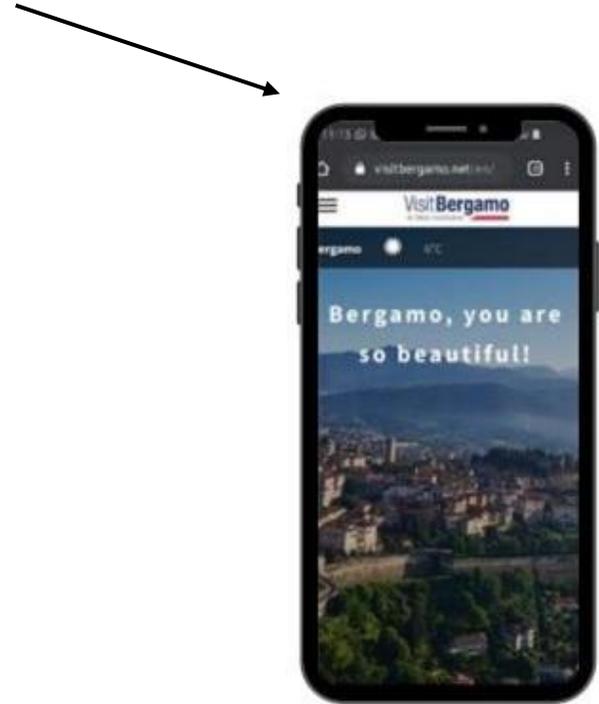
IT FOR TOURISM SERVICES

PROF. ROBERTO PERETTA

A.Y. 2020 - 2021

TABLE OF CONTENTS

- **Identity** (Alice Maj)
- **Contents** (Beatrice Merzi - Martina Vincenti)
- **Services** (Simona Chiumiento - Lucrezia Vezzoli)
- **Management** (Joviemar Kennedy Asiro)
- **Individuation** (Ester Poma - Diana Zuluaga Guerra)
- **Usability** (Mattia Bosatelli - Francesco Rota)
- **Strengths & Weaknesses**



IDENTITY

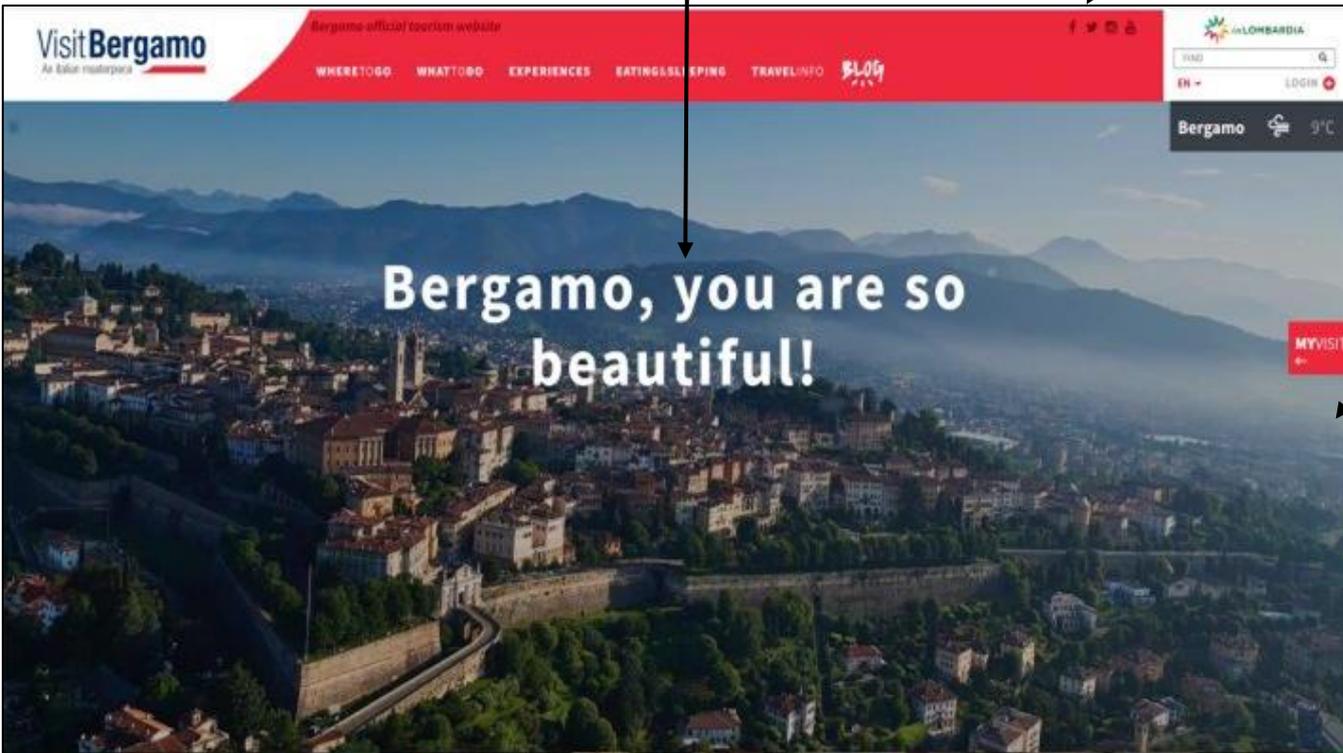


Area	
• Total	40.16 km ² (15.51 sq mi)
Elevation	485 m (1,591 ft)
Population (2019)	
• Total	122,243
Demonym(s)	Bergamasque <i>Bergamaschi</i> (Italian) <i>Bergamàsch</i> (Eastern Lombard)
Area code(s)	(+39) 035
Website	www.comune.bergamo.it
UNESCO World Heritage Site	
Criteria	Cultural: iii, iv
Reference	1533
Inscription	2017 (41st session)
Area	378.37 ha

IDENTITY

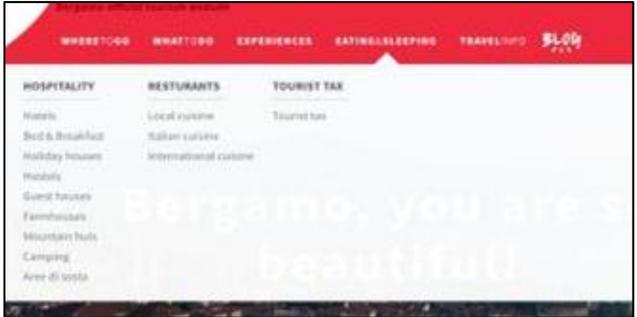
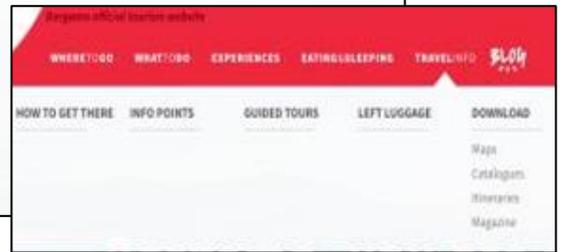
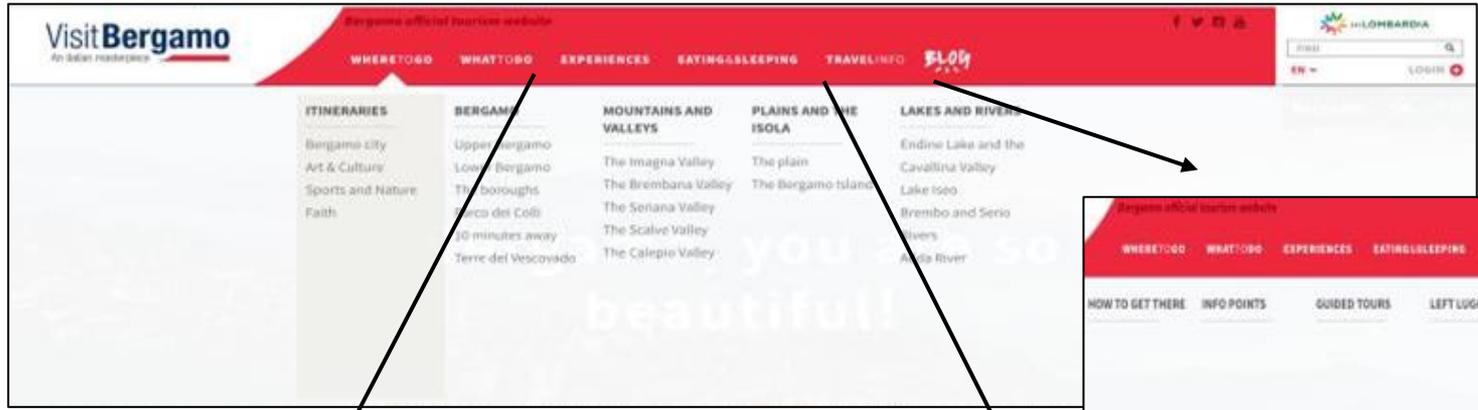
The view from Città Alta is used as wallpaper

The site can be followed through social network



The discovery of the city is compared to a travel

IDENTITY



CONTENTS

MANAGERS CONTENT COMPLIANCE



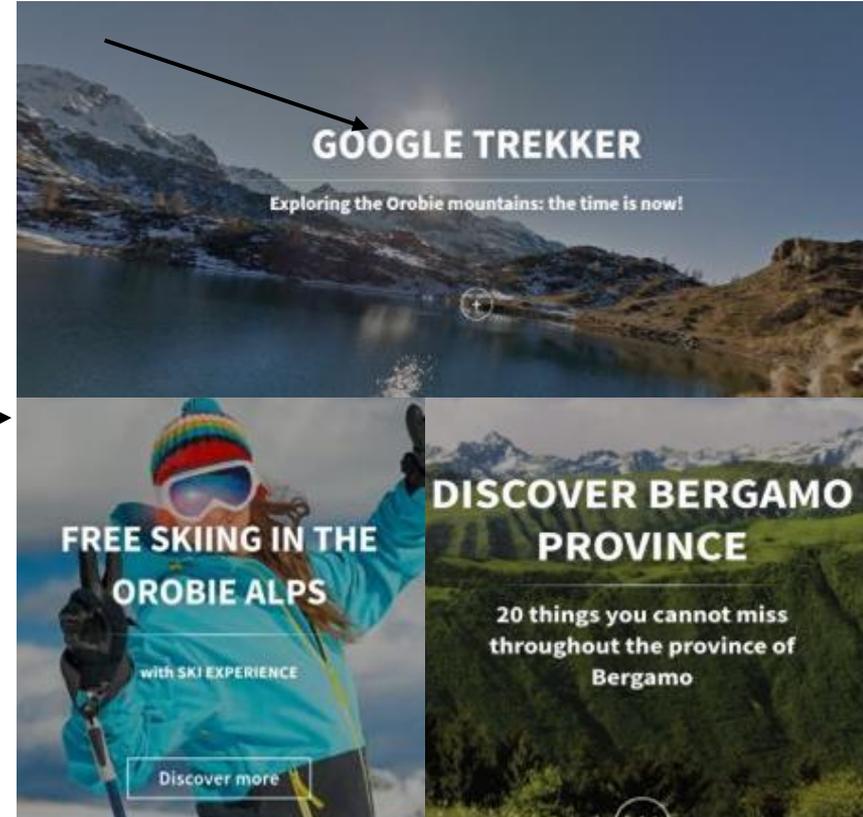
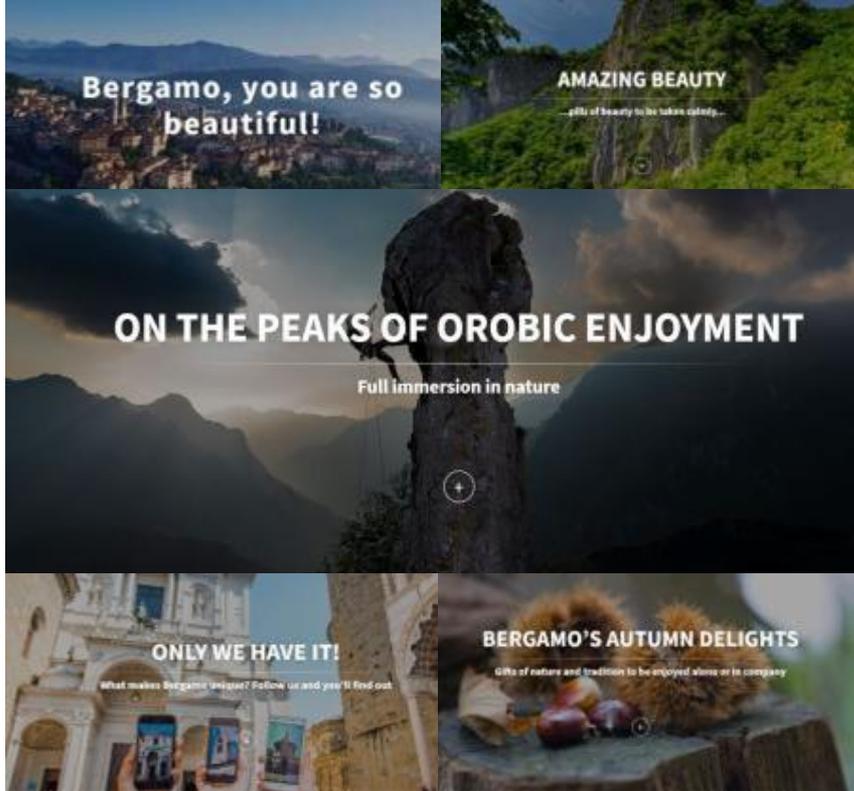
- Study the tourism potential in order to improve the relationship between demand and supply;
- Coordinate projects and initiatives of public and private;
- Implement marketing actions, quality programmes, promotions and advertising campaigns;
- Participate in fairs and events in Italy and abroad;
- Promote, develop and enhance tourist facilities

CONTENTS

INFO AND MEDIA CONTENT

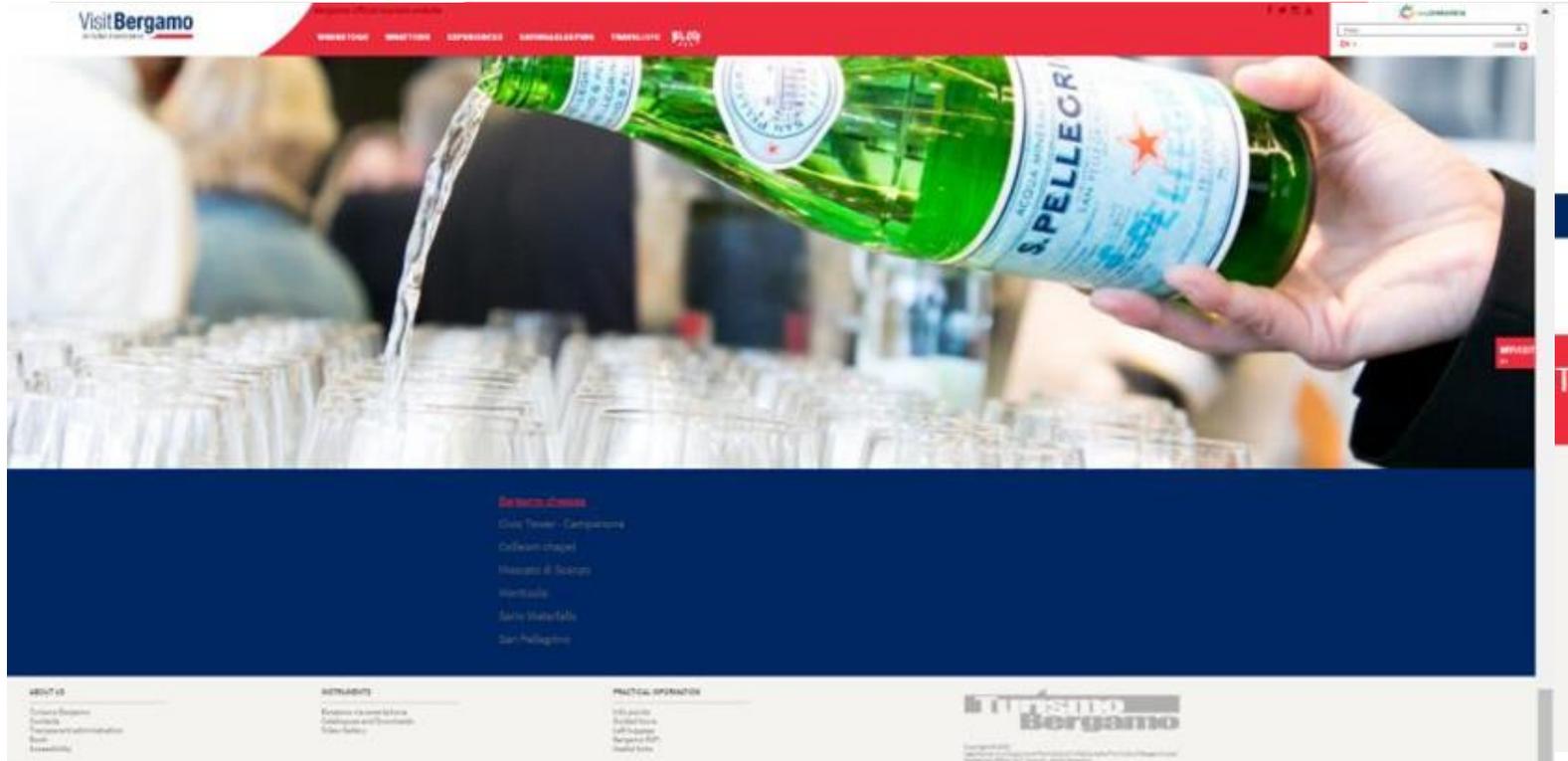
sentences
written in bold

many images and a
few writings



CONTENTS

LINKS



CONTENTS

EVENTS



Visit Bergamo
An Italian masterpiece

Bergamo official tourism website

WHERE TO GO WHAT TO DO EXPERIENCES EATING & SLEEPING TRAVEL INFO

- EVENTS**
- ART & CULTURE
 - Castles
 - Churches and Sanctuaries
 - Museums
 - Historic houses
 - Theatres
 - Monuments
 - Historic boroughs
 - Unesco site
- FOOD & WINE
 - Typical products
 - Recipes
 - The Valcalepio Wine
 - Trail
- EXPERIENCES
 - Outdoor
 - Cycle tourism
 - Cultural
 - Food and Wine

gamo, you beautiful

https://www.visitbergamo.net/en/

Bergamo official tourism website

WHERE TO GO WHAT TO DO EXPERIENCES EATING & SLEEPING TRAVEL INFO

To 14/11/2020

Events

SEE MAP

Filters 6 items found

- Type
 - Music
 - Culture
 - Exhibitions
 - Show
 - Folklore
 - Sport
 - Food
 - Nature
 - Fairs and Markets

Reset filters

FROM 14/11/2020

FREE WALKING TOUR BERGAMO

Plazza Mercato delle Scarpe, 24129 Bergamo, Bergamo

Cultura

DETAILS

FROM 15/11/2020

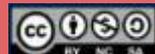
2020 Openings - Il Cipresso Winery

Via Cerrì, 2, 24020 Scanzorosciate, Bergamo

<http://www.ilcypressowinery.com>

Eventi

DETAILS



CONTENTS

STRUMENTI

Bergamo con lo smartphone
Cataloghi e Downloads
Video Gallery

DOWNLOADABLE MATERIAL

Visit Bergamo
Bergamo official tourism website

WHERE TO GO WHAT TO DO EXPERIENCES EATING & DRINKING TRAVEL INFO 31.09

VIEW ALL MAPS CATALOGHI ITINERARI MANUALI

Catalogues and Downloads

PLACES OF INTEREST
Bergamo
Bergamo in 4 Hours
Bergamo Ski
Piste Ciclabili
CYCLE LANES

BERGAMO_MSIV_ELITA_SIN
Download

BERGAMO IN 4 HOURS
Download

BERGAMO SKI
Download

BERGAMO SKI_CYCLE LANES
Download

BERGAMO SKI
Download

MY VISIT

CONTENTS

SOURCES COPYRIGHT

The screenshot displays the homepage of the Visit Bergamo website. At the top left is the logo "Visit Bergamo" with the tagline "An Italian masterpiece". The header includes the text "Bergamo official tourism website" and social media icons for Facebook, Twitter, Instagram, and YouTube. A navigation menu lists "WHERE TO GO", "WHAT TO DO", "EXPERIENCES", "EATING & SLEEPING", "TRAVEL INFO", and "BLOG". On the right, there is a search bar with the text "FIND" and a magnifying glass icon, and a language selector set to "EN" with a "LOGIN" button.

A registration form is prominently featured, consisting of a checkbox for "I declare that I have read and accepted your Privacy Policy", a reCAPTCHA widget with the text "Non sono un robot" and "reCAPTCHA Privacy - Terms", and a "JOIN" button. To the right of the form is a dark blue sidebar with a "MY VISIT" button and a left-pointing arrow.

Below the form, there are buttons for "Operators reserved area" and "LOGIN", and "Calculate the tourist tax" and "CALCULATE".

The footer is divided into three columns: "ABOUT US" (with links for Turismo Bergamo, Contacts, Transparent administration, Book, and Accessibility), "INSTRUMENTS" (with links for Bergamo via smartphone, Catalogues and Downloads, and Video Gallery), and "PRACTICAL INFORMATION" (with links for Info points, Guided tours, Left luggage, Bergamo WiFi, and Useful links). A separate box on the right contains the "Visit Bergamo" logo, copyright information for 2020, and contact details for the local tourism agency.



SERVICES

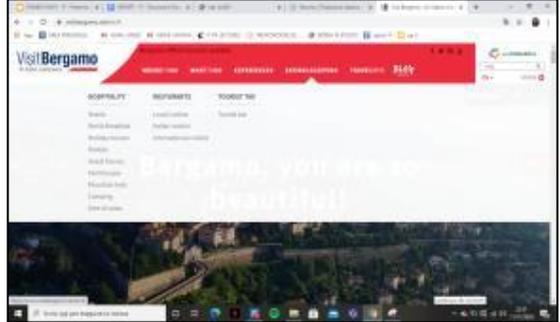
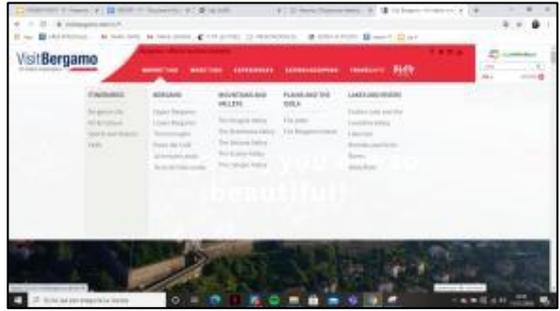
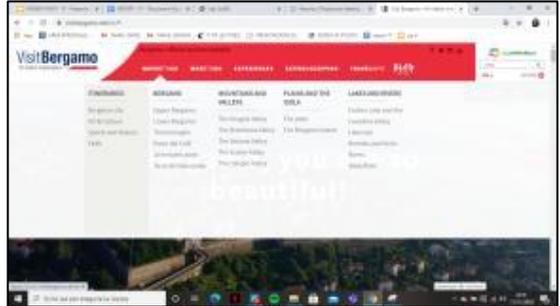
PRIVACY

The site "Visit Bergamo" uses cookies and it asks to accept them.



USER'S NEEDS

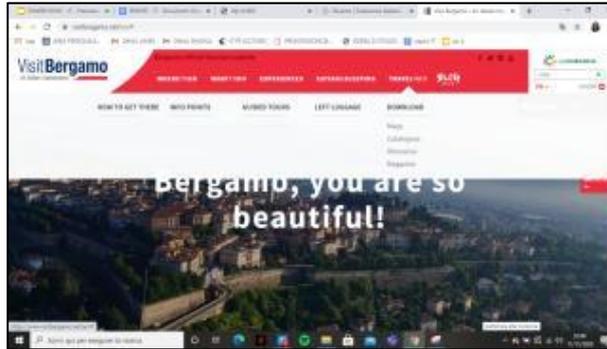
There's a drop-down menu which allows to have info about: itineraries, events, experience, hospitality and restaurants



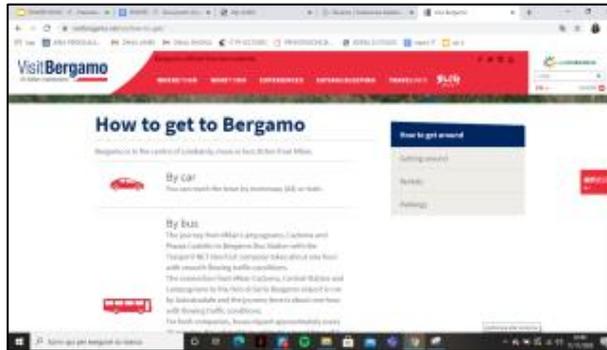
SERVICES

TRANSPORT

“How to get there”

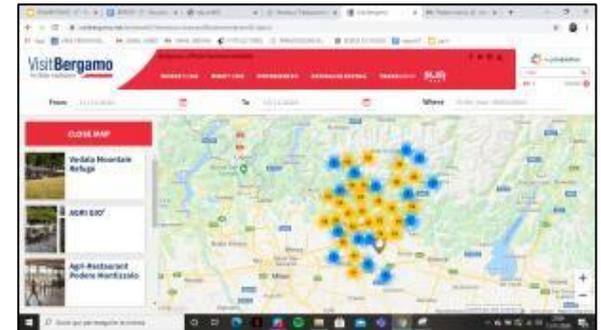
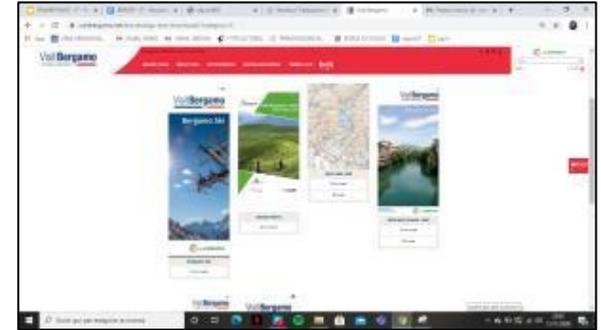


“How to get around”



GEO-REFERENCED MAP

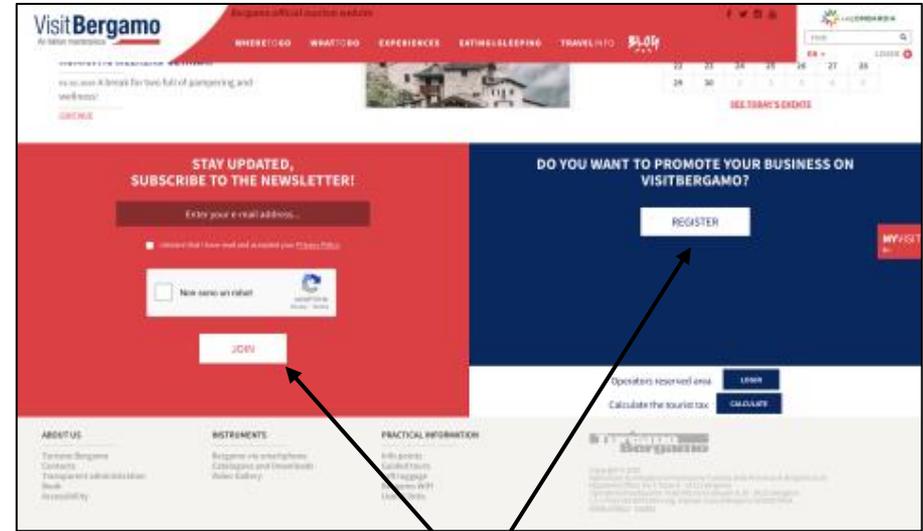
“Maps”



SERVICES

LOCATION-BASED SERVICES

The site “Visit Bergamo” has no Location Based Services.

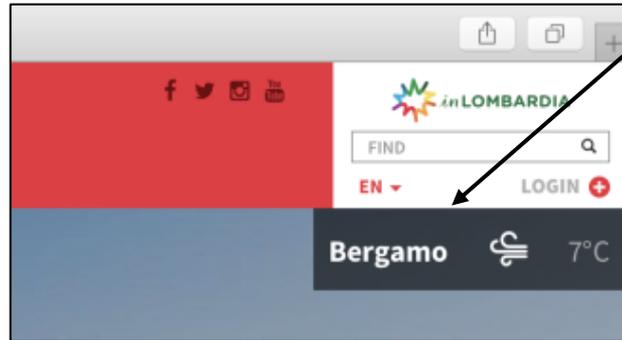


Manager's needs are fulfilled

SERVICES



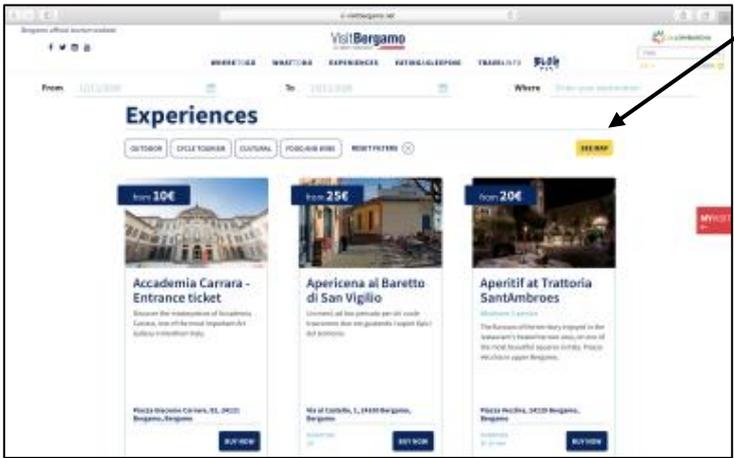
The **security** of the website is guaranteed thanks to the https protocol



The website provides a poor **weather forecast** on the homepage

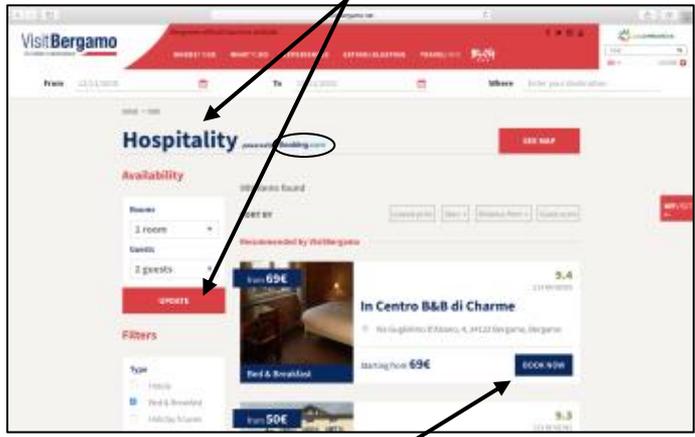
SERVICES

“Visit Bergamo” provides **e-commerce** functions:



Activities are purchasable directly from the website

The website allows the users to insert their preferences in order to look for activities, services or accommodations



Accommodations are powered by Booking.com, users cannot directly book them from “Visit Bergamo”

MANAGEMENT

CODE COMPLIANCE

the website's software works properly



A screenshot of the Visit Bergamo website. The header is red with the logo and navigation menu. Below is a search bar with 'From' and 'To' date pickers set to 07/11/2020, and a 'Where' field. The main content area shows 'Events' with a 'SEE MAP' button. A 'Filters' sidebar on the left lists categories like Music, Culture, Exhibitions, Show, Folklore, and Sport. A search result for 'FREE WALKING TOUR BERGAMO' is displayed, including the date 'FROM 07/11/2020', location 'Piazza Mercato delle Scarpe, 24129 Bergamo, Bergamo', and a 'DETAILS' button. A 'MY VISIT' button is also visible.

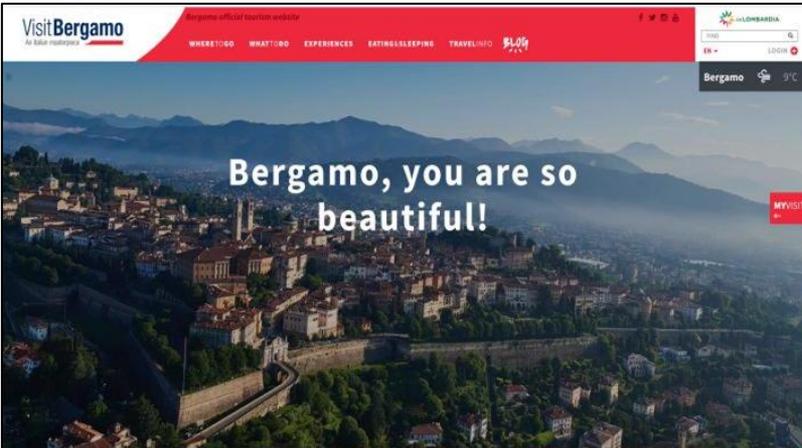
UPDATE: it appears to be regularly updated, as well as its social media pages: Facebook, Twitter, Instagram, YouTube



MANAGEMENT

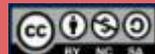
LINK COMPLIANCE:

according to the online tool *Broken Link Checker* many links don't work properly and they respond to the *404 Page not found error* or *bad host error*



TECHNOLOGIES: the website is technologically updated; the site surfing is fast and intuitive

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	http://www.bbisoladicasa.it/	www.bbisoladicasa.it	url src	bad host
2	http://www.hotelrosalpina.bg.it/	www.hotelrosalpina.bg.it	url src	bad host
3	http://www.casapriula.it/	www.casapriula.it/	url src	bad host
4	http://www.comune.bergamo.it/servizi/Menu/dinamica.aspx?idSezione=3780&idArea=1182&idCat=1195&ID=8557...	http://www.comune.bergamo.it/servizi/Me	url src	404
5	https://itunes.apple.com/it/app/visitbergamo-contest/id1180922379?mt=8	IMAGE alt= Download from Apple Store	url src	404
6	http://www.comune.bergamo.it/ortobotanico	 nb;sp;	url src	404
7	http://www.accademiacarrara.bergamo.it/	Accademia Carrara	url src	400
8	http://www.refi.regione.lombardia.it/vcs/Satellite?c=Page&childpagename=DG_Reti%2FDGLLayout&cid=12136086...	Parchi Regione Lombardia	url src	404
9	http://www.agriturismolemole.it/	www.agriturismolemole.it	url src	bad host
10	http://www.valbrembana.eu/it/poi/scuderia-del-cornello	www.valbrembana.eu/it/poi/scuderia-del	url src	bad host
11	http://bit.ly/2lymf1U	bit.ly/2lymf1U	url src	404
12	http://www.trattoriacolombina.it/	www.trattoriacolombina.it	url src	bad host
13	http://www.app9bergamo.com/	www.app9bergamo.com	url src	bad host
14	http://www.materiaprima.bigcartel.com/	www.materiaprima.bigcartel.com/	url src	404
15	http://www.chiringuitocafe.it/	www.chiringuitocafe.it	url src	bad host
16	http://www.trattoriagreca-eggeo.it/	www.trattoriagreca-eggeo.it	url src	bad host
17	http://www.pooglias.it/	www.pooglias.it	url src	bad host
18	http://www.falconiberghamo.it/	www.falconiberghamo.it	url src	bad host
19	http://www.dilloallaluna.it/	www.dilloallaluna.it	url src	bad host
20	http://www.voloavelaristoranti.it/	www.voloavelaristoranti.it	url src	bad host



INDIVIDUATION

SEARCH ENGINES: generally well positioned



← 5th result on Google

DOMAIN NAME: short and immediate

→ visitbergamo.net →

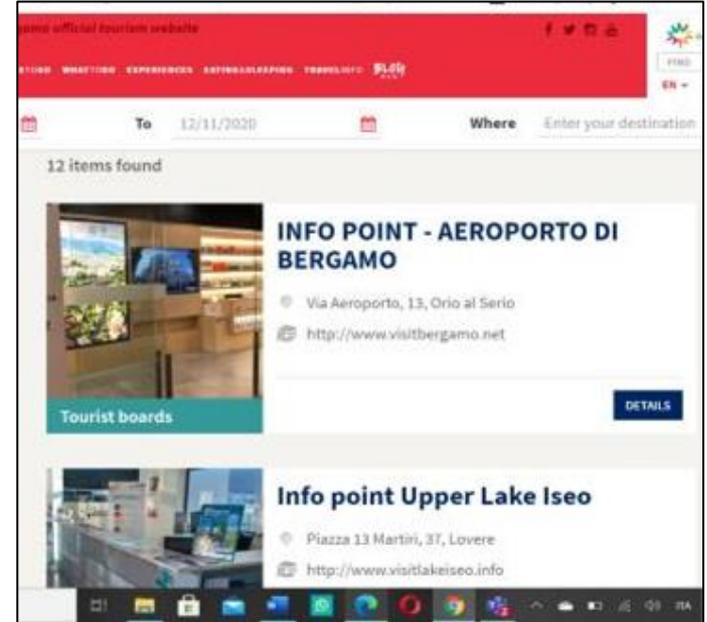


INDIVIDUATION

OFFICE GEOGRAPHIC POSITION:



Visit Bergamo's website dedicates a specific page for the offices, but not all of them are presented with telephone number, e-mail and location (and some of them also with opening hours). Sometimes the information on Google Maps differ from the one of the website.



BASIC AND ONLINE COMMUNICATION: not totally provided

RANKING



DOMAIN RAITING

63/100



LINKING WEBSITE

1517



BACKLINKS

50.707



ORGANIC # OF VISITS: 37.4K MONTHLY

INDIVIDUATION

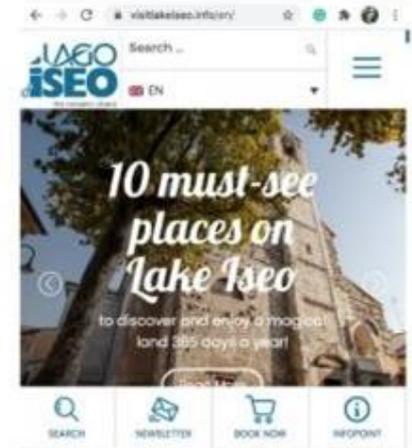
COMPETITORS



DOMAIN RAITING
67/100

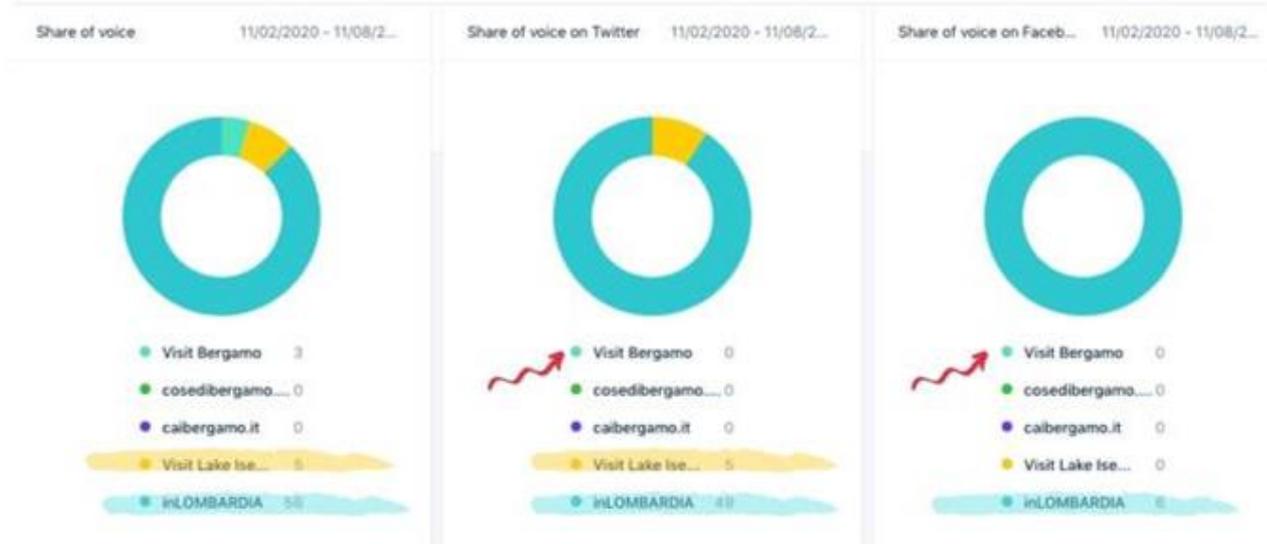


DOMAIN RAITING
21/100



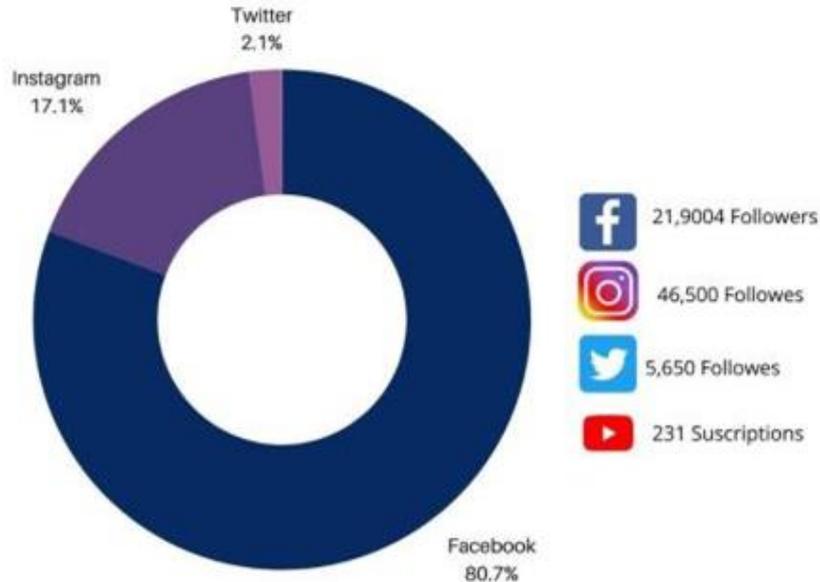
DOMAIN RAITING
54/100

SHARE OF VOICE



INDIVIDUATION

SOCIAL MEDIA ENGAGEMENT



Language Content:
Type of posts:

#: #visitbergamo
#BergamoJustAmazing
#bergamotiaspetta
#Bergamoinsiemeavoi
#Bergamotravelwishlist
#bergamoisallright
#Bergamopiùbella

INDIVIDUATION



SENTIMENT



Visit Bergamo
28 de julio · 
Quanto sei bella Bergamo! #visitbergamo
#quattrosolobergamo
Ver traducción



6,8 mil · 444 comentarios · 3,3 mil veces compartido

Me gusta · Comentar · Compartir

Más relevantes

Scrivete un comentario...

Vincenzo Carvè
Per me Bergamo è creata nel cuore quando, nel 1960, prestar servizio militare nella caserma Montalungui.

Me gusta · Responder · Ver traducción · 14 con · 10 con · 14 · 4 respuestas

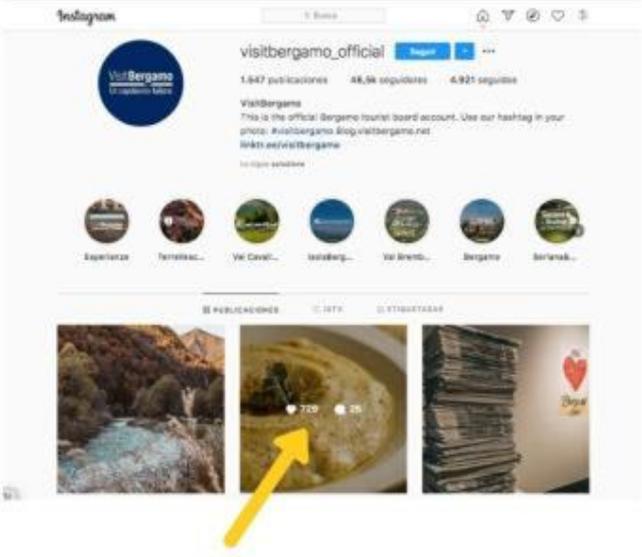
Rea Tuofo
L'ho visitata. È veramente bella, si sono tantissimo anno da vedere e si mangia molto bene. Mi è piaciuta tantissimo. Da quest'anno poi, Bergamo sempre nel cuore. ❤️

Me gusta · Responder · Ver traducción · 14 con · 14 · 3 respuestas

MariaFeresa Bortolotti
La mia amata Bergamo Alta... Vivevo proprio sotto san Vigilio, ed avevo un panorama meraviglioso da tutte le finestre della villa: il bosco e il monastero di Astino. Ho vissuto in tanti Paesi nel mondo, amato tanti luoghi, ma in Italia i miei hanno s... Ver más



SENTIMENT



Instagram

visitbergamo_official   

1.647 publicaciones · 46,5K seguidores · 4.921 seguidos

VisitBergamo
This is the official Bergamo tourist board account. Use our hashtag in your photos: #visitbergamo #log.visitbergamo.net #B41.visitbergamo

Ir a inicio

Esperanza · Ferruccio... · Via Cavall... · Visit Berg... · Visit Berg... · Bergamo · Bergamo...

Publicaciones · 10 · 10 · 10 · 10 · 10 · 10 · 10

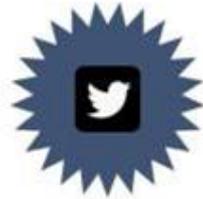


A yellow arrow points to the middle photo in the grid, which shows a bowl of food.



INDIVIDUATION

Other Networks



TWITTER

Same Content than Instagram



LINKEDIN

144 followers, not frequent posts.



YOUTUBE

231 Subscriptions, not frequent posts.

INDIVIDUATION

SOCIAL MEDIA: MAP OF LINKS



INDIVIDUATION

B2C COMMUNICATION



Contacts

Form fields for contact information:

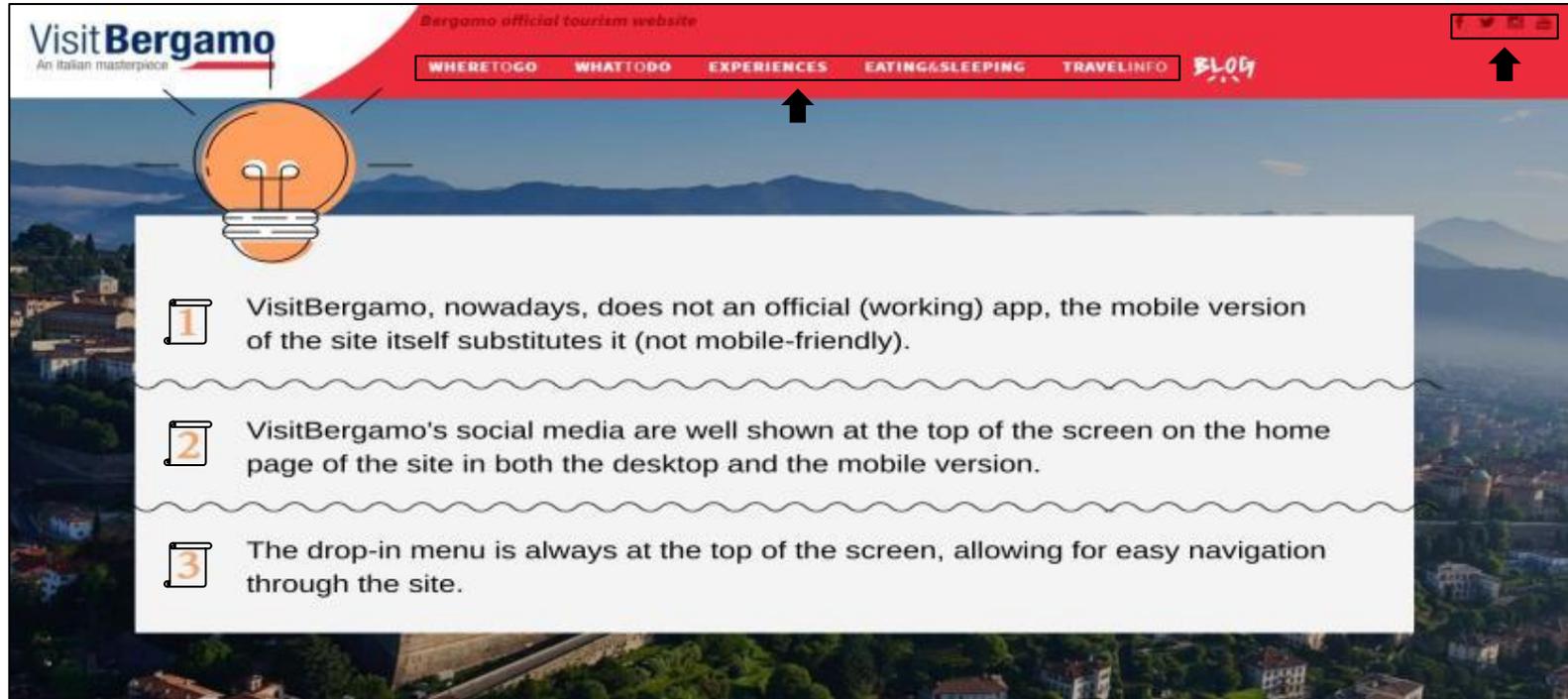
- Nome*
- Cognome*
- Paese*
- Phone
- Mobile
- Business for company
- Company
- Address
- Phone number

Contacts list:

- Visit Bergamo



USABILITY



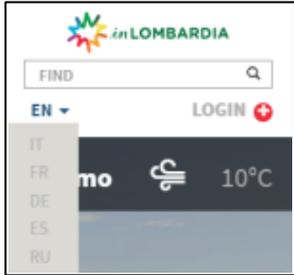
The image shows a screenshot of the Visit Bergamo website. The header is red and contains the logo 'Visit Bergamo' with the tagline 'An Italian masterpiece' on the left. To the right of the logo is the text 'Bergamo official tourism website'. Further right is a navigation menu with the following items: 'WHERE TO GO', 'WHAT TO DO', 'EXPERIENCES', 'EATING & SLEEPING', 'TRAVEL INFO', and 'BLOG'. In the top right corner, there are social media icons for Facebook, Twitter, and Instagram, with an upward-pointing arrow below them. A large white box with a lightbulb icon and three numbered points is overlaid on the page, providing usability feedback. The background of the website is a scenic view of Bergamo.

1 VisitBergamo, nowadays, does not have an official (working) app, the mobile version of the site itself substitutes it (not mobile-friendly).

2 VisitBergamo's social media are well shown at the top of the screen on the home page of the site in both the desktop and the mobile version.

3 The drop-in menu is always at the top of the screen, allowing for easy navigation through the site.

USABILITY

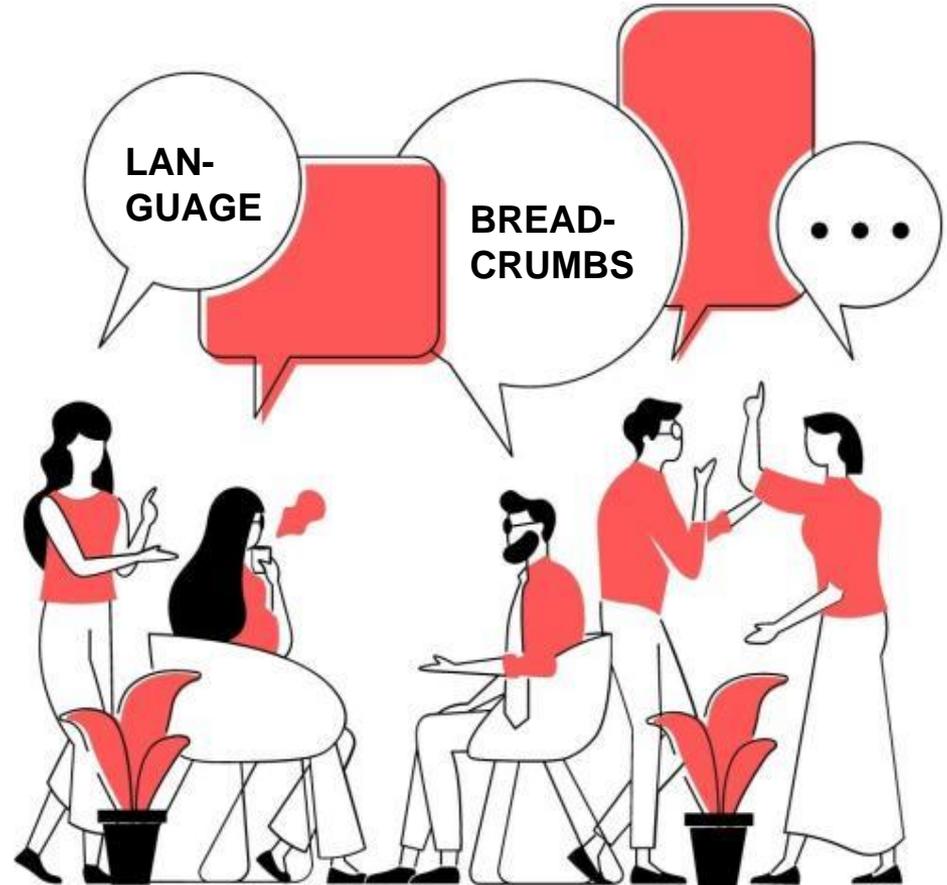


6 available languages on the website: Italian, English, French, German, Spanish, Russian (all European languages).

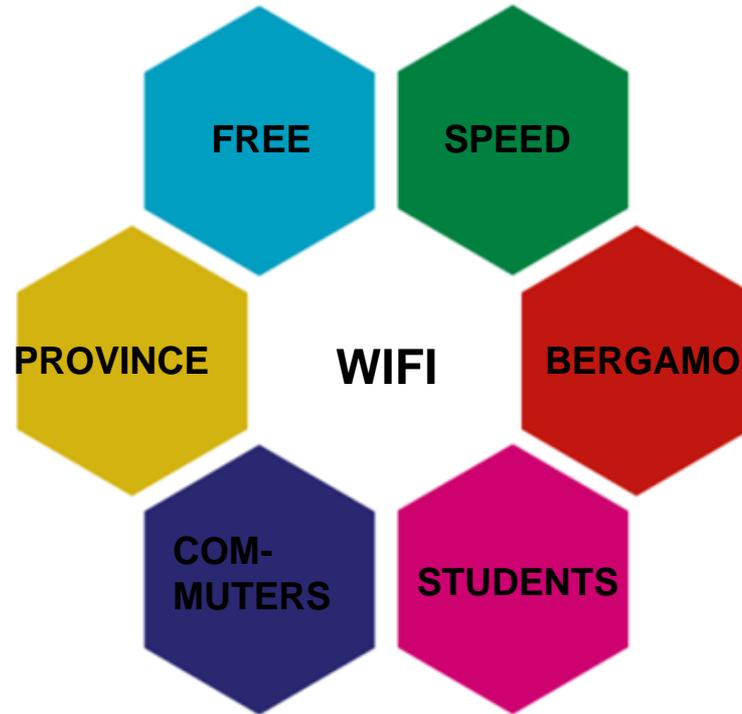
[HOME](#) > [WHAT TO DO](#) > [TYPICAL PRODUCTS](#) > [TYPICAL DESSERT](#)

“Breadcrumbs” are widely available to help users with the navigation across the site.

Ex. Polenta e Osei →



USABILITY



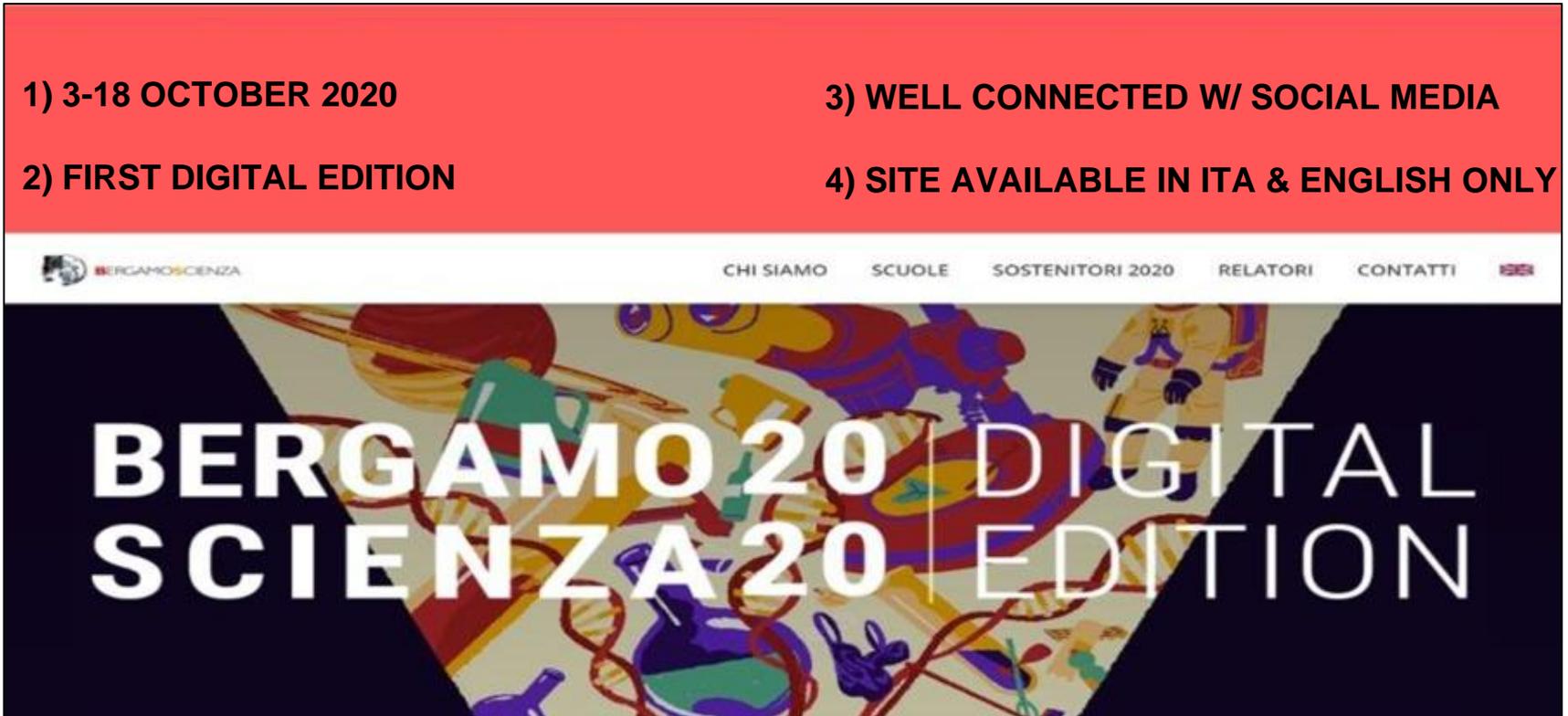
USABILITY

1) 3-18 OCTOBER 2020

2) FIRST DIGITAL EDITION

3) WELL CONNECTED W/ SOCIAL MEDIA

4) SITE AVAILABLE IN ITA & ENGLISH ONLY



STRENGTHS & WEAKNESSES

STRENGTHS	WEAKNESSES
The website as well as its social media pages are regularly updated	Few recent videos in YouTube
The website is easy to use and easy to browse	Some links do not work properly
Privacy & security are well respected	Twitter and Youtube have no frequent posts.
The level of engagement in the social media is remarkable.	The official website doesn't always have a good position on the main Search Engines
The Domain Ranking score is noticeable in comparison with its competence. The number of organic visits per day is also preponderant.	There is a problem with the location of the main office of Visit Bergamo (website vs Google Maps)
Section for B2B & B2C	They are not using a proper intranet right now



STRENGTHS & WEAKNESSES

STRENGTHS	WEAKNESSES
Eye-catching photos	Weather could be linked to some weather forecast websites in order to provide more information
Well-organized contents	Some translations are missing
Good purchasing functions directly on the website	Improvements about the speed of Wi-Fi connection can be made in certain areas of the province
Many information on things to do, where to go and hospitality	No official app is present (nowadays) on neither the App Store nor on Google Play
Many maps available online and downloadable	No clear home button (the logo works as that)
Free Wi-Fi available in the city. And average Wi-Fi speed in Bergamo is good	
The website is always up-to-date and it works well on both computers and mobile phones	
Navigation on the site is straightforward	