



UNIVERSITÀ DEGLI STUDI DI BERGAMO

Department of Foreign Languages, Literatures and Cultures

Master's Degree Course in

PLANNING AND MANAGEMENT OF TOURISM SYSTEMS

Class n. LM-49 - Progettazione e Gestione Dei Sistemi Turistici

**How To Boost Small Business' Web Presence:
The Case of a Small-Scale Hotel In Lovere**

Supervisor:

Professor Daniela Andreini

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Master's Degree Thesis

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