



UNIVERSITÀ DEGLI STUDI DI BERGAMO

Department of Foreign Languages, Literatures and Cultures

Master's Degree in Planning and Management of Tourism Systems

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

**CREMA AS A DESTINATION, ITS WEB PRESENCE AND
ITS COMPETITORS.**

**AN ANALYSIS IN THE FRAME OF REGIONAL
TOURISM IN SOUTHERN LOMBARDY**

Supervisor:

Professor Roberto Giovanni Romano Peretta

Co-Supervisor:

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Master's Degree Thesis

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