

Digital Maps & Tourism

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Bergamo da non perdere
BERGAMO "MUST SEE"

BERGAMO PART OF UNESCO WORLD HERITAGE SITES
VENETIAN WORKS OF DEFENSE BETWEEN 16TH AND 17TH CENTURIES
BERGAMO PART OF UNESCO CREATIVE CITIES

3 La Città Verde
THE GREEN CITY

1 Il Miglio della Bellezza
THE MILE OF BEAUTY

2,5 KM LUNGHEZZA LENGTH
1,10 H DURATA DURATION

TUTTE LE TAPPE - TUTTI GLI ITINERARI
AUDIO GUIDE - OTHER LANGUAGES

4 I Segreti delle Mura
THE SECRETS OF THE WALLS

2 Il Cuore di Città Bassa
THE HEART OF LOWER TOWN

SEI QUI YOU ARE HERE

VisitBergamo

DIGITAL MAPS

By now, they have almost replaced paper maps, as they are:

- more detailed
- show your exact location
- frequently updated
- do not wear out
- safer to use
- easier to use
- incentivizing mountain tourism
- editable (e.g: Openstreetdata)
- often available in 3D too
- available for free



3D VIEW VS 2D VIEW

Bergamo

Province of Bergamo

Cloudy · 15°C
6:19 PM

Directions Save Nearby Send to phone Share

Quick facts
Bergamo is an Italian city northeast of Milan, in the Lombardy region. Its older upper district, called Città Alta, is characterized by cobblestone st... [More](#)

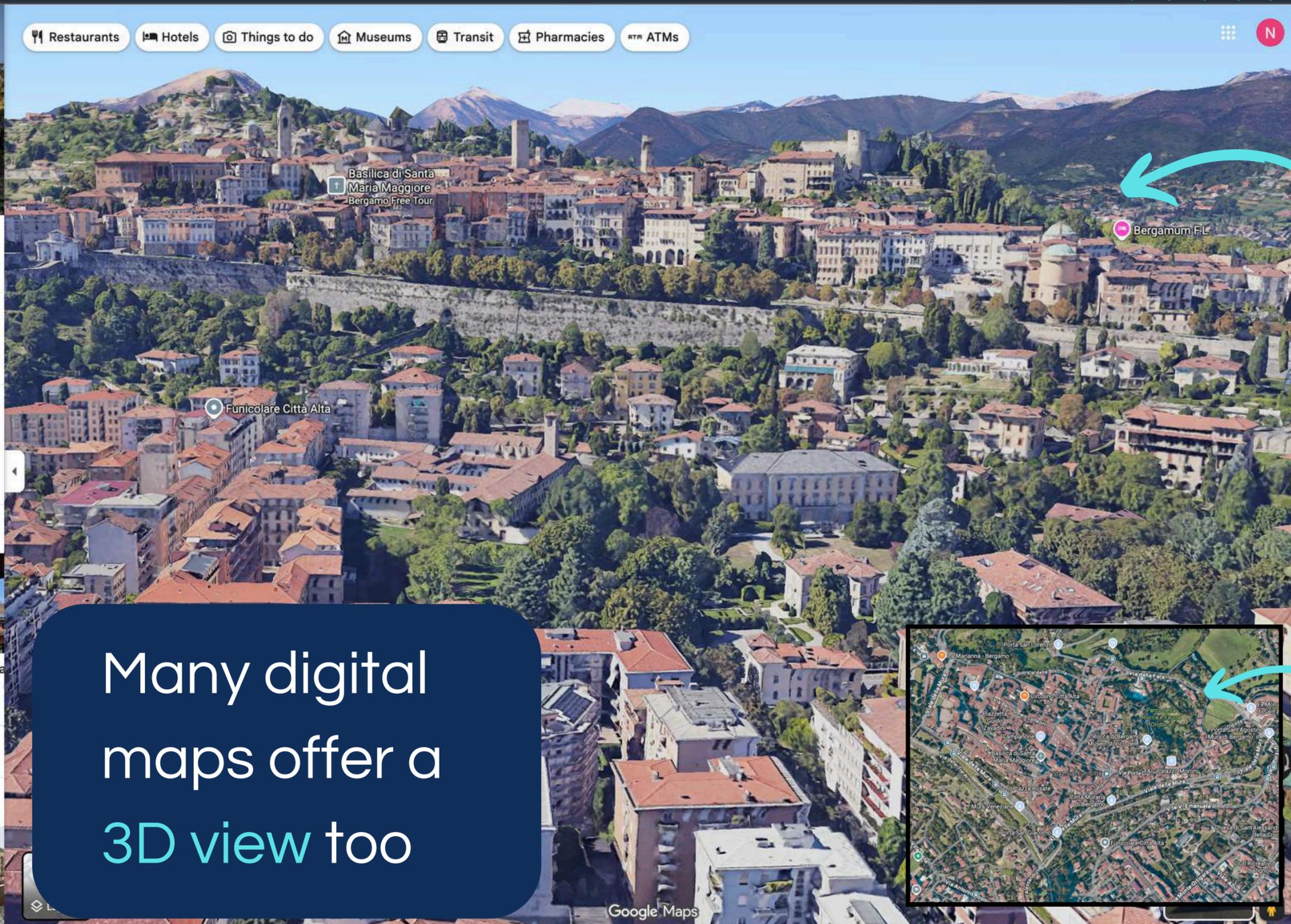
Hotels

€149	€69	
4.3 ★ (4,184) ⓘ 3-star hotel	2.5 ★ (11) ⓘ	4.5 ★

[View more hotels](#)

Vacation rentals

€52	€86	



Many digital maps offer a 3D view too



Google Maps's 3D view of Bergamo



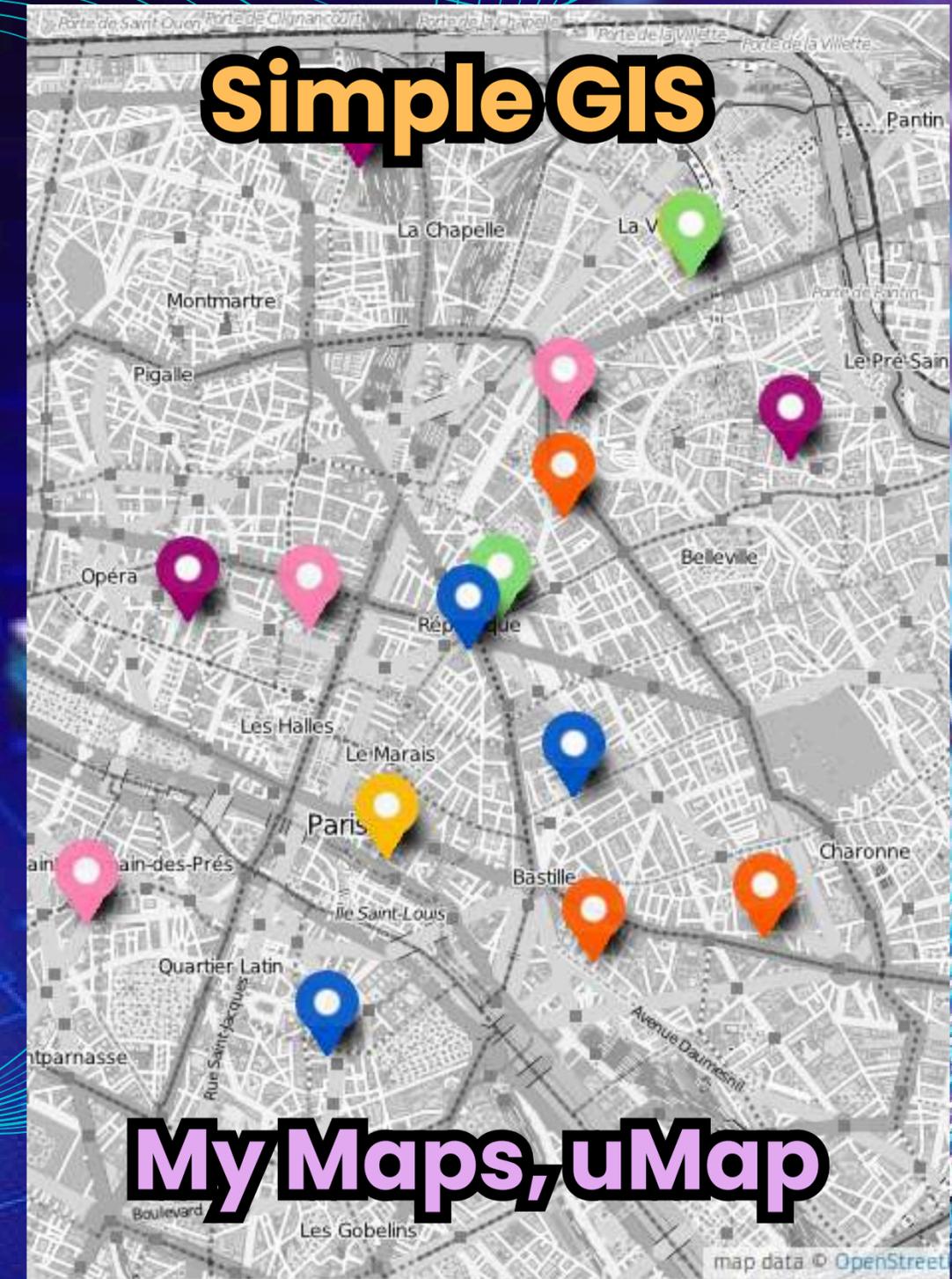
Same view in 2D

GPS & GIS

Digital maps are possible thanks to the powerful combo of two ITs known as **Global Positioning System (GPS)** and **Geographical Information Systems (GIS)**

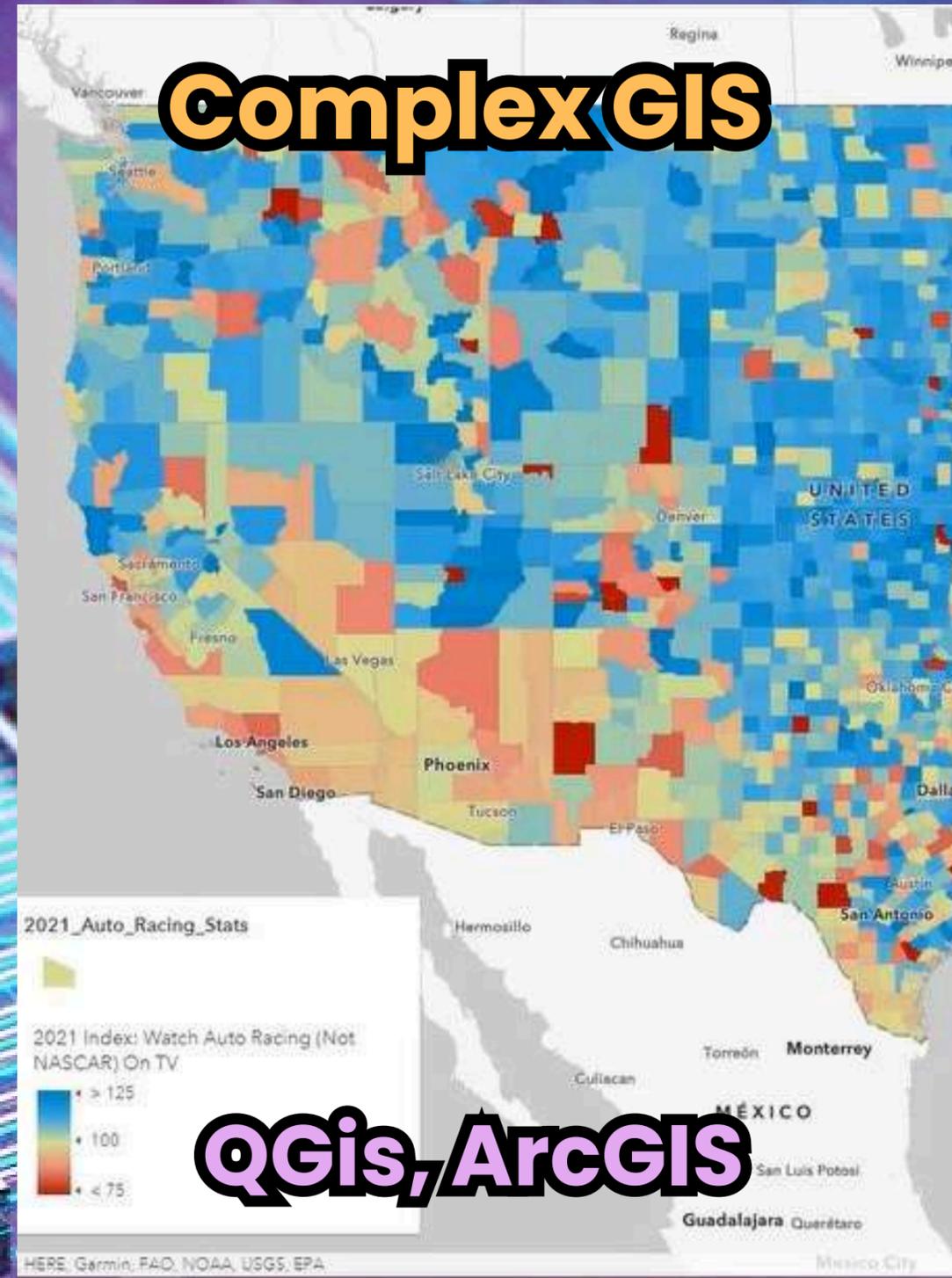
TYPES OF GIS TOOLS

Simple GIS



My Maps, uMap

Complex GIS



QGis, ArcGIS

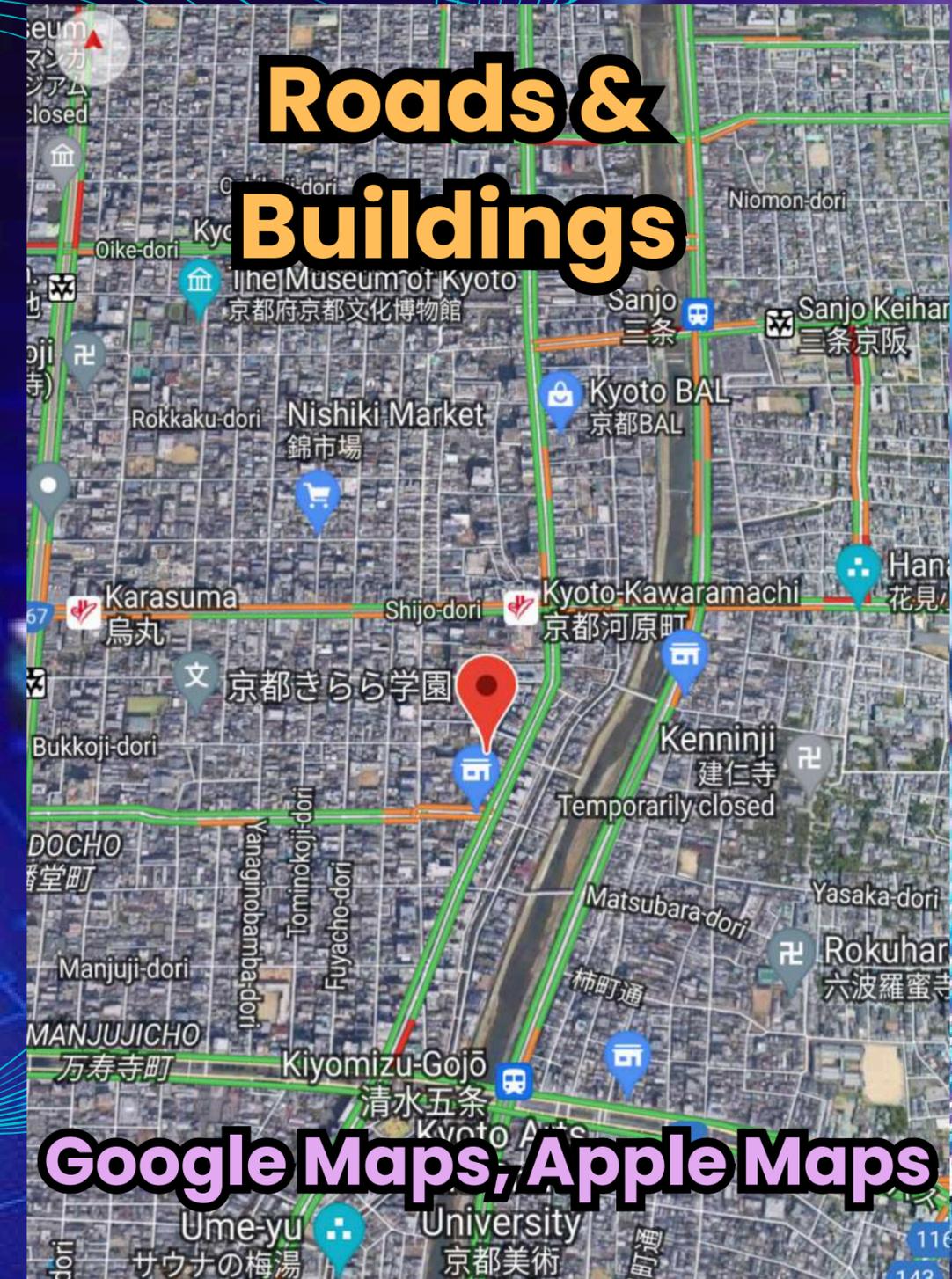
AI-based GIS



Mapstack, Bettermaps

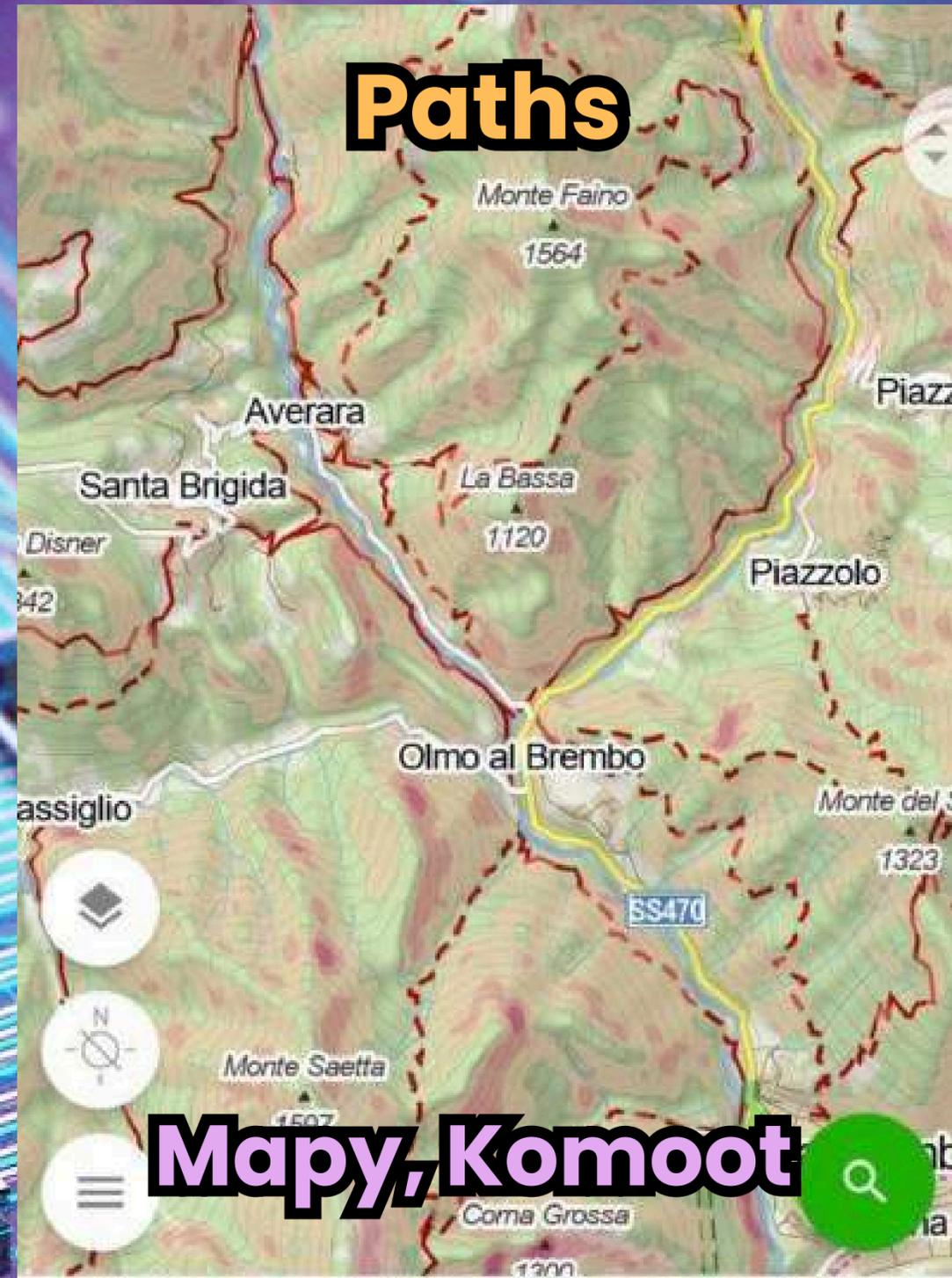
APPS TO VISUALIZE MAPS

Roads & Buildings



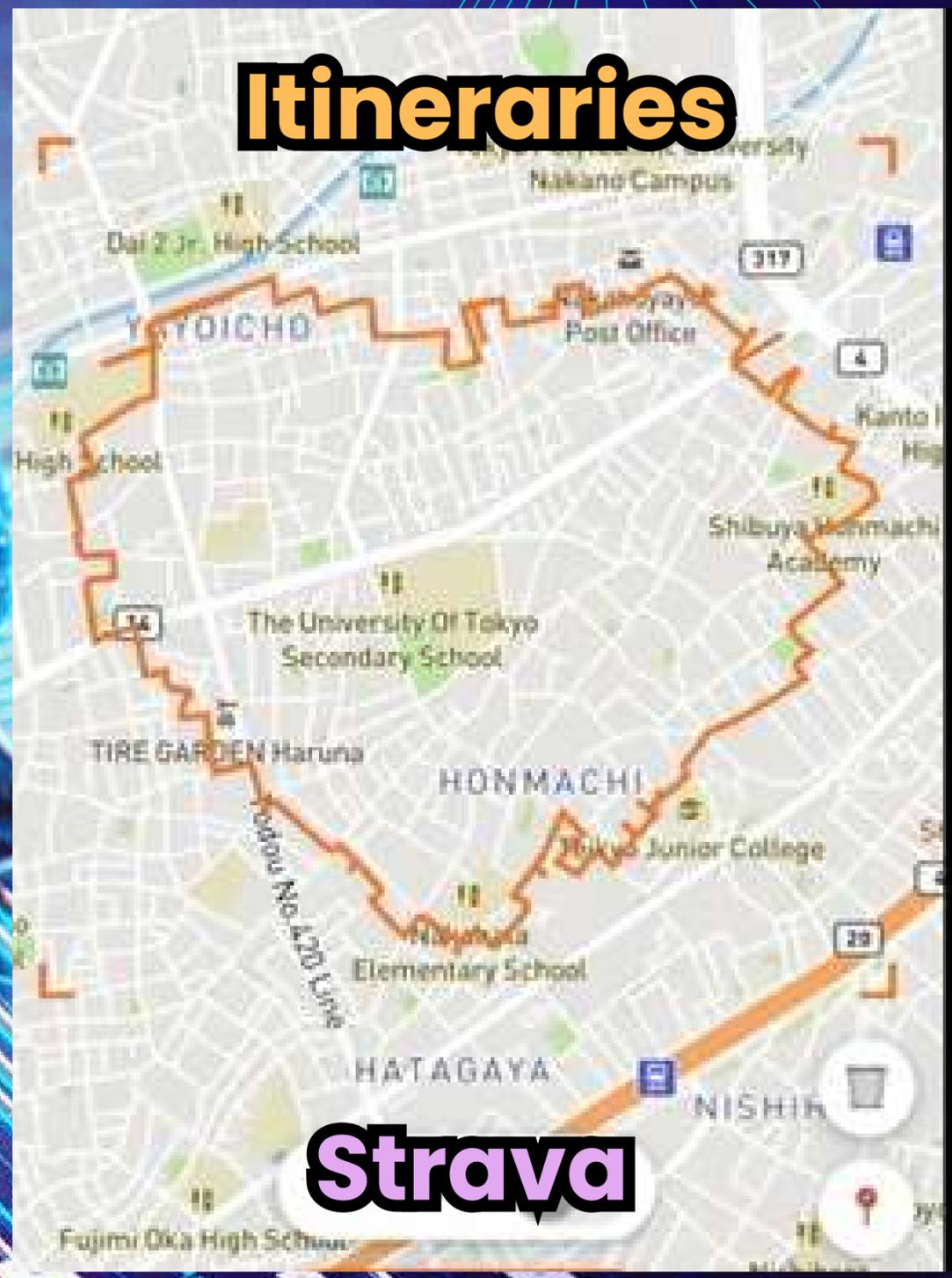
Google Maps, Apple Maps

Paths



Mapy, Komoot

Itineraries



Strava

APPS TO CREATE TOURISTIC MAPS

Touristic maps are usually created with a combination of GIS + Image Editors. E.g: QGis + PhotoShop



DRAWBACKS OF DIGITAL MAPS



1. Loss of **orienteering skill**: without digital maps, we are **blind**
2. Decrease of the number of **mountain guides**
3. Localization is not very accurate in **crowded places**
4. **ZTL areas** are not highlighted
5. Requires smartphones

GOOGLE MY MAPS TOOL



MY MAPS

Create and share custom maps with Google My Maps.

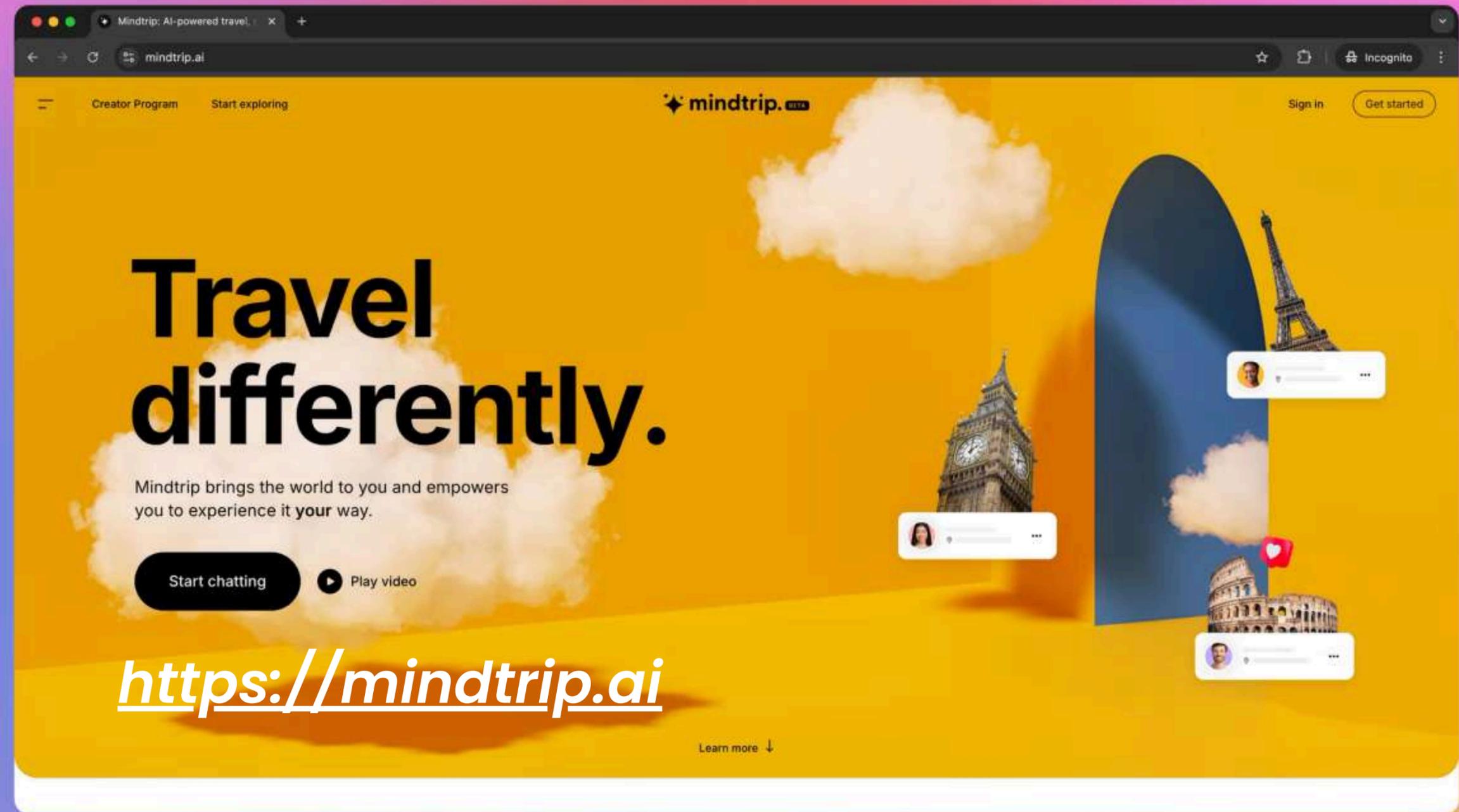
[GET STARTED](#)

<https://www.google.com/intl/eng/maps/about/mymaps/>

MINDTRIP AI TOOL

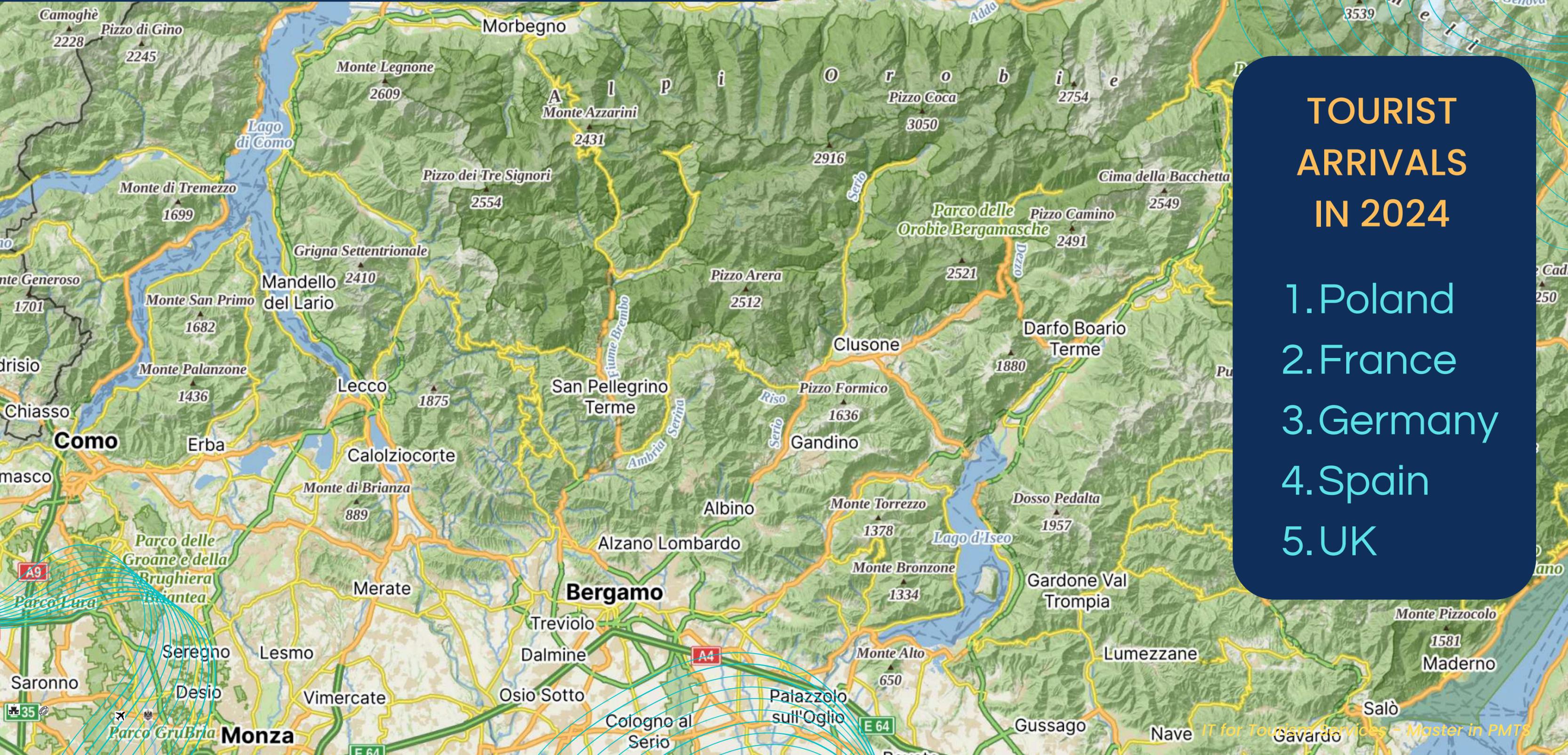


Travel planner usually created based on the combo of a digital map + online calendar + large language model





BERGAMO GEOGRAPHY



TOURIST ARRIVALS IN 2024

1. Poland
2. France
3. Germany
4. Spain
5. UK

SWOT ANALYSIS OF TOURISM IN BERGAMO

Strengths

- High-volume, low-cost international airport (BGY) connectivity.
- UNESCO World Heritage site (Venetian Walls).
- Proximity to several natural assets (lake of Iseo, Orobie park).
- Many second houses in the valleys

Opportunities

- Integration of Smart Tourism technologies for attracting new types of tourists (e.g: Smart Orobie, Smart Destinations)
- National strategic focus on Green Transition, and professionalization of tourism as an industry.
- High growth potential in experiential and slow tourism (Orobie Slow, Agritourism).

Weaknesses

- There are so many more touristic places nearby that the province of Bergamo is OVERSHADOWED by nearby more famous destinations like the Como lake, the lake of Garda, of Iseo, Milan, and even the Valtellina valley.
- Over-reliance on the urban core (Città Alta).
- Orographical barriers create physical accessibility gaps (e.g: tourists from the lake of Como cannot visit the nearby Brembana Valley).
- There are no trains that link the city to the nearby valleys and bus are scarce, so tourists must rely on private transports
- The local people are not accustomed to greet travelers, as there has never been a CULTURE of hospitality, so local communities and local administrations are not very open to tourism
- Mountains are lower than typical Alps ("Pre-Alps"). Most of the mountain towns don't have many things to offer to tourists beyond nature, neither they have a real economy ("Middle-earths")

Threats

- Tourism is too dependent on Bergamo airport
- Tourism gentrification in the High City (rising prices, loss of local businesses).
- Continued market perception as a Milan gateway.

PROJECT WORKS

- **First project work:**

Do not post anything from Dolomites for Beginners, and not even from other Dolomite groups, as we are now attracting the members of the Dolomites for Beginners groups
Check students with still 0-1 posts in Alps for Beginners

- **Second project work:**

- Deadline for the selfies on the stairs of Bergamo is the 10th of November. Lessons will be probably cancelled during the 5th, 6th and 7th of November due to the various students' proclamations, but check with your professors.
- Japanese group has lost 3 students not of PMTS; new entry: Elisa Enrica
- Check which students are not from PMTS (they can't be group admin)
- Check which students are non-frequenting
- Revise the third table in the google sheet and explain the new columns
- Finish opening the TikTok channels in the various languages
- Set your TikTok language as **the same one of your channel** from:
 - TikTok main menu → Setting and privacy → Language → App language
- Set all your channels as: TikTok menu → Edit → Category → **Education & Training**
- Show the videos generated by the groups
- Each short video should last exactly **8 seconds**



FREE ALTERNATIVES TO CANVA FOR VIDEO MAKING

1. Use [TikTok itself](#). Advantages: quick video making, and it can be made from the smartphone. Limitations: simple videos without AI voices
2. Use [Veo2](#). Advantages: quick video making. Limitations: no sound or voices in v2. Must wait Veo3 to add them.
3. Use [Gemini App Builder](#). Advantages: all video making steps are automated. Limitations: Gemini forbids inserting the author names in the videos for copyright reasons; there are few prompts per day in the free version; some words of the citations are not well formatted even by Nano Banana model
4. Use [CapCut](#). Advantages: very professional videos. Limitations: quite complex compared to the others. it takes some time to make videos
5. Use [Mootion AI](#). Advantages: very good text2visualstories tool. Limitations: videos can be downloaded only with a Premium account.
6. Use [AI Agents](#) to make all videos, by moving your [mouse cursor](#) over the interface of one of the above tools (this modality is also called "[Computer Use](#)"). Advantages: no human time spent in making videos. Limitations: at present AI Agents were trained to employ the graphical interfaces of just a few AI tools

TASKS FOR NEXT LESSON

- **First project work:**
 - Keep going with the amazing work you have done until now. Just to do not post anything related to the Dolomites anymore
- **Second project work:**
 - Generate the **logo** of your channel with **Leonardo AI**
 - Start posting videos with the frequency assigned to your channel (see our google sheet). If you have to post one video per day, post it at **5.30** of the morning. If you have 2, post the second at **12.30**. If you have 3, post the third at **21.00** and if you have 4, post the fourth at **18.30**, **always in local time!** (the time of the country/region that speaks the channel language, e.g: Germany for german, Japan for Japanese, etc.)
 - Channel admin can use **Buffer** to schedule all videos (<https://buffer.com/>). Buffer is more powerful than TikTok Studio; its only limitation is that in the free version you can only schedule a **maximum of 10 videos** in advance per social media channel, so you will have to schedule videos once every 2-10 days, depending on how many videos your channel publishes per day.
 - Remember to:
 - set your TikTok language as **the same one of your channel** from:
 - TikTok main menu → Setting and privacy → Language → **App language**
 - set your TikTok channel type as:
 - TikTok menu → Edit → Category → **Education & Training**
 - Each short video should last exactly **8 seconds**
 - Each short video should also include the **author** of the citation and a **voice** pronouncing the citation
 - The video template can be the same for all videos, or can change or repeat every 2-3 videos (it's up to you)
 - The voices must **alternate** between a female one and a male one
 - Include a **background music** too of your choice
 - The total number of visualizations of the videos + 10 * video likes + 100 * channel followers is the metric employed to determine the group with the **highest engagement** that will have a bonus of 10 points at the exam (period considered goes from 1st of November to 20th of December)
- Recommended movie of the week: **Transcendence** (2014), with Johnny Deep
- Next lesson will be on **Web Sites & Digital Marketing**