



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Department
of Management

Research Seminars Series A.Y. 2025-2026 2nd Term

March 12, 2026 – 12:30 p.m. (CET)
In room 18, via dei Caniana 2
AND Online on [Google Meet](#)

Presenter: Dr. Dario Bertocchi
University of Udine

TITLE - Using geo-big data to study regional economic impacts and monitor events.

Strategic decisions in marketing, urban planning, and tourism are often still based on intuition or fragmented data, which are inadequate in contexts of rapid change and increasing tourism pressure. The rise of ICT and Big Data enables a shift toward evidence-based strategies through the analysis of digital traces such as geolocated movements, transactions, and user-generated content. Geo Big Data provide dynamic insights into tourist flows and experiences, supporting the transformation of destinations into smart, data-driven cities. This seminar proposes a theoretical and operational framework for using georeferenced data in tourism management, presenting data sources, practical applications, and a case study on the “GO!2025” project (Gorizia and Nova Gorica, European Capitals of Culture 2025).

TYPE OF RESEARCH –Quantitative

STAGE OF RESEARCH –Ongoing

For further information please refer to: seminars.dipsa@unibg.it