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DEGLI STUDI
DI MILANO



UPO

UNIVERSITÀ DEL PIEMONTE ORIENTALE



In collaboration with the **Università della Tuscia**
as part of the **Italian Mountain Lab** project

With the support of:



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SUSTAINABLE TOURISM FOR MOUNTAIN AREAS

FROM MARCH 2018



Knowledge provided
by universities and
professionals in the
tourism sector



Local experiences:
the most innovative
cases in mountain
tourism



Business models,
innovative services
and strategies for
start-ups and growth
of businesses in the
mountains



Marketing and
communication to
improve the position of
mountain businesses on
the market



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FURTHER INFORMATION:

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