

*Carmen Bizzarri*

**Year:** Second year

**Semester:** Semester I

**Scientific Sector:** M-GGR/01

**Credits:** 6

**Total hours:** 42 hours

**Modular:** No

### OBJECTIVES

The course aims to analyze the theoretical and applicative methodologies at the exploitation of resources linking to the geographical asset. The theoretical fundamentals of the core course cover the relationship between the use of natural resources, the role of the community in the cities and in the land, tourism strategies and system sustainability.

The interdisciplinary elements of the course allow to use the resources in planning of the complex interactions between economic decisions, market forces, governmental policies and the environment.

This study allows the student to have adequate skills required for a successful career as experts in international business strategy, allowing them to define sustainable business strategies which can lead to competitive advantage.

By integrating the theoretical and empirical knowledge the student can reach a goal the sustainability also thanks to the assessment of territorial processes which are activated related to environmental protection and the tourism.

## TEACHING PROGRAM

Definition of resources and environment  
Definition and application fields of sustainability  
Relationship between resources and use for tourism  
Methods of analysis for the evaluation of resources  
Certification and environmental quality of the destinations  
Farm holidays: case studies

**Modes of course:** frontal lessons

**Examination methods:** oral

**Student Reception:** before and after the lesson

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## RECOMMENDED TEXTS

Bizzarri C. Querini G., 2006, Economia del turismo sostenibile, casi di studio, Franco Angeli

<https://www.degruyter.com/downloadpdf/j/euco.2013.5.issue-4/euco-2013-0021/euco-2013-0021.pdf>

Appunti e altre letture saranno consegnate dal docente durante le lezioni.