

# Workshop on Tourism Sustainability and Regional Development Bruneck, November 5<sup>th</sup>-6<sup>th</sup> 2018

## iBLUE Newsletters

### PREVIOUSLY

Launch of Work Package  
Transferring

### WHAT'S HOT

Workshop on  
Tourism Sustainability and  
Regional Development  
Bruneck, November 5th-6th  
2018

### COMING SOON

IBG event in Barcelona

The workshop on Tourism Sustainability and Regional Development took place in Bruneck from the 5<sup>th</sup> to the 6<sup>th</sup> November 2018. The event was organized by the free University of Bozen, at the premises of Bruneck (BZ).

The first day the focus was on the current trends and challenges in tourism sustainability with a detailed analysis of community development through good governance. The sustainable tourism developed regarding environmental sustainability, hospitality and how they influence customers' behavior were pointed out.

On the second day, the main topics were the influence of climate changes on the destination choice process, with some case studies, and the identification of evidences of the role of local actors and social tourism. The workshop dealt with how sustainability influences customers' behavior through several case studies. Moreover, it was outlined the implication of critical thinking and sustainable tourism in an era of educational and political crisis. It was assessed the impact of online revenue management activity on perceived price fairness in hotel industry.



*PhD Lucia Cicero presenting the scientific report and iBlue project.*

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Lucia Cicero attended the workshop in order to present a scientific report, titled “Sustainable business model for tourism: a framework of reference”.

The main objective was to present the theoretical framework on which the methodology for sustainable business model in iBlue had been based on.

The development of the methodology followed three main aims: firstly, to import recent flourishing literature on sustainable business models into the tourism studies; secondly, to detect, adopt and adapt exemplary researches proceeding from both inside and outside tourism management area; finally, to compose an updated framework for designing sustainable business model of tourism enterprises.

It was outlined how the iBlue project can support both researchers and enterprises in implementing sustainability. From the academic point of view, the research attempts to reduce the knowledge gap on sustainable business models, in tourism contexts especially. From the managerial point of view, the research proposes an initial set of solutions that could be adopted and implemented in real corporate environments. Further studies may look at testing and implementing the proposed framework through both quantitative and qualitative methods, in order to strengthen the solutions for building up sustainable business models in tourism enterprises.



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