



**International Education Week on The
development strategies of tourism
enterprises in the implementation of
sustainable tourism – first edition**

18-19-20 april 2023

Room 18

Recently, sustainable tourism has become a source of attention for tourism businesses around the world. With an increase in the field of tourism, which has a significant impact on both local communities and the environment, it is important to develop strategies that encourage its sustainability too. This allows us to ensure the long-term survival of tourism businesses and protect the natural, cultural, and social resources of tourist destinations.

To this end, tourism businesses have implemented several strategies to promote sustainable tourism:

1

Sustainable planning and management: this can include implementing environmental management programs, developing corporate social responsibility policies, adopting clean technologies, and participating in sustainable certification initiatives.

2

Involvement of local communities: Tourism businesses can work closely with local communities to promote sustainable tourism. This can include adopting inclusion policies and creating job opportunities for local communities. Additionally, tourism businesses can collaborate with local communities to promote environmental and cultural conservation.

3

Promotion of local culture: Tourism businesses can promote local culture by organizing cultural events, promoting local crafts, and offering guided tours of cultural sites. This can foster of the preservation local culture and raise awareness among tourists.

4

Development of ecotourism: Tourism businesses can develop ecotourism, which encourages tourists to visit protected natural areas and participate in environmental conservation activities. This can help protect natural habitats and raise awareness among tourists about environmental conservation.

5

Development of responsible tourism: Tourism businesses can promote responsible tourism by encouraging tourists to travel sustainably and respect local communities and the environment. This may include adopting waste reduction policies, promoting public transportation, and providing information on local culture and norms.

The international week will provide an opportunity to explore the different strategies that tourism businesses can adopt to promote sustainable tourism and protect the environment, local communities, and culture of tourist destinations.

Activities and schedule

Tuesday 18 April – Room 18

09:00 – 09:30 Institutional Greetings

Prof. Giuseppe Acocella – *Magnifico Rettore Università Giustino Fortunato*

Prof. Fabrizio Corona - *Coordinatore della Commissione Erasmus e delle Attività Internazionali - Università Giustino Fortunato*

Prof. Oinatz Aburuza Arambur – *Mondragon Unibertsitatea*

Dott. Clemente Mastella - *Sindaco di Benevento*

Dott. Attilio Cappa - *Assessore al Turismo del Comune di Benevento*

Dott. Nino Lombardi - *Presidente della Provincia di Benevento*

Dott.ssa Clementina Donisi - *Vice Presidente di Confindustria Benevento con delega alla Manifattura, Impiantistica e Meccatronica*

Dott. Giuseppe De Maria - *Plant Manager Ficomirrors Italia srl*

Modera: **Dott. Alfredo Salzano**

09:30 – 11:00

Prof. Federico De Andreis (*Strategic Management and organizational behavior*).

Title: Organizational Behavior and Human Decision Process

Coffee break

11:30 – 12:30

Prof. Fabrizio Corona (*Legal Informatics*).

Title: Customer data protection in tourism enterprises

12:30 – 13:30

Prof. Felice Petruzzella (*Corporate Finance*).

Title: Firm valuation: DCF Vs comparables

Lunch

Cultural Visit / Free time

Wednesday 19 April – Room 18

09:00 – 10:00

Prof.ssa Ariana Veronica Fajardo Rodriguez (*Culture and Society of*

Spanish-speaking countries).

Title: Private branding on the roads of international trade modernization

10:00 – 11:00

Prof.ssa Ariana Veronica Fajardo Rodriguez (*Culture and Society of*

Spanish-speaking countries).

Title: Private branding on the roads of international trade modernization

Coffee break

11:30 – 12:30

Prof. Oinatz Aburuza Arambur (*Finance, analysis of financial statements, audits,*

costs, analysis of investment).

Title: Sustainable management, a key element for the growth and survival of tourism companies

12:30 – 13:30

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costs, analysis of investment).

Title: Sustainable management, a key element for the growth and survival of tourism companies

Lunch

Company Visit / Free time

Thursday 20 April – Room 18

09:00 – 10:00

Prof.ssa Francesca D'Angelo (*Business English*).

Title: English for special Purposes: The language of Tourism.

10:00 – 11:00

Prof.ssa Ida D'Ambrosio (*Economica Law*).

Title: Unfair commercial practices and online tourist services.

Coffee break

11:30 – 12:30

Prof. Luca Greco (*Statistics and data science*).

Title: Measuring the trade-off between tourism economic growth and environmental sustainability

12:30 – 13:30

Prof. Alessio Guasco (*Roman law and Fundamental of European law*).

Title: Arch of Trajan in Benevento and Via Traiana. History, law, economy and territory.

Lunch

Cultural Visit / Free time



Expected outcomes for the students

Professional knowledge:

- The project aims to bring students into contact with the various possible sustainability reports, to allow them to exchange ideas and good practices between the reporting of non-financial information, to improve their competence to critically deal with information and to encourage them to discuss and present in English.
- Students will understand the cultural specificity of sustainability and will become acquainted with the reporting of non-financial information within the different countries. They come into contact with the similarities and differences between the Spanish and other reporting methods.

Relational competences:

- Students will develop multi-perspectivity (can look at business issues from different cultural realities), cultural knowledge (of one's own and another's culture), cultural flexibility (being open to another culture and being able to adapt to another).
- They will improve listening skills, empathy, persuasiveness, and being solution-focused.

Language competences: students will have the opportunity to practice English: they will have to write a presentation and a discussion in English and they will use English language during their free-time as a lingua franca.

Scientific Committee

Prof. Fabrizio Corona (Scientific Director) Erasmus and International Commission Coordinator, University Giustino Fortunato, **Prof. Ida D'Ambrasio**, Deputy Rector of the Research, University Giustino Fortunato, **Prof. Federico De Andreis**, Head of Transport Science and Technology – University Giustino Fortunato, **Prof. Francesca D'Angelo**, Business English - University Giustino Fortunato, **Prof. Oinatz Aburuza Aramburu Finance**, analysis of financial statements, audits, costs, analysis of investment - Mondragon Unibertsitatea Enpresagintza Fakultatea, **Prof. Ariana Veronica Fajardo Rodriguez**, Culture and Society of Spanish-speaking countries - SSML Internazionale.

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