Sustainability: A quantitative discourse analysis

by Sara Fabbrizzi*, Filomena Maggino**, Nicola Marinelli***, Silvio Menghini***, Cecilia Ricci*** and Sandro Sacchelli***

Abstract

The objective of this paper is to analyze the evolution of the scientific discourse regarding sustainability. 40000 abstracts were extracted from the Science Direct search engine, using “sustainable” or “sustainability” as keywords. Several text analysis techniques were combined to examine the scientific literature. The results show how discourse analysis of sustainability in the pre-Rio period is mostly focused on agriculture with an ecological and environmental emphasis. Though the post-Rio phase is still strongly connected to environmental issues, it takes on a holistic dimension that brings to light the social dimension. The issues of energy, knowledge transfer and the sustainability of urban areas become focal points.

Moreover, the scientific debate highlights the relevance of indicators in an assessment and planning approach.

Key words: sustainability, Rio-Conference, text analysis, thematic analysis, agriculture, indicators.

Riassunto

Sostenibilità: un’analisi quantitativa della letteratura

L’obiettivo del presente lavoro è quello di analizzare l’evoluzione del dibattito scientifico internazionale relativamente al tema della sostenibilità. Dal motore di ricerca Science Direct sono stati estratti circa quarantamila abstracts, inserendo come parole chiave “sustainable” o “sustainability”. Le varie tecniche di analisi testuale hanno consentito di evidenziare come nel periodo antecedente la Conferenza di Rio la letteratura scientifica tratti temi principalmente legati all’agricoltura, adottando una visione ecologico-ambientale. Nel periodo post-Rio, il dibattito scientifico, seppur strettamente legato a tematiche ambientali, acquista una dimensione olistica che

* Department of Agricultural, Food and Forest Systems Management – GESAAF, University of Florence, P.le delle Cascine 18, I-50144, Florence. Corresponding author. Tel.: +39 055 2755730. E-mail: sara.fabbrizzi@unifi.it.
** Department of Statistics, Informatics - DISIA, University of Florence, Viale Morgagni 50134, Florence.
*** Department of Agricultural, Food and Forest Systems Management – GESAAF, University of Florence, P.le delle Cascine 18, I-50144, Florence.
1. Introduction

In the last thirty years, the scientific community has marked an exponential growth of articles related to sustainability as a result of the increasing awareness of the importance of sustainability issue among society and political community (Glavic and Lukman, 2007; Lozano et al., 2013; Fabbrizzi et al., 2016).

Nevertheless, awareness of the lack of concrete action towards a sustainable path at the scientific and social levels has led to a discussion of the “politics of unsustainability” (Bludhorn and Welsh, 2007). Although sub-national policies are highly effective on a political-strategic scale, their substantive impact is quite low, creating a need to look further than symbolic politics to confront the reality of sustainability (Newig, 2007; Szerszynsky, 2007; Death, 2011).

The multifaceted topic of sustainability and the transdisciplinarity of the issue due to interplay between ecological, social and economic dimensions has brought to consider sustainability as a “meta-policy” principle, which governs the development strategies of all the different sectors (Happaerts, 2012). Sustainability paradigm encompasses many themes, such as environment, health, well-being, right, food, energy, education, etc., so that it can be considered a highly complex task (Kotter and Balsiger, 1999). Since sustainability remains an elusive concept, hard to define (White, 2013), in this paper we want to depict the evolution of international scientific literature about this issue.

We applied the text mining approach based on discourse analysis of a sample of international scientific papers (Aureli Cutillo and Bolasco, 2004). The method of textual statistics allows to compress the information of large texts and complex data (Ogiela, 2013) in such a way that it can be more easily understood (Benzecri, 1992). Text analysis has a wide range of application, varying from discourse analysis to customer studies (Kang and Park, 2014). Text mining technique can be applied also to explore opinions, attitudes and
The violation of human rights and the exploitation of youth in developing countries

by Daniela Covino* and Rosa Malgeri Manzo**

Abstract

About 75% of world trade is controlled by big companies. Being the main driver of globalization, these companies are able to influence the conditions of work and life of millions of people worldwide. However they are often guilty of having triggered negative dynamics in host countries. This work aims to highlight cases of violation of human rights, with particular reference to the exploitation of youth, by powerful companies in developing countries, because it is a subject of great social importance and timeless. The analysis conducted revealed that, despite the serious violations of which they are guilty, also from the environmental point of view, big companies are rarely called to answer for their acts remaining completely unpunished, thanks to their expanded and consolidated power.

Key words: big companies, corporate social responsibility, globalization, legal impunity, sustainability, young generation.

Riassunto

La violazione dei diritti umani e lo sfruttamento dei giovani nei paesi in via di sviluppo

Circa il 75% del commercio mondiale è controllato da grandi imprese. Essendo il principale motore della globalizzazione, queste imprese sono in grado di influenzare le condizioni di lavoro e di vita di milioni di persone in tutto il mondo. Tuttavia esse sono spesso colpevoli di aver innescato dinamiche negative nei paesi ospitanti. Questo lavoro si propone di mettere in evidenza casi di violazione dei diritti umani, con particolare riferimento allo sfruttamento dei giovani, da parte di potenti imprese nei paesi in via di sviluppo, essendo un argomento di grande importanza sociale e senza tempo. L’analisi svolta ha rivelato che, nonostante le gravi violazioni di cui sono colpevoli, anche dal punto di vista ambientale, le grandi imprese sono raramente chiamate a rispondere dei loro atti rimanendo completamente impunite, grazie al loro ampliato e consolidato potere.

Parole chiave: globalizzazione, grandi imprese, impunità legale, generazione dei giovani, responsabilità sociale d’impresa, sostenibilità.

* Corresponding author. Department of Economic and Law Studies, University of Naples “Parthenope”, Italy. E-mail: daniela.covino@uniparthenope.it.
** Department of Economic and Law Studies, University of Naples “Parthenope”, Italy.
The European Capital of Culture:
A tool for promoting human capital.
Matera 2019 case study

by Angela Pepe

Abstract
The organisation of a big event, according to literature, is a strategic choice for a destination since it allows the promotion of the territory fostering its relaunch, the increase of its attractiveness and the construction of a strong destination image. Among big events the election of the “European Capital of Culture” must be mentioned, since it represents a good marketing tool able to promote the selected city key factors, to activate important tourist flows and reposition the destination image. They are important processes also for the effects they have on the local community who hosts the event, and is involved in accelerated cultural exchanges in a context that often is being redefined. In particular, this paper presents the start of the empirical study on the case “Matera European Capital of Culture 2019”: it focuses on the local people involvement and the value created by the big event on the perception and the culture of welcome.

Key words: European Capital of Culture, legacy, cultural tourism, cultural product, destination management and marketing, community.

Riassunto
"Capitale Europea della Cultura": lo strumento per promuovere il capitale culturale. Il caso studio di "Matera 2019"
Secondo la letteratura, la realizzazione di grandi eventi rappresenta una scelta strategica per una destinazione in quanto consente di valorizzare il territorio garantendone il rilancio, l’aumento dell’attrattività e la costruzione di una solida destination image. Tra i grandi eventi è certamente da annoverare il conferimento del titolo di “Capitale europea della cultura” che costituisce un valido strumento di marketing capace di valorizzare i key factors del luogo, attivare importanti flussi turistici e riposizionare l’immagine della destinazione. Si tratta di processi importanti anche per gli effetti che hanno sulla comunità locale che ospita l’iniziativa, coinvolta in scambi culturali accelerati all’interno di un contesto, spesso, in totale ridefinizione. In particolare, questo

* Researcher of Fondazione Eni Enrico Mattei, Centro Polifunzionale, C.so Guglielmo Marconi, 85059 Viggiano, Italy. E-mail: angela.pepe@feem.it.

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articolo presenta l’avvio di studio empirico del caso “Matra Capitale Europea della Cultura 2019”, sviluppando un focus sul coinvolgimento della popolazione locale e sul valore che il grande evento crea nella cultura dell’accoglienza.

*Parole chiave:* Capitale Europea della Cultura, eredità, turismo culturale, prodotto culturale, gestione e marketing della destinazione turistica, comunità.

1. Introduction

The organisation of a big event, according to literature, is a strategic choice for a destination since it allows the promotion of the territory fostering its relaunch, the increase of its attractiveness and the construction of a strong destination image. Among mega events the election of the “European Capital of Culture” must be mentioned, since it represents a good marketing tool able to promote the selected city key factors, to activate important tourist flows and reposition the destination image. They are important processes also for the effects they have on the local community who hosts the event and is involved in accelerated cultural exchanges in a context that often is being re-defined. While the event itself has always a limited duration, its implications can last long after the happening: what is left to the urban and territorial context after the event is concluded is called legacy. It can be symbolic values, cultural identity elements, but also infrastructures, buildings and facilities to use in the post event period. Generally, another sign of the growing interest in mega events is linked to the development of territorial marketing and, particularly, of city marketing whose actions are related to the organisation of events both for tourists and local people. So, city marketing is defined as a set of strategies for optimising the advantages of setting specific events, considered useful for the creation of economic, cultural and development benefits, in single cities. These strategies are directed to attract investments and incentivise national and international competition. City marketing relies on the place attractiveness, material and immaterial resources. The first ones include infrastructures, transports, etc., while the second ones are traditions, human capital, liveability, services, culture, etc.). In this way, each city not only tries to combine its cultural and economic offer for creating an international competitive image, but also it tries to attract new public and private investors. This type of marketing aims also to coordinate interaction between the processes of offer and fruition by potential citizens in order to increase city perceived value, in terms of liveability too. In detail, this study is a work in progress on the empirical case of the event “Matera European Capital of Culture 2019”. It focuses on the local people involvement, the value created
The influence of sustainable entrepreneurship culture on start-up expectations: A comparative analysis

by Diego Matricano*

Abstract
This paper aims to test whether the culture of sustainable entrepreneurship affects the relationship between intellectual capital and start-up expectations in a different way from the culture of self-actualisation (Maslow theory) or of legitimacy. Through logistic regression models, the statistical results show that clear differences do exist. This result has a twofold impact. Policy makers interested in supporting sustainable entrepreneurship should be aware of the emerging differences in order to propose dedicated tools and actions. Scholars aiming to investigate sustainable entrepreneurship should focus their attention on the entrepreneurial dynamics taking place where that culture is widespread.

Key words: sustainable entrepreneurship culture, self-actualisation culture, legitimating culture, intellectual capital, start-up expectations.

Riassunto
L’influenza della cultura dell'imprenditorialità sostenibile sulle aspettative di fare impresa: un'analisi comparata
Il presente articolo ha lo scopo di indagare se la cultura dell’imprenditorialità sostenibile influenza la relazione fra il capitale intellettuale e la prospettiva di creare nuove imprese in modo diverso rispetto alla cultura dell’autorealizzazione (teoria di Maslow) e a quella della legittimazione. Attraverso dei modelli di regressione logistica, i risultati statistici dimostrano che evidenti differenze esistono. Questo risultato ha una doppia valenza. I policy maker interessati a supportare l’imprenditorialità sostenibile dovrebbero essere edotti sulle differenze così da proporre strumenti e piani mirati. Gli studiosi interessati all’imprenditorialità sostenibile dovrebbero approfondire le dinamiche imprenditoriali che si manifestano li dove è diffuso quel tipo di cultura.

Parole chiave: contesti sostenibili, teoria di Maslow, teoria della legittimazione, capitale intellettuale, nuove imprese.

* Assistant Professor of Management, Department of Management, Università degli Studi della Campania “Luigi Vanvitelli”, Corso Gran Priorato di Malta, 81043, Capua (CE). E-mail: diego.matricano@unicampania.it.

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Wine and Health: A sustainable governance for a responsible communication

by Rosa Misso** and Zacharoula Andreopoulou***

Abstract

The new framework within which to project the development strategies of the wine sector, in the face of both the consolidation of new competitors at international and European level, that the emergence of new social and environmental demands, emphasizes the role of this sector as a “bridge” between the territory and the society. Just with respect to this function, now more than ever, it is clear the central importance of this sector in building “well-being” guaranteeing health. On the basis of these considerations, the work aims to draw a theoretical framework for the determinants of a communication strategy more responsible to society experiencing, in a regional system of the Campania Region, traditionally suited to viticulture, the significance of such a strategy, providing important insights reflection to policy makers and stakeholders on governance tools needed to accompany and support the sector's development in terms of sustainability.

Key words: responsible marketing, wine sector, corporate social responsibility, consumer protection, sustainable governance.

Riassunto

Vino e Salute: una governance sostenibile per una comunicazione responsabile

La cornice del tutto nuova entro la quale proiettare le strategie di sviluppo della filiera vitivinicola, a fronte sia del consolidamento sul piano internazionale ed europeo dei nuovi competitor che dell’affermarsi di nuove istanze sul piano sociale ed ambientale, pone in risalto il ruolo della filiera stessa come “ponte” tra il territorio e la società. Proprio rispetto a questa funzione, oggi più che mai, emerge la centralità di tale filiera nel costruire “benessere” garantendo salute. Sulla scorta di tali considerazioni, il lavoro intende disegnare un quadro teorico di riferimento relativo alle determinanti di una strategia di comunicazione maggiormente responsabile verso la società

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** Associate Professor, University of Naples “Parthenope”, Italy. E-mail: misso@uniparthenope.it

*** Associate Professor, Aristotle University of Thessaloniki, Greece. E-mail: randreop@for.auth.gr.

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sperimentando, in un sistema territoriale campano tradizionalmente vocato alla vitivicoltura, la significatività di una tale strategia, fornendo importanti spunti di riflessione ai policy maker ed agli stakeholder sugli strumenti di governance necessari per accompagnare e sostenere lo sviluppo del settore in un’ottica di sostenibilità.

Parole chiave: marketing responsabile, filiera vitivinicola, responsabilità sociale d’impresa, tutela del consumatore, governance sostenibile.

1. Introduction

The profound changes that in the last two decades have affected the socio-economic and cultural systems have reshaped the framework of the wine sector, redefining its central role in the achievement of the sustainability of well-being in the territorial systems.

The events related to the global crisis in the economy and society, and the new framework within which project the wine-sector development strategies in the face of consolidation at international and European level of new competitors of wine, in particular, highlight even more the role of this chain as a “bridge” between the territory and society.

With respect to this function, today more than ever, the importance of this sector clearly emerges in “building well-being, ensuring health” and in setting the conditions for its maintenance in time and space through the adoption of strategies and responsible behavior towards territory and society (Misso and Catullo, 2012).

So, from complex phenomenon to address in a multidimensional and multidisciplinary perspective, corporate responsibility and orientation to society in the wine industry become the gravitational center for the definition of value creation processes in territorial systems, or rather, critical variables in the chain of value of the territories in respect of which the wine enterprise learns to read its responsibilities and its innovative role also and above all in its valorization strategies.

On the basis of these considerations, the paper aims to draw a theoretical framework for the determinants of a communication strategy more responsible to society experiencing, in a regional system of the Campania Region, with a traditional vocation to viticulture, the significance of such a strategy, providing important insights reflection to policy makers and stakeholders on governance tools needed to accompany and support the sector's development in terms of sustainability.
The assessment of consumer sensitivity to animal welfare: An application of Rasch Model

by Enrico Gori∗, Ting Fa Margherita Chang∗∗, Luca Iseppi∗∗∗, Beniamino Cenci Goga****, Maria Francesca Iulietto*****,
Paola Sechi****** and Maria Antonietta Lepellere*******

Abstract

The sensitivity has become a mass phenomenon, still in expansion. The European Commission, during last decade, carried out several surveys on food quality and animal welfare. This research, using data from a survey conducted on 320, respondents and applying the Rasch model on 14 selected questions (items), wants to develop a measure that appears representative of a latent variable defined as ‘Sensitivity towards Animal Welfare’. The ability to measure the individual level of this ‘Sensitivity’ therefore represents an interesting and important result, especially if there are correlations between this variable and other variables characterizing the opinions and habits of individuals, both in general and in relation to consumer decisions.

Key words: animal welfare, Rasch Model, Rasch-Andrich Thresolds, consumer behavior, consumption, sensitivity.
La sensibilità nei confronti degli animali è diventata un fenomeno di massa, in continua espansione. La Commissione europea, nel corso dell'ultimo decennio, ha svolto diverse indagini sulla qualità degli alimenti e sul benessere degli animali. Questa ricerca, utilizzando i dati di un sondaggio condotto su 320 soggetti e applicando il modello di Rasch su 14 domande selezionate, vuole sviluppare una misura che sia rappresentativa di una variabile latente definita come “Sensibilità verso il benessere degli animali”. La possibilità di misurare a livello individuale questa “sensibilità” rappresenta quindi un risultato interessante e importante, soprattutto se ci sono correlazioni tra questa variabile e altre variabili che caratterizzano le opinioni e le abitudini degli individui, sia in generale che in relazione alle decisioni dei consumatori.

Parole chiave: benessere animale, Modello di Rasch, Soglie di Rasch-Andrich, comportamento del consumatore, sensibilità.

1. Introduction and objectives

As early as 1840, the sensitivity towards animals was a valid reason to found associations that dealt with their welfare and to report to the public any mistreatment. This sensitivity, developed both in Europe and overseas, should have to wait more than a century to be successful as a mass phenomenon, still expanding today. The UK was the first country in the world to implement laws to protect animals. The first act dates back to 1822 and it concerns the animal welfare. The British government has thus laid down that animals are sentient beings and confirmed its commitment to the highest standards of animal welfare. The Animal Welfare Act, a revision of laws to protect animals which replaced the previous, came into force in England and Wales in 2007. In parallel, the European Commission (EC) pointed out as “Farm animal welfare is an emotional issue surrounding the consumption of meat and its protection is important to European citizens” (EC, 2007). The formal discipline that deals with animal welfare has always been passed by the British Government with Brambell, 1965 Report (see also Carenzi and Verga, 2009). In the report are identified “five freedoms” that need to be insured to animals related to health: the physical environment, fear and stress, and the manifestation of behaviors. But the demand for welfare-friendly products has increased in recent years. The EC, during last decade, carried out several surveys on food quality and, on detail, the Eurobarometer
Agrotourism and well-being sustainability:  
A communication approach 
to ‘what matters and better life’

by Clio Kenterelidou*, Fani Galatsopoulou**
and Antonis Skamnakis***

Abstract
Agrotourism is the alternative form of Tourism that has an emerging dynamic: entrepreneurs and agro-locals integrate; nature and other capital assets and agro-activities are being exploited; it is inserted in today’s travel environment and tourism industry as means of enhancing community development and well-being.

The study offers insights on how communicating a workable agro-reality in the context of sustainable agrotourism, social media, collaborative tourism planning, and by integrating the multiple forms of capital (natural, cultural, social, human, political, financial), contributes to an alternative and sustainable tourism development and facilitates the pursuit of the sustainable well-being of the society (human development: the well-being of the person and the agro-community).

Key words: agrotourism, well-being sustainability, communication strategies, social/new media and ICTs, experience and involvement, sustainable tourism development.

Riassunto
Agriturismo e sostenibilità del benessere: un approccio alla comunicazione per “ciò che conta e una vita migliore”
L’agriturismo è la forma alternativa di turismo che ha una dinamica emergente: imprenditori e agricoltori locali si integrano; vengono utilizzati natura, altri beni di

* Senior Teaching Fellow and Instructor, School of Journalism and Mass Communications – Aristotle University of Thessaloniki, AUTh – Greece, 46, Egnatia Street, GR-54625, Thessaloniki, Greece, tel.: +30 6937494843. E-mail: ckent@jour.auth.gr.
** Senior Teaching Fellow and Researcher, School of Journalism and Mass Communications – Aristotle University of Thessaloniki, AUTh – Greece, 46, Egnatia Street, GR-54625, Thessaloniki, Greece, tel.: +30 6976644208. E-mail: fgal@jour.auth.gr.
*** Assistant Professor, School of Journalism and Mass Communications – Aristotle University of Thessaloniki, AUTh – Greece, 46, Egnatia Street, GR-54625, Thessaloniki, Greece, tel.: +30 6974020875. E-mail: askamnak@jour.auth.gr.

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1. Introduction

There is a growing attention being paid to the contribution of agrotourism to wellbeing. Yet, the relative merits of bridging agrotourism and wellbeing sustainability and how agrotourism and sustainable development can be incorporated in a public communication approach as means of enhancing community development and wellbeing, have not much explored. This study addresses this notable gap in the literature by reviewing contemporary communication strategies that are environmentally (agro)-attuned and in the context of agrotourism and wellbeing sustainability.

Agrotourism has been a phenomenon in many countries since the early 20th century (Wicks and Merrett, 2003; Busby and Rendle, 2000), but its popularity has only recently increased as it has emerged worldwide as a growing component of both agriculture and travel/tourism. An industry is being developed around agrotourism by investing in agro-areas and in agro-reality based activities, by integrating entrepreneurs and agro-locals and by exploiting nature capital assets.

Agrotourism refers to the business activity that takes place in a rural framework - at an agricultural estate inhabited by the proprietor -, mixes culture-environment-society and traditions1, welcomes travelers/tourists to take part in agricultural or complementary activities on the property (Marques, 2006: 151) and generates supplemental income for the owner as it is a complementary activity of the main agricultural one. In this sense, agrotourism

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1 See in: The European Network for Rural Development (ENRD), Hellenic Ministry of Rural Development and Food, Geotechnical Chamber of Greece, Visit Greece - Greek Tourism Organization.
Innovation and new business models in tourism

by Marcella De Filippo*, Delio Colangelo**, and Luca Farnia***

Abstract

The tourism sector is constantly evolving and the market demands rapid changes and updates of the tourism industry. In recent decades, hypercompetition of the economic scenario has entailed the maturity of many businesses, attributing a central role to innovative processes and their dissemination in the economy of company management. At the same time, it has defined the need of monitoring the application of innovations, in order to control and improve the performance of companies and destinations.

This study aims to analyze and define innovation in the tourism sector. Research actions included, on the one hand, in-depth interviews with experts, identifying innovation in terms of process and product, digitalization and sustainability policies and, on the other hand, evaluating the interaction between these factors, in terms of substitutability and complementarity in management scenarios, in order to identify which one is essential to be competitive in the global scenario.

The Fuzzy method and Choquet’s integral were used to aggregate the opinions of experts in a single “representative” preference. This method allows not only to evaluate the relative importance of each pillar, but also and especially, the level of interaction, or element complementarity and substitutability, between pairs of factors.

Key words: innovation, business model, fuzzy, tourism, local development, economy.

* Eni Enrico Mattei Foundation, Corso Magenta 63, 20123 Milan. E-mail: marcella.defilippo@feem.it.
** Eni Enrico Mattei Foundation, Corso Magenta 63, 20123 Milan. E-mail: delio.colangelo@feem.it.
*** Eni Enrico Mattei Foundation, Corso Magenta 63, 20123 Milan. E-mail: luca.farnia@feem.it.
Riassunto

Innovazione e nuovi modelli di business nel turismo

Il settore turistico è in costante evoluzione e il mercato richiede mutamenti repentini e aggiornamenti della filiera turistica. L’ipercompetitività dello scenario economico ha, negli ultimi decenni, determinato la maturità di molti business attribuendo ai processi innovativi e alla loro diffusione una centralità evidente nell’economia della gestione aziendale ed ha, al contempo, definito il bisogno di monitorare la comparsa e l’applicazione delle innovazioni, al fine di governare e migliorare le prestazioni delle imprese e delle destinazioni.

Lo studio qui presentato ha il duplice obiettivo di analisi e definizione dell’innovazione nel turismo. Le azioni che sono state messe in campo hanno riguardato, da un lato, alcune approfondite interviste a esperti nel settore identificando l’innovazione in termini di processo e prodotto, digitalizzazione, politiche di rete e sostenibilità aziendale e, dall’altro, di valutare le interazioni tra questi fattori, in termini di sostituibilità e complementarità negli scenari di gestione, al fine di identificare quelli sui quali è fondamentale investire per competere nello scenario globale.

Allo scopo di aggregare le opinioni degli esperti in un’unica preferenza “rappresentativa” sono state utilizzate le misure Fuzzy e l’integrale di Choquet. Con questo metodo si può valutare non solo l’importanza relativa di ciascun pilastro oggetto di analisi, ma anche e soprattutto il grado di interazione, ovvero la complementarità e sostituibilità degli elementi, tra coppie di fattori.

Parole chiave: innovazione, modelli di business, fuzzy, turismo, sviluppo locale, economia.

1. Competitiveness and innovation in tourism

In literature, competitiveness is defined as “the ability of businesses to act effectively in the market, satisfy consumers’ needs and win their preference, while pursuing efficient and sustainable medium to long-term business operations” (Manente, Cerato, Furlan, 2000). Porter describes competitiveness as: “taking offensive or defensive actions to create a defendable position in an industry, to cope successfully with the five competitive forces and thereby yield a superior return on investment for the firm” (Porter, 1980: 34).

To analyze competitiveness, we need to take into account a number of factors, some of which are internal to the businesses and production units while others are external to them and are inherent to their competitive environment. Analysis of the micro-environment, i.e. of a company’s internal system, allows us to identify and monitor strengths and weaknesses. Understanding the key factors that characterize an enterprise is essential to determine its success. On the other hand, macro-environment analysis allows businesses to adjust in the direction of strategic planning, enabling them on
Economic sustainability in Short Food Supply Chain. 
The case of the Horizon 2020 project 
“Short Food Supply Chain Knowledge 
and Innovation Network (SKIN)”

by Gianluigi De Pascale**, Fedele Colantuono***, Sara Djelveh**** 
and Francesco Conto*****

Abstract

This study aims at providing a framework to find out best agro-food practices and foster their spreading to European actors operating in Short Food Supply Chain (SFSC). Quick knowledge circulation allows a reduction of asymmetric information among such operators. These latter frequently imply an excessive level of transactional costs that negatively affect farms economic sustainability. Hence, reduction of costs is an important priority. The methodological approach is carried out within the SKIN project, analyzing metrics parameters to assess SFSC economic sustainability. It will create local hubs to collect knowledge from each European area where stakeholders operate, through the identification of adequate regional nodes, connected among themselves. Network will enable a real knowledge transfer and innovation uptake. Lastly, the network will be exploited to enhance the added value of involved farms.

Key words: economic sustainability, best practices, short food supply chain, SKIN project, networks, regional nodes.

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* University of Foggia, Department of Economics, Largo Papa Giovanni II n. 1, Foggia 71121, Italy. Tel. 0039 0881 781806.
** University of Foggia, Department of Economics, Largo Papa Giovanni II n. 1, Foggia 71121, Italy. Tel. 0039 0881 781806. E-mail: fedele.colantuono@unifg.it.
*** University of Foggia, Department of Economics, Largo Papa Giovanni II n. 1, Foggia 71121, Italy. Tel. 0039 0881 781806. E-mail: sara.djelveh@gmail.com.
**** University of Foggia, Department of Economics, Largo Papa Giovanni II n. 1, Foggia 71121, Italy. Tel. 0039 0881 781806. E-mail: francesco.conto@unifg.it.
***** University of Foggia, Department of Economics, Largo Papa Giovanni II n. 1, Foggia 71121, Italy. Tel. 0039 0881 781806. E-mail: francesco.conto@unifg.it.
Riassunto
Sostenibilità economica nella filiera corta agro-alimentare. Il caso del progetto Horizon 2020 “Short Food Supply Chain Knowledge and Innovation Network (SKIN)”

Questo studio fornisce un metodo per individuare e diffondere le buone pratiche nell’ambito della filiera corta agroalimentare, in maniera tale che gli attori stessi possano fruirne. Una circolazione dinamica delle conoscenze consente la riduzione dell’asimmetria informativa tra tali operatori. Questi ultimi spesso lamentano un livello troppo alto dei costi di transazione, che incidono negativamente sulla sostenibilità delle loro aziende. Quindi, la loro riduzione è una priorità. L’approccio metodologico è affrontato nell’ambito del progetto SKIN, analizzando i parametri metrici per valutare la filiera corta agroalimentare. Si creerà una rete fatta di nodi regionali, tutti interconnessi tra loro, per la raccolta di buone pratiche. La rete permetterà un reale trasferimento e utilizzo delle innovazioni e della conoscenza. Infine, la rete sarà utilizzata per aumentare il valore aggiunto delle aziende coinvolte.

Parole chiave: sostenibilità economica, buone pratiche, filiera corta agroalimentare, progetto SKIN, reti, nodi regionali

1. Introduction

EC is putting in practice significant efforts to address policymakers toward a sharing resources-based idea to elaborate new local strategies. To validate such approach, EC have been involved groups of experts to analyze current and future European scenarios taking insights from a deepen stakeholders’ needs analysis. The results have been issued with a 2014 report that shows the priority need to boost Open Innovation (OI) and Knowledge Transfer (KT). The report sets out to claim that it is necessary to build innovative markets, innovations hubs and networks. In particular, one of the main focus is on how firms develop collaborative approaches in using and combining internal and external resources. The assessment has to be considered in order to fulfil the final goal of returning a maximum added value from available intellectual property, in case it is not straight connected to the firms core business as well. Taking insights from such statements, an innovation cannot be seen as a single phenomenon not affecting the entire economic and social environment. Indeed, stakeholders get directly or indirectly involved in ecosystem challenges caused by pushing an innovation. These can include business entities, universities, intermediate public and private research organizations and, more in general, each one actively or passively holding interests. Networks will enable a real uptake of rural development fostering the creation of basic services that firms need to catch increasingly consumers
Knowledge management as a key stone of sustainable welfare in the Italian rural areas

by Francesco Zecca* and Natalia Rastorgueva**

Abstract

Sustainable well-being in the rural areas directly depends on their sustainable development. However, sustainable management in contemporary agriculture does not come easy for farmers due to different challenges and quality standards. To meet these challenges and to achieve sustainable development, the agricultural enterprises need an informational support. Therefore this article offers knowledge management as a tool for facilitating agricultural performance and enhancing quality of rural life.

Practical application of knowledge management is quite complicated due to its intangible characteristics. Hence, the paper is targeted at developing sustainable organizational model of knowledge management affordable for small and medium enterprises. This model was created after content-analysis of the literature and was verified through an executed survey. The Italian agriculture was considered as a context for this study.

Key words: knowledge management, sustainability, well-being, Italian agriculture, dissemination.

Riassunto

Il Knowledge Management come strumento fondamentale del benessere sostenibile nelle aree rurali Italiane

Il benessere nelle aree rurali dipende direttamente dalla sostenibilità del loro sviluppo. Tuttavia una gestione sostenibile dei processi produttivi nelle aree rurali non è semplice da parte degli agricoltori a causa della necessità di affrontare le diverse problematiche correlate all’applicazione dei principi di sostenibilità. Per rispondere a queste sfide le imprese agricole hanno bisogno di un supporto informativo in grado di indirizzarne le scelte. Il presente contributo intende dimostrare come il knowledge

* Associate Professor of Agricultural Economics, Department of Management, Faculty of Economics, Sapienza University of Rome, Via del Castro Laurenziano 9 00161 Roma, tel.+39 3398067105. E-mail: francesco.zecca@uniroma1.it.
** PhD, Department of Management, Faculty of Economics, Sapienza University of Rome, Via del Castro Laurenziano 9 00161 Roma, tel. 393807984533. E-mail: natalia.v.rastorgueva@gmail.com.

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management può favorire la sostenibilità nelle aree rurali migliorandone la qualità della vita.

Lo sviluppo del modello ha avuto come riferimento dimensionale le piccole e medie imprese. Il modello è stato messo a punto attraverso l’analisi della letteratura ed una verifica empirica condotta attraverso la somministrazione di un questionario. Come contesto relazionale è stato preso a riferimento il settore agricolo Italiano.

Parole chiave: knowledge management, sostenibilità, benessere, agricoltura italiana, disseminazione.

1. Introduction

Currently, sustainability and sustainable development, as well as their dimensions, are the most discussed concepts. The global vision towards sustainable development was laid out in the 2030 Agenda for Sustainable Development, which includes 17 goals, and integrates in balanced manner the three dimensions – economic, environmental and social. All these goals and dimensions are related to agriculture. Namely agriculture, due to its strict links to nature, remains a hazardous industry and needs the sustainable development as for farms as for rural areas.

On the other hand, agriculture as an industry provides an occupation for rural people and quality food products for every society. However, the contemporary European standards of the food quality are very high and compliance to them requires additional costs and an appropriate information support. Agricultural economy and environment are linked through many complex relationships (Perman et al., 2011); and farmers should consider this interdependency for adapting their systems to changing conditions in order to achieve long-term sustainability and welfare (Committee, 2010).

Under these strict conditions, agricultural enterprises need sustainable management and information support. Thus, this research offers a knowledge management (KM) as a tool for sustainable development in the agricultural context.

Nowadays overall use of information in business performance has become de facto standard; and an effective organisation of information flows or KM is an important strategic asset for a profitable activity of a contemporary enterprise. Recent scientific literature does not clearly define a well-organised model of KM. Some describe this model as “effective”, “success” or “mature”, but for this study, the most appropriate definition of functional KM model is “sustainable”. Therefore, the main research objective of the
Consumers’ preferences investigation for extra virgin olive oil basing on conjoint analysis

by Barbara Cafarelli*, Piermichele La Sala**, Giustina Pellegrini*** and Mariantonietta Fiore****

Abstract

The present work is aimed to analyse extra virgin olive oil (EVOO) consumers’ preferences, identifying those attributes that more influence consumers’ choices. In order to reach this goal, a conjoint analysis was implemented. Furthermore, the study evaluates the influence of standard and healthy characteristic on consumers preferences, such as the presence of EVOO’s natural antioxidant compounds (polyphenols). Firstly, an explorative survey was carried out, in order to investigate the EVOO market. Basing on results obtained through explorative survey, a web-based questionnaire was realized using Survey Analytics software. Results show that the most important consumers’ attributes are: country of origin, label’s information, polyphenol’s presence.

Key words: consumers’ preferences, EVOO, conjoint analysis, nutraceutical compounds, healthy value, attributes.

Riassunto

Analisi delle preferenze del consumatore per l’olio extra vergine di oliva basata sulla conjoint analysis

Il presente lavoro ha l’obiettivo di analizzare le preferenze del consumatore per il prodotto olio extravergine d’oliva (OEVO), individuando quali attributi hanno influenzato maggiormente le scelte dei consumatori; a tale scopo è stata usata la conjoint analysis. Inoltre lo studio valuta come le caratteristiche standard e salutistiche incidano sulle preferenze del consumatore, come la presenza di antiossidanti naturali

* Department of Economics, University of Foggia, Largo Papa Giovanni Paolo II 1, 71122 Foggia. Tel. +39 0881 781806. E-mail: barbara.cafarelli@unifg.it.
** Department of Economics, University of Foggia, Largo Papa Giovanni Paolo II 1, 71122 Foggia. Tel. +39 0881 781806. E-mail: piermichele.lasala@unifg.it.
*** Department of Economics, University of Foggia, Largo Papa Giovanni Paolo II 1, 71122 Foggia. Tel. +39 0881 781806. E-mail: giustina.pellegrini@unifg.it
**** Department of Economics, University of Foggia, Largo Papa Giovanni Paolo II 1, 71122 Foggia. Tel. +39 0881 781806. E-mail: mariantonietta.fiore@unifg.it.

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dell’olio (polifenoli). È stata condotta un’indagine esplorativa mirata alla comprensione dell’offerta esistente di olio extravergine d’oliva. Sulla base dei risultati ottenuti è stato poi predisposto un questionario, somministrato on-line per mezzo del software Survey Analytics. I risultati mostrano come gli attributi più rilevanti per il consumatore siano: paese d’origine, informazioni in etichetta, presenza di polifenoli.

Parole chiave: preferenze del consumatore, OEVO, conjoint analysis, composti nutraceutici, valore salutistico, attributi.

1. Introduction

Extra virgin olive oil (EVOO) is the principal source of fat in the Mediterranean diet. Olive crops in the Mediterranean Area is an important element of the cultural heritage and has a crucial role in the economy with significant social and environmental impacts (Clodoveo et al., 2015; Camposeo et al., 2011). Therefore, the olive oil industry has to adopt a business strategy based on consumer’s orientation (Bernabéu et al., 2013).

In the last years, several scientific contributions investigate consumers’ preferences regarding EVOO identifying the main attributes that influence postmodern consumers’ purchasing (Cavallo and Piqueras-Fiszman, 2017; Bernabéu and Diaz, 2016; Boncinelli et al., 2016; Yangui et al., 2016; Del Giudice et al., 2015) The new tendencies of consumers patterns include ethical, environmental, and cultural dimensions of food (Unnevehr et al., 2010). The most important drivers in purchasing is the geographical region of origin and the relationship between local/traditional foods and territory (Aprile et al., 2012; Piccolo et al., 2013).

Consumers choose typical product of the area in which they are consumed, that gives typical taste. In particular, some authors studied the influences of PDO and PGI certifications of origin (EC Regulation 509/06 and 510/06) on consumer’s purchasing behaviour (Menapace et al., 2011, 2011; Finco et al., 2010). They found these certifications cannot be considered product’s differentiation tool, because consumers are not well skilled about this.

Therefore they focused their attention on evocative label (that associate the product with the region of origin) or bottling location (Yangui et al., 2014; Del Giudice et al., 2015; Dentoni et al., 2009). The second important driver is EVOO healthy value, that includes health aspects and preservation of environmental resources (Nocella et al., 2012; Cicia et al., 2011).

This paper aims at investigating consumers’ preferences about EVOO, and at identifying what are attributes that affect consumers’ choices. Then, the study analysis by means of conjoint analysis how standard and healthy
Food and wine tourism in Basilicata: 
The positioning map in tourism product development

by Angelo Bencivenga*, Anna Maria Giampietro**
and Annalisa Percoco***

1. Introduction

This study stems from a project conducted jointly with the Region of Basilicata Department of Agriculture, Rural Development and Mountain Economy. Its aim is to investigate the potential role of quality agro-food products on the development process of an essentially rural region such as Basilicata. More specifically, the first aim of the study was to map the areas of Basilicata characterized by the production of geographical indications products in order to define a positioning map (drawn up by comparing variables such as the level of tourism organisation and agri-food resource quality) to identify which area with its products is more appropriate to express a food and wine tourism product. We consider the position map as a tool to enable local authorities to take a sustainable approach to tourism planning, this might improving specific aspects of existing tourism resources with the goal to create the right value proposition for the market.

The other aim of the research was to know the characteristics of the tourists who visit Basilicata for reasons related to food, linked to the attendance of food and wine events, connected with the visit of farms to learn about the production process. The identikit reconstruction of gourmet tourist who visits Basilicata took place in part through the administration of a telephone questionnaire to a sample of hospitality structures wich hosted visitors and partly by using a questionnaire administered to a sample of tourists intercepted during food and wine events.

* Eni Enrico Mattei Foundation, corso Guglielmo Marconi, Viggiano, 85059, Italy. Corresponding author. E-mail: angelo.bencivenga@external.feem.it.
** Eni Enrico Mattei Foundation, corso Guglielmo Marconi, Viggiano, 85059, Italy. E-mail: annamaria.giampietro@external.feem.it.
*** Eni Enrico Mattei Foundation, corso Guglielmo Marconi, Viggiano, 85059, Italy. E-mail: annalisa.percoco@feem.it.

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