



SIEC-ISBE: 82th INTERNATIONAL CONFERENCE 2010
Albury Wodonga, Australia, 18 – 23 July, 2010

PEDAGOGICAL PROGRAM

S08 - Seminar

Title **AGRICULTURE AND ECO-TOURISM: THE ITALIAN MODEL**

Presenter's Name **Gianfranco Benati**

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Presenter's expertise or experiences that relate to proposal topic Professor of "economics" and "economic geography", with research experience in "local development" and "territorial marketing"

Description of Session Content Agriculture is in crisis in all over the world, in the advanced but protected countries, and the third world also. The analysis of this crisis requires a pedagogical approach, embracing political, physical and social contexts. An associated problem is "sustainability", and the possible trade-off between "development" and "growth". Tourist services can contribute to sustain agriculture and the environment, saving its natural resources. The diffusion of eco-tourism by the primary sector in Italy is an example to apply in other countries.

Objectives of session

Session attendees should be able to

- know more about local economy and environment related to development of eco-tourism and service activities, etc.
- understand environmental issues in agriculture and tourism
- pedagogical valuations and methodology

Audience Teachers, economists, geographers, representatives of local government, chambers of commerce and anyone interested in environment

Handouts (to be distributed at session by presenter)

A summary of presentation will be printed and distributed to session attendees, and on the web site of university presenter after the session, and printed on a academic review