



ANNO ACCADEMICO 2025/2026

<i>Titolo dell'attività:</i>	Sustainable Tourism and Destination Development: Overtourism, Dark Sky Tourism and Adaptive Reuse
<i>Tipo di attività:</i>	Seminario
<i>Docente referente:</i>	Ivan Etzo, Corrado Zoppi
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<i>Numero di crediti:</i>	1 CFU
<i>SSD:</i>	CEAR/12/A, SECS-P/06
<i>Altri contatti di riferimento:</i>	Prof. Per Strömberg – University of South-Eastern Norway (USN) per.stromberg@usn.no
<i>Programma dell'attività:</i>	The seminar combines destination management, sustainable attraction development and urban regeneration perspectives to examine contemporary sustainability challenges in tourism through comparative international case studies from the Nordic countries and Italy. Thursday 1st October 2026: Lecture 1 – Beyond ‘Too Many Tourists’: Environmental Planning, Marketing and Entrepreneurial Responses to Overtourism (3 hours, in person) Overtourism and its environmental, economic and socio-cultural dimensions; environmental planning and visitor management; zoning, Recreation Opportunity Spectrum, crowding management and destination logistics; sustainability marketing; seasonality, visitor flows and destination image; attraction development and visitor redistribution, with cases from Norway, Sweden, Iceland and Italy. Friday 2nd October: Lecture 2 – Light Pollution and the Development of Dark Sky Tourism: Sustainable Attraction Development through Astro-tourism and Night Sky Experiences (3 hours, in person) Light pollution as an environmental and tourism challenge; dark sky tourism and astrotourism; destination planning and management through zoning, lighting design, certification and visitor infrastructure; International Dark Sky Parks and observatories; cases from Scotland, Northern Ireland, Spain and Sardinia; natural and cultural heritage, community involvement and night-time experiences. Friday 16th October: Lecture 3 – Adaptive Reuse, Urban Regeneration, and Socio-Cultural Sustainability: From



	Slaughterhouses to Cultural and Creative Districts (2 hours, online) Adaptive reuse, urban regeneration, heritage preservation and socio-cultural sustainability; governance models for creative-city development; comparative cases from New York, Copenhagen, Rome and Cagliari; cultural democracy, creative industries, place branding, gentrification and community development. Total teaching workload: 8 hours delivered in English (6 hours in person and 2 hours online).
<i>Prerequisiti:</i>	Basic knowledge of tourism management and sustainability.
<i>Obiettivi formativi:</i>	Upon successful completion of the seminar, students will be able to: • critically analyse overtourism as a multidimensional sustainability challenge; • evaluate environmental planning, visitor-management, marketing and entrepreneurial responses to tourism pressure; • explain the relationship between light pollution, sustainability and tourism development; • assess dark sky tourism as a strategy for attraction development, destination diversification and environmental stewardship; • critically assess adaptive reuse as a strategy for urban regeneration and socio-cultural sustainability; • compare governance approaches for transforming industrial heritage into cultural and creative districts; • apply theories and international case evidence to tourism challenges in Sardinia.
<i>Numero massimo di studenti:</i>	Max 40



<i>Testi e letture consigliate:</i>	Teaching slides provided by the lecturer. Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential. <i>Journal of Sustainable Tourism</i>, 25(7), 869–883. https://doi.org/10.1080/09669582.2017.1301721 Gössling, S., McCabe, S., & Chen, N. (2020). A socio-psychological conceptualisation of overtourism. <i>Annals of Tourism Research</i>, 84, 102976. https://doi.org/10.1016/j.annals.2020.102976 Mihalič, T. (2020). Conceptualising overtourism: A sustainability approach. <i>Annals of Tourism Research</i>, 84, 103025. https://doi.org/10.1016/j.annals.2020.103025 Strömberg, P. (2018). Meat and creativity: Adaptive reuse of slaughterhouses and meatpacking districts. <i>Nordic Journal of Architectural Research</i>, 30(2), 65–98. Villarino, J., & Font, X. (2015). Sustainability marketing myopia: The lack of persuasiveness in sustainability communication. <i>Journal of Vacation Marketing</i>, 21(4), 326–335. https://doi.org/10.1177/1356766715589428
<i>Modalità di verifica finale:</i>	Students work in groups to develop evidence-based recommendations for a real case in Sardinia and deliver a short final report within 2 weeks from the last lecture.
<i>Modalità e termini di iscrizione:</i>	Students wishing to participate in the seminar must complete the online registration form available at the following link: Registration Form - Sustainable Tourism and Destination Development – Compila modulo Registrations will remain open until 23 September 2026. Places are limited to 40 participants and will be allocated on a first-come, first-served basis.