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Spatial and Behavioral Analysis in Sustainable Tourism: Ethics and Aesthetics Sustainability Discourse requires a Sophisticated Approach

Adriana Galvani
University of Bologna, Free University Mediterranea
adriana.galvani@live.com

Sustainability has started as an international non-governmental program, later realized into political actions, confirmed by economic powers and results, finally transformed into a cultural movement, with a so large effect that will frame new visions of the human way of life. This will have the result of transforming, at the end, the entire life of the globe, changing the air we breathe, the bred we eat.

All this will occur through a change of behavior, determined by a change of mentality and reasoning, shaping a new ethic. This will create the ethic of humans connected to the ethic of Earth.

The ethic of humans has determined the post-tourism, the Ethic of Earth will determine the post-post modernity, and this, the post-post tourism, which ends with the general acceptance of beautiful landscapes and happiness.

We intend to see if sustainability has become a so largely accepted feature to be viewed as an objective question, or if it remains a subjective interpretation and realization. Certainly, it is not a neutral question, and it will even more depend on education and culture. It could be realized step by step, through an integration of economics with philosophy and neurology, or an amelioration of our sense of beauty and a qualitative improvement of places.

Surely changes in the physical world will determine changes in mentality, and changes in knowledge and thinking produce exponential changes in the external world.

Sustainability is an unending process, following evolutionary points in the progress of societies, which in the future tend to a general vision of quality and excellence. We could say that sustainability is revealed to us by a reflecting mirror of beauty, provided by our sensitivity.

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