

# **RESOURCE-BASED DEVELOPMENT: A PROPOSAL FOR TOURISM IN VAL D'AGRI**

Anna D'Auria

Department of Economics, Management, Institutions  
University of Naples "Federico II"

---

## **Abstract**

The present work aims to verify the potential of growth of Val d'Agri, a portion of Northern Basilicata Region in Italy which is included between Sirino and Volturino mountains, without any institutional configuration. Starting from methods and tools arising from the literature review, the selected context will be examined in two phases - the first one based on the analysis of documents, the second one realized with interview with opinion leaders; from the SWOT analysis and VRIO analysis, they will be identified local strengths and local opportunities. Then, in order to achieve the requalification the sub-region focusing on the emerged valuable resources, two research proposals will be defined aiming to the configuration of a Local Tourism System and the definition of a project idea involves the 21 municipalities of the area consisting in the definition of thematic paths to lever on them towards the sustainable development of local tourism.

**Key words:** Territory, territorial requalification, sustainable local development, tourism development, Local Tourism System

---