

01/03/18 DIST LUNCH SEMINAR

Marta BOTTERO

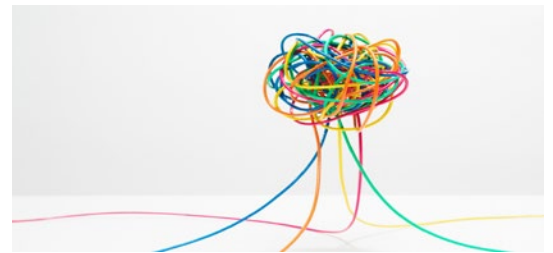
**Associate Professor in
Project Appraisal and Planning Evaluation
marta.bottero@polito.it**



Economic decision-making and landscape values

ABSTRACT

According to the European Landscape Convention, landscape is defined as a tangible portion of the territory and it has to be addressed as it is perceived by people. Following this approach, landscape planning and management are made object of specific decision processes that are based on scientific analysis and evaluation. Among the various available approaches for landscape analysis, a very important role is played by economic evaluation. In fact, there are many economic aspects associated with landscape, ranging from tourism and recreational activities to real estate values, from agricultural factors to social well being and public health. The talk will focus on the analysis of the economic dimension of landscapes, with particular reference to the estimation of the economic benefits that landscapes are able to deliver. The contribution will clarify the main evaluation approaches, distinguishing in monetary methods, such as Stated Preferences and Revealed Preferences techniques, and non-monetary methods, such as indicators and indexes and Multicriteria Analysis. The talk will also present some applications of evaluation methods for supporting real world decision-making processes in the context of the definition of landscape planning and management strategies.



BIOGRAPHY

Marta Bottero is associate professor in Planning Evaluation and Project Appraisal at the Interuniversity Department of Regional and Urban Studies and Planning of Politecnico di Torino (Italy), where she teaches Real Estate Evaluation, Urban Economics and Multicriteria Analysis and Strategic Assessment. She holds a degree in Environmental and Land Engineering from Politecnico di Torino (2000) and a PhD degree in Geo-Environmental Engineering from Politecnico di Torino (2004). Her scientific interests mainly focus on methodologies, techniques and tools for supporting sustainability assessment of urban and territorial transformations.

She has participated in many national and international research projects in the field of sustainable development and projects/plans/programmes and she is author of many papers published in international journals. For the quality of the research, she has been awarded different international prizes.

She has been involved in the Erasmus + teaching mobility EU program with the Faculty of Geography of the University Paris Sorbonne in June 2016 and in the joint project for the internationalization of research with the National University of Singapore in 2017.

Thursday

01/03/2018

h. 13,00 - 14,00

**Sala Vigliano - DIST
Castello del Valentino
Viale Mattioli 39
Torino**

**Confirmation by
27 March 2018**

costanzo.mercugliano@polito.it

**www.dist.polito.it/
focus/lunch_seminar_dist**

