



**Govern
de les Illes Balears**



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CV
Dr. Roberto Micera

Roberto Micera is a Researcher at the Institute for Service Industry Research (IRAT) of the National Research Council (CNR), where made research on tourism innovation, tourism experience and destination management.

He is professor in Innovation Management at the University Unitelma-Sapienza of Rome. He hold a Master in Economics of Tourism at the University Luigi Bocconi in Milan and the Phd in Business Science at the University of Naples Federico II.

He was visiting scholar at the Ohio State University, invited by professor Jay. B. Barney for a period of study on business strategies according to the resource-based approach.

In recent years, he has involved in many research projects on management of tourism systems and tourism firms and he is author of paper about governance of tourism local systems, destination image management and destination competitiveness linked to the local development.

