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Erasmus+ Programme
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STOREM EVENT REPORT

Event	Venue
D2.4 Capacity Building Workshop	Unimagdalena
Date	Responsible
5-10 december, 2019	Unimagdalena
Total number of participants	Final Agenda
See attendance lists	See below
Disclaimer	The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.
Short description of the event:	



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Training and validating workshop in PC HEIs by EU faculty members

The goal of the workshop was to have capacity building sessions and dissemination activities of the project.

The workshop began with a work session with potential students of the master, external stakeholders from the Tourism sector and the local government, faculty members and members of the project. This helped to get inputs for the justification part of the document “Master in Sustainable Tourism” at Unimagdalena. Later on there was a media tour to disseminate the activities of the project and the foreseen development of the master program.

Later on there was a public event called “Public Seminar on Sustainable Tourism and Resource Management”, in which external stakeholders, indigenous representatives, students, alumni, faculty members and staff from Unimagdalena, discussed the challenges and future of sustainable tourism along with the presentations of external and local experts.

There was also an eco-touristic activity in which the members of the project and representatives



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from Unimagdalena visited a coffee farm and learned about the coffee making process.

Finally, there were 2 days of capacity building, in which each partner made a presentation on the topic of their expertise. A steering committee meeting was held on the last day of the meeting.

Short description of event planning problems:

There were some miscommunication issues between the organizers and the project coordinators. Due to the public nature of the institution, some processes take long time to develop which is why even during the event we had to handle contracting paperwork for the catering and translation services, coordination of the use of auditoriums and technical support from the university and general organization related issues.

For future events, we suggest to consider having them during the active academic semester, so we can have a higher audience and attendance of students, faculty and stakeholders.

Main outcomes of the event:

Please see minutes and survey results.



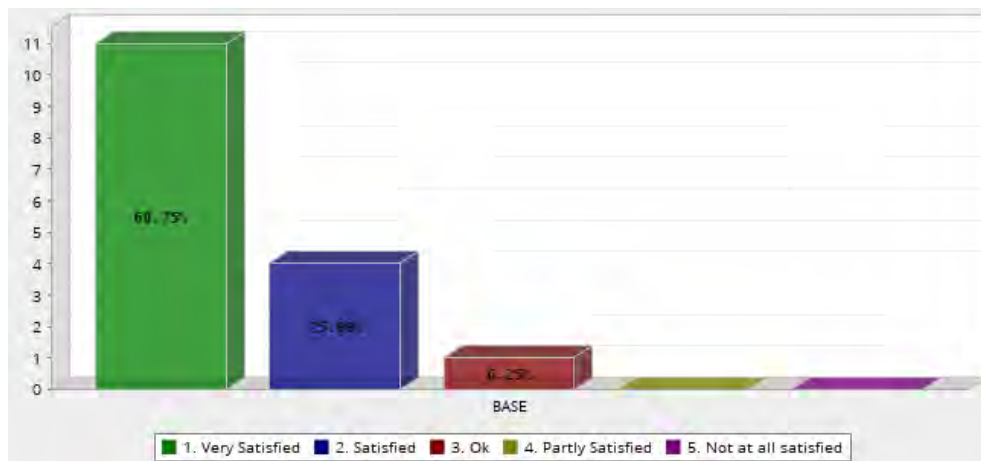
Event Participant Feedback Survey

During the last day of the Workshop, participants were asked to evaluate the event in this link: <https://storemevaluation.questionpro.com>, following the template established for this purpose.

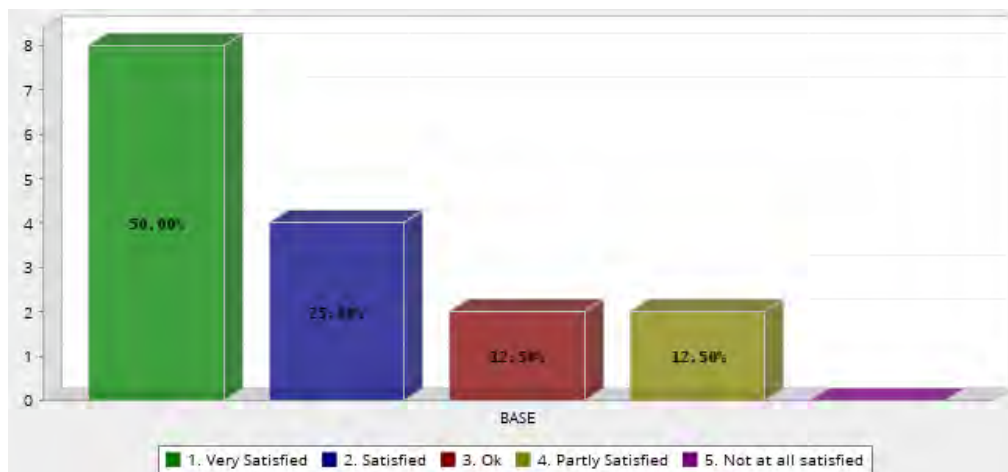
A total of 16 participants completed the survey, having the following answers:

1. How satisfied were you with the following items regarding the meeting organization?

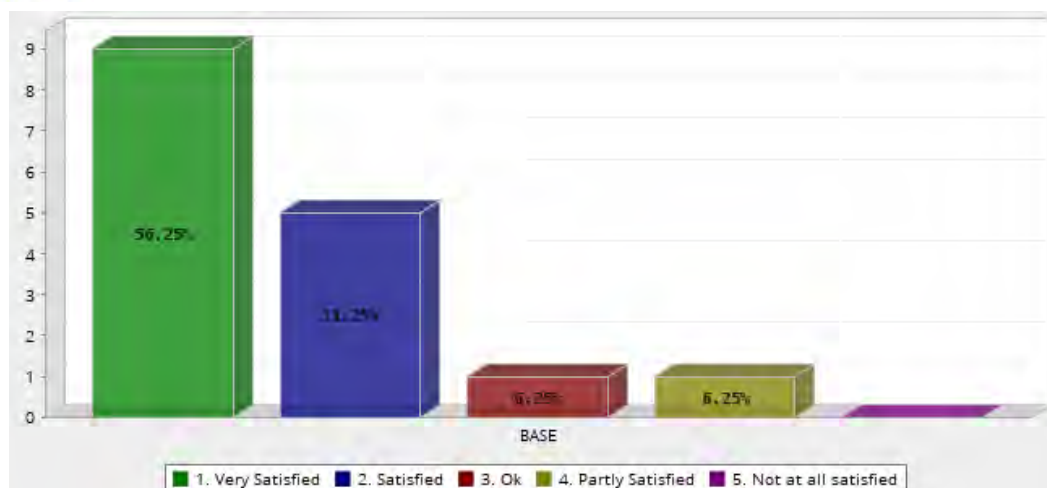
1.1 Practical info about the venue



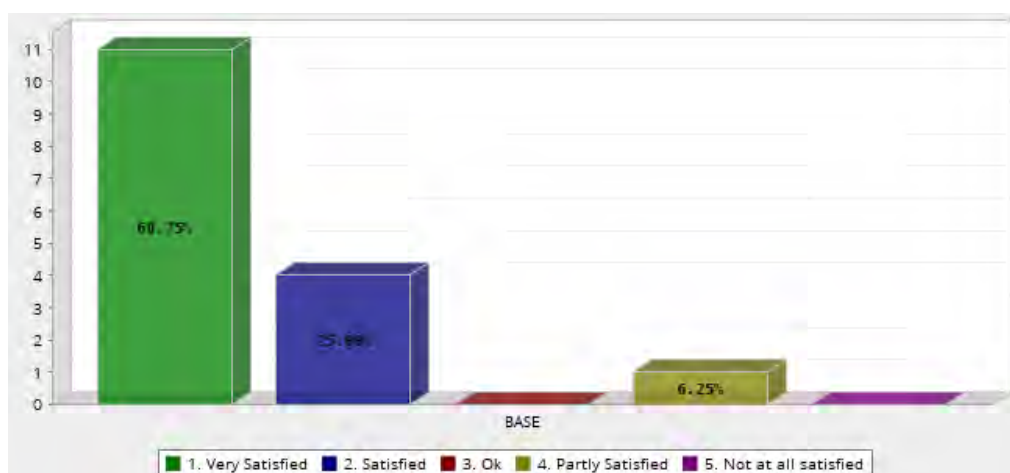
1.2 Agenda



1.3 General organization during the meeting

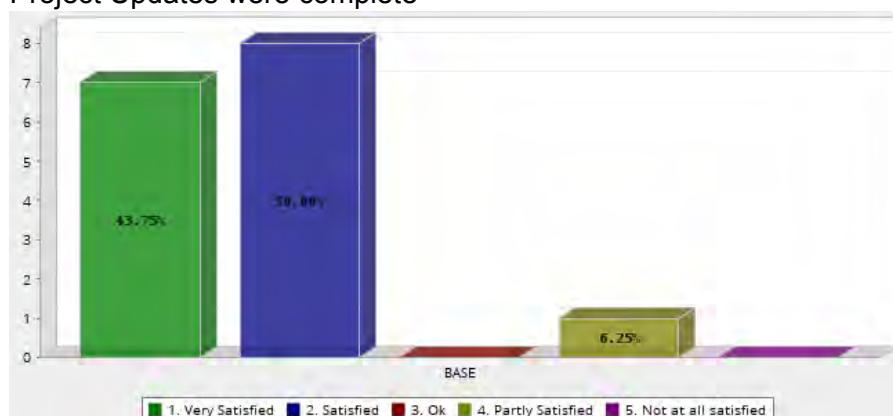


1.4 Duration and time of the meeting

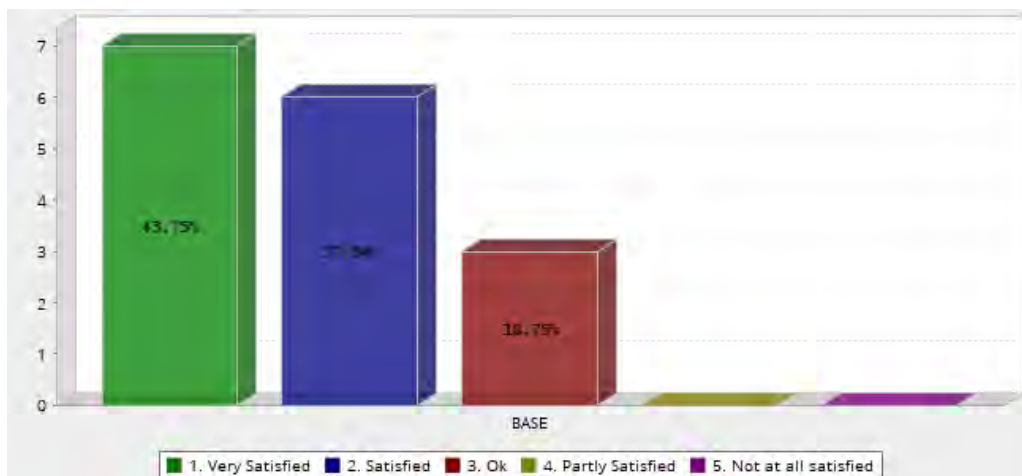


2. Meeting Content

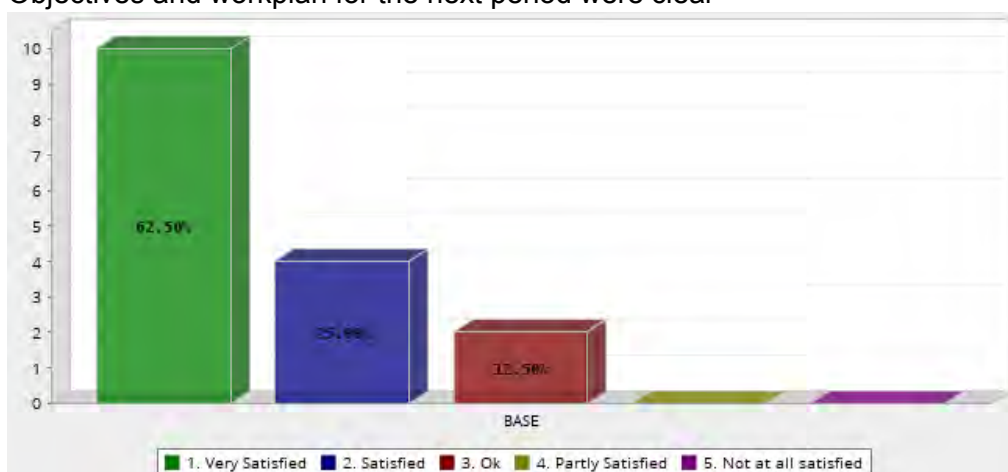
2.1 Project Updates were complete



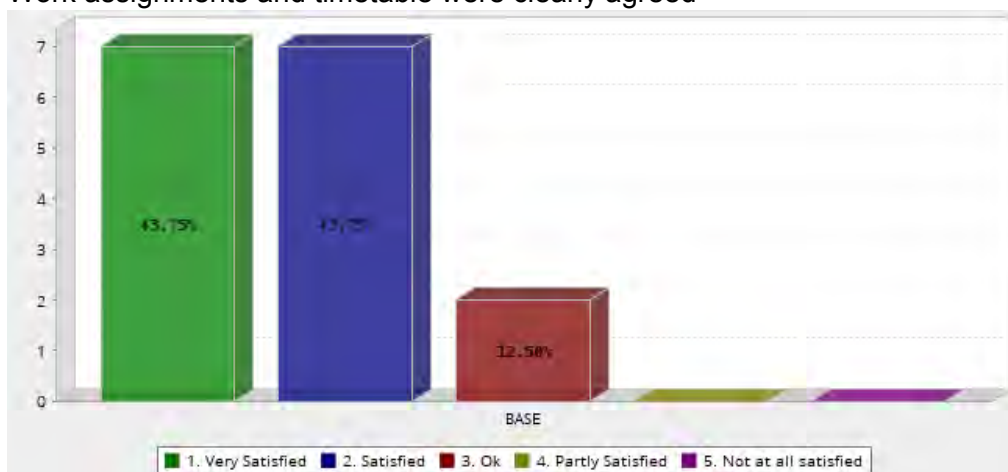
2.2 Relevance of discussions



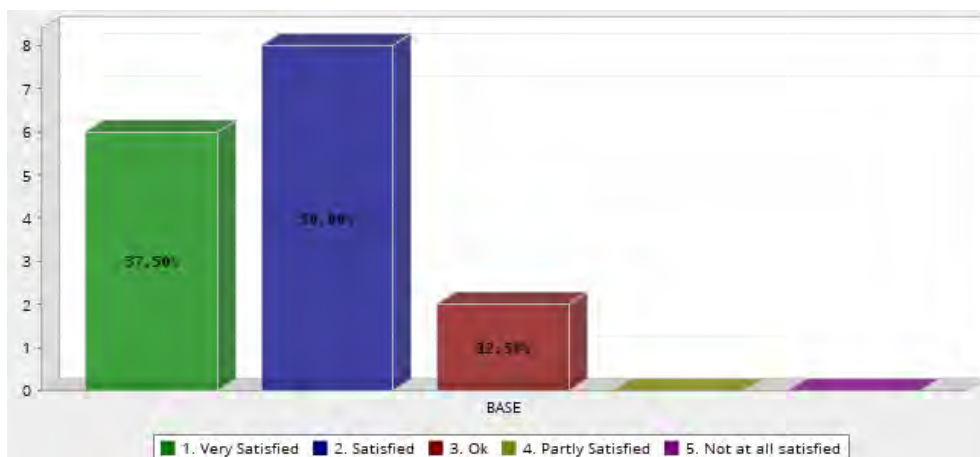
2.3 Objectives and workplan for the next period were clear



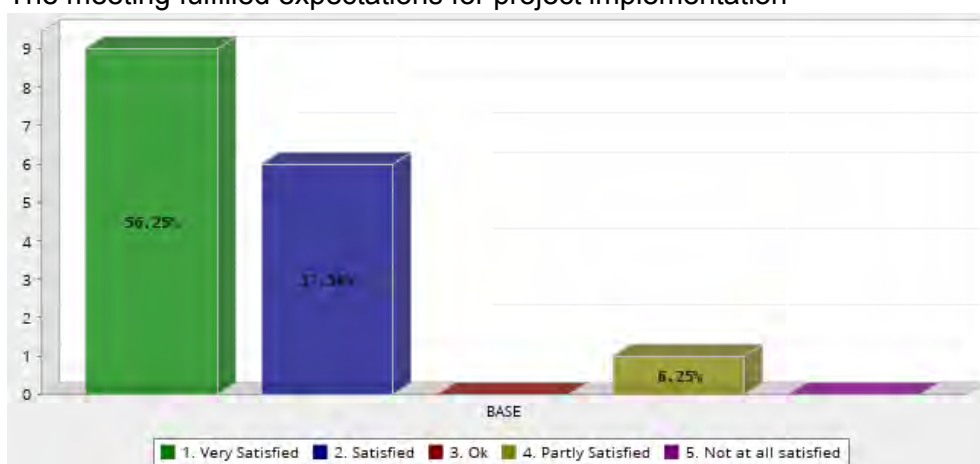
2.4 Work assignments and timetable were clearly agreed



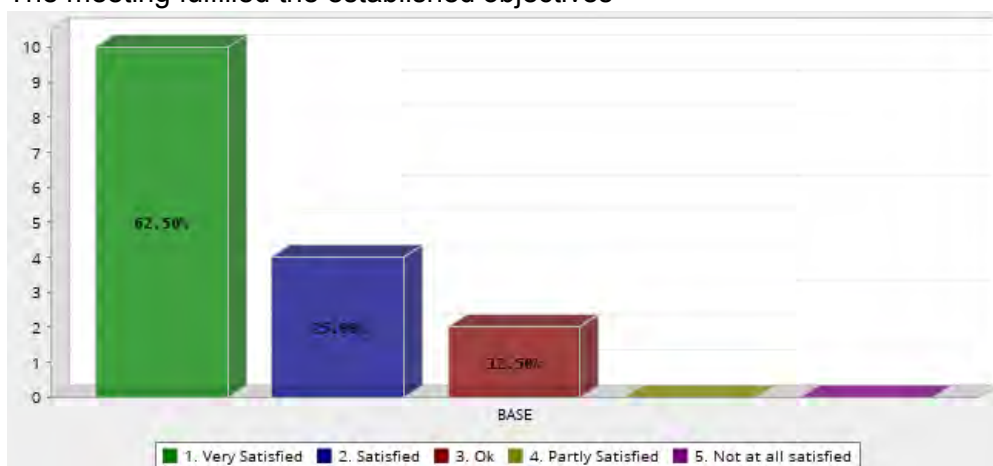
2.5 Doubts/obstacles were clarified



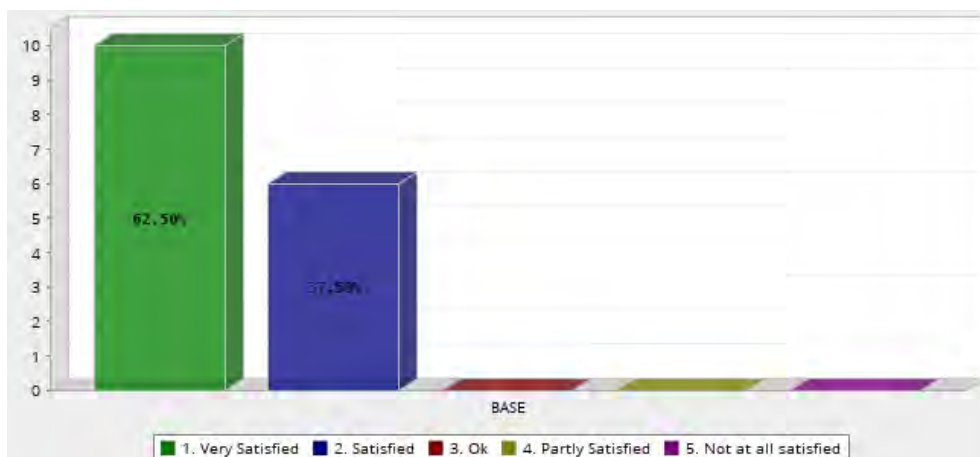
2.6 The meeting fulfilled expectations for project implementation



2.7 The meeting fulfilled the established objectives

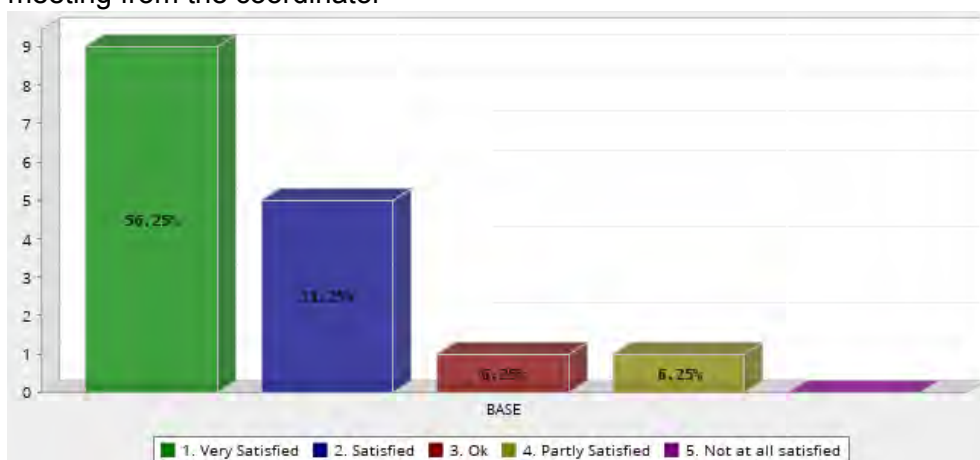


2.8 Balance between different types of activities (work sessions, social and cultural events, team building, etc.)

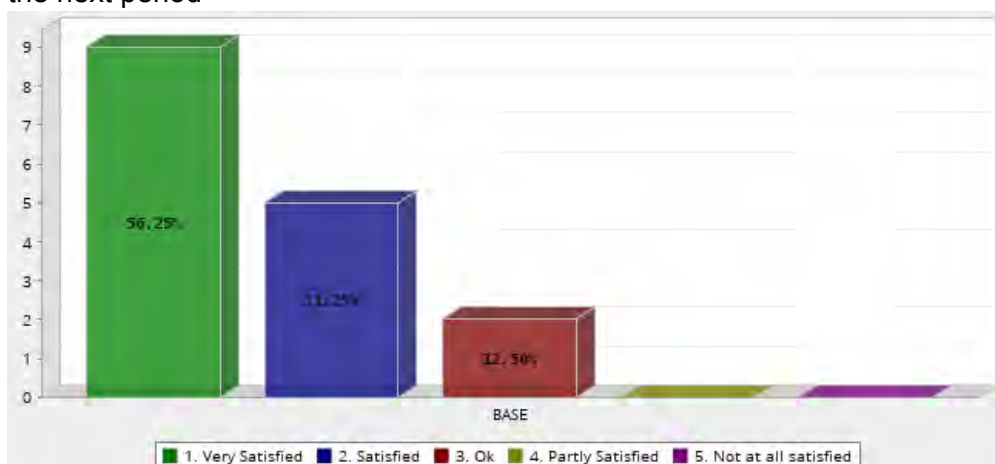


3. Management and coordination

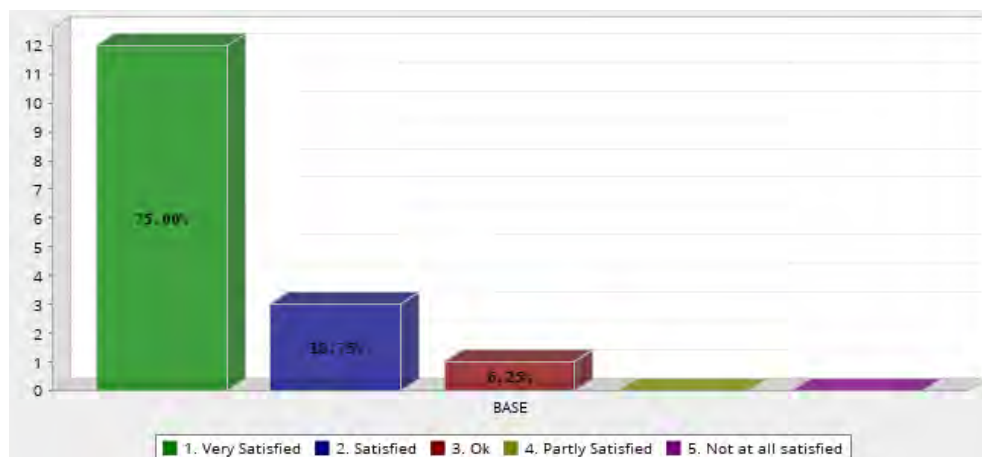
3.1 The information (on tasks, materials for the meeting etc.) received before the meeting from the coordinator



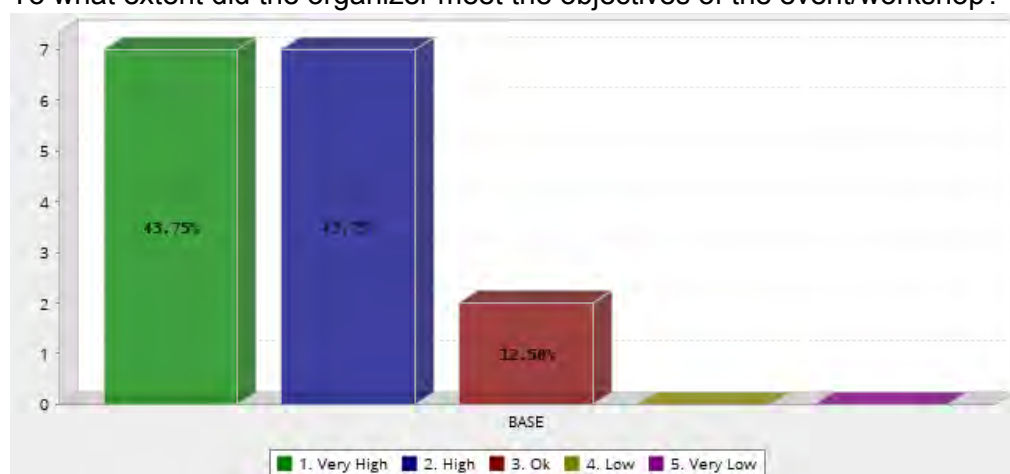
3.2 The coordinator facilitated the understanding of the objectives and work plan for the next period



3.3 The coordinator facilitated communication and collaboration between partners. Everyone was encouraged to contribute to discussion.



4. To what extent did the organizer meet the objectives of the event/workshop?



As we can see most participants reported they felt either very satisfied or satisfied with the items considered for evaluation. On the other hand, there was a comment box in the survey for additional recommendations regarding the workshop, which are listed here:

What could have been improved about this even t/workshop?

1	Nothing: due to others activities, I participate only to the second part of the meeting but all was perfect
2	More structured agenda. Local faculty participation
3	Hitler involvement of cicli società, although I del satisfied with the export and participation
4	More involvement of internal staff and stakeholders for future meetings



5	A couple round tables discussing about general and specific topics.
6	Tratar de articular más las diferentes sesiones
7	Not sure
8	The event was mostly based on seminars and presentations, which were very interesting, however, more discussions on specific themes would have been good.
9	The meeting and organization was excellent, no further comments
10	mayor profundidad con respecto al plan de boloña
11	NA
12	This workshop was excellent. Maybe we could have more small working team moments according to the common interests or areas of the project since we are together physically.
13	I thought it was excellent overall.
14	More discussion sessions on specific academic issues regarding the projects final results
15	Na
16	All activities in the same week.

STOREM Meeting Minutes

MEETING MINUTES

Meeting/Project Name:	Opening Session		
Date of Meeting:	05/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia

1. Meeting Objective

- To present the STOREM project to the relevant stakeholders in Santa Marta and the region.
- To gather feedback both on the perception of sustainable tourism and the proposed Master's programme at UNIMAGDALENA through a workshop with potential students (vulnerable target populations) and interested parties.

2. Attendance at Meeting

Name	Department/Division
Academic Staff & Potential Students of the Master's degree in Sustainable Tourism	Professors, Alumni and students of the local Tourism and Hospitality Management Programmes
Representatives from the private sector, tourism authorities and regional tourism and hospitality industry	National Natural Parks Administration COTELCO Magdalena Business Association of Magdalena
Anna Maria Pinna	UNICA
Paola Pinna	UNICA
Raffaele Paci	UNICA
Humberto Calabria	Unimagdalena
Carlos Coronado	Unimagdalena
Marla Maestre Meyer	Unimagdalena
Edgar Villegas	Unimagdalena
Roberto Aguas	Unimagdalena
Julieth Lizcano	Unimagdalena
Ángela Rueda	Unimagdalena
Rachel Bitoun	UPVM
Ana Rita Albuquerque	UPVM
Catrina Hinds	UWI
Neetha Selliah	UWI
Marko Tasic	EAFIT
Ivo Pirisi	Tasting Sardidinia
Matteo Bellinzas	UPD
Lisa Presciani	UPD
Esteban Barboza	UNA

STOREM Meeting Minutes

Meeting/Project Name:		Opening Session	
Date of Meeting:	05/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
Alfonso Lara Quesada		UNA	
Laura Obando Villegas		UNA	
3. Agenda and Notes, Decisions, Issues			
Topic		Owner	Time
Welcome words, event protocol acts and video display of the university’s event-related security measures.		Event Hostess	9:30 am
The Academic Director of the Hotel Business Administration & the Tourism and Hospitality programmes welcomed the attendees and showed them a brief context on the features of the academic offering at UNIMAGDALENA. He mentioned that those two programmes are the first ones to be granted the UNWTO’s TEDQUAL certification (Tourism Education Quality) at public HEIs in Colombia.		Humberto Calabria	9:45 am
Mr. Calabria highlighted the relevance of this certification given the fact that the TEDQUAL evaluation committee highly values and shares the sustainable tourism education criteria that the STOREM pathway is set to implement. Additionally, he noted that the programmes are well positioned within the regional context and that through them, UNIMAGDALENA is a member of the UNWTO and other important national and international networks.			10:15 am
Finally, he showcased some of the scientific products and projects carried out by the academic staff and research groups, with special emphasis on the internationalisation activities and the social project in sustainable tourism with the inhabitants of the Congo rural settlement within the Sierra Nevada area that is close to Santa Marta. This allowed the community to be trained in basic tourism-related concepts, customer service, sustainability and English language for tourism.			10:20 am

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Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>Thank you words and contextualisation to attendees of the details of the project, based on the official website, starting with the conception of the project thanks to the initiative of the University of Cagliari and the subsequent financing in the framework of the Erasmus + programme and the CBHE action, with STOREM as the only inter-regional project funded in 2018.</p> <p>He detailed the list of the consortium partners and their importance, adding emphasis, later on, on the interdisciplinary participation of faculties in the UNIMAGDALENA case, the overall university effort and institutional support of the current University Administration due to the alignment of STOREM with the priorities of the government plan and the project's future potential.</p>		Carlos Coronado	10:35 am
<p>The head of the IRO socialised the main objective of the consortium, and indicated that knowledge transfer, good practices, and capabilities from the EU to LA and vice versa and network participation are some of the core aspects of the partnership. He elaborated on the importance of Curriculum innovation in sustainable tourism, with UNIMAGDALENA and UCI having main roles through the creation of master's programmes, while other institutions will include the STOREM pathway in their curricula. He talked about the creation of the network of sustainability observatories. Explained model of cooperation between stakeholders and academia and the relevance of the inclusion of vulnerable populations, especially indigenous people, Afro-Colombians and victims of the conflict, including IDPs.</p> <p>He finished with the explanation about the importance of the session as a validation and socialisation exercise, inviting participants to get to know the agenda and participate in the rest of the activities throughout the event.</p>		Carlos Coronado	11:00 am

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Date of Meeting:	05/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>Ms. Angela Rueda, from the Advisory Office for Planning at UNIMAGDALENA led a group session with the World Café methodology on the perception of the public about Sustainable Tourism and the Climate Change.</p> <p>The session started with a video about Global Warming, its exponentially increasing impact and what it represents for us all, from the perspective of an Academic. Then, she asked participants to mix with other groups to promote understanding and diversity in the teams that were going to work in 3 phases: sowing (answering questions, discussions), pollination (interaction with other teams) and harvest (feedback).</p> <p>She asked teams to answer 2 questions with their own words:</p> <ol style="list-style-type: none"> 1. What is sustainable tourism? <p>Participants give similar answers given their expertise and the commonly agreed concepts.</p> <ol style="list-style-type: none"> 2. Where are we now with regards to it? <p>One participant said that we are creating tourism awareness, adding elements such as government support and development plans aimed at tourist areas; training human capital taking into account the demands from the job market. He talked about building a value system, training from elementary school levels to university levels to create enterprises.</p> <p>A second participant said that something important people are doing is to provide education opportunities, making an effort to raise awareness and have a focus on research as a means to generate knowledge of what we have in our communities.</p>		Angela Rueda	11:10 am
Coffee Break			11:45 am

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<p>There was another question:</p> <p>3. What is going to happen around the concept of sustainability in tourism in the future?</p> <p>One of the participants mentioned that the important thing is to actually distribute the benefits of tourism with the communities impacted by it, with a more balanced, and environmentally friendly social tourist activity.</p> <p>A final participant added that it looks like there is awareness about the concept but people will not change if there is no will by the governments and authorities to promote the policies and relevant agendas that are necessary to implement sustainable tourism and optimal resource management plans; with actions based on environmental, cultural and touristic activities involving the private sector, communities and the authorities to generate a value chain, turning the priority issues into socially achievable goals.</p>		Angela Rueda	12:00 pm
Conclusions			12:30 pm

STOREM Meeting Minutes

MEETING MINUTES

Meeting/Project Name:	Presentation of the STOREM project to local actors and Capacity Building		
Date of Meeting:	06/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia

1. Meeting Objective

- To discuss the STOREM project with relevant stakeholders in Santa Marta and the region.
- To train the partners and audience members through the Capacity Building Seminar (Sharing good practices and examples of successful entrepreneurial experiences in implementing Sustainable Tourism).

2. Attendance at Meeting

Name	Department/Division
Academic Staff & Potential Students of the Master's degree in Sustainable Tourism	Professors, Alumni and students of the local universities in Tourism and Hospitality Management Programmes
Representatives from the private sector, tourism authorities and regional tourism and hospitality industry	COTELCO Magdalena Business Association of Magdalena
Leaders of the local indigenous Populations	Arhuaco and Kogui indigenous communities of the Sierra Nevada area.
Anna Maria Pinna	UNICA
Paola Pinna	UNICA
Raffaele Paci	UNICA
Pablo Vera	Unimagdalena
Ernesto Galvis	Unimagdalena
Humberto Calabria	Unimagdalena
Carlos Coronado	Unimagdalena
Marla Maestre Meyer	Unimagdalena
Edgar Villegas	Unimagdalena
Roberto Aguas	Unimagdalena
Julieth Lizcano	Unimagdalena
Ana Rita Albuquerque	UPVM
Rachel Bitoun	UPVM
Mario Socatelli	UCI
Sara Zúñiga	UCI
Catrina Hinds	UWI
Neetha Selliah	UWI
Marko Tomic	EAFIT

STOREM

Meeting Minutes

Meeting/Project Name:		Presentation of the STOREM project to local actors and Capacity Building	
Date of Meeting:	06/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
Ivo Pirisi	Tasting Sardinia		
Matteo Bellinzas	UPD		
Lisa Presciani	UPD		
Alfonso Lara Quesada	UNA		
Esteban Barboza	UNA		
Laura Obando Villegas	UNA		
3. Agenda and Notes, Decisions, Issues			
Topic		Owner	Time
Welcome words, event protocol acts and video display of the university’s event-related security measures.		Event Hostess	9:30 am
The Rector of UNIMAGDALENA gave a presentation stressing the institution’s commitment to the project and the creation of the Master’s Degree in Sustainable Tourism. He mentioned the relevance of being part of this capacity building project for the region, one with rich natural and human patrimony that needs tourism activities with an approach compatible with the communities, which adds social value and is responsible with the environment.		Pablo Vera	9:40 am
Mr. Vera spoke about the “Casa Museo Gabriel García Márquez” case as an example of cultural tourism and the innovative character of it, as an upcoming model that integrates communities and builds an experience for the visitors around the literary backdrop of the Nobel laureate and his <i>Magical Realism</i> . He raised concerns about the way in which resources such as those of Tayrona Natural Park are being managed without the participation of native peoples. He invited the audience to reflect on the conditions of climate change and to be concerned about preserving Santa Marta’s resources in the wake of risks in the Colombian Caribbean Region, such as gentrification, among others.			9:50 am

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To conclude his intervention, he explained that the Master's vision is expected to be set not only from the academic perspective but also from the perspective of the needs of the sector and with local population and territory capabilities into account. There are challenges, diversity and the need of knowledge generation on taking advantage of natural resources and the advantages they provide to turn them into opportunities for inclusion and improvement of the living conditions of the people.			10:00 am
The Project Coordinator thanked UNIMAGDALENA and the partners for their participation and provided the audience with some context on the Erasmus+ programme, one of the most successful policies originating from the EU. Highlighted the importance of mobility and knowledge-sharing in face-to-face contexts as an opportunity to share good practices. The EU uses Erasmus to play a global actor role and stresses the match of its programmes with the government policies regarding sustainable tourism.			10:05 am
She talked about the creation of the master's programmes in Colombia and Costa Rica, and the importance of Academia meeting the local actors and stakeholders to get an idea of the skills, competences and knowledge that is needed to partake in the tourism industry. She is pleased with the opportunity to bring their expertise to help build the programmes and introduced experts that would later present their successful experiences in the area, such as Dr. Paci, Dr. Pirisi, Prof. Socatelli and other academics. She thanked the audience for attending the event and finished her intervention.		Anna M. Pinna	10:10 am

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Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>Mr. Socatelli presented the conference called: Regenerative Tourism: The Next Frontier.</p> <p>Excerpt from the conference that would be presented on Monday, December 09/19, part of his fourth book officially published.</p> <p>It started with some contextualisation, reflecting that it is necessary to know the past in order to act in the future and avoid making the same mistakes. Defined Sustainable Tourism according to the UNWTO concept from 1996: Tourism that fully takes into account current and future economic, social and environmental repercussions to meet the needs of visitors, the industry, the environment and the host communities.</p> <p>With regards to the UN's 2030 Agenda, he explained that tourism can contribute directly or indirectly to achieving the 17 Sustainable Development Goals (SDGs). Added that although it gets somewhat confusing for Spanish speakers, the equivalent words of the term sustainable: <i>sostenible</i> and <i>sustentable</i> both have the same connotation.</p>		Mario Socatelli	10:15 am
<p>Next, he mentioned that the current concept of sustainability has a long existential timeline, beginning in 1972 with the need to create a different economic and development model due to the prospect of drastic reduction of resources in the future, leading to the 1st Climate Change Conference in 1979. The timeline had a highlight in 1992 at the First Earth Summit, where the notion of sustainable development was discussed.</p> <p>Then, in 1996, the concept of Sustainable Tourism as we know it today was written, and its theoretical approach was elaborated (Agenda 21 - Tourism Industry). In 2000, millennium development goals were published. In 2009, the "Responsible Tourism" concept is coined during the Global Forum on Sustainable Tourism. In 2015, UN raised the 2030 Agenda.</p>		Mario Socatelli	10:20 am

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<p>The concept of Responsible Tourism is discussed as the development and application of management instruments aimed at minimising negative impacts of tourism activity and increasing the benefits of the host population, holding tourists, businessmen and authorities accountable (alike). Way to advance sustainability.</p> <p>Mr. Socatelli noted the growing trend that demands for the responsibility about the impacts of tourism activities to fall on the service providers, and stressed that it is partly due to the certification and standardisation processes that attract clients with an alignment of expectations and sensitivities about culture, environmental management, inter alia, with the following example:</p> <p>Cornell University, in 2013, conducted a study with visitors / guests who travel for work commitments staying at hotels affiliated to the Marriot chain, and they saw that the sustainability-related measures that were suggested by the company did not make a difference for customers. The policy actually generated aversion because the travellers were not committed, and justified their indifference with the lack of a fee reduction even if they followed through with the recommendations. It was noted that leisure and tourism travellers are more committed to supporting sustainability policies.</p>			10:25 am
<p>The responsible tourism seeks to raise awareness among travellers regardless of whether their accommodation is committed to environmental, cultural, social causes; promoting the particular culture and reducing the negative impacts. He talked about the case of a hotel in Costa Rica, whose articulation with a local school involves children in the reception of tourists, since the establishment provides a donation for children's snacks and in turn promotes a sponsorship programme, which has enjoyed such success in collecting resources that it has also benefited other nearby schools. This is positive impact.</p> <p>While defining where we are going, we must go back to 1974 when John T. Lyle raised the concept of Communities without Environmental Degradation. 20 years later, in 1994, he concluded that sustainable tourism is no longer enough because it is static. He published a book with the concept of Regenerative Design for Sustainable Development, with several theoretical additions from relevant authorities and academics to date.</p>		Mario Socatelli	10:30 am

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<p>He remarked that this is an important concept because humanity faces a new paradigm in the face of a potential extinction, so the relationship with the ecosystem must be valued and given specific importance. Regenerative Tourism seeks to go beyond sustainability, energising the relationship between human beings and the ecosystem. This is due to the pressure that human activity is putting on the natural functions of the Earth.</p> <p>The presentation concludes with a reflection: What can we do for the planet not only to sustain it, but to regenerate it?</p>			10:35 am
<p>Dr. Paci gave a presentation on Sardinia as a Sustainable Tourism destination, starting with pointing out the privileged location of the island in the centre of the Mediterranean Sea.</p> <p>He continued with some background info and facts about the Region. It has a small population in comparison to European standards. GDP per capita is below the EU average and it is decreasing. Most indicators of Regional Competitiveness are below the EU average. Especially when it comes to infrastructure and market size.</p> <p>There is a need for a new policy, local demand is scarce and promoting exports poses a series of problems due to the island's context. Based on the competitive advantages, the most viable policy is to focus on sustainable tourism. Example, Nuraghi culture and rich, diversified and unspoilt environments that are rare in Europe, as opposed to how common they are in LA. This is coupled with a strong and unique identity and culture.</p>		Raffaele Paci	10:40 a.m.

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<p>Policies such as the Regional Landscape Plan approved in 2004, prohibiting construction all along the coasts (2 KMs on average), were implemented. In comparison to Islas Baleares (Spain) this policy helped avoid intervention on buildings or their demolition. The law was accompanied with the Regional Sustainable Tourism Development Plan approved in 2006. It is aimed at identifying operational solutions to promote a long-term sustainable tourism development.</p> <p>The strategy is to preserve the coast while also increasing the income and employment derived from the tourism activities, by encouraging arrivals in the low season and increasing the tourism revenue (high quality, innovative new services and products) targeting new markets like the Scandinavian one.</p> <p>There are two adjustments left to make: Seasonal adjustment: Promote arrivals in the off-peak months Spatial adjustment: necessity to create a coordinated policy to support the entire region and not only the most visited parts of it.</p>			10:45
<p>Prof. Paci discussed two key policy measures:</p> <ul style="list-style-type: none"> • Destination Management Organisation Sardegna: Joint public/private institution. Develops the regional potential attractions in a unitary and structured system. • Local development projects: Especially in the inner parts of the Island. <p>Prof. Paci affirmed that promoting a local tourism destination needs involvement from private local stakeholders for the definition and the monitoring of the activities. Describing the aims and tasks of DMO both in terms of Destination Management and Destination Marketing (visibility, promotion, events). Examples: Sardinia as a blue zone. Sardinia as an experience (spot of a local traditional beer: Ichnusa – ancient name of Sardinia).</p>		Raffaele Paci	10:50 am

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<p>The general results are positive, considering that the initial investment was 542 million Euros and most of the financial resources were invested on historical, cultural and archaeological attractions. Over 950 projects have been developed.</p> <p>In conclusion:</p> <p>This was a comprehensive and unified idea of sustainability based on four dimensions:</p> <ul style="list-style-type: none"> • Environment: optimal resource management. • Economy: seeking long-term benefits for all stakeholders. • Society: respecting tradition and promoting intercultural understanding. • Territory: equal distribution of the benefits among the communities. 			10:55 am
Coffee break			11:00 am
<p>Tasting Sardinia and Longevity Academy, two ideas that flourish thanks to unique travel experiences and inspirational tourism.</p> <p>The presenter gave some background on the Mediterranean liquid continent and the civilisations that fought over the power in the region due to the strategic importance of it. E.g. Phoenicians, Greeks, Romans, Byzantines, Spanish empire, among others.</p> <p>The different rulers subjugated the locals and made them retreat inwards, which isolated them and made them develop certain cultures, costumes and trades that define what Sardinia is like today. High longevity rate in Sardinia, one of the world's prominent blue zones. It has a large number of centenarians, the majority of them are males. Mr. Pirisi noted that populations in rural areas of Sardinia halved because people are straying away from traditional trades in agriculture and herding.</p>		Ivo Pirisi	11:15 am

STOREM

Meeting Minutes

Meeting/Project Name:	Presentation of the STOREM project to local actors and Capacity Building		
Date of Meeting:	06/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>Mr. Pirisi came from an academic background but in a change of heart, he entered another field and started working in Photography and SEO optimization for boutique hotels, while sharing culinary lessons with foreigners; and that evolved to the point of organising week-long culinary trips for foreigners. He incorporated the concepts of strong families, the longevity and the elements that favoured it, so as to design an educational tour concept that differentiated from other local operators, something unique and meaningful. He connected with locals in a network in a beneficial relationship with a focus on people, with business as a consequence of said interactions.</p> <p>The longevity academy specialises in the design and organisation of educational trips around the theme of longevity, particularly for academics, students and members of trade associations. He did it with a sense of personal branding and adopting the model of spread-out academy.</p>			11:25 am
<p>The presenter then displayed a video with testimonials of American students that travelled to Sardinia with his company. They focus on the human aspect of the trip and the way things are done, lifestyle tips and knowledge from locals on how to improve their habits.</p> <p>Mr. Pirisi works on a completely digital basis for his promotion efforts, and the results show that 1300 guests visited Sardinia between 2015 and 2019, mostly from the US (75%). In terms of seasonal adjustment, the difference is that the offer is cultural and it can be spread throughout the year as the activities do not rely on specific conditions. It is a people-oriented model, which gives the possibility for people to meet each other and get to know their stories. He believes that every journey tells a story. It is innovation but one that keeps looking back to traditions and their importance.</p>		Ivo Pirisi	11:35 am

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Meeting Minutes

Meeting/Project Name:	Presentation of the STOREM project to local actors and Capacity Building		
Date of Meeting:	06/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
Best practice from the Private Sector: Blue Flag Certification for the Zuana Hotel Beach		Zuana Hotel Representative	11:40 am
To contextualise the attendees, the Hotel representative talked about the Blue Flag achievement obtained in October 2019, which was born thanks to the vision of social and environmental responsibility of the local hotel industry. A video was shown, in which a good practice of offering an amphibious chair unit with assistance for people with disabilities was displayed. It allows people who previously did not have an easy option to enjoy the sea to do so with appropriate security measures. The Hotel offers accessible tourism, with adaptations to the beach to promote mobility and encouraging environmental education both to visitors and locals.			
In environmental terms, the hotel participates in continuous education methods, with beach cleaning campaigns, disposable plastic collection campaigns, separation at the source of waste and the socialisation of policies with communities, taxi drivers, vendors and collaborators to promote comprehensive care of the watersheds and rivers to prevent pollution; which eventually reaches the sea at the river mouths. Other measures include installing water-saving showers, which minimise resource expenditure, certification on prevention of sexual exploitation of minors, usage of renewable energy and water reuse for gardening as clear elements of sustainability.			11:45 am
She highlighted the importance of the synergy with entities at local and national levels, which favoured the achievement of the eco-label, it is claimed that the achievement is for the territory and not for the private companies. She mentioned the importance of the collaboration of Academia for this, and in particular that of UNIMAGDALENA for the use of laboratories for water characterisation, and the support of researchers and students in conducting the studies. Alliance with entities such as Invemar (research institute with a certified laboratory for water quality analysis and characterisation), Environmental Authorities, Port Authorities, the Tourism Police, among others.			
To finish her presentation, the Hotel representative mentioned that Colombia is the second country in South America with Blue Flag certified beaches, the first one is Brazil. In the rest of Latin America, they are present in Mexico, Puerto Rico and the Dominican Republic. This has motivated the authorities and the tourism industry to submit other beaches to the certification process.			11:55 am

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Meeting Minutes

Meeting/Project Name:	Presentation of the STOREM project to local actors and Capacity Building		
Date of Meeting:	06/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
Dr. Villegas took the lead of the discussion on the perspectives on sustainable tourism, presenting members of indigenous communities from the ancestral territory in which the city of Santa Marta is located.		Edgar Villegas	12:00 pm
<p>Mr. Cayetano, leader of the Arhuaco ethnic group began the intervention. Thanked the invitation and interest in the participation of his community. In order to contribute to the conversation, he raised questions about how tourism is valued in Latin America. As an indigenous group, their concerns go beyond traditional tourism precepts. He invited the audience to think about the ancestral territoriality of our peoples, to think about the ground that is stepped on and the sacredness of the territory.</p> <p>These towns and communities are living history, unlike the other places where there are vestiges of cultures that have already left. It is important to think about de-stigmatising the thinking of the indigenous people, considering their relationship with the universe and the current situation of the world, plagued by the reduction of green areas and the overexploitation of resources; we must think of the sanctity of life... ours, of the rivers, of the lands.</p> <p>It is necessary to avoid thinking individually, we have to think as a community. To convey his idea, he said that tourism can be like a ship where everyone can volunteer to guide it as they see fit, but it still needs a destination. He calls for policy development and the ethical management of financial resources. He believes that with a good administration we could have development, we must think in the associative and collaborative spirit, help each other as friends or neighbours. It is imperative that the authorities grow links with the communities, and that the businessmen do so as well before impacting the areas.</p>		Arhuaco Leader	12:05 pm

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Meeting Minutes

Meeting/Project Name:	Presentation of the STOREM project to local actors and Capacity Building		
Date of Meeting:	06/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>The representative of the Koguis, Mr. Juan, was next. He told the public that for the past eight years, they have observed that tourism operators and tourists themselves do not contemplate the authorisation of ancestral peoples for the growing activities and interactions near their homes, and that it is important to have discussions such as the one they had had that day, because the way in which tourism is currently made makes them feel bad.</p> <p>They feel that way because they are not inviting tourism, but the people from outside actively seek to know them and their ways. He referenced Dr. Mario Socatelli's presentation on regenerative tourism, and regrets the passage of tourism that is not sensitive to the needs of the people and the environment. He wishes that they do not forget what they have experienced and what they have seen during their visits. He doesn't want them to focus on seeing them as trophies.</p> <p>Then, he mentioned that he dwells on whether tourists only want to visit them and check their <i>to-see</i> list or want to learn some of their ways. He says that his people try to gather knowledge with their trips and that they are not interested in receiving a high volume of tourists, but that they have to focus on the quality of experiences. There is a risk of affecting and modifying cultural dynamics and customs.</p>		Kogui Leader	12:10 pm
Dr. Villegas asked the public if there are comments or final thoughts on the conferences.		Edgar Villegas	12:15 pm
The Director of a local Foundation participated, referring to the successful case of Sardinia and commented that she leaves the event with great satisfaction to see that Academia, the authorities and the companies have already focused on assuming a role of change towards sustainable and regenerative tourism policies. She congratulated the project partners for the initiative.		Attendee	12:20 pm
Another participant celebrated the development of this activity because it serves as a basis for generating changes and for the awareness generation in this space of reflection on the realities of the environment; and urged the HEIs to be more active in the protection of the territory. She wishes that the master's program becomes a reference and support point for the region.		Attendee	12:22 pm

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Meeting Minutes

Meeting/Project Name:	Presentation of the STOREM project to local actors and Capacity Building		
Date of Meeting:	06/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
Dr. Villegas emphasises that it is necessary to maintain a constant dialogue between all the stakeholders and gives value to events like this CB, which serve as an initial step to do so.		Edgar Villegas	12:25 pm
<p>Dr. Socatelli, pointed out that one must keep in mind that to generate viable tourism activities, there are certain truths:</p> <ul style="list-style-type: none"> • The goal is to generate activities that encourage permanence. • To come up with ways to attract investment: if the tourist has no reason to spend, they will leave. • Do not foster tourism if there is no reason for it to exist. • It is important to model experiences based on successful examples that limit impacts on the territory, such as the policies in Buthan and the Colorado Canyon (USA). 		Mario Socatelli	12:30

STOREM Meeting Minutes

MEETING MINUTES

Meeting/Project Name:	Meeting between Project Coordinators (UNICA), UNIMAGDALENA and UNA.		
Date of Meeting:	06/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
1. Meeting Objective			
<ul style="list-style-type: none">To discuss the next steps within the STOREM project related to the Master's Degree programmes to be created in Colombia and Costa Rica.To discuss training needs for Academic and Administrative Staff.			
2. Attendance at Meeting			
Name		Department/Division	
Anna Maria Pinna		UNICA	
Paola Pinna		UNICA	
Humberto Calabria		Unimagdalena	
Cristina Barrera		Unimagdalena	
Carlos Coronado		Unimagdalena	
Edgar Villegas		Unimagdalena	
Julieth Lizcano		Unimagdalena	
Alfonso Lara Quesada		UNA	
Esteban Barboza		UNA	
Laura Obando Villegas		UNA	
3. Agenda and Notes, Decisions, Issues			
Topic		Owner	Time
Paola Pinna introduced the meeting objectives, and told partners about the training sessions to be held in September 2020 in Europe for staff from Colombia and Costa Rica. She described the importance of formal processes and stages to reach the formalisation and accreditation of the master's degrees, the project enters its second year and the development phase.		Paola Pinna	2:30 pm
The Dean reaffirmed her commitment to the project and the idea that the master's programme will be formally housed in her Faculty (Business and Economic Sciences) given the existence of the undergraduate programme in Tourism and the expertise of teachers and researchers. It is expected that by the first quarter of 2020, the programme creation master document will be available for presentation to the National Education Ministry.		Julieth Lizcano	2:35 pm

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Meeting Minutes

Meeting/Project Name:	Meeting between Project Coordinators (UNICA), UNIMAGDALENA and UNA.		
Date of Meeting:	06/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>Professor Cristina contextualizes attendees on the prospects for the construction of the document based on the analysis of the academic offer at national and international level, with a focus on projects.</p> <p>The clarification is made that a future emphasis is foreseen in establishing double degree agreements, after analysing the existing curricula from partners and those that are to be developed.</p>		Cristina Barrera	2:37 pm
<p>The Project Manager expressed her concerns about the participation of the private sector in the process of building the master's degree programme and the interlocation between the university and the industry</p>		Paola Pinna	2:39 pm
<p>The professor manifested that there is a new legal framework for the programme creation at HEIs that is close to entering into force, which solidifies the interaction between the HEIs, private sector and stakeholders; so this will be the case when it comes to the tourism industry for the Master's in Sustainable Tourism.</p>		Cristina Barrera	2:41 pm
<p>Mr. Coronado mentioned that the interactions that have taken place within the framework of the project are a fundamental initial step, and that it is planned to involve the University-State-Company Committee (CUEE, in Spanish) to validate and meet the needs of the productive sector throughout 2020.</p>		Carlos Coronado	2:43 pm
<p>Dr. Villegas expanded the information on the committee and the lines of work (including one in Higher Education), and the role of the communities as fundamental actors in order to encourage the creation of productive projects in the tourism sector.</p>		Edgar Villegas	2:45 pm
<p>The Director of the Tourism and Hotel Business Administration Programme said that the experience of creating undergraduate programmes has usually gone hand in hand with the productive sector, and told the attendees that even some of the current professors are representatives of companies in the sector nationwide, so expectations are for them to play a relevant role in the new Master's.</p>		Humberto Calabria	2:47 pm

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Meeting Minutes

Meeting/Project Name:	Meeting between Project Coordinators (UNICA), UNIMAGDALENA and UNA.		
Date of Meeting:	06/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
The Project Coordinator asked if the development of the Master's degree occurs only in the Business and Economic Sciences Faculty or if it has had interdisciplinary collaboration.		Anna Maria Pinna	2:49 pm
The Dean informed that there is cooperation from the Faculties of Humanities, Engineering and Life Sciences. An example of this type of teamwork is the development of new programmes such as Marine-Coastal Engineering, in which there are contributions from an interfaculty team. She gave information about the precedent of sustainable tourism courses in the Biology programme and graduate employability studies that show that several alumni are dedicated to tourism activities that combine their knowledge with the advantages of the region, such as bird watching.		Julieth Lizcano	2:50 pm
<p>The project underway in the Congo rural settlement (Sierra Nevada of Santa Marta) was presented. There were cultural and archaeological findings that can be an alternative to traditional economic activities such as agriculture and coffee production through interdisciplinary advice.</p> <p>As an additional example, the curriculum design work of the Master's programme in Sustainable Territorial Development was shown.</p>		Cristina Barrera	2:54 pm
The Coordinator noted that, in fact, that programme can serve as a theoretical basis with minor variations for the new one. She, however, questioned whether it is possible that the two Master's may be competing with each other in the future.		Anna Maria Pinna	2:57 pm
The Dean clarified that due to disciplinary approaches and application perspectives, audiences would be different.		Julieth Lizcano	2:59 pm
Talking about the focus and potential impact this new Master's will have as well as to why it is needed, Dr. Villegas presented the example of environmental recovery and education work in the Ciénaga Grande de Santa Marta and the palafitte villages, where victims of the armed conflict are looking for alternatives, and the local government promoted the construction of a dock that serves as a starting point for tourist visits to nearby places. However, the communities do not have the necessary knowledge to properly market it and profit from it.		Edgar Villegas	3:00 pm

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Meeting Minutes

Meeting/Project Name:	Meeting between Project Coordinators (UNICA), UNIMAGDALENA and UNA.		
Date of Meeting:	06/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
The professor talked about the dual approach with the new regulation (in-campus and virtual offers), and how market demand leads UNIMAGDALENA to think that the master's degree will have a taught approach, not research-oriented. The importance of E-learning to exchange knowledge between partners is highlighted.		Cristina Barrera	3:05 pm
UNA began their turn by describing the approach to the process of building their program. In general terms, the control process in the curriculum development team of the headquarters is already clear and the guidelines of the National Commission of Rectors for obtaining accreditation are taken as a reference. This, with the guidance of its Academic Vice Rectorate.		Alfonso Lara	3:07 pm
From July, 2019, to the meeting date, there had been 3 sessions of sensitization and monitoring of progress, the process is expected to have a two-year length. The Rector of UNA will present the programme before the Costa Rican Council of Rectors, which gives the final approval.		Laura Obando	3:10 pm
Clarification was made that in Costa Rica, accreditation is a separate process and it does not affect the programme creation and go-ahead to be offered.		Esteban Barboza	3:12 pm
The Project Manager reminded partners that the programmes must be operational before November 2021, the project's closure date.		Paola Pinna	3:15 pm
UNIMAGDALENA plans to start in February 2021, with the prior authorization of the Ministry of Education.		Julieth Lizcano	3:17 pm
UNA will work in the first half of 2020 with an international expert in curriculum design, there is an approach to environmental management, projects and tourism epistemology. Methodologically, an analysis was made of the context and application of instruments in which more than 100 key actors that will be surveyed have been identified. The programme will be bimodal (in-campus, virtual) in response to existing limitations and it is planned to invite visiting professors from the partner universities of the consortium.		Alfonso Lara	3:18 pm

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Meeting/Project Name:	Meeting between Project Coordinators (UNICA), UNIMAGDALENA and UNA.		
Date of Meeting:	06/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
In Q1 and Q2 of 2020, it is expected to validate the information in the framework of the development of the STOREM CB event in Costa Rica. The master's degree is projected as academic (research master's) in order to have projects that serve as input for the observatory.	Esteban Barboza	3:21 pm	
The Coordinator commented on the importance of taking into account what synergies are important in terms of capacity building.	Anna Maria Pinna	3:23 pm	
Participants agreed that the vital thing is to have an approach between UNA and UNIMAGDALENA to exchange specific knowledge and especially in curricular planning, thinking about future double degree options and development of complementary projects (co-publications, joint research, etc.).	Laura Obando	3:25 pm	
CB Workshop in Costa Rica will focus on the planning of sustainable tourism observatories, but also on trying to identify training needs for the 2020 visits in Italy and France. She asked about a viable date for the event.	Paola Pinna	3:28 pm	
Partners set two options: the second week of February 2020 and the second week of the month of April 2020. To be voted on and defined during the Steering Committee.	UNA and UNIMAGDALENA	3:32 pm	
The project partner's expertise is at the disposal of the construction of the master's programmes and a two-way control between UNA and UNIMAGDALENA is suggested, since most documents must be prepared in Spanish for submission to corresponding authorities for the approval of the programs. The Coordinator expresses the will to share course materials and content of the programmes already in existence at UNICA and UPVM for reference.	Anna Maria Pinna	3:35 pm	
There might be an opportunity to incorporate programme creation elements of the Bologna methodology.	Paola Pinna	3:38 pm	
UNA hopes to link with experts who support the identification of indicators and other methodological elements related to sustainable tourism, which will be built collectively and will be supported by information systems.	Alfonso Lara	3:40 pm	

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Meeting Minutes

Meeting/Project Name:	Meeting between Project Coordinators (UNICA), UNIMAGDALENA and UNA.		
Date of Meeting:	06/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
The Coordinator tells UNA that in Monday's session, Prof. Raffaele Paci would advise participants on monitoring issues.		Anna Maria Pinna	3:42 pm
UNA delegate indicates that another key issue that the team is working on is on finding solutions to ensure the financial sustainability of the master's degree.		Laura Obando	3:45 pm
The Project Manager summed up the topics that were covered and mentioned that further discussion would take place during the SC meeting.		Paola Pinna	3:47 pm

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Meeting Minutes

MEETING MINUTES

Meeting/Project Name:	Conferences and Training		
Date of Meeting:	09/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia

1. Meeting Objective

- To offer insight into topics related to Sustainable Tourism in the framework of capacitybuilding conferences from partners according to their expertise.
- To train consortium members and elicit discussions.

2. Attendance at Meeting

Name	Department/Division
Anna Maria Pinna	UNICA
Paola Pinna	UNICA
Raffaele Paci	UNICA
Ivo Pirisi	Tasting Sardinia
Marla Maestre Meyer	Unimagdalena
Edgar Villegas	Unimagdalena
Roberto Aguas	Unimagdalena
Julieth Lizcano	Unimagdalena
Catrina Hinds	UWI
Neetha Selliah	UWI
Allan Valverde	UCI
Mario Socatelli	UCI
Sara Zúñiga	UCI
Ana Rita Albuquerque	UPVM
Rachel Bitoun	UPVM
Dominique Crozat	UPVM
Marko Tasic	EAFIT
Juan Restrepo	EAFIT
Matteo Bellinzas	UPD
Lisa Presciani	UPD
Alfonso Lara	UNA
Esteban Barboza	UNA
Laura Obando	UNA

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Meeting Minutes

Meeting/Project Name:	Conferences and Training		
Date of Meeting:	09/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
3. Agenda and Notes, Decisions, Issues			
Topic	Owner		Time
<p>Tourism for The Next Travelers</p> <p>This is the result of a 4-year research that was published as a book, containing the perspectives of the author after travelling all over the world.</p> <p>The presentation started with an explanation about cultural generations, the groups of people born around the same time who experience the same significant events within a given period of time. On average, each period lasts about 30 years.</p> <p>The focus is on the Millennials: the next travelers. They will acquire and live their travel experiences based almost exclusively on the possibility of sharing them on social networks and the social capital they can generate. Many others will demand maximum comfort, the complete trip planning and management, the freedom of not having to organize.</p> <p>The presenter believes that there will be an increase in the number of travelers who want to live the most exclusive experiences in order to differentiate themselves from the rest.</p>	Mario Socatelli		
<p>Mr. Socatelli affirmed that while in the 70s the motivation for tourism was to see attractions, the evolution of these motivators today brought us to tourism that seeks to experience, with a focus on society. Today's traveller is well informed and socially involved, and therefore they demand meaningful experiences with competitive prices. They use IT tools to plan their trips, see opinions of other people and compare options.</p> <p>This has driven tourism nowadays to have features such as a focus on sustainability and responsibility from providers and customers alike, favouring experiences that feel rewarding. There are, though, new trends shaping the market, like the case of more women being represented in the segment of work-related trips, solo travel or people going on vacation with their pets. The companies must adapt.</p>			

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Meeting Minutes

Meeting/Project Name:	Conferences and Training		
Date of Meeting:	09/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>The author also mentioned that these travellers will have a new value perception, and will rely on advice from other tourists based on their experiences. They won't mind going on trips alone and meet travel companions in the places they visit and will base their purchase habits on ethics regarding the environment and social impacts.</p> <p>Tourism products will be more personalised and affected by technological advances in AI, robotics, etc. He concludes that Innovation is the mandatory condition for future competitiveness, and holistic management is the soul of the new forms of tourism.</p>			
<p>A member of the audience argued that there is still room for traditional ideas and experiences in the field of tourism despite the new trends set by the millennials, because there are segments of the population that still adhere to them (Gen X, who will travel for the next 20 years).</p> <p>The presenter explained that trends end up influencing decisions and how it's worth considering that other generations learn from the current way of doing things.</p>		Q & A session	
<p>European Tourism Indicator System (ETIS)</p> <p>Based on the work by Patrizia Modica.</p> <p>It is important to collect the data on a regular basis. If we don't have data, we cannot manage what we don't measure and we can use them to prevent problems and identify advantages.</p> <p>Indicators respond to issues concerning:</p> <ul style="list-style-type: none"> • The natural resources and environment • The economic sustainability <p>We need to have national benchmarking to know how the region or relevant place is performing in comparison. Having them at different levels allows for a better understanding of the context and also allows for drawing the comparison between them.</p>		Raffaele Paci	

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Meeting Minutes

Meeting/Project Name:	Conferences and Training		
Date of Meeting:	09/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>UNWTO also developed a system to track sustainability in tourism and published a guideline for sustainable tourism indicators.</p> <p>Recently, the 2030 agenda features the 17 Sustainable Development Goals (SDGs) and a few of them are directly linked to tourism. An example of implementation was made by the Visit South Sardinia consortium, led by UNICA and involving relevant actors to promote tourism development.</p> <p>Mentioned how the European Commission developed ETIS but says that there are many systems that iterate on previous referent models and improve them to suit their need, e.g. Mexico, UK and private-operated system.</p>			
<p>Environmental Monitoring, a Keystone for Sustainable Tourism</p> <p>The presenter started giving some background info on the common tourism-related environmental impacts affecting soil and landscape, fauna and flora, water and air. She mentioned the ETIS as a good example of sustainable tourism monitoring and gave an overview of the basic indicators within each category, how to interpret them and why they are important.</p> <p>Four categories of indicators: destination management, social and cultural impacts, economic value, environmental impacts.</p> <p>Next, she discussed the need of a commonly agreed framework to discuss environmental matters, citing as examples the coastline definition and the coastal squeezing indicator, which she explained in detail including 4 main aspects:</p> <ul style="list-style-type: none"> • Need to Migrate • Migration possibility • Long-term sustainability • Tourism in vulnerable areas 		Rachel Bitoun	

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Meeting Minutes

Meeting/Project Name:	Conferences and Training		
Date of Meeting:	09/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
The presenter mentioned that USGS provides aerial pictures for free for academic purposes.			
Coastlines are dynamic and always changing. It is possible to have a touristic zone with low coastal squeeze depending on a series of aspects. The presenter gave the example of a study carried out in Mexico and the area of Cancun, which is in danger due to the pressure they've put on the ecosystem. A strategic retreat is recommended in order to give the coastline some room to breathe and expand. The audience notes that increased hurricane impact and frequency will further raise the risk with Climate Change.			
Coffee break			
Tasting Sardinia			
Mr. Pirisi provided the audience with some information on his background and how his company, a tour operator in Sardinia, came into being. Summed up his previous presentation and highlighted the use of food and culture as a way to share and connect with people. He believes that it's better, in his opinion, to be market-oriented instead of being worried about individual segmentation.			
Villages are shrinking because of the lack of work opportunities, new generations do not want to take part in traditional occupations and work in agriculture, so they chase after options elsewhere in Italy and Europe. The presenter explained that the compensation locals receive for their support during tours is paid in cash and lamented their exclusion from the financial system, adding that his activity is generally successful but it also has some flaws.		Ivo Pirisi	
Mr. Pirisi values diversity in the Island and that is the source of inspiration, he embraces the local language for promoting the destination even though it's not currently very used.			
Then, a video was showcased with the example of a local bread maker who was explaining why it is important to keep making it the artisanal way because it has more nutritional value. That is one of the experiences that tour guests get to live during their stay.			
His model is based is on people interactions, meeting each other.			

STOREM

Meeting Minutes

MEETING MINUTES

Meeting/Project Name:	Closure Sessions		
Date of Meeting:	10/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia

1. Meeting Objective

- To discuss the vulnerable populations and IDPs involvement and dissemination strategy
- Capacity building conferences

2. Attendance at Meeting

Name	Department/Division
Anna Maria Pinna	UNICA
Paola Pinna	UNICA
Raffaele Paci	UNICA
Ivo Pirisi	Tasting Sardinia
Marla Maestre Meyer	Unimagdalena
Edgar Villegas	Unimagdalena
Roberto Aguas	Unimagdalena
Julieth Lizcano	Unimagdalena
Dominique Crozat	UPVM
Ana Rita Albuquerque	UPVM
Rachel Bitoun	UPVM
Mario Socatelli	UCI
Allan Valverde	UCI
Sara Zúñiga	UCI
Catrina Hinds	UWI
Neetha Selliah	UWI
Marko Tasic	EAFIT
Juan Restrepo	EAFIT
Matteo Bellinzas	UPD
Lisa Presciani	UPD
Alfonso Lara Quesada	UNA
Laura Obando Villegas	UNA
Esteban Barboza	UNA

STOREM

Meeting Minutes

Meeting/Project Name:	Closure Sessions		
Date of Meeting:	10/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
3. Agenda and Notes, Decisions, Issues			
Topic	Owner	Time	
<p>IDP's Involvement Strategy and dissemination (UPD)</p> <p>Mr. Bellinzas presented the audience the advancements UPD has had in drafting the IDPs involvement strategy and the dissemination efforts they have carried out with the support of EAFIT and UNIMAGDALENA.</p> <p>Then, he listed the main issues that vulnerable population in Colombia face for higher education access and their overall development, according to their surveys and findings which include:</p> <ul style="list-style-type: none"> • Lack of time to study (their socio-economic situation is difficult and finding a job is more of a priority). • Lack of economic resources. • Stigmatisation (people don't want to work with this kind of populations). • Fear (perhaps related to psychological problems). • They are forced to look for affordable study options. <p>It's important to ensure special access for this kind of populations:</p> <ul style="list-style-type: none"> - Victims of the armed conflict or violence, refugees, disabled students, minorities and indigenous groups. 	Matteo Bellinzas	9:30 am	
<p>After interaction with the public, the consensus is that LGBTQ populations should also be included.</p>		9:45 am	
<p>Conclusions and start of group discussions on the matter with input from all partners.</p> <p>The first point is to involve external organisations to facilitate inclusion. How to involve that kind of entity (public institutions)?</p> <p>Mr. Bellinzas contacted Unidad para las Víctimas, UN Refugee Commission, the Norwegian Refugee Council and none of them responded.</p>		9:50 am	
<p>Participants agree on the fact that they must be contacted by universities in order to add more legitimacy to the invitation, UNICA will contact UN Refugee Commission from Cagliari.</p>	Anna Maria Pinna	10:00 am	

STOREM

Meeting Minutes

Meeting/Project Name:	Closure Sessions		
Date of Meeting:	10/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
Private institutions and social responsibility. How can we get them involved?		Matteo Bellinzas	10:10 am
Mr. Socatelli suggested to contact companies and institutions that work with those populations and in sustainable tourism such as PRODES, Turismo, Paz y Convivencia, PRODECO, ECOPETROL.		Mario Socatelli	10:12 am
<p>As for dissemination, it would be good to include social networks specialised in engaging with vulnerable populations, IDPs and:</p> <ul style="list-style-type: none"> - To focus on the initial phase, potential students for the master's. - To find other Internship options besides the ones tourism industry. - To contact other capacity building projects in Latin America for feedback. 		Marko Tomic, Paola Pinna	10:15 am
It's important to include as target groups for the master's degrees the Venezuelan migrants in Colombia, and if possible refugees in Costa Rica given the programme to admit Nicaraguan migrants to UNA according to Alfonso Lara.		Anna Maria Pinna	10:18 am
Mr. Lara said that it's necessary to collect more information on their eligibility through a characterisation because, in his experience, migrants usually try to enrol in undergraduate programmes and it made him wonder if there could be people who are ready to enrol in the future Master's.		Alfonso Lara	10:20 am
Mrs. Pinna asked UNIMAGDALENA staff about the context of Venezuelans in Colombia and the admission measures at the HEI.		Paola Pinna	10:23 am
Dr. Villegas mentioned that Colombia has academic title recognition agreements with Venezuela and other countries so it's easy to validate their previous education. They can enrol normally.		Edgar Villegas	10:24 am

STOREM Meeting Minutes

Meeting/Project Name:	Closure Sessions		
Date of Meeting:	10/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>Mr. Hernández commented that UNIMAGDALENA takes part in a government scholarship scheme for foreigners that grants full scholarships including tuition exemptions, health insurance and a monthly stipend in which Venezuelans and many other foreign nationals are eligible for State funding.</p> <p>https://portal.icetex.gov.co/Portal/Home/HomeEstudiante/becas/programa-de-reciprocidad-para-extranjeros-en-colombia/beca-colombia-extranjeros</p>		Brian Hernández	10:25 am
<p>Mr. Tosic suggested UPD to look into OAS funding since they are very active in supporting underrepresented population in the Americas and they are active in Colombia. As another avenue of collecting funds, he mentioned that it would be worth exploring the idea of offering people in the tourism industry the opportunity to take courses or modules from the master's programmes and earn certificates and academic credits for their studies.</p>		Marko Tosic	10:30 am
<p>The audience welcomes the idea and Mr. Villegas says that it is possible to implement it at UNIMAGDALENA under the status of free courses or "Diplomados" (continuing education).</p>		Edgar Villegas	10:33 am
<p>End of the discussion and acknowledgement of the valuable inputs that partners gave.</p>		Matteo Bellinzas	10:35 am
<p>Managing the Impacts of Sargassum Influxes on Tourism in the Wider Caribbean Region</p> <p>Mrs. Hinds and Mrs. Selliah started the presentation with a brief display of the Sargassum species and talked about how the seaweed collective is perceived as a floating rainforest, since it supports unique and biodiverse communities.</p> <p>There is West African influence and Amazon influence in the nutrients that favour the blooms and makes the algae grow faster, but researchers are still working on understanding the causes of the accelerated rise in influxes from 2011 to 2018. The uncertainty is affecting fisheries and tourism, local populations do not know if this is going to be the new norm, product of Climate change.</p>		Catrina Hinds Neetha Selliah	10:40 am

STOREM

Meeting Minutes

Meeting/Project Name:	Closure Sessions		
Date of Meeting:	10/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>Barbados and other Caribbean islands are losing tourism revenue because of their focus on high-end tourism and sun & sand activities. Since tonnes of Sargassum are endangering local fauna and flora when they pile along the shoreline and cover a large area offshore during the blooms - adding public health concerns upon their decomposition, customers are no longer willing to spend on visiting the area; given the current circumstances limiting the swimming zones.</p> <p>The influxes reduce the appeal of the beaches to tourists, but the situation also makes the impacted countries deal with hefty costs to remove</p>	<p>Catrina Hinds Neetha Selliah</p>	10:45 am	
<p>To cope with the influxes, the alternatives are either to let nature run its course when the Sargassum washes ashore in non-critical areas or in small quantities or to collect and dispose of the seaweed using available techniques; although the risk is to kill species that have Sargassum as their habitat, so there is no easy standard solution to dispose of it.</p> <p>Machinery compromises the beaches because the equipment scoops layers of beach when collecting the Sargassum and it contributes to their erosion. Prediction models to get an idea if it's a permanent or rather temporal phenomena should be implemented. Innovative ideas in alternative use of the algae could be an option.</p> <p>Best practices are shared with relevant stakeholders by authorities and GCFI and CERMES, but evidently, continued research and education are needed. Academics are partnering in projects aimed at identifying adaptation measures while studying and tracking the influxes.</p>		10:50 am	
<p>After being asked how much of the coast in Barbados has been covered by the influxes, presenters told the audience that the estimated impacted area is around 60% of the Island. Then, Prof. Socatelli mentions the programme that's been implemented in Dominican Republic (Punta Cana) aimed at teaching the tourist about the situation to understand the phenomena so they are willing to accept the impact and even get involved somehow.</p> <p>There is a multinational taskforce dealing with the problem in the Caribbean and Mexico, because the influxes are projected to happen for the next 20-25 years.</p>	<p>Mario Socatelli</p>	10:55 am	
Coffee break		11:00 am	

STOREM

Meeting Minutes

Meeting/Project Name:	Closure Sessions		
Date of Meeting:	10/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
Watershed Management for Environmental Protection		Juan Restrepo	11:15 am
Dr. Restrepo introduced the Master's course that will be part of the study plan of the Master's in Earth Sciences. He believes it's a great addition so students can contribute to sustainability efforts once they are trained and working in different industries and policy-making institutions. In reference to the UWI-CERMES presentation on Sargassum influxes, he added that this course will deal with key elements of such topics, because nutrients and fertilisers are moving from the land and rivers into the Oceans, causing among other things, those blooms. This is the case of the Amazon and Orinoco rivers and their impact zones.			
Colombia has a very special setting in the Americas due to the influence of the oceans, cordilleras (drainage basins) and rivers. Deforestation increases sediment transport to the rivers and the oceans. This course draws inspiration from Global programmes that highlighted the continental impact in coastal zones, such as the IGBP (1987-2015).			11:35 am
The presenter then explains that the academic staff of the course leads the academic research efforts in Colombia on the topic, and talked about the course mission, vision and contents, as well as the expected outcomes and methods to be taught.			
Coastal Management for Sustainable Beach Tourism		Marko Tasic	11:40 am
Dr. Tasic talked about the second Master's course that will be part of the study plan of the EAFIT Master's in Earth Sciences. He indicated that the idea is to remove the prerequisites for taking this course so that stakeholders and interested individuals from the private sectors can enrol in the course if they are interested. Hotel managers could be interested with the aim of obtaining beach certification (E.g. Blue Flag).			
The questions that motivate Coastal Management study are mainly two: <ul style="list-style-type: none">• How to maintain the sand quantity on a beach?• How to control the quality of swimming water?			

STOREM

Meeting Minutes

Meeting/Project Name:	Closure Sessions		
Date of Meeting:	10/12/2019	Time:	9:30 am (Colombian time)
Minutes Prepared By:	Brian Hernández	Location:	Unimagdalena, Santa Marta, Colombia
<p>The presenter described in detail the relevance of the Course Topics:</p> <ol style="list-style-type: none"> 1. Beach characteristics 2. Currents and sea-level 3. Sand budget: Sources & sinks 4. Coastal engineering strategies 5. Water quality 6. Pollution impacts 7. Monitoring & mitigation 8. Beach certification. 		Marko Tasic	11:50
<p>The Project Coordinator thanked the participants for their contributions and set the next steps for the organisation of the Steering Committee meeting, one participant per institution after lunch (20-30 minutes) in order to be efficient and allow people who had their flight early in the afternoon to properly arrange their trip.</p>		Anna Maria Pinna	12:00 pm

STOREM Meeting Minutes

MEETING MINUTES

Meeting/Project Name:	6 th Steering Committee		
Date of Meeting:	10/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Paola Pinna	Location:	Unimagdalena, Santa Marta, Colombia
1. Meeting Objective			
<ul style="list-style-type: none">• Virtual meetings on ZOOM;• Progresses on accreditation processes at Unimagdalena (Colombia) and UNA (Costa Rica);• Upcoming activities (UWI and UCI);• Next Capacity Building in Costa Rica;• Quality (Unimagdalena) and Dissemination (EAFIT);• Next Steering Committee.			
2. Attendance at Meeting			
Name	Department/Division		
Anna Maria Pinna	UNICA		
Paola Pinna	UNICA		
Dominique Crozat	UPVM		
Marla Maestre Meyer	Unimagdalena		
Edgar Villegas	Unimagdalena		
Julieth Lizcano	Unimagdalena		
Allan Valverde	UCI		
Catrina Hinds	UWI		
Neetha Selliah	UWI		
Marko Tasic	EAFIT		
Juan Restrepo	EAFIT		
Matteo Bellinzas	UPD		
Lisa Presciani	UPD		
Alfonso Lara Quesada	UNA		
Laura Obando Villegas	UNA		
3. Agenda and Notes, Decisions, Issues			
Topic	Owner	Time	
Open of SC with thanks for the great organization of the first CB workshop at Unimagdalena and the level of commitment of all partners.	Anna Maria Pinna	2:30 pm	

STOREM

Meeting Minutes

Meeting/Project Name:	6 th Steering Committee		
Date of Meeting:	10/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Paola Pinna	Location:	Unimagdalena, Santa Marta, Colombia
The partners agree in experimenting with zoom for the next virtual meetings (https://zoom.us/): Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training, etc.		Paola Pinna	2:45 pm
UNIMAGDALENA mentioned that they are in the Curricular and Profile design phase of the Master's, and the Coordinator suggested creating a board with more stakeholders that are involved in the process (local administration, firms, interest parties) to get advice on internship opportunities and the capabilities of the students in relation to the job market, giving as an example the way things are done in Italy.		Anna Maria Pinna	3:00 pm
Mr. Lara let partners know that the EU supervisor (Mrs. Almudena) indicated that the project could be extended in case it is needed, but given the good implementation so far, it is believed it won't be necessary.		Alfonso Lara	3:05 pm
Unimagdalena showed the table related to Quality control and possible delays in respecting the due dates for the deliverables. The delays of Unimagdalena and UNA are linked to the time required to obtain the relevant information. The delivery date was moved by mutual agreement to the first week in April 2020, before the Capacity Building in Costa Rica.		Marla Maestre Meyer	3:15 pm
UWI asked for a standard form to be provided for the D2.2 by each university.		Catrina Hinds	3:20 pm
Dissemination: EAFIT will share for future events and CB meetings the "Guidelines" for events, with dissemination rules to be respected. Dissemination strategy needs to be better implemented. EAFIT proposes to deal with social networks.		Marko Totic	3:30 pm

STOREM Meeting Minutes

Meeting/Project Name:	6th Steering Committee		
Date of Meeting:	10/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Paola Pinna	Location:	Unimagdalena, Santa Marta, Colombia
<p>Observatories: UCI proposed a virtual meeting among partners in order to speak about the Observatories, Edward Muller will moderate and facilitate. During the next CB in Costa Rica, a day will be dedicated to tourism observatories. Allan suggest to include “migration” as a phenomenon to be monitored. Unimagdalena will organize an internal meeting next February that foresees the virtual participation of UNA.</p> <p>Next CB in Costa Rica: will be held in Costa Rica (15th – 21st April). UCI proposed an itinerant 6 days CB involving different actors in order to see the sustainability in the field.</p>		Allan Valverde	3:35 pm
Mrs. Hinds mentioned that it's important to see what is being done by other authorities and agencies since it is likely that they are already collecting some of the data relevant to the project. It's mentioned that it would be worthwhile to invite experts from others projects.		Catrina Hinds	3:38 pm
UPVM proposed to partners to establish bilateral agreements for future cooperation projects and other opportunities. They will provide a general framework for the university-enterprise partnership model including local government.		Dominique Crozat	3:40 pm
The next 7th SC to be held by end of January.		Pinna Paola	3:45 pm
UNA asks UNICA to consider transferring the funds to a university-related foundation in order to facilitate budget management. Coordinators will contact the EU officers to verify it this is possible.		Alfonso Lara	3:50 pm

STOREM

Meeting Minutes

Meeting/Project Name:	6th Steering Committee		
Date of Meeting:	10/12/2019	Time:	2:30 pm (Colombian time)
Minutes Prepared By:	Paola Pinna	Location:	Unimagdalena, Santa Marta, Colombia
Financial Management: Partners agree on validating what kind of purchases are allowed within the equipment category, since some contradicting positions have come up regarding computer purchases (workstations, laptops). A financial committee will be held once per month starting from January.			3:53 pm
Conclusions		Anna Maria Pinna Paola Pinna	3:55 pm



STOREM

ATTENDANCE LIST

Event	Venue
Workshop Turismo Sostenible	Negranje lado B
Date	Responsible
5/12/2019	ORI - Prog. Hotelería

Nº	Name	Institution	Signature
1	José Castillo	Museo Bolívariano	
2	Maria Lila Albuquerque	Universidad Montpellier	Maria Lila
3	Rachel Bitoun	Universidad Montpellier	Rachel
4	Vuben Dany Muñoz	Univer del Magdalena	Vuben
5	Aldo Hernández	Dir Hoteles y Turismo	Aldo
6	MATEO BELLINZAS	UPD	Mateo Bellinzas
7	LISA PRESCIANI	UPD	Lisa
8	David Peña Miranda	Univ del Magdalena	David Peña
9	Freddy Vargas Lora	Univ. Magdalena	Freddy Vargas
10	Arletis Kold Aguilera	Hotelería	Arletis
11	Pepe Nunez Holz	Dir Hotelería	Pepe
12	Alfonso Lara Crespo	Universidad Nacional	Alfonso Lara
13	Esteban Muñoz Viny	Universidad Nacional	Esteban
14	Laura Obando Villegas	Universidad Nacional	Laura Obando
15	Marla Maestre Meyer	Unimagdalena	Marla Maestre
16	Elder A. Mejía M	Unimagdalena	Elder
17	Smith Yancy Caballero	Unimagdalena	Smith Yancy
18	Laura Correa	Unimagdalena	Laura Correa
19	Kelvin Velasquez	Unimagdalena	Kelvin Velasquez
20	Diana Elisa Worio	UNIMAGDALENA	Diana
21	Ana Emilia Mery Martin	Unimag	Ana Emilia
22	Leonorina Páez	IED Juan Espoleto	Leonorina
23	Leidy Candelo Cobo	Unimag	Leidy
24	ARMANDO OTAZA	SSPD / DTA	Armando
25	Brian Hernández Obregón	Unimagdalena	Brian J. Hernández
	Roberto Aguas Mirez	Unimagdalena	Roberto Aguas



STOREM
ATTENDANCE LIST

Event	Venue
Workshop Turismo sostenible	Neguanje lado B
Date	Responsible
5/12/2019	OPH - Programa Hotelaria

Nº	Name	Institution	Signature
1	Natalia Acosta Camar	IED de la Paz	Natalia Acosta
2	Neetha Selliah	CERMES, UWI	Neetha Selliah
3	Catrina Hinds	CERMES, UWI	Catrina Hinds
4	Leith Bonifaz B	Unimagdalena	Leith Bonifaz
5	PINNA TADA	UNICA	Pinna Tada
6	Marko Tasic	ERFIT	Marko Tasic
7	ANNA M. PINNA	UNICA	Anna M. Pinna
8	IVO PIRISI	TASTING SARDINIA	Ivo Pirisi
9	RAFFAELE PACI	UNICA	Raffaele Paci
10	MATTEO BECCINZAS	UPD	Matteo Beccinzas
11	Edgar Villalobos Trunk	Unimagdalena	Edgar Villalobos
12	Roberto Aguirre Norez	Unimagdalena	Roberto Aguirre
13	Wendy Mercado Rodriguez	Unimagdalena	Wendy Mercado
14	Genis Duran	Unimagdalena	Genis Duran
15	Julietta Guerrero	Unimagdalena	Julietta Guerrero
16	Lina Ponzón Diaz	Unimagdalena	Lina Ponzón
17	MORA BLANCA JOVINAO	Unimagdalena	Mora Blanca Jovinao
18			
19			
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STOREM
ATTENDANCE LIST

Event	Venue
Public Seminar - STOREM	Neguanje, Unimagdalena
Date	Responsible
06/12/2019	DRH

Nº	Name	Institution	Signature
1	Jesús David Iguarán P.	SENA	
2	Edo Juper E	Unimagdalena	
3	José Villalobos R.	Unimagdalena	José Villalobos R.
4	Irene Jaramillo P.	Unimagdalena	
5	Kevin Velazquez Hdez	unimagdalena	
6	David Vela Villa	UNIMAGDALENA	
7	Alejandro Guadalupe G.	U.C.C.	Alejandro Guadalupe G.
8	Marko Tasic	EAFIT	
9	Julietta A. Lizcano	Unimagdalena	
10	Edgar Villegas Monte	Unimagdalena	
11	Roberto Aguirre Navez	Unimagdalena	
12	Smith Yancy Caballero	Unimagdalena	Smith Yancy
13	Wendy Mercado Rodriguez	Unimagdalena	Wendy Mercado
14	Julian Alejandro Guerrero	Unimagdalena	
15	Glenn Dureu	Unimagdalena	
16	Lina Pardo Diaz	Unimagdalena	Lina Pardo
17	LAURA BLANCO JUVINAO	Unimagdalena	LAURA BLANCO JUVINAO
18	Polman Jimenez Aroaz	Unimagdalena	
19	Jose Azadi Restrepo Lopez	Unimagdalena	
20	Christian Rodriguez	unimagdalena	Chris Rodriguez
21	Yalena Jerez	Unimagdalena	
22	Miledys Becerra	Unimagdalena	
23	Yolena Espino	Unimag	
24	Jenny Torres P.	Unimag	Jenny Torres
25	Julio Rubio	unimagdalena	Julio Rubio



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ATTENDANCE LIST

Event	Venue
Public Seminar - STOREM	Neguanje, Unimagdalena
Date	Responsible
06/12/2019	OFI

Nº	Name	Institution	Signature
1	Angie Pamela Díaz Ceballos	Universidad del Mag.	Angie Pamela Díaz
2	FINNA FARRA	UNICA	Finna Farrar
3	MATEO BELLINZAS	UPD	Mateo Bellinzas
4	IVO PIRISI	TAŠTING SARDINIA	Ivo Pirisi
5	Laura Obando Villegas	UNA	Laura Obando
6	RAQUELLUCIA DUARTE B	C.B.N	Raque Lucia Duarte
7	Jose Daniel Berdugo	A.E.M.	Jose Daniel Berdugo
8	Auja Teresa Brunstedt	UPD	Auja Teresa Brunstedt
9	Erhan Pariban	UNA	Erhan Pariban
10	Alfonso Lara Quesada	UNA	Alfonso Lara Quesada
11	Neetha Selliah	UWI	Neetha Selliah
12	Catrine Hinds	UWI	Catrine Hinds
13	LISA PRESICANI	UPD	Lisa Presicani
14	Brian Hernández Obregon	Unimagdalena	Brian J. Hernández O.
15	Elder A. Mejía M	Unimagdalena	Elder A. Mejía M
16	Freddy Vargas Laira	Unimagdalena	Freddy Vargas Laira
17	Rachel Bifoun	Umr. Paul Valéry	Rachel Bifoun
18	Ana Rita Albuquerque	U. Paul-Valéry-Montp.	Ana Rita Albuquerque
19	RAFFAELE PACI	UNICA	Raffaele Paci
20	Ana Carolina Moreno M	Unimag	Ana Carolina Moreno M
21	Erika P. Rueda F	Cabildo Arwaco	Erika P. Rueda F
22	Erick Navarro H.		Erick Navarro H.
23	Gregorio Tolo	U.C.C.D.P	Gregorio Tolo
24	Diana Elisa Dorio	UNIMAG	Diana Elisa Dorio
25	Laura Pizarro	Unimagdalena	Laura Pizarro
	Roberto Ayala Méndez	Unimagdalena	Roberto Ayala Méndez



STOREM

ATTENDANCE LIST

Event	Venue
Workshop Turismo Sostenible	Neguanje
Date	Responsible
9/12/2019	ORH

Nº	Name	Institution	Signature
1	Marla Maestre Meyer	Unimagdalena	Marla Maestre Meyer
2	Smith Yancy Calzadilla	Unimagdalena	Smith Yancy
3	Orione Sanchez Vittorino	Unimagdalena	Orione Vittorino
4	Allan Valencia	UCI	Allan Valencia
5	Manlio A. Soto Falla	UCI	Manlio A. Soto Falla
6	Sara Zúñiga Calderón	UCI	Sara Zúñiga Calderón
7	JUAN D. RESTREPO	EAFIT	Juan D. Restrepo
8	Neetha Selliah	UWI	Neetha Selliah
9	Catrina Hinds	UWI	Catrina Hinds
10	LISA PROSCIANI	UPD	Lisa Prosciani
11	MATTEO BELLINZAS	UPD	Matteo Bellinzas
12	RAFFAELE PALI	UNICA	Raffaele Pali
13	PAOLA PINNA	UNICA	Paola Pinna
14	ANNA M. PINNA	UNICA	Anna M. Pinna
15	ILVO PIRISI	TASTING SARDINIA	Ilvo Pirisi
16	Ama Rita Albuquerque	UPVM	Ama Rita Albuquerque
17	dra Elnira Moreno M.	Unimag	Elnira Moreno M.
18	Marko Tasic	EAFIT	Marko Tasic
19	Alfonso Herrera Cuesada	UNA	Alfonso Herrera Cuesada
20	Laura Obando Villegas	UNA	Laura Obando Villegas
21	Stephen Bumbgar	UNA	Stephen Bumbgar
22	Edgar Villegas Tzuc	Unimagdalena	Edgar Villegas Tzuc
23	Roberto Aguero Monez	Unimagdalena	Roberto Aguero Monez
24			
25			



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ATTENDANCE LIST

Event	Venue
STOREM Workshop	Neguanje
Date	Responsible
10/12/2019	ORI

Nº	Name	Institution	Signature
1	Marta Mestre Meyer	Unimagdalena	Marta Mestre Meyer
2	ANNA M. PINNA	UNICA	YA 840 2732
3	LISA PRESCIANI	UPD	Lisa Presciani
4	RAFFAELE PACI	VMICA	Raffaele Paci
5	Alfonso Lara Cuesada	UNA	Alfonso Lara Cuesada
6	Manoel D. Soraia P.	UCI	Manoel D. Soraia P.
7	Sara Zúñiga Calderón	UCI-CR	Sara Zúñiga Calderón
8	Laura Urbano Villegas	UNA-CR	Laura Urbano Villegas
9	Enrique Barboza Viny	UNA-CR	Enrique Barboza Viny
10	Neetha Sellian	UWT	Neetha Sellian
11	Catrina Hinds	UWT	Catrina Hinds
12	JUAN D. RESTREPO	EAFIT	JUAN D. Restrepo
13	Marko Tosic	EAFIT	Marko Tosic
14	Dominique Crozet	UPVM	Dominique Crozet
15	Rachel Bitoun	Univ. Montpellier	Rachel Bitoun
16	Angela Albuquerque	UPVM	Angela Albuquerque
17	PAOLA PINNA	UNICA	Paola Pinna
18	ILO PERISI	TASTING GERMANY	Ilo Perisi
19	Allan Valverde	UCI	Allan Valverde
20	JULIETH LIZCONO PRADO	Unimagdalena	Julith Lizcono Prado
21	MATEO BELLINZAS	UPD	Mateo Bellinzas
22	Edgardo Villegas Trank	Unimagdalena	Edgardo Villegas Trank
23	Roberto Flores Rincón	Unimagdalena	Roberto Flores Rincón
24	Smith Yancy Caballer	Unimagdalena	Smith Yancy
25			



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Sustainable Tourism, Optimal Resource and Environmental Management – STOREM

Capacity Building Workshop, Santa Marta 2019 - Agenda

Opening session and Media Tour

Thursday, December 5, 2019 (9:00 – 17:00)

- | | |
|----------------------|---|
| 09:00 – 9:30 | Coffee and Registration. |
| 10:00 – 12:30 | Work session with potential students for the master's course
(vulnerable target populations) |
| 12:30 – 14:30 | Lunch break. |
| 14:30 – 17:00 | Media Tour - Visit to local newspapers and radio stations for
dissemination purposes (UNICA coordinator and Project Manager,
Carlos Coronado). |

Presentation of STOREM project to local actors

Friday, December 6, 2019 (9:00 - 17:00)

- | | |
|--------------------|--|
| 8:00 – 8:30 | Coffee and Registration. |
| 8:30 – 9:30 | ACADEMIC OBJECTIVES FOR THE University of Magdalena.
Dr. Pablo Vera Salazar - Rector – UNIMAGDALENA.
Anna M. Pinna - Professor of Economics – STOREM Coordinator. |

BEST PRACTICES FROM STOREM PARTNERS

Mario Socatelli, Professor of the Master in Sustainable Tourism Management UCI - Director of the National Tourism Regulatory Commission, the National Biodiversity Institute and the National Commission of Tourism and Hotel Education of Costa Rica.

Tourism for Centennials & Millennials

Raffaele Paci - Professor of Economics UNICA - Former Vice President of Sardinia Regional.

Policy Issues on Sustainable Tourism and Resource Management – The case of Sardinia

Coffee Break (15 minutes)



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ENTREPRENEURIAL EXPERIENCES ON SUSTAINABLE TOURISM DEVELOPMENT

Ivo Pirisi - CEO of Tasting Sardinia and Longevity Academy.
Sustainable Tourism in the Blue Zone Region

Silvia Escobar, Operations Manager - Hotel Zuana Beach Resort
Presentación Experiencia Certificación Bandera Azul

**Open discussion on “Sustainable Tourism and Optimal Resource
Management”**

12:30 – 14:30	Lunch break.
14:30 – 15:00	Campus Tour
15:00 – 17:00	Meeting with the Dean and Faculty from the College of Economic Sciences / Internal stakeholders.

Prof. Mario Socatelli
Tourism for Centennials & Millennials

Field visit
Saturday, December 7, 2019

TBD	Day-long trip to Minca – Eco-tourism and visit to a coffee farm.
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Consortium Conferences and Training
Monday, December 9, 2019 (9:00 – 17:00)

8:30 – 9:00	Coffee and Registration.
9:00 – 12:30	Open plenary to discuss the STOREM pathway applied to the courses: led by UNICA and UPVM. Presentations: “Introduction to project management and professionalization: methodology; workshops and internships; master plan and curriculum development”. By UPVM Expert. “Environmental monitoring, a keystone for sustainable tourism”. By UPVM Expert.



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Group discussion:

Mission, objectives and curriculum of the master courses (All partners).

12:30 – 14:30

Lunch break.

14:30 – 17:00

Open plenary to discuss sustainable tourism partnerships: led by UNICA and UPVM.

Presentations:

"Tasting Sardinia - Unique travel experience".

By Ivo Pirisi, from UNICA.

"Monitoring Sustainable Tourism Indicators".

By Raffaele Paci, from UNICA.

"Sustainable tourism and partnerships: project management and stakeholder's assessment; analysis of the interaction between academic and non-academic actors in the field of sustainable tourism".

By UPVM Expert.

Closure Sessions

Tuesday, December 10, 2019 (9:00 – 15:30)

8:30 – 9:00

Coffee and Registration.

9:00 – 10:00

Presentation of D4.2: Implement IDPs involvement strategy and dissemination

By Matteo Bellinzas and Lisa Presciani (UPD).

Group discussion:

Open debate and feedback.

10:00 – 12:30

Presentations:

"Watershed Management for Environmental Protection" and

"Coastal Management for Sustainable Beach Tourism".

By Juan Restrepo and Marko Tomic, from EAFIT.

"Managing the Impacts of Sargassum Influxes on Tourism in the Wider Caribbean Region"

By Catrina Hinds and Neetha Selliah from UWI

12:30 – 14:30

Lunch break.

14:30 – 15:30

Steering Committee Meeting.