

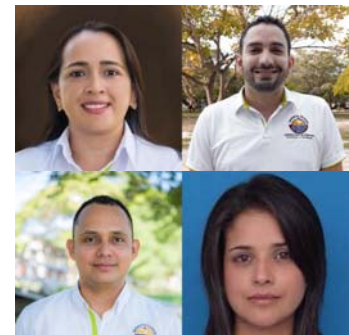
Meet the STOREM team at the University of Magdalena in Colombia

The **Universidad of Magdalena**, a public institution of higher education located in Santa Marta, Colombia, participates in the STOREM project with the creation of the Master's Program in Sustainable Tourism Management, in an interdisciplinary collaboration between the Faculties of Business and Economic Sciences, Engineering and Humanities. UNIMAGDALENA also leads the project's "Quality Plan" Work Package to ensure the timely and quality development of the project's deliverables and thus contribute to the achievement of its objectives.



The coordination of the project by UNIMAGDALENA is led by the Office of International Relations - ORI and its director, Prof. Carlos Coronado Vargas, in the company of researchers Marla Maestre and Brian Hernández. In this role, the ORI team coordinates the different technical and administrative aspects, including research, implementation and monitoring of project activities, preparation of reports and budget management. They also lead the quality control of the project, working hand in hand with the coordinators of the University of Cagliari and the leaders of each work package.

The development of the new master's program is led by the Faculty of Business and Economic Sciences, by Dean Julieth Lizcano, the Director of the Tourism and Hotel Business Administration Program, Humberto Calabria, and instructors Freddy Vargas and María Cristina Barrera. Likewise, we have the support of Dean Roberto Aguas (Faculty of Engineering) and Dean Edgar Villegas (Faculty of Humanities).



In this sense, the Master in Sustainable Tourism Management program will be characterized by its interdisciplinary approach to tourism, since it will involve teachers and students with training in various areas of knowledge, with a curricular proposal that will allow the teacher to deepen, expand and develop knowledge, using scientific research instruments and sustainability indicators that will allow students to solve problems in their organizational, social or community environment, whether in the public or private sector.