




|   |   |
|---|---|
|  | <p><b>STOREM</b></p> <p><b>EVENT REPORT</b></p> |
|---|---|

| Event   | Venue   |
|---|---|
| D1.7 Strategic Tourism, Resource Management and Hospitality Planning Workshop   | University Paul Valéry Montpellier 3, Site Saint-Charles, Avenue Henri Serres, Montpellier  |
| Date  | Responsible   |
| 8th-12th July, 2019   | Dominique Crozat, Marie-Laure Poulot  |
| Total number of participants – Link to Participant List   | Link to Final Agenda  |
| 24 participants   | 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:   |   |
| <p><b>Strategic Tourism, Resource Management and Hospitality Planning Workshop</b></p> <p>The goal of the workshop was to discuss and analyze results from the previous activities from Work Package 1 (Preparation): D1.1 to D.1.6.</p> <p>The workshop also allowed UNICA and UPVM to present their master programs in sustainability, resource management and tourism.</p> <p>The workshop allowed the partners to think about the implementation, the needs and resources available for the new courses and the new masters.</p> <p>The workshop also provided an overview on Work Package WP3 “Quality Plan” (UniMagdalena), Work Package WP4 “Dissemination and exploitation strategy” (EAFIT), Work Package WP5 “Management” (UNICA).</p> <p>WP2 was discussed in order to address expectations and future deadlines.</p> <p>There was a discussion about Financial aspects of the project.</p> <p>A steering committee was held on the last day of the meeting.</p> |   |



**STOREM**  
**EVENT REPORT**

**Short description of event planning problems:**

The choice to organize this session during the second week of July proved to be awkward because, in France, the university holidays begins at that period, so many stakeholders and academics are either already absent or hasten to finish the administrative work of the year. The same goes for external stakeholders linked to the world of tourism: it is the high tourist season and they are not available.

As a result, the initial planning of the first day was very affected by the defections of people who had initially announced their participation:

- The welcome ceremony organized by the International Relations Department on the morning of Monday 7 July could not count on the participation of Anne-Marie Mottard, Vice-President of the University, as she was involved in another meeting at that time. Lionel Cabos was however here to represent the International Relations Department.
- Similarly, the press conference scheduled for that day with the specialised tourism press had to be cancelled.
- There were only three PhD students present during the workshop and no master students or students' associations despite the large publicity to announce the event.
- Sylvain Pioch, announced as an external personality in charge of leading the workshops about D.1.1 and D1.2 during the afternoon of Monday July 7, had to postpone his intervention and came in the morning to present his projects and work on themes close to ours in the same region.

**Main outcomes of the event:**

After the overview of deliverables of WP1 (D1.1, D1.2, D1.3, D1.4, D.1.5 and D1.6), the participants were able to move forward with Development and talk about the objectives and main outcomes of the future masters' courses and masters' programs.

Summary of the important ideas for the objectives

- The need for interdisciplinary programs and the need for non business component and to have a more holistic approach (social, cultural, environmental approaches)
- To have more nuanced answers for the market analysis
- To take into account local communities' and local stakeholders' needs
- To define traditional stakeholders but also and most important to search new stakeholders: how to create new figures, new entrepreneurs linked to the new demands of tourists.
- To define students' profiles
- To define "sustainability" in the masters programs not only with the ecological aspect but also social, cultural and economic aspects
- To find a balance between theory and practice



Co-funded by the  
Erasmus+ Programme  
of the European Union



**STOREM**  
**EVENT REPORT**

to find common grounds for the masters programs and courses, what do we want for the masters programs and courses

Masters' sustainability:

- Visibility
- Double degree « under construction » or joint degree
- Funding (EU or other funds: International Credits Mobility)
- Facilitate students' mobility between (STOREM Partners) and credits recognition
- Establish joint projects not specifically included in the STOREM project
- Create common basic knowledge
- Network of different actors, public and private, associations and organizations working in the field of regenerative and sustainable tourism
  
- Impact on local communities: new ideas/innovation
- Idea that students should really have a field work project linked to the community

Masters courses that are useful to answer to these ideas: common modules

- A course on tourism entrepreneurship
- Regenerative tourism
- Biodiversity and conservation
- Impacts and Risks assessment
- Community tourism
- Governance
- Tools (cartography, statistics, writing and project management)
- Languages

The workshop was also an opportunity to have a presentation by Christian Carrié about observatories since they will be implemented in the STOREM project on Sustainable Tourism and Environmental Protection at PCs' HEIs, which will be used for teaching, research, policy evaluation and in order to keep high the level of awareness on the issues of sustainability



Co-funded by the  
Erasmus+ Programme  
of the European Union



STOREM  
EVENT REPORT



**D1.7 Strategic Tourism, Resource Management and Hospitality Planning Workshop**  
**8<sup>th</sup> July – 12<sup>th</sup> July 2019, Montpellier**  
**Agenda**

---

**Monday 8th July 2019**

9:30-10:00: coffee and registration

10:00-11:00:

- Welcome and presentation of the week
- Introduction of UNA new partner (main thematic focus and expectations/contributions to the project).

11:00-12:30:

- Visit to the main campus of Paul Valéry University

12:30-14:00 : Lunch

14:00-16:00 (Saint-Charles site)

**Public seminary with the participation of international research specialists**

**Overview of the Work Package WP1 "Preparation" part 1**

Presentation of Work Package WP1 "Preparation" (WP1 leaders. D.Crozat, M.-L. Poulot)

Guest: S. Pioch, lecturer (U. Paul Valéry Montpellier 3 and member of the CEFE center of researches)

- Investigation on national issues and environmental threats in coastal territories in Latin America and ACP countries (D1.1).
- Analyses of existing policies for environmental resource management in West Indies, Colombia and Costa Rica (D1.2)



Co-funded by the  
Erasmus+ Programme  
of the European Union



## STOREM EVENT REPORT

- On specific national issues:
  - o Environmental threats and existing policies for environmental resource management in coastal territories in Colombia - UniMagdalena
  - o Environmental threats and existing policies for environmental resource management in coastal territories in Costa Rica - UCI - UNA
  - o Environmental threats and existing policies for environmental resource management in coastal territories in Barbados - Janice Cumberbatch - UWI

Discussion and questions

16:00-16:15  
Coffee break

16:15–18:00

### **Private seminary: Analysis of the current training paths in resource management and tourism sustainability**

- Presentation of D.1.3: Based on the market analyses, Analysis of the current training paths in resource management and sustainability in Costa Rica and West Indies in order to identify available good practices, crucial points and weaknesses, describe the involvement of the local communities and information on the process of involving local actors
  - o On specific national issues:
    - Colombia: EAFIT
    - Costa Rica: UCI
    - Barbados: UWI
- Presentation of the current training paths in resource management and tourism sustainability in France – UPVM
- Presentation of the current training paths in resource management and sustainability (focus on biodiversity and tourism sustainability) in Italy - UNICA

Discussion and questions



Co-funded by the  
Erasmus+ Programme  
of the European Union



STOREM  
EVENT REPORT

Tuesday 9th July 2019

Saint-Charles site  
9:30-12:30

**Semi-public seminary with the participation of international training specialists and open to international relations staff and Erasmus managers. Presentation of D.1.4 et 1.5**

- D1.4. Analysis of the current training needs in resource management and sustainability in the diverse coastal contexts of Colombia and Costa Rica
  - Identification of weaknesses (absence of programs, absence of qualified staff on specific issues, what adequacy of the teaching team with academic courses or activities, etc.)
  - Presentation of the evidence of the need for new professional figures
  - What's already existing in Costa Rica and Colombia for the new master courses to be different
  - Identification and definition of the program based on the analysis of the needs (by the civil society and economic actors) expressed to proceed with the formulation of the MSc program:
    - o Unimagdalena (P3)
    - o UNA (P6)

11:00–11:15: Coffee break

- D1.5: Analysis of the required academic processes in PCs HEIs in order to activate the 2 new Masters degrees and the set of new courses in the existing graduate (master) course degrees. – All partners

Discussion and questions

12:30-LUNCH

14:00-16:00 Analysis of the involvement strategy to include and assess the post-conflict situation and IDPs educational and career problems (D1.6): UPD

16:00: **wine tourism, vineyard and wine resource and heritage (Sommières vineyard (North-East of Montpellier) :** visit of Laurent Bagnols absolutely natural vineyard (biodynamic farming processes), domaine of Mas Lau in Souvignargues; he will guides us in the vine field, then on his vineyard local; degustation of his wine and lunch made with local and natural products. [https://www.natural-wines.com/003\\_viticulteurs/Languedoc-Roussillon-Mas-Lau-Laurent-Bagnol-238.html](https://www.natural-wines.com/003_viticulteurs/Languedoc-Roussillon-Mas-Lau-Laurent-Bagnol-238.html)

In english : <http://www.winesutb.com/laurent-bagnol/>  
20 euros/person all included: visit, wine testing and lunch



Co-funded by the  
Erasmus+ Programme  
of the European Union



STOREM  
EVENT REPORT

Wednesday 10th July 2019

Saint-Charles site

9:30-12:30

**Participative Workshop on key-words and thematics:** Identification and definition of new modules to be added to the existing MSc (based on D1.3 and 4)

**How is it organized the new contents, the new courses, the new masters :** how they will be implemented,

- How to involve students?
- How to use subcontracting (e-learning?): the way the courses will function.
- Test to access the courses? Open to everyone or basic knowledge needed to be acquired?
- How many students do you expect?
- Including IDPs strategy. Etc.

11:00-11:15: Coffee break

- **Participative Workshop on key-words and thematics:** identification of the course themes and Identification of the 4 case studies

12:30 LUNCH

14:00 :

**How is STOREM is linked to other Capacity building projects (KA2) and projects in the University (cf. Matteo on IDPs) - Exploitation**

**Publication meeting - Dissemination**

Brainstorming on dissemination activities to be implemented at local level in each involved country and by each partner with external actors, on which topics, in *scientific journals and* other projects

**16:00 Financial aspects of the project**



Co-funded by the  
Erasmus+ Programme  
of the European Union



STOREM  
EVENT REPORT

Thursday 11th July 2019

9:30-12:30

- **Overview / Activity reports on**

- Work Package WP3 “Quality Plan” by WP lead UniMagdalena
- Work Package WP4 “Dissemination and exploitation strategy” by WP lead EAFIT
- Work Package WP5 “Management” by WP lead UNICA

12:30 LUNCH

14:00: Presentation of future: Work Package 2 Development by UWI and UCI: Establish Sustainable Tourism, Optimal Resource and Environmental Management Pathways

**Steering Committee Meeting**

- Discussion on future travels, workshops to Colombia and Costa Rica

Friday 12th July 2019

9:30-16:30: **Tour of the Grande Motte seaside resort**, which was created *ex nihilo* as a tourist resort in 1966 as part of the national plan for touristic development of the Languedoc-Roussillon coast (RACINE mission).

Visit commented by Daniel Bartement, urbanist, lecturer, Paul Valéry Montpellier3 University

Friday night (from 18:30 to midnight): **Les estivales Montpellier**, Esplanade Charles de Gaulle, a large open-air night market with many exhibitors, artisans, booksellers and corners to taste wines and dine.





Co-funded by the  
Erasmus+ Programme  
of the European Union



**STOREM**  
**EVENT REPORT**

### **KICK-OFF MEETING EVALUATION**

Seven evaluation forms were completed and submitted at the end of the workshop. The participants from different participating institutions combined their responses on one form. Overall, participants were very satisfied with the workshop, in particular, the venue and facilities and the fulfillment of expectations for project implementation.

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

| Very High | High | Ok | Low | Very Low |
|-----------|------|----|-----|----------|
| 1         | 3    | 3  |     |          |



Co-funded by the  
Erasmus+ Programme  
of the European Union




STOREM  
EVENT REPORT

| <b>Meeting Organization</b>             | very satisfied | satisfied | ok | Partly satisfied | Not at all satisfied |
|---|----------------|-----------|----|------------------|----------------------|
| partner (travel, accomodation)          | 5              | 2         |    |                  |                      |
| Agenda                                  | 1              |           | 6  |                  |                      |
| General organization during the meeting | 2              | 2         | 3  |                  |                      |
| Duration and time of the meeting        | 1              | 3         | 1  | 2                |                      |
|   |                |           |    |                  |                      |



Co-funded by the  
Erasmus+ Programme  
of the European Union



|   |   |
|---|---|
|  | <p><b>STOREM</b></p> <p><b>EVENT REPORT</b></p> |
|---|---|

| <b>Meeting Content</b>   | very satisfied | satisfied | ok | Partly satisfied | Not at all satisfied |
|--|----------------|-----------|----|------------------|----------------------|
| Project updates were complete  | 1              | 5         | 1  |                  |                      |
| Relevance of discussions   | 1              | 3         | 3  |                  |                      |
| Objectives and workplan for the next period were clear   | 1              | 4         | 2  |                  |                      |
| Work assignments and timetable were clearly agreed   | 2              | 2         | 2  |                  |                      |
| Doubts/obstacles were clarified  | 3              | 3         | 1  |                  |                      |
| The meeting fulfilled expectations for project implementation  | 1              | 5         |    | 1                |                      |
| The meeting fulfilled the established objectives   | 1              | 3         | 2  | 1                |                      |
| Balance between different types of activities (work sessions, social and cultural events, team building, etc.) | 3              | 4         |    |                  |                      |



Co-funded by the  
Erasmus+ Programme  
of the European Union

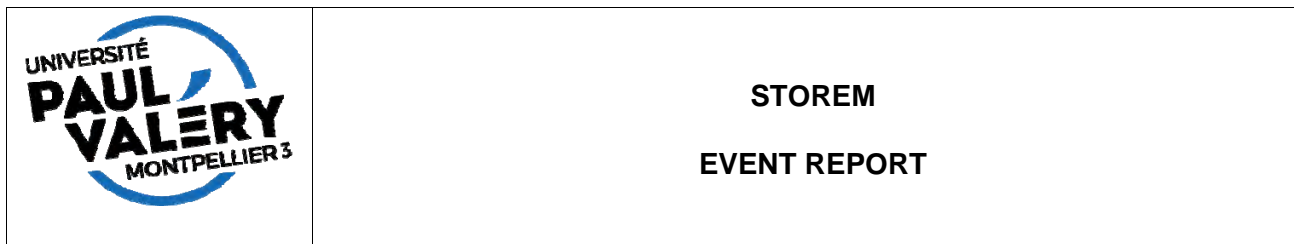


STOREM  
EVENT REPORT

| Management and coordination  | very satisfied | satisfied | ok | Partly satisfied | Not at all satisfied |
|--|----------------|-----------|----|------------------|----------------------|
| The information (on tasks, materials for the meeting etc.) received before the meeting from the coordinator                        | 2              | 4         | 1  |                  |                      |
| The coordinator facilitated the understanding of the objectives and work plan for the next period                                  | 2              | 3         | 2  |                  |                      |
| The coordinator facilitated communication and collaboration between partners. Everyone was encouraged to contribute to discussion. | 4              | 1         | 1  | 1                |                      |



Co-funded by the  
Erasmus+ Programme  
of the European Union



Overall, participants found discussions to be interesting (“The participants were very generous with inputs and positive critics to each other work and it might had created new ideas and different points of view from what we brought at the beginning of the workshop” / “Overall, it was a good event in which we were able to have relevant presentations and discussions about what we have done in the project and to set the path and objectives for the second part of the year.”) but some improvements could have been made for the workshop as follows:

- More planning ahead of the workshop: *“Additional to the work programed for the workshop, it would be of great help to get to know the expectations that every team has for the project and for the workshop at the beginning of the event”.*
- A more balanced and short agenda
- o *“The number of days need be less and meetings can be fewer but with deeper subjects as some of the topics are general and more discussions can lead to unnecessary subjects” / “A better time management could increase the productivity of future meetings”*
- o *“it should have included a seminar with external actors related to the sustainable tourism sector (...) to have open discussions on the topics to the agenda, so we can get feedback from stakeholders, academics and community members who are not directly involved in the project..”*
- o *Several things could have been done to have a more balance event: respect the set schedule; have at least one session dedicated to the stakeholders from outside the academic world: this could be done in a format of a round table or a forum with actors involved in the tourism field*
- o *“use different methodologies for the sessions (avoid using just talks and powerpoint slides)*
- o *“for each presentation / talk should be more concise (short presentations).”*
- Better conditions: *Having the best conditions is essential to obtain the best results. We miss the air conditioning, in the middle of an intense summer period (the University site where the meeting was held is an heritage site so it’s impossible and forbidden to put air conditioning)*
- More detailed talks about the future master courses: *“the depth of the themes in terms of curricular designs”*