



D4.6 EU Professor Teaching Visits to Partner Countries Universities

Project Acronym	STOREM
Project full title	Sustainable Tourism, Optimal Resource and Environmental Management
Project No.	
Coordinator	The University of Cagliari – UNICA
Project start date	15/11/2018
Project duration	48 months

Abstract	<p>Throughout the course of the STOREM Project a series of activities were carried out under the title of teaching visits to partner country universities. These visits made by faculty members from EU partners to the Caribbean Higher Education Institutes consisted of presentations made by EU faculty members of their research carried out at the EU partner universities, as well as feedback offered on the new STOREM curricula. By delivering these presentations at the Caribbean HEIs, the aim was to promote engagement between Caribbean and EU partners in aspects of research and curricula development on the subjects of sustainable tourism and environmental protection. A total of 5 visits were carried out and a total of 8 research presentations were delivered.</p>
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DOCUMENT CONTROL SHEET

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LIST OF ABBREVIATIONS

European Union (EU)

Higher Education Institutes (HEI)

National University (UNA)

Sustainable Tourism and Optimal Resources Management (STOREM)

Universidad del Magdalena (UniMagdalena)

Université Paul Valéry Montpellier (UPVM)

University of Cagliari (UNICA)

EXECUTIVE SUMMARY

A series of activities were carried out throughout the course of the STOREM Project under the title of teaching visits to partner country universities. These visits made by faculty members from EU partners from Italy and France to the Caribbean Higher Education Institutes in Colombia and Costa Rica consisted of presentations made by EU faculty members of their research carried out at the EU partner universities. The activities also included the participation of EU faculty members in meetings to provide feedback on the new STOREM curricula being developed at the Caribbean HEIs.

The presentations carried out varied widely among topics such as sustainable tourism, resource management, policy issues, gender equality, development of the local economy, management and monitoring of sustainable tourism and tourism development. Presentations were also delivered on the subjects of the implementation of career days, the generation of employment opportunities for students, and university services such as job placement desks and providing job orientation.

The aim of delivering these presentations at the Caribbean HEIs was to promote engagement between Caribbean and EU partners in aspects of research on the subjects of sustainable tourism and environmental protection. Furthermore, the activities also aimed at supporting the curricula being developed at the Caribbean HEIs in the STOREM pathway. A total of 5 visits were carried out and a total of 8 research presentations were delivered.



1. EU Teaching Visits

With the aim of promoting engagement between Caribbean and EU partners in aspects of research on the subjects of sustainable tourism and environmental protection, as well as to provide feedback on the new STOREM curricula being developed at the Caribbean HEIs, the following visits listed in Table 1 were carried out during the STOREM Project. These visits were made by faculty members from EU partners from Italy and France to the Caribbean Higher Education Institutes in Colombia and Costa Rica. As can be seen in Table 1, the presentations varied widely among topics, including research subjects of sustainability, tourism, management, policy gender equality, and economy. Additional presentations were also made on the subjects of the implementation of career days, the generation of employment opportunities for students, and university services such as job placement desks and providing job orientation.

Table 1: EU Teaching Visits Implemented

Country Visited	Dates	Presenters	Presentations
Santa Marta, Colombia	05-10 December 2019	Raffaele Paci (UNICA)	Raffaele Paci Lecture “Sustainable Tourism and Resource Management - Policy Issues”
Nicoya, Costa Rica	25 November – 1 December 2021	Riccardo Badini Carlo Perelli Carla Massidda Raffaele Pacci Giovanni Sistu (UNICA)	Riccardo Badini Carlo Perelli Carla Massidda Raffaele Paci Contributions in the evaluation process of specific modules developed within the new Master program at UNA. (virtual) Giovanni Sistu Presentation of a case study: “Women and the production of <i>karité</i> . Growth of added value for the development of the local economy in Benin”. (virtual).



Santa Marta, Colombia	09 December 2021	Giovanni Sistu Raffaele Paci Carla Massidda (UNICA)	Contribution in the evaluation process of specific modules developed within the new Master program at UniMagdalena. (<i>virtual</i>)
San Jose, Costa Rica	21-25 February 2022	Cinzia Dessi Raffaele Paci Carla Massidda (UNICA)	<p>Cinzia Dessi Presentation from the coordinator of UNICA's Master in Management and Monitoring on Sustainable Tourism (<i>virtual</i>)</p> <p>Raffaele Paci Sustainable Tourism and Regional Development linking the master at UNICA with research. (<i>in person</i>)</p> <p>Carla Massidda Didactic activity and research within the course on Sustainability and Tourism development (master on Monitoring and management of sustainable tourism) (<i>virtual</i>)</p>
Santa Marta, Colombia	21-22 April 2022	Luca Usai Anna Cotza (UNICA) Dominique Crozat (UPVM)	<p>Anna Cotza Presentation of the "Job Placement Desk - Job Orientation", at the University of Cagliari. Head of the Career Guidance sector, University of Cagliari</p> <p>Luca Usai, Presented lessons learned from the event "UNICA and Employment Opportunities - Career Day", and the first edition of the Career Day at the University of Cagliari (held in 2017-2018).</p>



			<p>Dominique Crozat</p> <p>1. Presentation of the research carried out by UPVM during pandemic "Small is beautiful" (as a contribution to training for professionals)</p> <p>2. Job placement activities at UPVM, a specific focus on the master in "Tourism And Sustainable Development Of Territories"</p>
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Table 1: EU Teaching Visits Implemented

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ANNEX 1: Presentations

Santa Marta, Colombia

05-10 December 2019



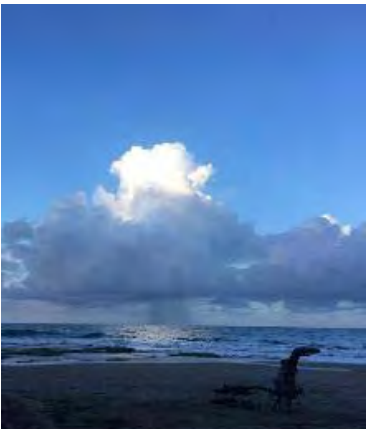
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WP5: Project management, coordination and monitoring

Sardinia: a sustainable tourism destination

Raffaele Paci (University of Cagliari)



THE UNIVERSITY
OF THE
WEST INDIES
S.A.V.S. - THE CAMPUS
BARBADOS - TRINIDAD



UCI
Universidad Católica
de Chile



D 2.4 Capacity Building workshop, December 5th to 10th, 2019 (Santa Marta, Colombia)

Sardinia: in the centre of the Mediterranean sea



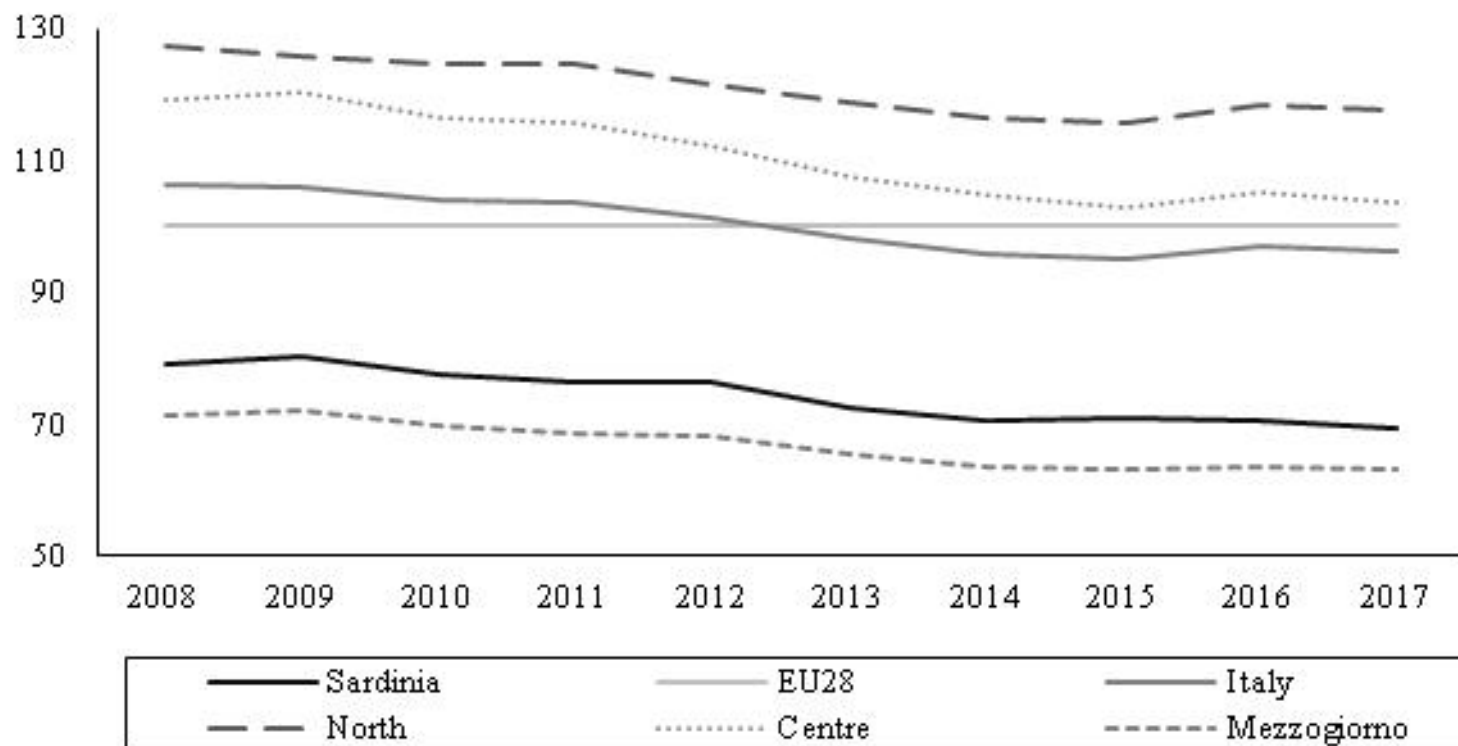
Some stylised facts /1

- Small population (1.6 million inhabitants) in a large island (24 thousands km²) **very low population density** (69 persons per km²).
- The **dynamics** of the natural growth rate of the population presents a negative and progressively decreasing trend over the last decade.
- **Employment** rate: 52.7%
- **Unemployment** rate: 15.7 % (still above the pre-crisis level)

Some stylised facts /2

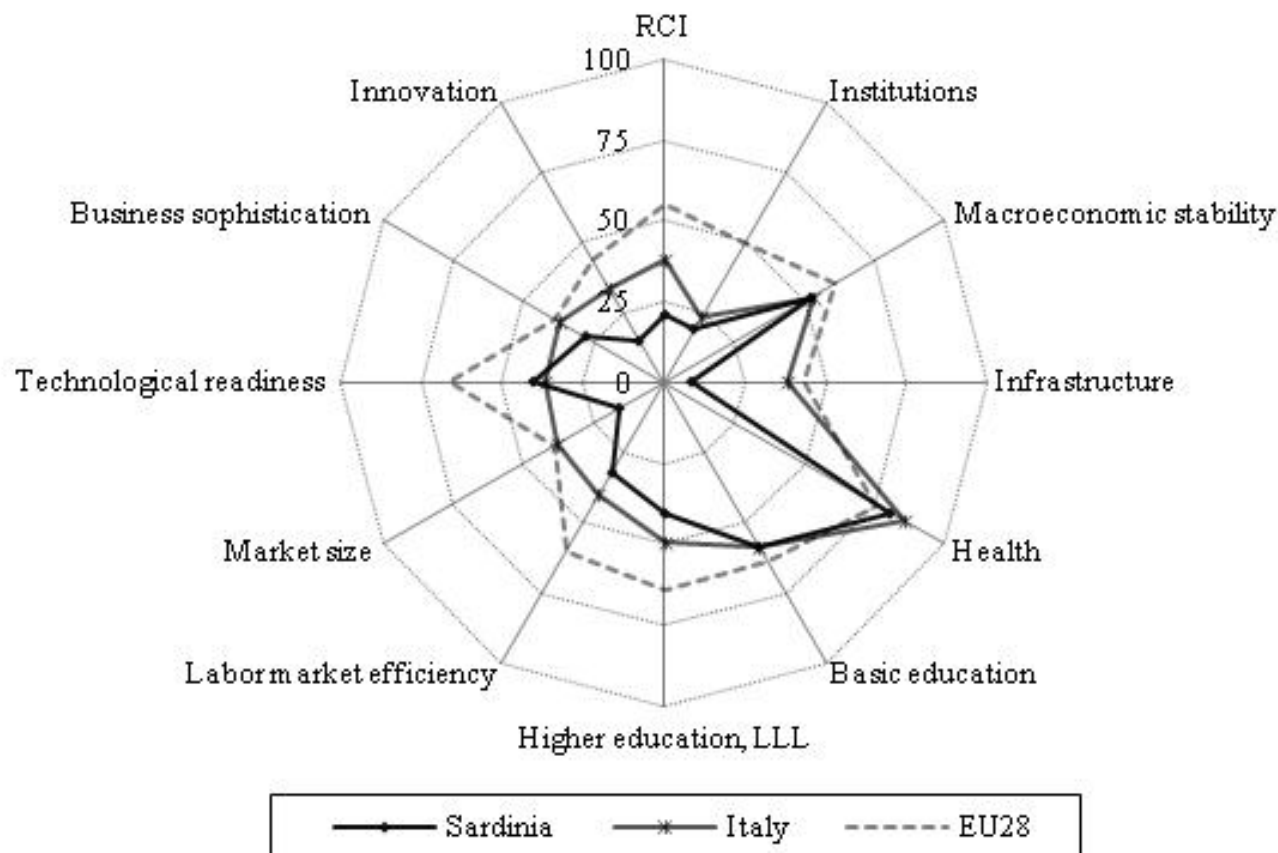
The level of **GDP per capita** is well below the EU average and it is decreasing.

GDP per capita (PPS, index EU=100)



Some stylised facts /3

Most indicators of **regional competitiveness** (RCI) are below the EU average.



Need for a new policy.....

The **local demand is scarce**: to enhance regional growth it is necessary to operate in the large external markets. How ?

Promoting **exports** ?

But... problems: Insularity. Peripherality . High transport costs for goods

Lets go back to old trade theoriesWhich are the comparative advantages of Sardinia ?

Coast, beaches, environment, archeology, cultural heritage, identity etc etc

Thus: a **new policy to promote sustainable tourism**

[For a small regional economy, attraction of tourists is equivalent to exports]

An ancient civilization in the Mediterranean sea (about 2000 years BC)



The Nuraghi Culture: Unesco Cultural Heritage



A rich, diversified, unspoilt environment (rare in Europe)

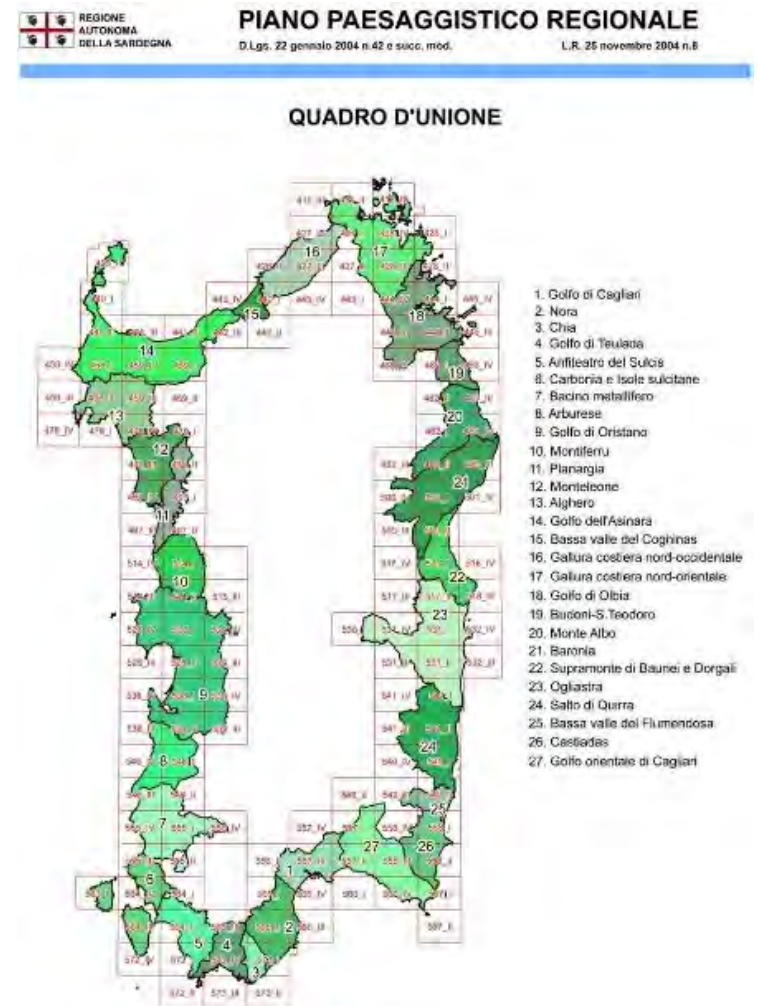


... with a strong and unique identity and culture



Sardinia and sustainable tourism /1

The **Regional Landscape Plan** approved in **2004** (also known as “legge salvacoste”) establishes the prohibition to build new buildings (hotels, summer houses) along the coasts. The width of the inhibition varies according to the specific characteristics of the coast (rocks, beaches, lagoon, river mouth, villages, etc) and it is, on average, around two km from the sea.



Sardinia and sustainable tourism /2

The **Regional Sustainable Tourism Development Plan** (PRSTS) approved in **2006** aims at identifying operational solutions to promote a long-term sustainable tourism development in the island.

The PRSTS is characterized as a theoretical and operational tool for the **protection of the natural and cultural heritage** of the island and, at the same time, for the **enhancement of the economic growth** derived from the tourism sector.

The strategic idea is to preserve the coast (a unique and not renewable resource) but also to increase the income and employment derived from the tourists presences:

- Increase arrivals in the **low season** when hotels have excess production capacity
- increase the **daily expenditure** of each tourist (high quality, new products, new services, new expenditure opportunities)
- increase the **economic multipliers** with the local sectors by reducing the share of imported goods and services.

Tourist inflows: where we are /1

Nights spent in official accommodation establishments:

2018 : **15 millions** (2013: 10.7 mln) growth rate: +40% (the highest in Italy).

A large number of overnight stays are not registered in the official statistics (informal market of second homes). CRENoS estimates that the total number of overnight stays in 2018 in Sardinia is well **above 30 million**.

Seasonality: 50% of stays in July-August (decreasing, it was 55% 2008).

Foreign tourists = 52 % of total (high income, preference for low season).

Important for both environmental and economic sustainability policy.

More efficient use of production capacity, less pressure on environment.

Tourist inflows: where we are /2

The tourism industry has also the advantage of activating very intense and wide **intersectoral multipliers** in the local economy given the strong connections with other sectors such as agriculture, construction, transport, leisure and personal services.

The **economic impact** of tourism in the region is estimated at 13% of total GDP.

Sustainable tourism policy: the current situation

In the peak summer season (July, August) in the coastal destinations the market forces operate quite efficiently.

However there is a **temporal** and **spatial** segmentation of tourists inflows which implies the need for a public coordination policy to promote:

1. **seasonal adjustment**

- promote tourist arrivals in the off-peak months (problems: transport, supply network, externalities)

2. **spatial adjustment**

- necessity to create a coordinated policy to support the **entire region** as a tourism destination
- at the same time, identify the specific assets of each **local community** (especially in the internal areas) in order to develop and organise them as a tourist attraction.

Policy measures

Analyse **two specific policy measures** implemented in the past few years by the regional government to face the spatial and temporal imbalances and to promote a sustainable tourist development in Sardinia.

1. **DMO (Destination Management Organisation) Sardegna**

- Develop the regional potential attractions (environmental, cultural, archeological) in a unitary and structured system

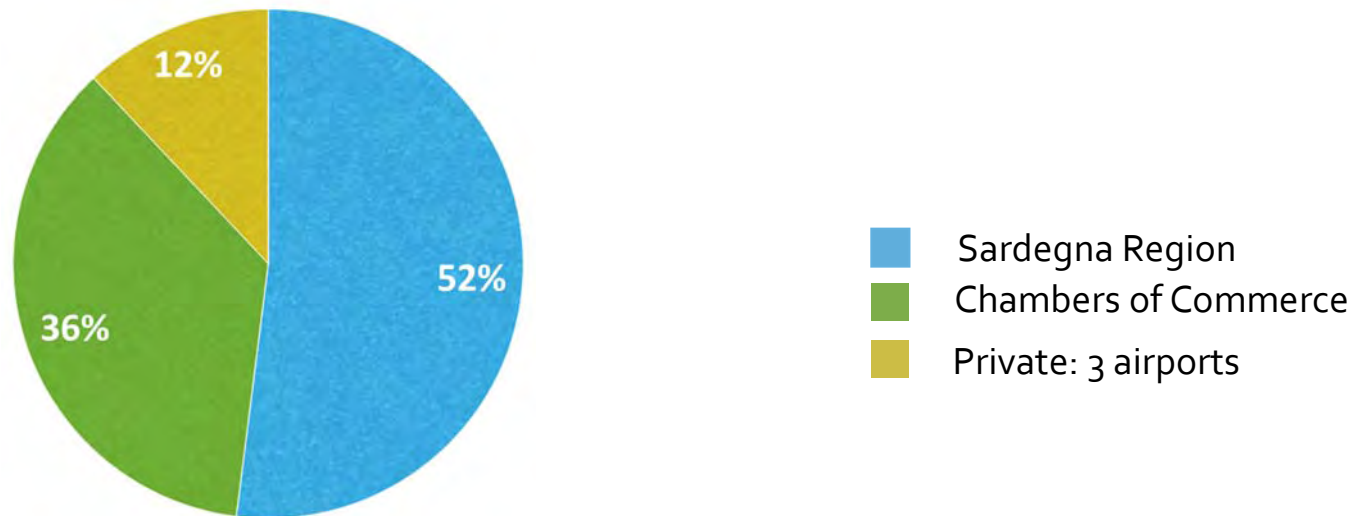
2. **Local development projects** (PT, Programmazione Territoriale)

- Promote a tourism based local development, especially in the inner and weaker areas

1. DMO

Creation of a joint public and private agency:

SARDEGNA DESTINATION MANAGEMENT ORGANIZATION (Delib.G.R. n. 61/53 del 18.12.2018)



DMO Governance

General Assembly

Regione Sardegna	CCIA Cagliari	CCIA Nuoro	CCIA Sassari	CCIA Oristano	APT Olbia Gesar	APT Cagliari Sogaer	APT Alghero Sogeaal
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Board

1. Regione Sardegna	1. Chambers of Commerce	1. Airports
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Direction

DMO Defining and monitoring

WTO **definition**: “a local tourism destination as a physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources (..). It has physical and administrative boundaries defining its management and images and perceptions defining its market competitiveness”

Monitoring (first step: build the destination and observe the evolution)

- an area that is currently attractive or has the potential to attract tourists
- a place recognized as a tourist destination with a range of tourism facilities and products
- a place marketed as a tourism destination
- a place where measuring the impact of tourism is achievable
- a place where tourism management involves public, private and resident stakeholder

DMO Defining a tourism destination



DMO Sardegna Aim and tasks

General aim: Boost the economy generated by sustainable tourism in Sardinia fully exploiting its potential. Develop the product destination **Sardegna** communicating and promoting its image proposing international and national tourists to explore and experience what Sardinia offers.

DESTINATION MANAGEMENT

- Strategic development
- Coordination
- Support for agencies and administrations
- Development and coordination of tourism products
- Operator training
- Managing operator network
- Event management
- Infrastructure/attractiveness management
- Management and coordination of information and tourist reception

DESTINATION MARKETING

- Marketing strategy development and promotion
- Advertising strategy
- Online and offline PR strategy
- Sales Promotion (Network Product)
- Events (promotion)
- Relationships with stakeholders
- Operator support
- End customer support
- Digital operations and social media marketing

DMO Sardegna Methods

- Engagement with the territory and residents
- Collaboration with local operators and stakeholders
- Designing and developing the experience of the Sardinia destination
- People, not territory (Sardinia is not a territory, it is a human destination)
- Engaging new tourism business models
- Develop and promote the target product
- A new way to compare yourself to the value chain
- Demonstrate the value of DMO with facts

DMO Sardegna Activities /1

- Highlight the destination image
- Create and communicate memorable experiences; authenticity, storytelling
- Create and organize the ecosystem of the tourist destination
- Focus on digital and social media
- Use and manage word of mouth
- Influencer marketing
- Content marketing
- Incoming marketing

DMO Sardegna Activities /2

- Target leadership and collaborate with stakeholders and partners
- Segmentation and customization: create product brands and networks
- Create, manage, and communicate the target value
- Develop new tourism products
- Build and protecting brand reputation
- Support and provide services to target operators
- Facilitate training and information

DMO Sardegna A broad range of thematizations

- Sea & Sun
- Active / environment (trekking, golf, horse, bike, climbing, diving, surf, sailing,...)
- Archeological (nuraghi, pozzi sacri, dolmen, menhir, domus de Janas, tombs of the giants, roman temples....)
- Cultural (carnivals, sagre, traditional feasts, equestrian jousts, concerts, opera)
- Religious (Holy week, processions, Romanic churches, Cammino SB,)
- Wine & food
- Wellness (thermal, blue zone, longevity, ...)
- Business ,incentives
- Cruise
- Retirement / residential

Example: Sardinia as a Blue Zone

Five rare longevity hotspots around the world where people are thriving into their 100s.

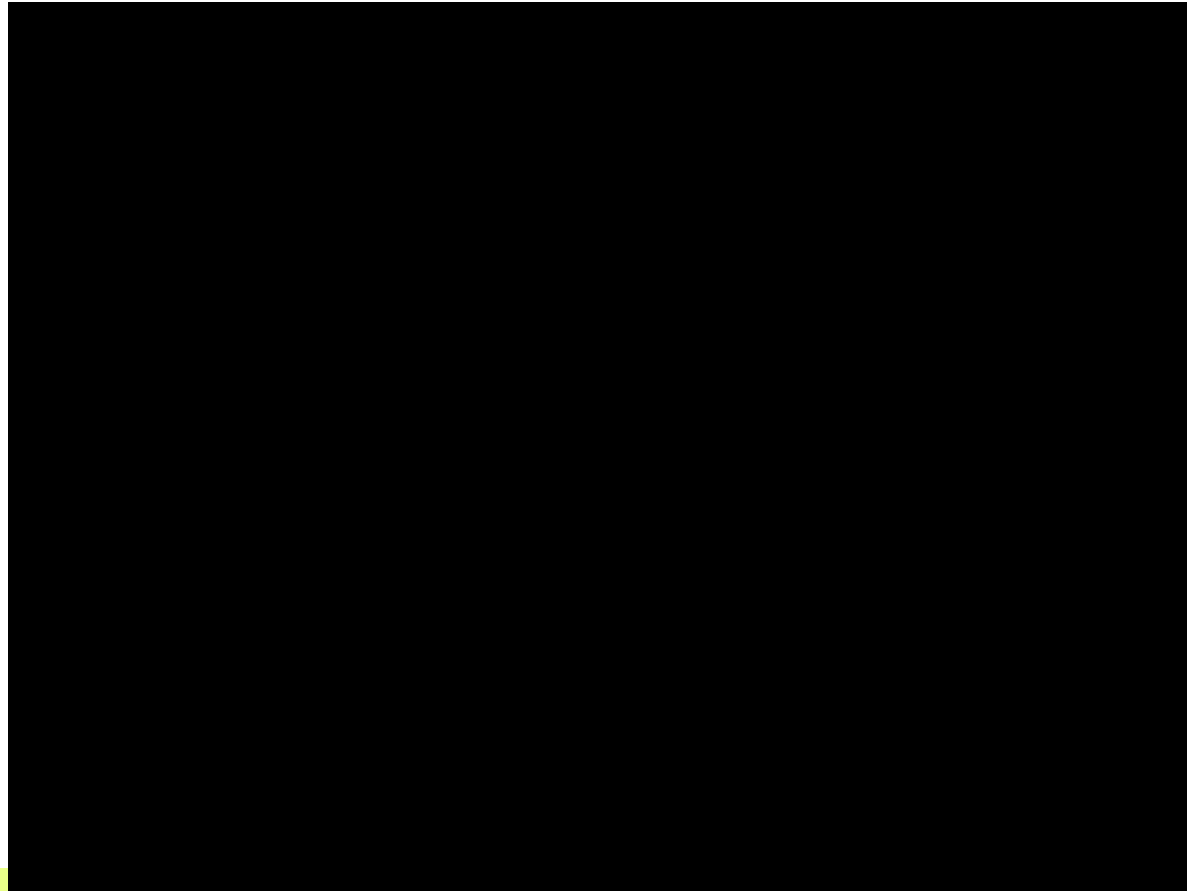


Sardinia has the greatest concentration of male centenarians in the world. A cluster of villages on this island make up the first Blue Zone identified in 2004. Due to geographic isolation, the genes of the residents in this area of Sardinia have remained mostly undiluted. The result: early 10 times more centenarians per capita than the U.S. But even more importantly, residents of this area are also culturally isolated, and they have kept to a very traditional, healthy lifestyle. Sardinians still hunt, fish and harvest the food they eat. They remain close with friends and family throughout their lives. They laugh and drink wine together. <https://www.bluezones.com/>

Example 2 : Sardinia as an experience

Anima Sarda

Spot local traditional beer: Ichnusa (ancient name of Sardinia)



2. Territorial development projects (PTS)

- Support, especially in the internal and weaker areas, a **local development based on sustainable tourism**.
- Identify, organize and promote environmental, cultural, archeological **"attractions"**.
- Promote **local productions**: agrifood, artisan products, cultural and recreational services.
- Increase and strenght the **accommodation supply** using the existing buildings stock (B&B, rural and farm houses, albergo diffuso).

PTS Methods

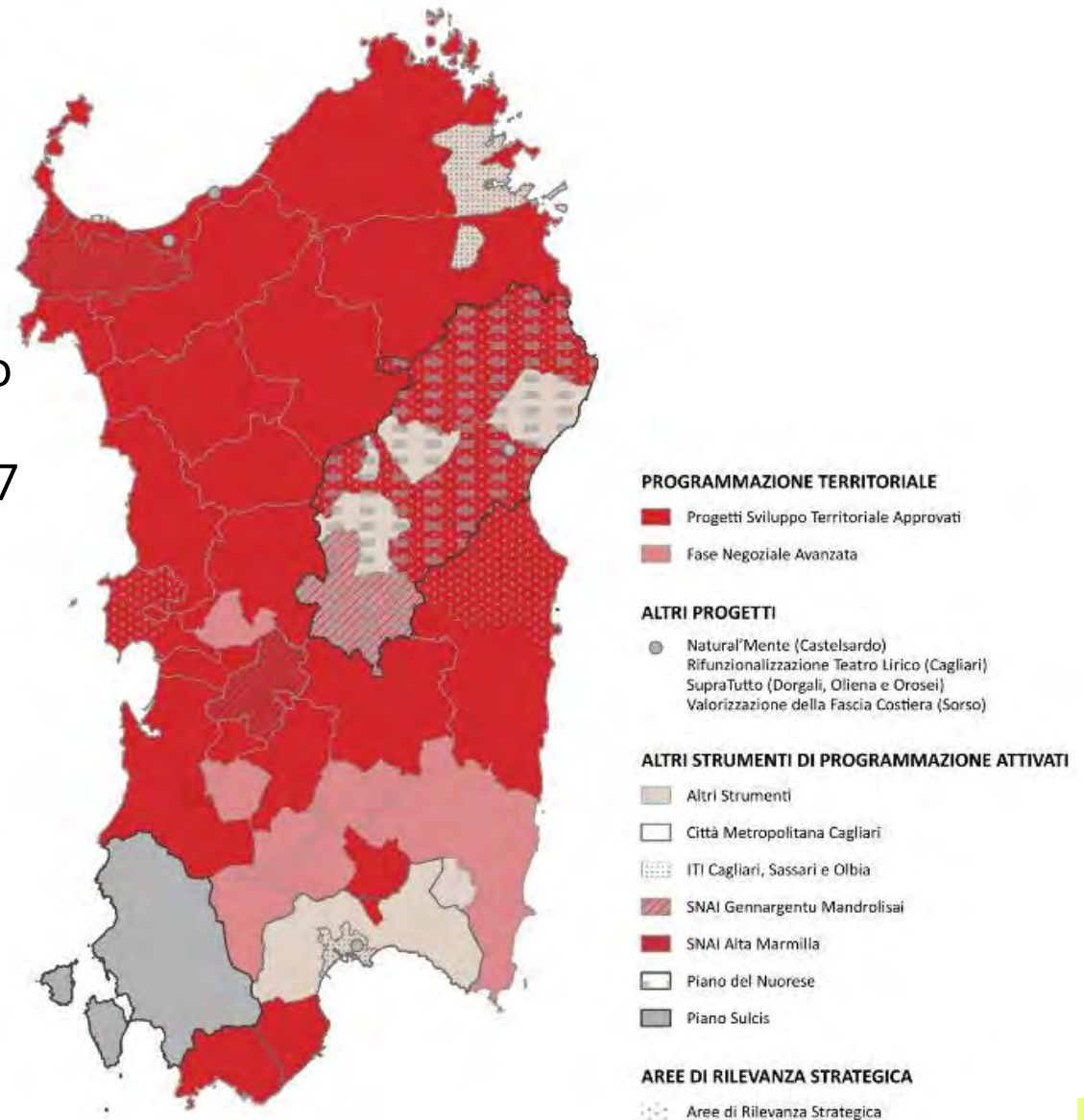
- **Integrate** the existing policies, tools and resources (regional, national, European) activated in Sardinia within the **Regional growth program 2014-2019** to enhance local development.
- **Wide participation**. Activate laboratories and thematic tables with local institutions and stakeholders (citizens, entrepreneurs, trade unions, associations, etc) for the identification of the territorial strengths and weakness. Define the strategies and actions of the Territorial Development Project (PTS).
- **Formal approval** of PTS by local authorities and finally by the Regional Government with the provision of the financial resources .

PTS Firms and citizens engagement



PTS General results

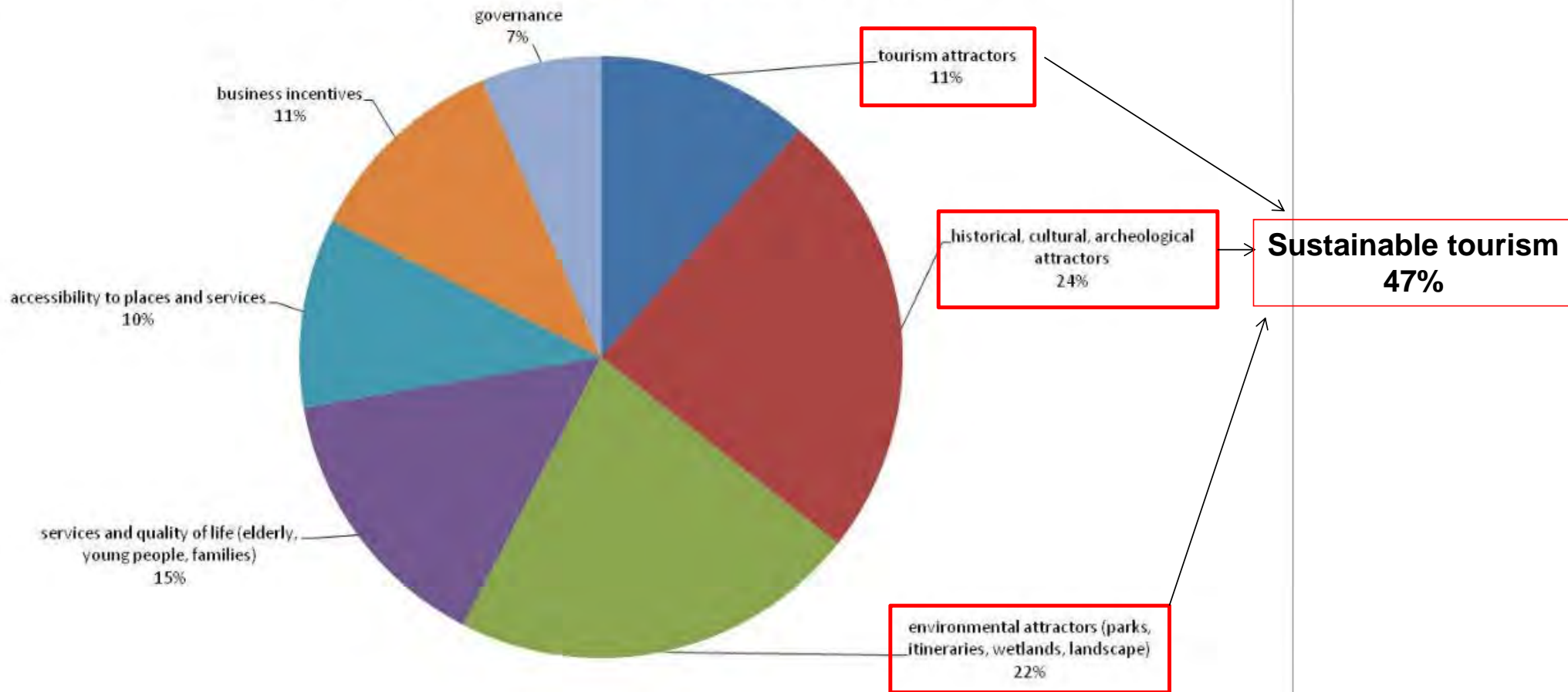
- Financial resources: 542 million Euro
- # of Districts (Unioni di Comuni): 37
- # of Municipalities : 295
- Population involved : 1.1 million
- # of projects / actions : 950





2. PTS, financial resources by macro actions

Territorial development projects by macro-actions



Conclusion: a sustainable tourism in Sardinia

A comprehensive and unified idea of sustainability based on four dimensions:

- **Environmental**
optimal use of environmental resources and conservation of biodiversity
- **Economic**
inter-generational and long-term socio-economic benefits to all stakeholders, including stable employment and incomes
- **Social**
respect and conserve the socio-cultural traditions of host communities; contribute to inter-cultural understanding and tolerance
- **Territorial**
all territories and communities in the region should equally benefit from the tourism development



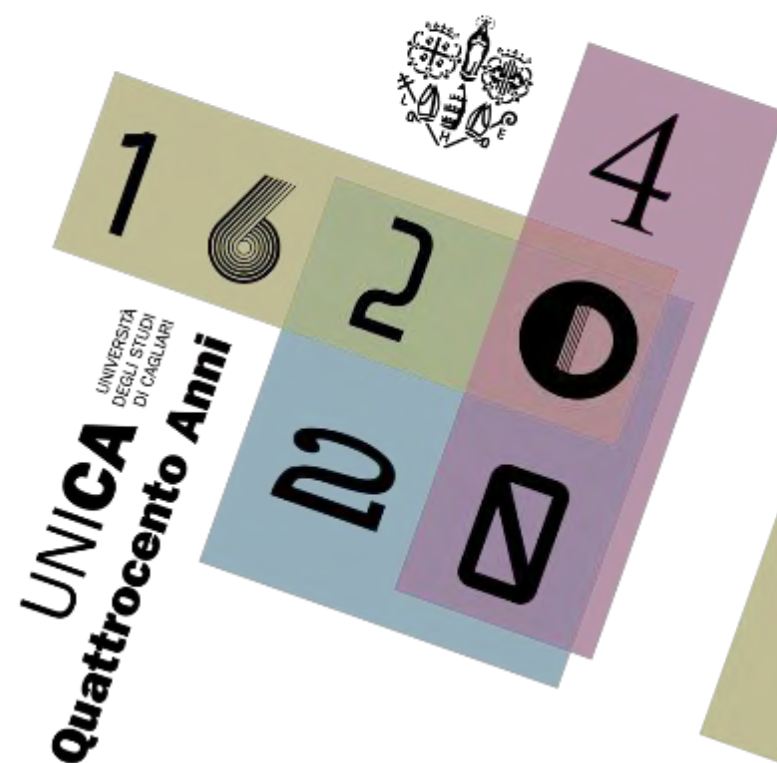
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ANNEX 2: Presentations

Nicoya, Costa Rica

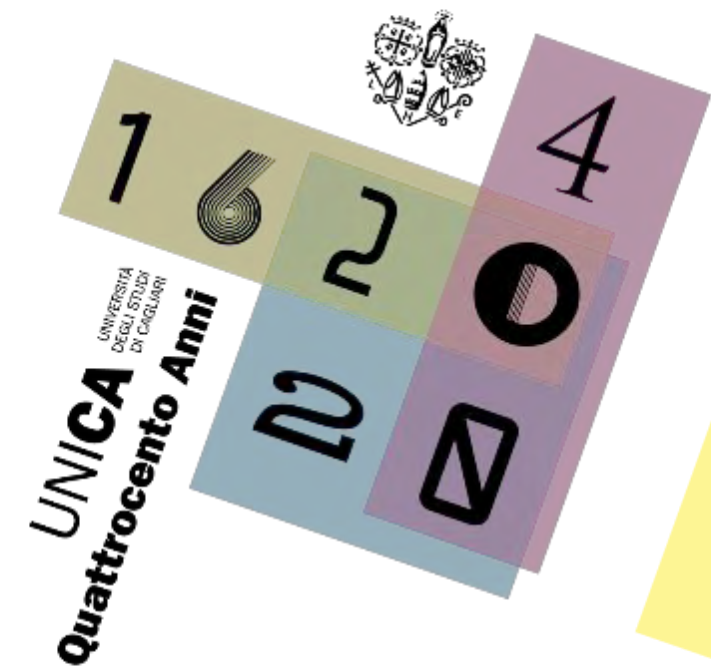
25 November – 1 December 2021



Università degli Studi di Cagliari.

**Uniti nel sapere
da 400 anni.**

Las mujeres y la cadena de suministro de karité: crecimiento del valor añadido para el desarrollo de Benin. Proyecto L.R. 19/96



30 novembre 2021

Stefania Aru – Giovanni Sistu

Diseguaglianze: l'utopia positiva dell'approccio territoriale

- ✓ A pesar de los innegables problemas, las áreas marginales muchas veces poseen importantes recursos culturales y se caracterizan por paisajes, conjunto de bienes culturales y de conocimiento inmaterial que no han sido afectados por el proceso de globalización y preservan intactas las características de autenticidad y singularidad, la evidencia, es decir, de la identidad de las poblaciones autóctonas.
- ✓ Este tipo de recursos son especialmente adecuados para desarrollar métodos de producción alternativos a los tradicionales, elementos que pueden intervenir en el círculo vicioso de la marginalidad.

Reaccionar

Manu Invisible, 2018



Fuente de financiación: Ley Regional 19/96

Objetivos generales:

la Región, con el fin de promover la cultura de paz y solidaridad entre los pueblos, especialmente en la región mediterránea, participa en actividades de cooperación al desarrollo y proyectos de colaboración internacional.

Fuente de financiación: Ley Regional 19/96

Objetivos específicos:

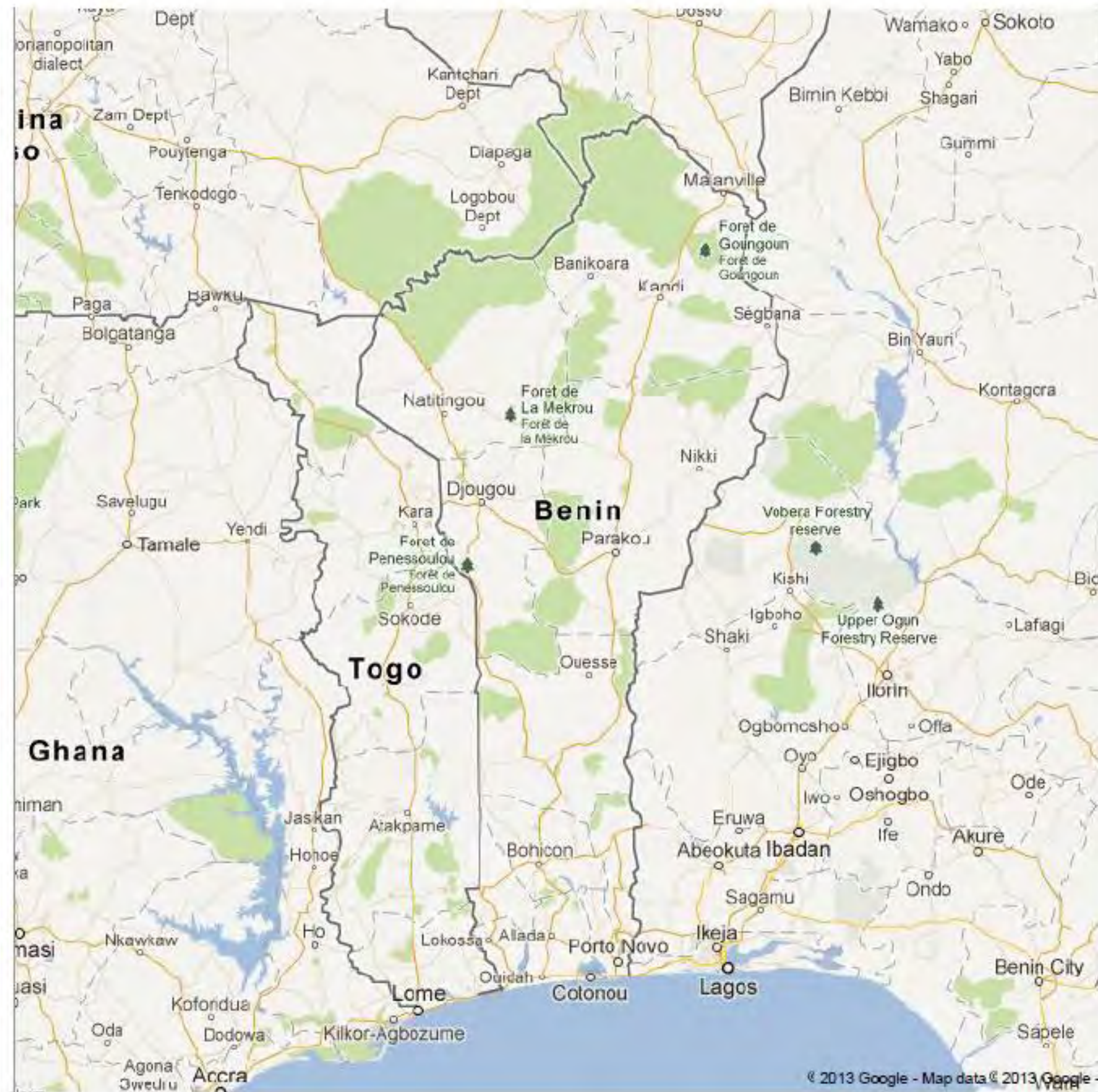
1. apoyo financiero a proyectos de cooperación internacional
2. difusión de la cultura de la cooperación
3. sensibilización de la ciudadanía sobre temas relacionados con la cooperación

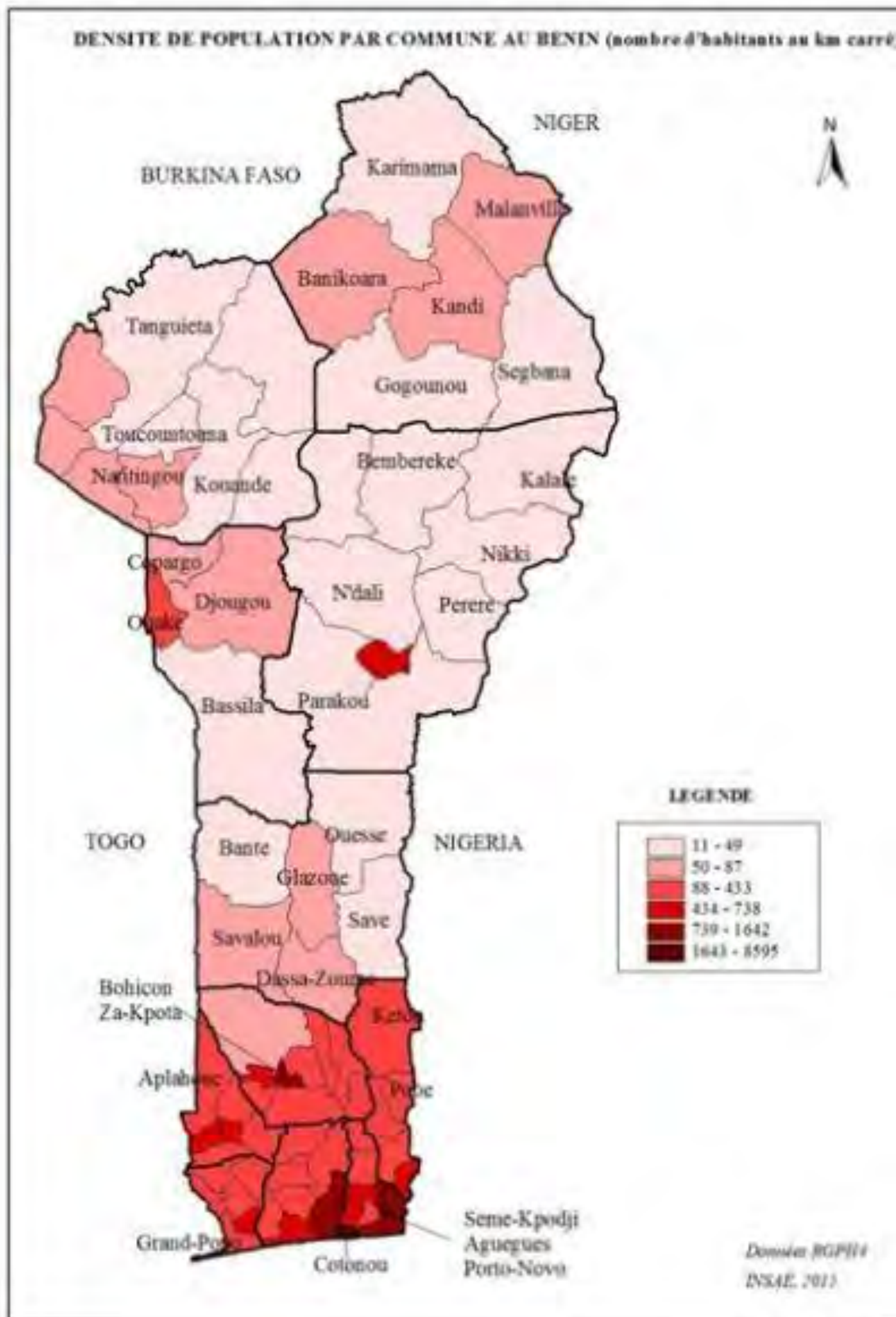
Fuente de financiación: Ley Regional 19/96

Entidades elegibles:

- Organismos públicos y organismos locales
- Asociaciones voluntarias y ONG
- Universidades
- Institutos de investigación
- Empresas

Benin es un país de África occidental, que se extiende 700 kilómetros de longitud, desde el río Níger en el norte hasta la costa atlántica en el sur. El país es parte de la CEDEAO y La Francofonía, y tiene Togo al oeste, Nigeria al este y Níger y Burkina Faso al norte.





Datos Pais

Datos generales

Nombre oficial: República de Benin

Tipo de régimen: República

Jefe de Estado y Gobierno: Patrice Talon

Datos geográficos

Número de habitantes: 12,5 millones (UNFPA, 2021)

Número de hijos por mujer: 4,6 (2021)

Crecimiento de la población: 2,7% anual (2021)

Tasa de urbanización: 44%

Densidad: 87 habitantes / km²

Esperanza de vida al nacer: 62 años

Proporción de menores de 14 años en la población: 42%

Proporción de personas mayores de 65 años: 4,5%

Tasa de alfabetización para mayores de 15 años: 40-45%

Tasa de alfabetización para jóvenes de 15 a 24 años: 64,5 %

Proporción de benineses con certificado de nacimiento (2013): 65%

Datos demográficos

Superficie: 112.622 km²

Capital oficial: Porto-Novo

Ciudades principales: Cotonou, Djourou, Parakou, Abomey

Idioma oficial: francés

Idioma (s) actual (es): francés, fon, yoruba

Moneda: Franco CFA

Fiesta nacional: 1 de agosto (proclamación de la independencia en 1960)

Clima: Desde el punto de vista climático, el país se divide en un cinturón cercano a la costa oceánica caracterizado por un clima tropical y un cinturón norte con un clima saheliiano. Las temperaturas son altas en el norte durante todo el año con valores máximos en torno a los 45 grados y mínimos entre los 18 grados con poca humedad; en el sur hay temperaturas máximas de 32 grados y mínimas de 23 grados con alta humedad. La temporada más seca, asociada al fenómeno de los vientos saharianos conocido como harmattan, dura de dos a tres meses en el sur (de diciembre a febrero), mientras que en el norte a veces comienza incluso en octubre y dura hasta marzo-abril.

Durante la temporada de lluvias, desde principios de abril hasta finales de octubre, las inundaciones ocurren con frecuencia, especialmente en áreas rurales, pero también en ciertas áreas periféricas de Cotonou y Porto Novo, debido no solo a la abundancia de lluvias sino también a la falta de márgenes adecuados a lo largo de los cursos de los ríos. , alcantarillas deficientes y edificios no autorizados cerca de los ríos principales.

La situación socioeconómica

- En los últimos años, la población más pobre, la del campo, se ha precipitado hacia las ciudades y ha aumentado significativamente el tamaño de las grandes ciudades, y en particular la de las metrópolis de la costa.
- Algunas ciudades que alguna vez fueron grandes ciudades perdidas en la selva ahora tienen varios cientos de miles de habitantes, para quienes no existen las comodidades básicas. Agua, alcantarillado, carreteras, educación, servicios de salud, etc. están fallando e incluso a menudo no existen. Los líderes están abrumados por el fenómeno de la urbanización, que se está extendiendo a otras partes de África.
- Las poblaciones más desfavorecidas vienen a buscar trabajo a la ciudad, trabajo que no siempre encuentran. Los barrios marginales que rodean la ciudad más grande del país, Cotonou, están creciendo exponencialmente. Cotonou es ahora una gran área urbana de más de 2,4 millones de habitantes, y su población, que crece a un ritmo frenético (+ 4,8% / año), genera problemas de contaminación, seguridad, distribución y depuración del agua, etc. .

La situación socioeconómica

Desde principios de la década de 2000, el crecimiento económico de Benin ha experimentado varias fases de rápida expansión (hasta el 7% del PIB por año), seguidas de episodios de crecimiento lento (menos del 2%). Desde 2015, Benin se encuentra en una fase de crecimiento sostenido, con una tasa de crecimiento que alcanzó el 6,9% del PIB en 2019. La pandemia de Covid-19 ha detenido el crecimiento, que sin embargo debería acelerarse en 2021.

En 2020, Benin se enfrentó a dos shocks exógenos: la caída del comercio con Nigeria, provocada por el cierre de la frontera (desde agosto de 2019) y la crisis sanitaria mundial. Sin embargo, Benin pudo contar, como en 2019, con el crecimiento continuo de la producción de algodón (620.000 toneladas de algodón en rama en 2018-2019 y 700.000 toneladas previstas en 2019-2020), con la continuación de los proyectos de infraestructura (carreteras urbanas, electricidad redes, agua potable) como parte de la implementación del programa de acción del gobierno y, posteriormente, en el inicio de la construcción del oleoducto Níger-Benin por parte de China National Petroleum Corporation (CNPC). La reapertura de la frontera con Nigeria, efectiva desde el 1 de enero de 2021, debería permitir a Benin reanudar el comercio con su vecino.

La situación socioeconómica

La economía de Benin se basa en el cultivo del algodón y en las actividades terciarias del puerto de Cotonou. La producción industrial es limitada. En 2011, el PIB fue de 5.244 millones de euros, un 3,2% más, tras el ligero descenso de 2010 con una tasa del 2,6%.

El sector agrícola representa el 32,2% del PIB, según los datos de EIU de 2009.

Según FAOSTAT, en 2011 los bienes agrícolas más producidos fueron: mandioca, ñame y maíz, respectivamente con 3,6, 2,366 y 1,15 millones de toneladas. A estos hay que sumar la producción de piña, tomate, arroz, frijoles, sorgo, aceite de palma y manteca de karité.

El algodón representa el principal rubro de las exportaciones, con el 12,4% del total. PIB (2020) : 15,2 milliards de dollars (FMI)

PIB per cápita (2019): USD 1250 per cápita (Banco Mundial)

Tasa de crecimiento: 6,9% en 2019; 2% en 2020; 5% en 2021 (previsiones del FMI)

Tasa de inflación: -0,9% en 2019; 2,5% en 2020 (3% en noviembre de 2020)

Principales clientes: Bangladesh (26,9%), India (14,2%), Vietnam (10,4%), Unión Europea (6,5%) (2019, Instituto de Estadística de Benin)

Principales proveedores: Unión Europea (22%), India (13,6%), China (11%), Togo (11%) (2019, Instituto de Estadística de Benin)

Principales exportaciones (enero de 2021): algodón (65%), nueces (6%), aceites de petróleo (3,5%)

Principales importaciones (enero de 2021): arroz (17%), aceites de petróleo (16%), pescado congelado (4,5%)

Participación de los sectores de actividad en el PIB: 28,1% para el sector primario, 14,6% para el sector secundario, 48,8% para el sector terciario

La situación socioeconómica

- Sin embargo, el país se benefició algo de la crisis política y económica de Côte d'Ivoire durante la primera década de 2000. De hecho, el puerto de Cotonou aumentó considerablemente su actividad a expensas del de Abidján, lo que contribuyó a la creación de muchos puestos de trabajo en la región. Pero además de este puerto, la actividad económica sigue dependiendo de las exportaciones de algodón, que representan el 75% de los ingresos del país. Este monocultivo está frenando el desarrollo del país, que lucha por competir con Estados Unidos y Europa, fuertemente subvencionados en este ámbito.
- La diversificación de la economía es un paso necesario para poner a Benin en la senda de un desarrollo más sostenible. Benin si presenta come un Paese con delle problematiche ben definite: lotta alla corruzione, crescita economica e sganciamento dalla dipendenza dall'industria del cotone e dai servizi portuali di Cotonou.
- A pesar de las mejoras de los últimos años, muchos de estos desafíos siguen abiertos. El país continúa teniendo indicadores económicos que lo ubican entre los más pobres de África Occidental. La dependencia del gran puerto de Cotonou y de la producción de algodón se mantiene esencialmente sin cambios.
- Los escándalos financieros han tocado de cerca a las propias instituciones estatales.
- El hecho es que el Índice de Desarrollo Humano de las Naciones Unidas indica que un tercio de la población todavía vive con menos de 1,25 dólares al día, lo que está por debajo del umbral internacional de pobreza.

EL CONTEXTO: mujeres

El rol de la mujer en el país ha estado fuertemente subordinado en relación al sistema de organización social y dinámica política, especialmente en el área rural.



EL CONTEXTO: mujeres

Otro problema es la explotación del trabajo infantil, tanto en áreas urbanas como rurales. En particular, esta situación es aún más dramática para las niñas.



El CONTEXTO: mujeres

el desequilibrio de género
es fuerte, especialmente
en las zonas rurales



Persistir

Manu Invisible, 2015



EL PROYECTO: microcrédito

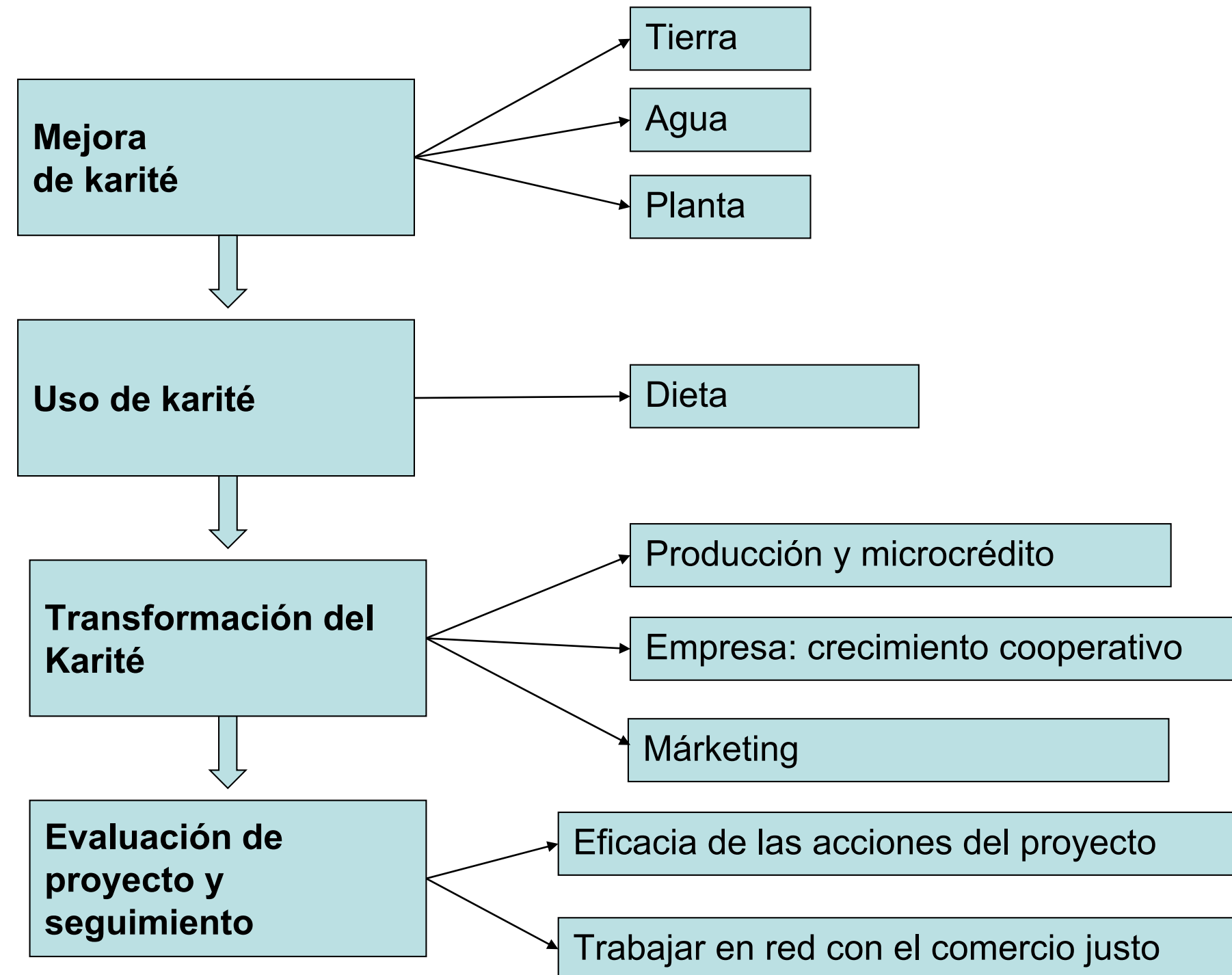
Acciones del proyecto:

1. Identificación de mujeres beneficiarias de microcrédito y creación de cooperativas para la producción, recolección y comercialización de kárite
2. Seguimiento de recursos e introducción de métodos adecuados para mantener y mejorar la producción de karité de forma sostenible
3. Análisis de los métodos de gestión de los sistemas de producción, formas de utilización y comercialización del karité, también a nivel internacional

EI PROYECTO: la asociación

- CRENoS
- Associazione Gno'nu
- Interforum Srl
- Dipartimento Scienze della Terra - Univ. CA
- Centro Regionale Agrario Sperimentale (CRAS)
- CINSIA – Università di Cagliari
- Nutriscarch Srl
- Università di Parakou (Benin)
- Associazione Donga Women (ONG Benin)
- Associazione UGK Antisua (ONG Benin)

EL PROYECTO: los contenidos



EL PROYECTO: los contenidos

Resultados previstos:

1. Establecimiento de unidades de producción para la producción y procesamiento de karité
2. Ofrecer a las 400 mujeres beneficiarias de microcréditos oportunidades para un desarrollo concreto y sostenible en el tiempo.
3. Elaboración de análisis económicos, pedológicos y ambientales para el desarrollo, difusión y mejoramiento de la producción de karité
4. Identificación de los canales de comercialización de la manteca de karité

LA REALIZACIÓN: manteca de karité



LA REALIZACIÓN: manteca de karité



LA REALIZACIÓN: manteca de karité



**LA
REALIZACIÓN:
manteca de karité**



LA REALIZACIÓN: manteca de karité



LA REALIZACIÓN: manteca de karité



LA REALIZACIÓN: manteca de karité



REALIZACIÓN: mujeres y microcrédito individual

Un modelo que potencie los sistemas productivos y económicos comunitarios, consolide el territorio, cuide el medio ambiente y la cultura autóctona.



REALIZACIÓN: mujeres y microcrédito individual



LA REALIZACIÓN: las cooperativas



LA REALIZACIÓN: las cooperativas



LA REALIZACIÓN: la red de partenariados



LA REALIZACIÓN: la red de partenariados



FORMACIÓN



FORMACIÓN



FORMACIÓN



FORMACIÓN



FORMACIÓN



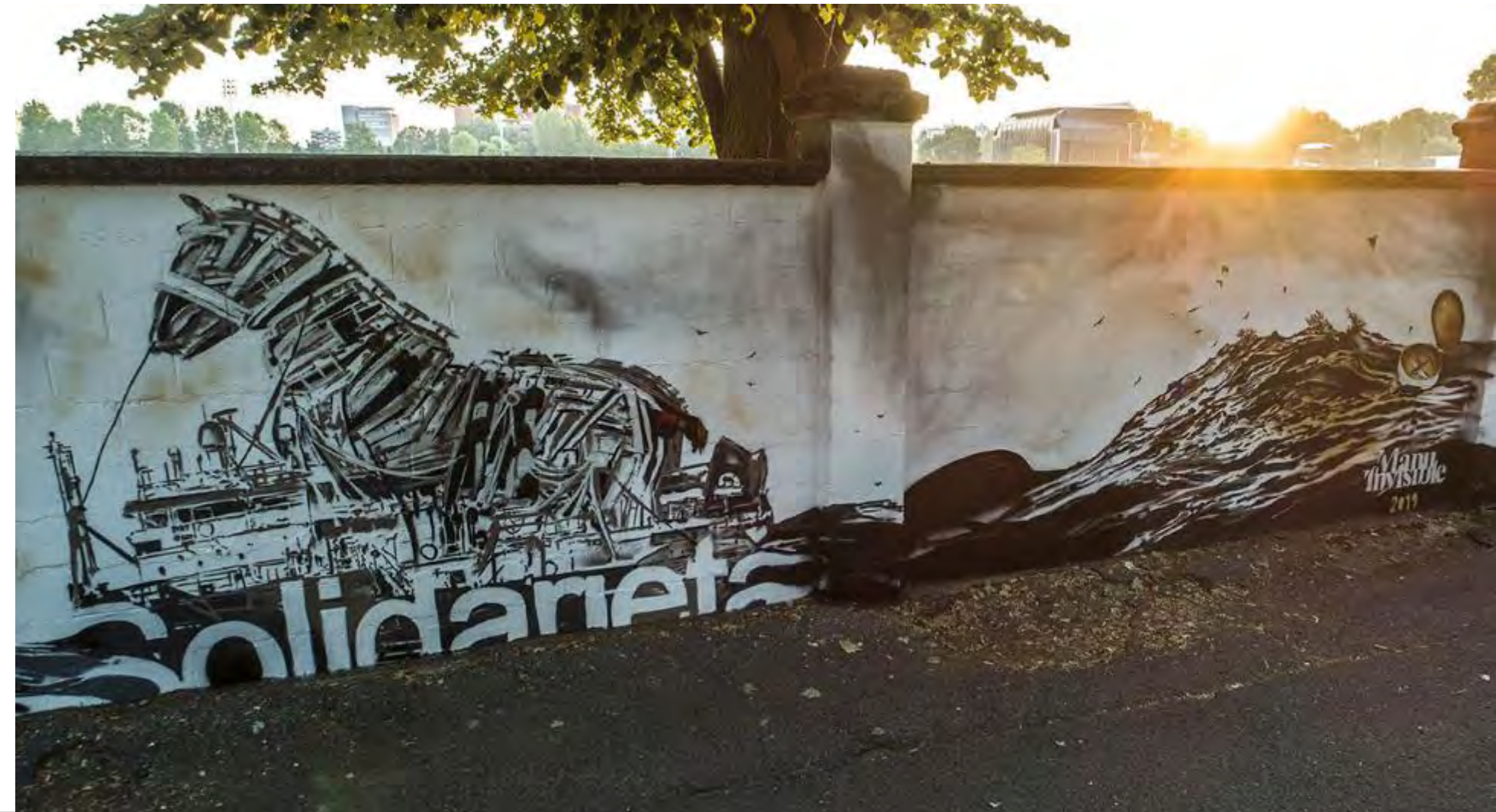
FORMACIÓN

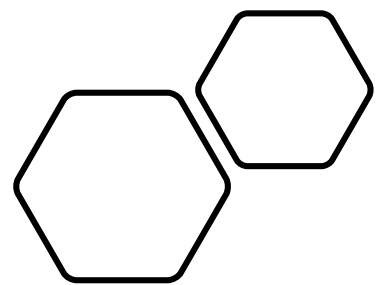


El PROYECTO: algunos resultados de los años anteriores

- Microcrédito a más de 300 mujeres
- Cantidad del microcrédito:
- Individual: de 30 € a 90 € aproximadamente
- A cooperativas: de 150 € a 900 € aproximadamente (proporcionado en más de 25 pueblos)
- Construcción de un sistema de abastecimiento de agua para un centro de salud (proyecto de 2002)

Futuro y solidaridad

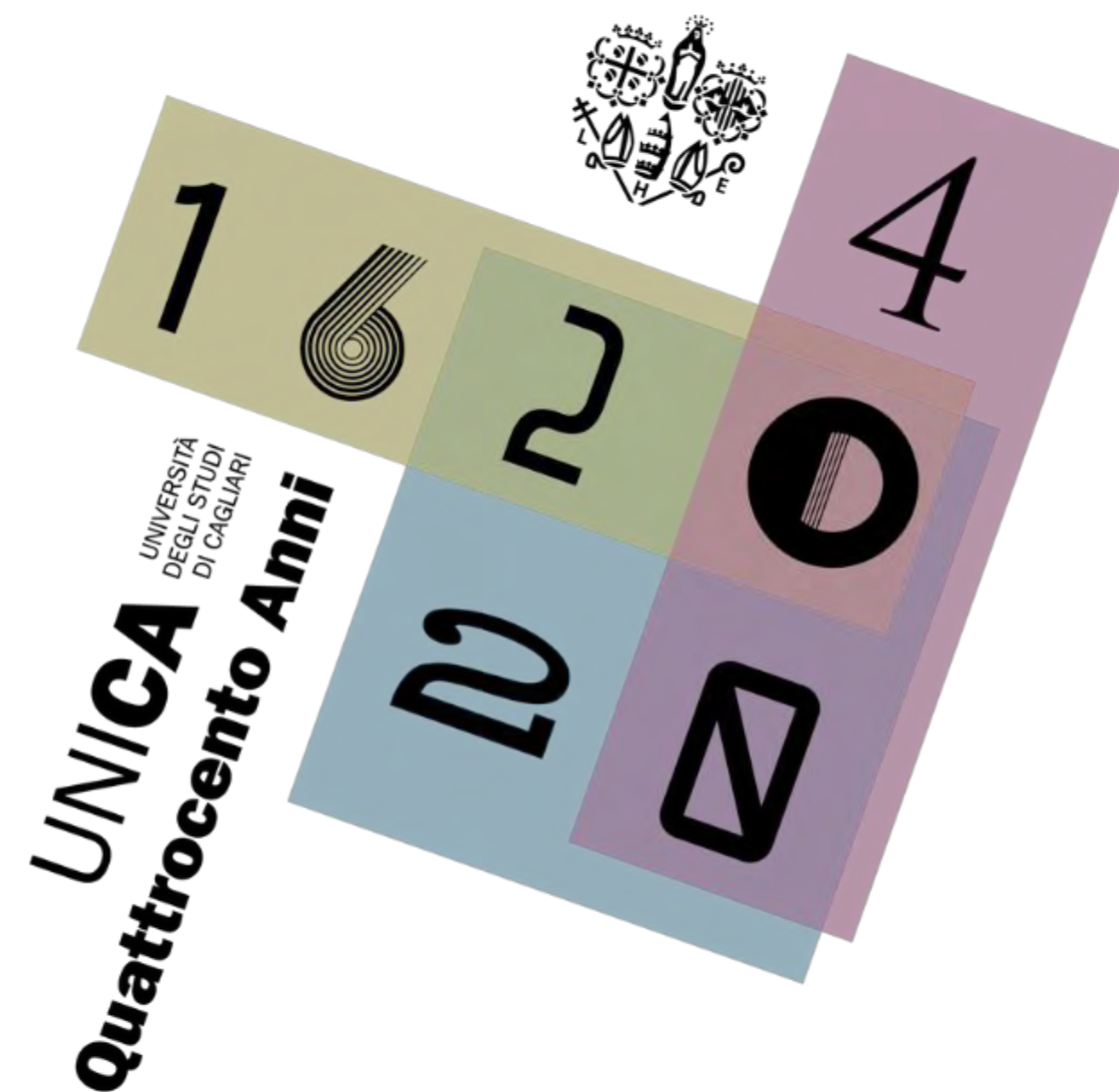




Gracias por
la atención

sistug@unica.it







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



ANNEX 3: Presentations

San Jose, Costa Rica

21-25 February 2022



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#sharetheculture



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Facoltà Di **Scienze Economiche Giuridiche Politiche**



Master Degree in Sustainable Tourism Management and Monitoring



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Facoltà Di **Scienze Economiche Giuridiche Politiche**

https://www.unica.it/unica/it/crs_11_81.page



Master Degree in Sustainable Tourism Management and Monitoring (STMM)

STMM prepares professional managers in monitoring, acquiring, processing and interpreting tourist data to advise and support decisional processes, both in the public and private fields, from the point of view of sustainable development. Moreover, they will be able to carry out managing and directing activities in the following business areas: monitoring and analysing tourist data; managing sustainable tourism projects and processes; managing sustainable economic development and related policies.



First year

- **1st semester “Understanding tourism and sustainability as socio-cultural and scientific categories”**

The module develops the knowledge necessary to understand sustainability in tourism, considering the main actors and the stakeholders of socio economic-international, national and local systems. The Program will be entirely in English starting from the second year to offer the language knowledge functional to its international perspective.

- **2nd semester “Developing plans, policies and projects”**

The module is based on courses which entail socio-cultural and scientific know-how to analyse the issues connected to the management of sustainable tourism, with reference to policies, business plans and investment projects.



Second year

• 1st semester "Monitoring sustainable tourism"

The module offers specialised knowledge which constitutes the core of the whole course. Such knowledge concerns: identifying and monitoring the leading indicators of sustainable tourism;

the information systems supporting decisions; and, the computerised management of regional data.

2nd semester "Final module"

The module provides a comprehensive overview of the international legal framework regulating environmental protection and policies. The knowledge developed during our Master course can be further deepened through optional courses and traineeship activities. The educational requirements entail a final comprehensive exam.



Second year

• 1st semester "Monitoring sustainable tourism"

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2nd semester "Final module"

The module provides a comprehensive overview of the international legal framework regulating environmental protection and policies. The knowledge developed during our Master course can be further deepened through optional courses and traineeship activities. The educational requirements entail a final comprehensive exam.



Admission requirements

- Bachelor (undergraduate) degree in one of the following graduation classes: L-18 Economy and Management Sciences; L-33 Economic Sciences ex DM 270/04; or, L-17 and L-28 ex DM 509/99.
- Bachelor (undergraduate) degree in classes different from the former, provided that an adequate number of CFUs is earned in the following groups of Scientific disciplinary sectors:
 - + 12 CFU in Corporate Sciences area (Scientific Disciplinary Sectors SECS-P/07, SECS-P/08, SECS-P/10);
 - + 12 CFU in Economic Sciences area (Scientific Disciplinary Sectors SECS-P/01, SECS-P/02, SECS-P/06);
 - + 9 CFU in Mathematics and Statistical Sciences area (Scientific Disciplinary Sectors MAT/05, MAT/06, SECS-S/01, SECS-S/03, SECS-S/05).

English skills at a B1 level are required, gained after curricular university exams or certified by Italian university language centres and credited certification centres.



UNICA UNIVERSITÀ
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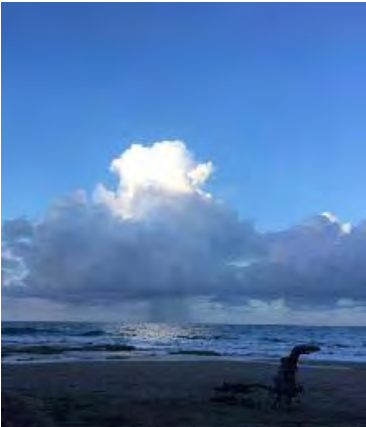
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WP5: Project management, coordination and monitoring

Sustainable Tourism and Regional Development

Raffaele Paci (University of Cagliari)



THE UNIVERSITY
OF THE
WEST INDIES
S.A.V.S. - THE CAMPUS
BARBADOS - TRINIDAD



UCI
Universidad para la
Investigación y el Desarrollo




D 2.4 Capacity Building workshop, February 21st to 25th 2022, Costa Rica

Purpose of the presentation /1

One of the main characteristics of the Universities functions worldwide is the unbreakable bond between **teaching** and **research activities**.

The purpose of my talk is to share with you my experience at the University of Cagliari on the links between the **Master courses** related to “**regional performance**” and the scientific research activities on **sustainable tourism**.

Present, in a very general way, the **basic ideas, results** and **policy implications** reached in the research papers on tourism economics, at both the **macro** and **micro** levels, which are based on the master's courses.



Purpose of the presentation /2

Master's students must prepare a research thesis and therefore they represent a valuable asset to carry out research activities under the professors' supervision.

This is also a valuable way to train students and prepare them to their working experience in private consulting and research companies and public agencies.

In this respect, I will present the methodological problems faced in the organisation and implementation of a **survey** on the characteristics of tourists realised in Sardinia within our **Master course** with interviews administered by master's students.

Discuss some general issues related to the role of a **sustainable tourism** sector on the local performance.

UNICA Research Studies on Tourism economics

Research studies on the effect of Tourism on regional economic performance realised at University of Cagliari by my research group.

Macro level

Paci R., Marrocu E. (2014) Tourism and regional growth in Europe, *Papers in Regional Science*. 93(S1)

Marrocu E., **Paci R.** (2013) Different tourists to different destinations. Evidence from spatial interaction models, *Tourism Management*, 39, 71-83.

Marrocu E., **Paci R.** (2011) They arrive with new information. Tourism flows and production efficiency in the European regions, *Tourism Management*, 32, 750-758

Micro level

Meleddu M., **Paci R.**, Pulina M. (2015) Repeated behaviour and destination loyalty, *Tourism Management* , 50, 159-171

Marrocu E., **Paci R.**, Zara A. (2015) Micro-economic determinants of tourists expenditure: a quantile regression approach, *Tourism Management*. 50, 13-30.

General features of sustainable tourism

Equal opportunities to the **current** and **next** generations to benefit from an adequate standard of living.

It means to ensure, at the same time:

- **protection** of the **natural** and **cultural heritage** of the tourist destinations
- **enhancement** of the **economic development** derived from tourism sector.

The strategic idea is to preserve the **environment** (a unique and not renewable resource) and the **local communities** but also to increase the **income** and **employment** derived from the tourists' presences.

Four dimensions of sustainable tourism

- **Environmental**
optimal use of environmental resources and conservation of biodiversity
- **Economic**
inter-generational and long-term socio-economic benefits to all stakeholders, including stable employment and incomes
- **Social**
respect and conserve the socio-cultural traditions of host communities; contribute to inter-cultural understanding and tolerance
- **Territorial**
all territories and communities in the region should equally benefit from the tourism development

Tourism's flows: effects at the macro level

The tourism sector, with respect to other economic activities (i.e. creation of value added and employment), have specific economic advantages:

- Tourists act as “**external demand**” coming to a certain destination. For the local economy, tourists can be considered as **exports**. It implies that small economies (like Sardinia or Costa Rica) face an almost infinite external demand.
- Tourism is a “**luxury good**” with an income elasticity > 1 .
The world GDP is, on average, increasing.
It means that a small economy can enjoy a long-run growth based on tourism.

Tourism-Led Growth Hypothesis


- Tourist are also an important channel to expose local producers to **international preferences**. This produce an increase in the local efficiency and a higher capacity to export goods appropriate to the international demand.

Tourists as channels of knowledge diffusion

Marrocu and Paci (*Tourism Management*, 2011) propose a channel which can be exploited by local firms to extract information on consumer preferences and thus to enhance their efficiency: **contacts with tourists**.

Tourism flows have the peculiar feature of being **external demand** coming directly to the region representing a remarkable advantage for local firms.

Even firms too small to afford high fixed costs to export their goods can enjoy the **information spillovers** generated by tourists and this exposure produces beneficial effects on the **efficiency level** and the **economic performance** of the whole local economy.



Anecdotic evidence: wine sector in Sardinia

Wine production, based on excellent autochthon grapes, has a long tradition but the product was sold mainly in the “poor” local market which was characterised by a preference for low-quality, strong and thick red wine.

The recent specialisation in tourism allows to extract information by direct contact with tourists which revealed the preference of the international wine demand for less strong, smoother and more flavoursome wine.

This information on the international preferences gave rise, among the local producers, to a rapid change in their products.


Today wine is one of the most important exported good in Sardinia and the continuous contact with tourism flows functions also as a significant marketing vehicle.

Tourism, knowledge flow and regional productivity

Effects of tourist arrivals on **total factor productivity** (TFP) for 199 **European regions** based on **spatial econometrics technique** controlling for other **specific characteristics of the region** (human, social and technological capital; public infrastructures)

Results: tourists generate an **important positive effect** on regional efficiency offering support to the novel idea that tourist flows are an important channel in transmitting **valuable information** to firms in the destination economies.

Firms can acquire such information at no cost and exploit it in order to improve their individual **efficiency level** and consequently the productivity of the local economy as a whole.



Different tourism to different destinations

Paci and Marrocu (Tourism Management, 2013) examine the combined effects of **demand** and **supply factors** on the domestic tourism flows for the 107 Italian provinces (11,449 origin-destination flows).

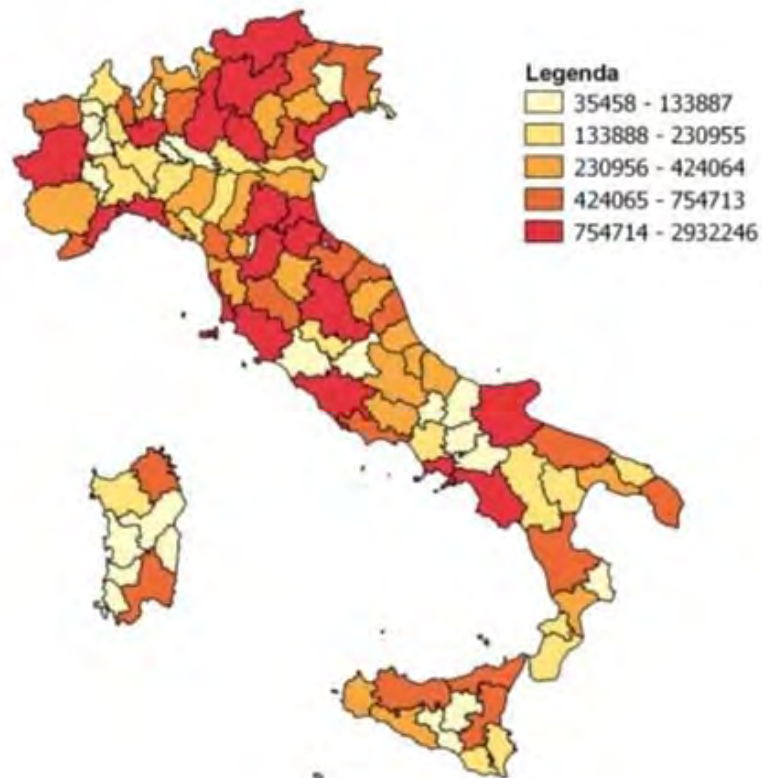
Use of origin-destination spatial interaction models which allows to account for the complex pattern of **spatial dependence** featured by tourism flows.

Use of a rich data set on location characteristics which allows us to:

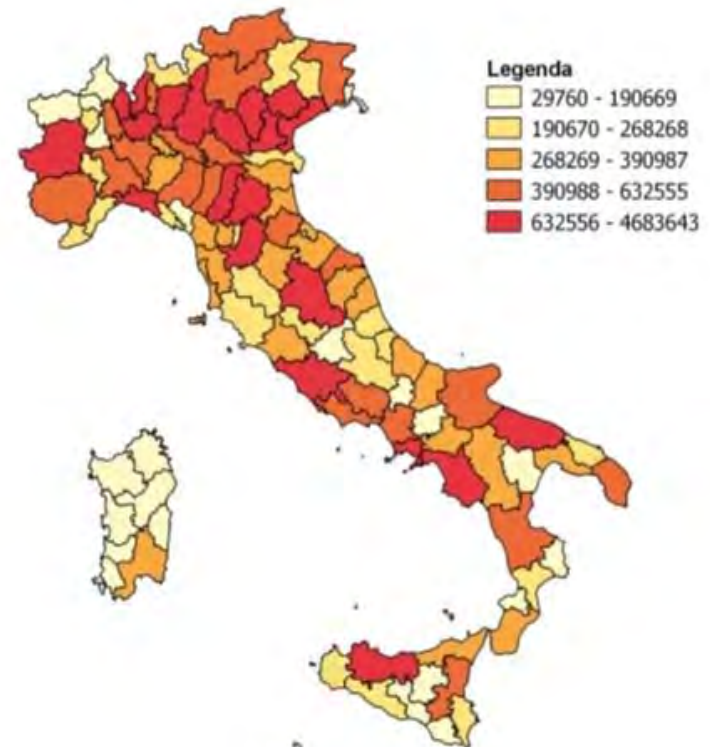
- analyse the **emissiveness** factors of the origin places,
- investigate in detail the **attractiveness** traits of the destination places,
- account for the increasingly **diversified features** of destinations; most of which designed to meet the highly **heterogeneous preferences** of the 'tourism good' consumers.

Geographic distribution of tourists' arrivals

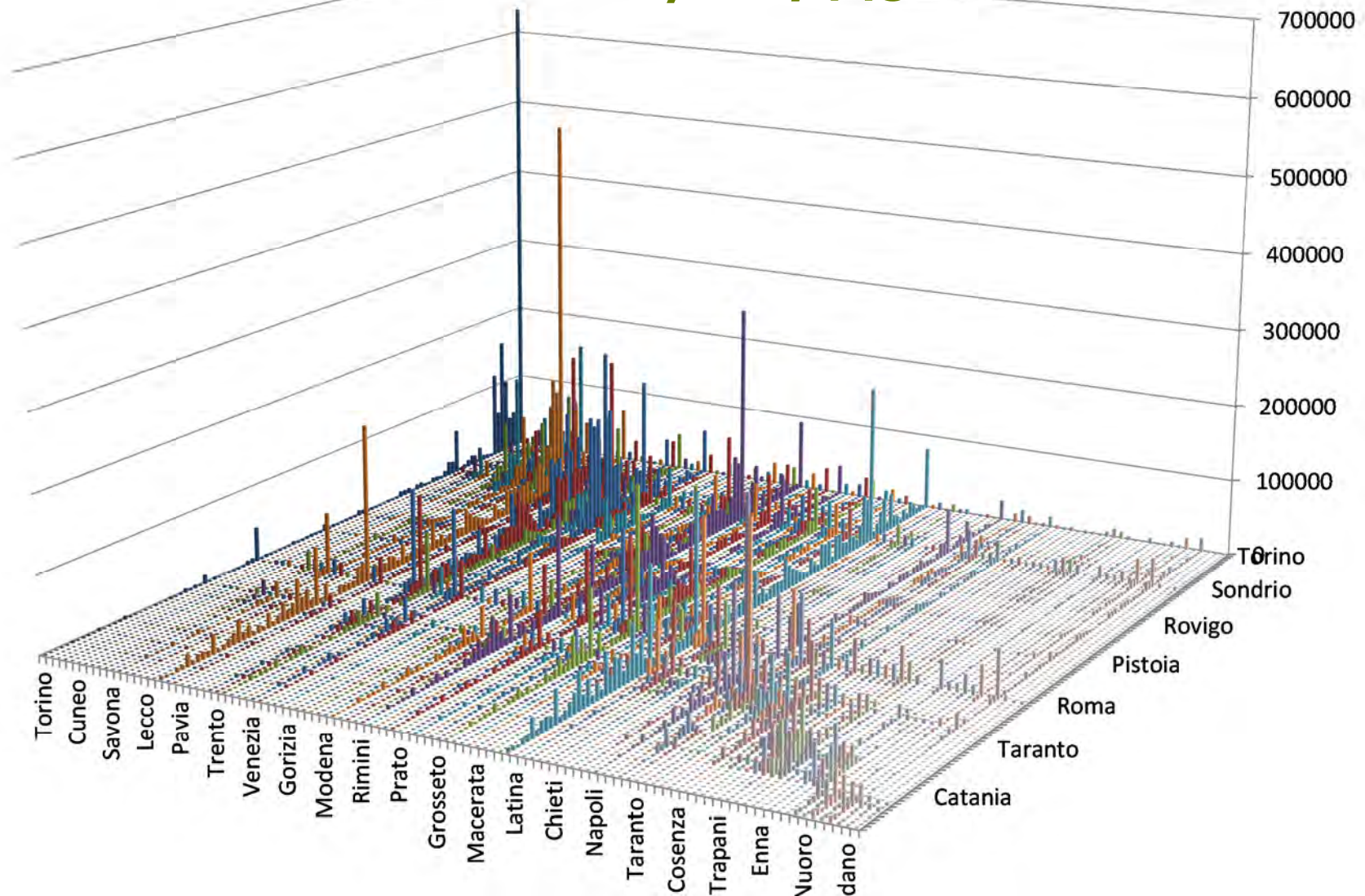
by province of *destination*



by province of *origin*



Domestic tourism flows in Italy (11,449 o-d flows)



Why so much neighbouring dependence in tourism flows?

Tourism flows are affected by characteristics of **neighboring locations** at both origin (**demand side**) and destination (**supply side**) due to **macro** and **micro** mechanisms.

The intensity of flows **towards** a destination is enhanced by the attractiveness degree of **nearby destinations**. The same spatial effect may happen in the **origin**.

At the **macro** level:

- productive specialization patterns, especially in territories endowed with natural resources, induce localized spillovers → **destination dependence**
- tourism activities tend to form territorial clusters which allow to share large sized infrastructures (airports, ports, conference centres, museums)
→ **destination dependence**

Spatial dependence, cont.

At the **Micro** level: spatial dependence is the result of **learning** (at destination) and **communication** (at origin) processes as tourists share their travel experiences within family and friends' networks:

- locations **adjacent** to the preferred destination are usually visited in the same holiday or they become the destinations of future trips (destinations as 'experience suppliers') → **destination dependence**
- recommendations on the visited destinations spread around the origin area, decrease uncertainty for potential visitors to that specific place and increase propensity to travel to that destination among consumers in the contiguous areas → **origin dependence**
- tourism operators target homogeneous groups of consumers (similar social and economic conditions, common preferences, e.g. immigrants) living in wider areas when designing their tourism offers → **origin dependence**

Determinants of inter-provinces tourism flows

Origin characteristics

GDP

one of the most important demand side determinants of tourism flows.

An elasticity greater than one is expected when tourism has the connotation of a luxury good case tourism is perceived as a luxury good.

Density

control for the size and the density of population in the origin area

Destination characteristics

GDP

- the quality of the public services available for the incoming tourism flows (for instance: health care, public transport, law enforcement);
- business trips (25% of tourism spending in Italy)

Density

population per km², indicator of the degree of congestion of the location

Accessibility

- potential accessibility of each province by road, train, air and time to the market (values from 1=very low, up to 5=very high accessibility)
- number of direct flights offered by low cost companies (short holiday breaks)

Destination characteristics: amenities

Natural

- Parks*
 - # of protected natural areas
 - dimension of natural parks in km²
- Beach*
 - provincial share of coastal municipalities
- Beach quality*
 - # of beaches awarded the "blu flag" by Legambiente

Cultural

- Museums*
 - # of museums
- Visitors*
 - # of accesses to museums (quality of cultural attraction)

Recreational

- Restaurants*
 - # with at least 1 Michelin star (high quality local products and widespread attention to life quality)

Origin-Destination characteristics

O – D Distance

measured in km between any pair of the 107 provinces, proxy for transport costs

O – D Relative prices

two alternative price indicators exhibiting cross-section variability:

- calculated by ISTAT for some specific products (food, clothes and furniture)
- based on price level of 'pizza + drink' widely used products by tourists

Main results

- The 'tourism good' has the connotation of a **luxury** good;
- Important role of **local "amenities"**: tourists' flows are enhanced by the presence of well-preserved beaches, parks, museums and renowned restaurants, but discouraged by overcrowding.
- Tourists are attracted by destination places showing a careful and caring attitude towards the **environment** and the **cultural** assets of the territory.
- The importance of distinguishing between **internal** (bilateral) and **external** (spillovers, multilateral) determinants of tourism flows.

Policy implications

From a policy perspective, these results suggest that policies aimed at promoting **long run growth** should envisage incentives schemes that:

- support activities yielding **economic value** from **territories' assets**,
- but at the same time ensure a **careful management** of the natural environment, the artistic heritage and cultural resources in order to guarantee their preservation as an enduring source of growth.

The relevant presence of **spatial spillovers** indicates that such policies are likely to be effective only if they are not confined to the **local** level but are tightly coordinated at the **upper regional** and **national** levels.

Micro determinants of tourist expenditure

Researchers, following a **micro** approach, have mainly investigated the **determinants** that influence the two specific dimensions of **tourist expenditure**:

- (i) how much they spend
- (ii) which local goods they purchase (during their vacation and at home)

We have investigated these issues through a **survey** organized within the **Master courses** at UniCA.

Almost 2,000 interviews have been carried out by our **master students** as part of their program after a specific training. Total of **1445** interviews have approved and completed and have been the base of several research studies.

Present some **methodological issues** and **procedures**.

The survey / 1

The survey is performed in Sardinia's main ports and airports in April -October 2012.

We interviewed non-resident tourists who spent at least one night in Sardinia for non-business purposes as they left the island at the end of their holiday (more reliable measure of tourist expenditures).

Total arrivals include tourist flows formally registered in classified accommodation facilities (hotels, holiday villages, campgrounds, B&Bs, official touristic residences).

In addition, there is a flow of non-Sardinian tourists to holiday houses rented in the informal market or owned by the tourists (or their friends or relatives) themselves.

Sardinia – ports and airports



The survey / 2

To identify our statistical sample, we used a **stratified sampling method** using **four** dimensions of actual tourist arrivals in Sardinia in 2012 considered as the population of interest.

- 1) period** of the visit: July - August high season months (60% total sample), April, May, June, September, October low season months (40%).
- 2) tourist origin**: 60% share assigned to Italian tourists and 40% to foreigners.
- 3) gateway** to the island:
three ports of Porto Torres (12% share), Olbia (45%), Cagliari (3%),
three airports of Alghero (9%), Olbia (16%), Cagliari (15%).
- 4) flight typology**: traditional (51%), low cost (44%) and charter (5%) airlines
(data on gateways and type of flights are from the Italian Ministry of Transportation)

The survey / 3

The questionnaire consisted of **four** sections:

- 1) **characteristics** and the **organization** of the **holiday** (length of stay, party size, destinations visited, use of travel intermediaries and accommodation);
- 2) data on overall **expenditure** and on the component's costs (incoming transport, accommodation, restaurants and cafes, food, internal transport, recreation, shopping, personal care, housing and other expenses);
- 3) **motivations**, **satisfaction**, holiday **typology**, **loyalty** (intention to return or recommend Sardinia as a destination to other tourists).
- 4) **socio-economic information** on the interviewees (age, gender, occupation, education, income...)

Economic constraint

Income (net, per year, thousands €)

Low (<30)	41.0
Medium (30–60)	41.8
High (>60)	17.2

Socio-economic characteristics

Gender		Age	
Female	48.6	15–24	12.8
Male	51.4	26–40	38.5
Occupation status		41–60	37.1
Employed	76.5	Over 60	11.6
Retired	10.0	Origin	
Student	9.0	North Italy	35.8
Unemployed	4.5	Centre Italy	18.0
Education		South Italy	6.9
Primary	8.1	Germany	10.7
Secondary	43.0	France	5.0
Tertiary	48.9	United Kingdom	4.5

Trip related characteristics

Party size (number, mean)	2.5	Trip intermediation	
Length of stay (nights, mean)	10.9	Yes	35.7
Destinations (number, mean)	1.4	No	64.3
Time		Holiday typology	
Low season	39.9	Sea & Sun	72.7
High season, July	24.7	Other	27.3
High season, August	35.4	Province of destination	
Accommodation		Olbia	43.3
Hotel	40.1	Sassari	18.7
Private house	27.2	Cagliari	17.7
Rental house	15.4	Nuoro	9.2
Other	17.3	Other	11.2

Psychographic characteristics

Previous holiday in Sardinia		Holiday motivation	
Never	26.4	Environment	28.4
1	19.3	Notoriety	20.5
2–4	21.4	Visit r&f	19.5
5–10	16.8	Own a house	11.8
More than 10	16.1	Favorable offer	5.3
		Routine	4.5
		Other	10.0

Tourists' satisfaction

Satisfaction

(likert scale: 1=highly unsatisfied, 5=highly satisfied)

Stated probability to return in Sardinia for holidays	4.2
Stated probability to suggest Sardinia for holidays to R&F	4.3
Satisfaction with respect to	
accessibility	3.6
internal transport	3.4
accommodation	4.3
services	3.5
touristic information	3.5
natural resources	4.5
cultural resources	4.0
food and wine	4.4
no overcrowding	3.8
residents' hospitality	4.4
safety	4.1
overall satisfaction	4.4


Tourists' willingness to buy Sardinian products

<i>Probability of taking home Sardinian products</i>				
	all products	food	wines	handcrafts
All tourists				
mean	0.637	0.506	0.275	0.159
std. dev.	0.481	0.500	0.447	0.366
Italians				
mean	0.636	0.534	0.240	0.164
std. dev.	0.481	0.499	0.427	0.371
Foreigners				
mean	0.640	0.462	0.330	0.151
std. dev.	0.481	0.499	0.471	0.359
<i>Probability of buying Sardinian products in the home region/country</i>				
	all products	food	wines	handcrafts
All tourists				
mean	0.552	0.447	0.278	0.028
std. dev.	0.498	0.497	0.448	0.166
Italians				
mean	0.644	0.562	0.280	0.037
std. dev.	0.479	0.496	0.449	0.188
Foreigners				
mean	0.409	0.271	0.274	0.016
std. dev.	0.492	0.445	0.446	0.125

All tourists 1445, Italians 876, Foreigners 569

Tourist expenditure determinants

We assess the effect of 25 factors as determinants of tourist expenditure with a quintile regression approach considering four groups of explanatory variables:


- **economic constraints** (tourist income)
 - **socio-demographic characteristics** (age, gender, education, occupational status, and nationality)
 - **trip-related characteristics** (length of stay, number of people in the holiday party, number of destinations, type of accommodation and transport used, time of the trip)
 - **psychographic characteristics** (repeated behavior and trip motivation)
- 

Conclusion

Empirical findings confirm the **high complexity** of the tourism product, as we found evidence that the effects vary not only with respect to the **expenditure component** or the **explanatory category** considered, but also as a function of the **level of spending**.

Tourist expenditure is crucially driven by income, foreign nationality, trip-related variables (party size, stay length, accommodation, sea and sun typology, transport modality) and psychographic characteristics (repeated visits and holiday motivations).

Higher positive effects were found for foreign heavy spenders, previous visits and notoriety-motivated holidays, while party size and the number of visited sites contribute to reducing the level of expenditure for light-spending tourists.



Managerial implications

- Promote Sardinia most valuable assets, **highly preserved natural resources** and **local products** (handicraft, gastronomy) deeply rooted in island historical and cultural heritage.
- Enlarge the network of tourist's destination sites to increase **tourist revenues**. Combination of sea & sun vacation with visits to inner territories sites (often overlooked by international tour operators) is important to increase flows in the **low season**.
- Destination managers and local policy-makers should coordinate to enhance public infrastructures (transport networks, cultural attractions: museums, theatres, conference centers), and provide high-quality local services and organization of cultural events.
- This could allow to tackle a **very critical aspect** of Sardinia tourist demand, represented by the **long average stay** in the **high** season and **the very low number of location visited** during the holiday, induced by the preferred “sea and sun” kind of holiday.

General conclusions: policies for a sustainable tourism

Most destinations challenge a **temporal, spatial** and **economic segmentation** of tourist's inflows. These creates economic inefficiencies, overcrowding, pressure on environment and local communities.

Need for a public coordination policy to promote:

1. seasonal adjustment

- promote tourist arrivals in off-peak months when hotels have excess production capacity (problems: transport, supply network, externalities)

2. spatial adjustment

- support the **entire region** as a tourism destination and not only the coastal areas,
- identify the specific assets (environmental, cultural, archeological) of each **local community**, especially in the internal areas, to develop them as a tourist destination.
- increase the accommodation supply using the existing buildings stock (B&B, rural and farm houses, albergo diffuso).

Policies: cont.

3. Economic adjustment

- The tourism industry has the advantage of activating very intense and wide **intersectoral multipliers** in the local economy (agriculture, construction, transport, leisure, personal services, etc.)
- increase the economic multipliers with the local sectors by reducing the share of imported goods and services and promoting local productions: agrifood, artisan products, cultural and recreational services,
- increase the daily expenditure of each tourist (high quality, new products, new services, new expenditure opportunities)

Policies to adjust the **temporal**, **spatial** and **economic** distortions can improve the capacity of the tourism sector to give better opportunities of employment and income to the present generations while protecting, at the same time, the environment and preserving it for the future generations.

Didactic and research within the course on “Sustainability and Tourism development” (Master on Monitoring and management of sustainable tourism)

Carla Massidda
University of Cagliari (UNICA)

**STOREM Project Workshop for the Strengthening of Programs and Courses”
21 – 25 February 2022**

Didactic and research within Sustainability and Tourism development

My premises

- Teaching and research: fundamental relationship for the purpose of building a Master course
- Advantages for both teachers and students
- My personal experience can be taken as an example

Didactic and research within Sustainability and Tourism development

My personal experience

- I started teaching Tourism Economics in 1997 in a bachelor's degree
- In 2017, I moved on to teaching “Sustainability and Tourism Development” in the Management and Monitoring of Sustainable Tourism Master's degree
- In the beginning, the decision to teach tourism economics was an investment:
 - my research was focused on different areas
- Later, I started to move my research towards tourism

Didactic and research within Sustainability and Tourism development

My personal experience

I began to invest time investigating tourism issues such as **determinants of tourist flows** and the relationship between **tourism and economic growth**:

- **Massidda C.** – Etzo I. (2012). “The determinants of Italian domestic tourism: a panel data analysis”. *Tourism Management*, 33: 603-610
- **Massidda C.** – Mattana P. (2013). “A SVECM analysis of the relationship between international tourism arrivals, GDP and trade in Italy”. *Journal of Travel Research*, 52(1): 93 – 105

Didactic and research within Sustainability and Tourism development

My personal experience

Then, my research developed on the relationship between **tourist and migration flows**:

- Etzo I. - **Massidda C.** – Piras R. (2014). “Migration and Outbound Tourism: Evidence From Italy”. *Annals of Tourism Research*, 48: 235-249
- **Massidda C.** – Etzo I. – Piras R. (2015). “Migration and Inbound Tourism: An Italian perspective”. *Current Issues in Tourism*, 18: 1152-1171
- **Massidda C.** – Piras R. (2015). “Does Internal Migration Affect Italian Domestic Tourism? A panel Data Analysis”. *Tourism Economics*, 21: 581-600
- **Massidda C.** – Etzo I. – Piras R. (2017). “The Relationship Between Immigration and Tourism Firms”. *Tourism Economics*, 23: 1537-1552

Didactic and research within Sustainability and Tourism development

My personal experience

More recently, I have been dealing with **microeconomic determinants of tourism expenditure**:

- **Massidda C.** – Piras R.- Seetaram N. (2020), A Microeconomic Analysis of the Per Diem Expenditure of British Travellers, *Annals of Tourism Research*, vol. 82, May, 102877
- **Massidda C.** – Piras R. – Seetaram N. (2022), Analysing the drivers of itemised tourism expenditure from the UK using survey data, *Annals of Tourism Research Empirical Insights*, vol. 3, 100037

And with the link between **tourism and pollution**:

- Bella G. – **Massidda C.** (2021), The trade-off between tourism and pollution for Japanese economic growth, *Tourism: An International Interdisciplinary Journal*, vol 63: 381-394

Didactic and research within Sustainability and Tourism development

Research and didactic in my course

- Doing research improves teacher's profile and changes the approach to teaching.
- I started with a standard course:
 - a) I relied on the manuals
 - b) I tried to give a lot of emphasis to exercises and work based on interpretation of numbers and data

Over time, I tried to transfer the results of my research into my teaching.

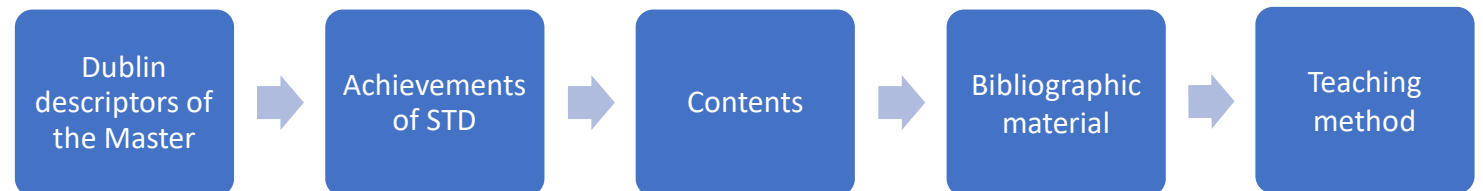
Didactic and research within Sustainability and Tourism development

Research and didactic in my course

When I moved on to the master's degree in 2017, I firmly wanted the teaching-research combination were made more explicit.

- Main steps:

1. Expectations of achievements (Dublin descriptors) of the Master
2. Expectations of achievements of STD
3. Contents
4. Bibliographic material
5. Teaching method



Didactic and research within Sustainability and Tourism development

Dublin descriptors

1) Knowledge and understanding skills

- a) Know and understand sustainable tourism and emerging trends
- b) Know and understand how to manage the local resource system for sustainable economic development
- c) know and understand, in terms of sustainability, the identity and social aspects involved in tourism development
- d) Know and understand how to manage a thriving sustainable tourism destination
- e) Know and understand how to behave in an institutional framework of rules for environmental planning

Didactic and research within Sustainability and Tourism development

Dublin descriptors

2) Ability to apply knowledge and understanding

- a) How to apply knowledge to analyze the local system to conjecture sustainable development strategies in tourism
- b) How to apply knowledge to analyze environmental plans and policies to know how to manage tourism destinations, also in the perspective of creating new businesses
- c) How to apply knowledge to exploits information provided by complex databases and to for the preparation of specific applications for data processing in the tourist field and the adoption of effective decisions
- d) How to apply multidisciplinary knowledge to interpret, describe, and solve the problems of tourism development

Didactic and research within Sustainability and Tourism development

Dublin descriptors

3) Autonomy of judgment

- a) to be able to formulate personal judgment based on the interpretation of available data and identify, collect and process additional data needed to gain greater awareness on specific issues related to sustainable tourism development.
- b) Have the ability to make decisions under uncertainty and in conditions of risk, controlling for technical aspects and economic, ethical, and social challenges.

Didactic and research within Sustainability and Tourism development

Dublin descriptors

4) Communicative Skills

- a) To be able to communicate information, projects, and lines of action to internal and external stakeholders, organizations, economic and social actors, and the community. Students will also be able to communicate data and information, discuss ideas, raise issues, and propose solutions.

5) Learning Skills

- a) Students are expected to achieve the autonomous learning skills necessary for managers that operate under the turbulence of fast-changing economic systems.

Didactic and research within Sustainability and Tourism development

Contents

Sustainability and Tourism Development is divided into **4 modules**:

1. GENERAL PART
2. QUALITATIVE AND QUANTITATIVE ANALYSIS OF THE TOURISM PHENOMENON
3. SUSTAINABILITY AND TOURIST DEVELOPMENT IN DESTINATIONS
4. GOVERNMENT AND TOURISM DEVELOPMENT

The fundamental role of **research** is highlighted within Module 2) and, more in generally, throughout the course where the window to scientific research is always open.

The choice of the **bibliographic materials** is of fundamental importance: mix of books and articles.

Didactic and research within Sustainability and Tourism development

Contents and bibliographic materials

1) GENERAL PART

- 1.1) Tourism essentials
- 1.2) International trends in the tourism phenomenon
- 1.3) Determinants of tourism demand
- 1.4) Characteristics and competitiveness of tourism destinations

Books (selected chapters)

1. Candela G., Figini P., The Economics of Tourism Destinations
2. Cooper C., Essentials of tourism.
3. Williams S. and A.A Lew, Tourism Geography, 3rd edition
4. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy
5. Vanhove N., The Economics of Tourism Destinations

Didactic and research within Sustainability and Tourism development

Contents and bibliographic materials

2) QUALITATIVE AND QUANTITATIVE ANALYSIS OF THE TOURISM PHENOMENON

- 2.1) Quantitative and Qualitative Research Methods: a comparison of the two approaches
- 2.2) Empirical analysis of the tourism demand

Books (selected chapters)

Dwyer-Gill-Seetaram (eds), Handbook of Research Methods in tourism

Didactic and research within Sustainability and Tourism development

Contents and bibliographic materials

3) SUSTAINABILITY AND TOURIST DEVELOPMENT IN DESTINATIONS

- 3.1) The economic, environmental, and social consequences of tourism on destinations
- 3.2) Impacts appraisal of special events
- 3.3) Sustainability: from industrial development to sustainable development
- 3.4) Essentials of tourism sustainability
- 3.5) The relationship between tourism, growth, and sustainable development

Books (selected chapters)

1. Cooper C., Essentials of tourism.
2. Williams S. and A.A Lew, Tourism Geography, 3rd edition
3. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy
4. Perman et al. Natural Resource and the Environmental Economics
5. Vanhove N., The Economics of Tourism Destinations, Elsevier

Didactic and research within Sustainability and Tourism development

Contents and bibliographic materials

4) GOVERNMENT AND TOURIST DEVELOPMENT

- 4.1) The role of the Government in tourism
- 4.2) Government Tourist Organizations
- 4.3) Integrated Administration
- 4.4) Tourism planning

Books (selected chapters)

1. Candela G., Figini P., The Economics of Tourism Destinations
2. Cooper C., Essentials of tourism.
3. Williams S. and A.A Lew, Tourism Geography, 3rd edition

Didactic and research within Sustainability and Tourism development

Contents and bibliographic materials

List of the main books:

1. Candela G., Figini P., The Economics of Tourism Destinations,
2. Cooper C., Essentials of tourism.
3. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy, 2nd Edition, Channel View Publications (2020)
4. Dwyer L., Gill A., Seetaram N., Handbook of Research Methods in Tourism, Edward Elgar, (2012): PART I (pp.1-12), PART II (pp. 309-323) e cap. 2;
5. Perman et al. Natural Resource and the Environmental Economics
6. Vanhove N., The Economics of Tourism Destinations, Elsevier
7. Williams S. and A.A Lew, Tourism Geography, 3rd edition

Didactic and research within Sustainability and Tourism development

Contents and bibliographic material

- Beside book chapters, several articles complete the reading list of this course
- As for articles, let's take as examples some of the topics in the syllabus

1.3) Determinants of tourism demand

- Wang, Y., & Davidson, M. C. G. (2010). A review of micro-analyses of tourist expenditure. *Current Issues in Tourism*, vol. 13: 507–524.
- Brida-Scuderi (2013), Determinants of tourist expenditure A review of microeconomic models. *Tourism Management Perspective*, vol. 6: 28–40
- Massidda-Piras-Seetaram (2020). A Microeconomics Analysis of the Per Diem Expenditure of British Travellers. *Annals of Tourism Research*, vol. 82, 102877

Didactic and research within Sustainability and Tourism development

Contents and bibliographic material

3.5) The relationship between tourism, growth, and sustainable development

- Sanchez-Rivero, Pulino-Fernandez, Cardenas-Garcia (2013). Tourism Growth Versus Economic Development: An Analysis by Multivariate Techniques, in Matias et al. (eds) Quantitative Methods in Tourism Economics, Springer-Verlag.
- Cardenas-Garcia, Sanchez-Rivero, Pulino-Fernandez (2015). Does Tourism Growth Influence Economic Development?, *Journal of Travel Research*, vol. 54: 206-221
- Massidda-Mattana (2013). A SVECM Analysis of the Relationship between International Tourism Arrivals, GDP and Trade in Italy, *Journal of Travel Research*, vol. 52: 93 – 105
- Brida et al. (2016). Has the tourism-led growth hypothesis been validated? A literature review, *Tourism Management Perspectives*, vol. 6: 28–40
- Chiu-Yeh (2017). The threshold Effects of the Tourism-Led-Growth Hypothesis: Evidence from a Cross-sectional Model, *Journal of Travel Research*, vol. 56: 625–637
- Nunkoo et al. (2020). Tourism and Economic Growth: A Meta-regression Analysis, *Journal of Travel Research*, *Journal of Travel Research*, vol. 59: 404–423
- Pulido-Fernandez-Cardenas-Garcia (2021). Analyzing the Bidirectional relationship between Tourism Growth and Develop., *Journal of Travel Research*, vol. 60: 583-602

Didactic and research within Sustainability and Tourism development

Teaching method

- The teaching consists of 54 hours divided into 36 hours of lectures on the topics summarized in the syllabus and 24 hours of laboratory activities.
- Laboratory activities are organized in the form of “**focus groups**” on topics related to the program.
- This activity includes the discussion of **advanced materials**, the analysis of "case studies," the acquisition of expertise in the research methodology, the processing and interpretation of tourist data, and the search of bibliographic sources.
- The topic to be discussed, and supporting material, is announced during the lecture one week in advance of the day in which the discussion takes place by means of ppt materials prepared by students.

Didactic and research within Sustainability and Tourism development

Summary of my strategy to link didactic with research

I could say that it is based on three main choices:

1. The arguments: they contain a good balance between theoretical and applicative aspects which are topical for the international debate;
2. Bibliographic material: in addition to books, my sources are mainly represented by scientific publications that feeds the international debate;
3. Integration between traditional teaching and focus group method.

Didactic and research within Sustainability and Tourism development

Visiting Professor Program at UNICA

- The structure of this STD, its contents and the teaching method are the result of a long experience as a teacher that over time has become more and more intertwined with my research
- **Visiting Professor Program** funded by the University of Cagliari helped me a lot.
- It is a very interesting program in which the link between research and teaching is clearly expressed. We can invite foreign colleagues to undertake a common research path.
- There are two types of visiting professors. One entirely dedicated to research, and another in which teaching must also find a space.
- This program was an opportunity for me to broaden my networks and start new scientific collaborations.



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



ANNEX 4: Presentations

Santa Marta, Colombia

21-22 April 2022



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



Sustainable Tourism, Optimal Resource and Environmental Management / STOREM

Selection: 2018

**KA2 – Cooperation for innovation and the exchange of good Practices –
Capacity Building in the field of Higher Education**

Anna Cotza, University of Cagliari
Head of Job placement Office



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How we help **graduates** to find a job
and **companies** to find the right people to hire

Three different options

1

MONOBRAND
EVENTS

2

JOB
MEETINGS

3

CAREER
DAY



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MONOBRAND EVENTS

➤ WHAT?

Each event is organised with one company. Companies present their activities and profiles to be hired. They collect the applications and carry out the job interviews.

➤ WHEN?

They can be organised at any time of the year, at the request of companies.

➤ WHO?

These events involve undergraduates and graduates of the courses indicated by the companies.

➤ HOW?

They can take place in presence or online. Undergraduates and graduates register on the AlmaLaurea platform and companies see their CV and can contact them for a job interview.



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JOB MEETINGS

➤ WHAT?

Two days entirely dedicated to company presentations and to the recruitment of undergraduates and graduates. In each session, companies present their activities and profiles to be hired. They collect the applications and carry out the job interviews (in the same day or at a later time). These events include the participation of 9 or 10 companies (4 or 5 in each day).

➤ WHEN?

Each event is organised every 3 or 4 months.

➤ WHO?

These events involve undergraduates and graduates of the courses indicated by the companies. People can participate in all sessions or just some.

➤ HOW?

On the first day all sessions take place in presence, on the second day they take place online. Undergraduates and graduates register on the AlmaLaurea platform and companies can see their CV and contact them for a job interview.



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CAREER DAY

➤ WHAT?

This is the main event aimed at facilitating the entry of graduates into the job market. It can cover all areas or it can be dedicated to specific themes and economic sectors (for example, digital transformation, green jobs, ...).

It includes several activities:

- company presentations;
- speeches by job market experts;
- workshops dedicated to the new jobs and to the most required skills;
- one-to-one consultancies for the preparation of the CV and the cover letter;
- job interviews;
- testimonials from alumni, willing to play the role of mentors.

➤ WHEN?

This event is organised once a year. It usually lasts two days.



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CAREER DAY

➤ WHO?

The career day involves undergraduates and graduates of all study courses.

➤ HOW?

It takes place in presence.

It could also be organised online, depending on the progress of the Covid pandemic.

Undergraduates and graduates register on the AlmaLaurea platform and they can be contacted by companies interested in their profile.

The Job placement Office organises the event and promotes it through the website, social media and email channels.



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Thank you for your attention!

Job placement Office
orientamento.lavoro@amm.unica.it



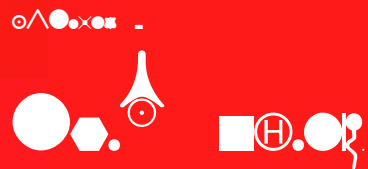
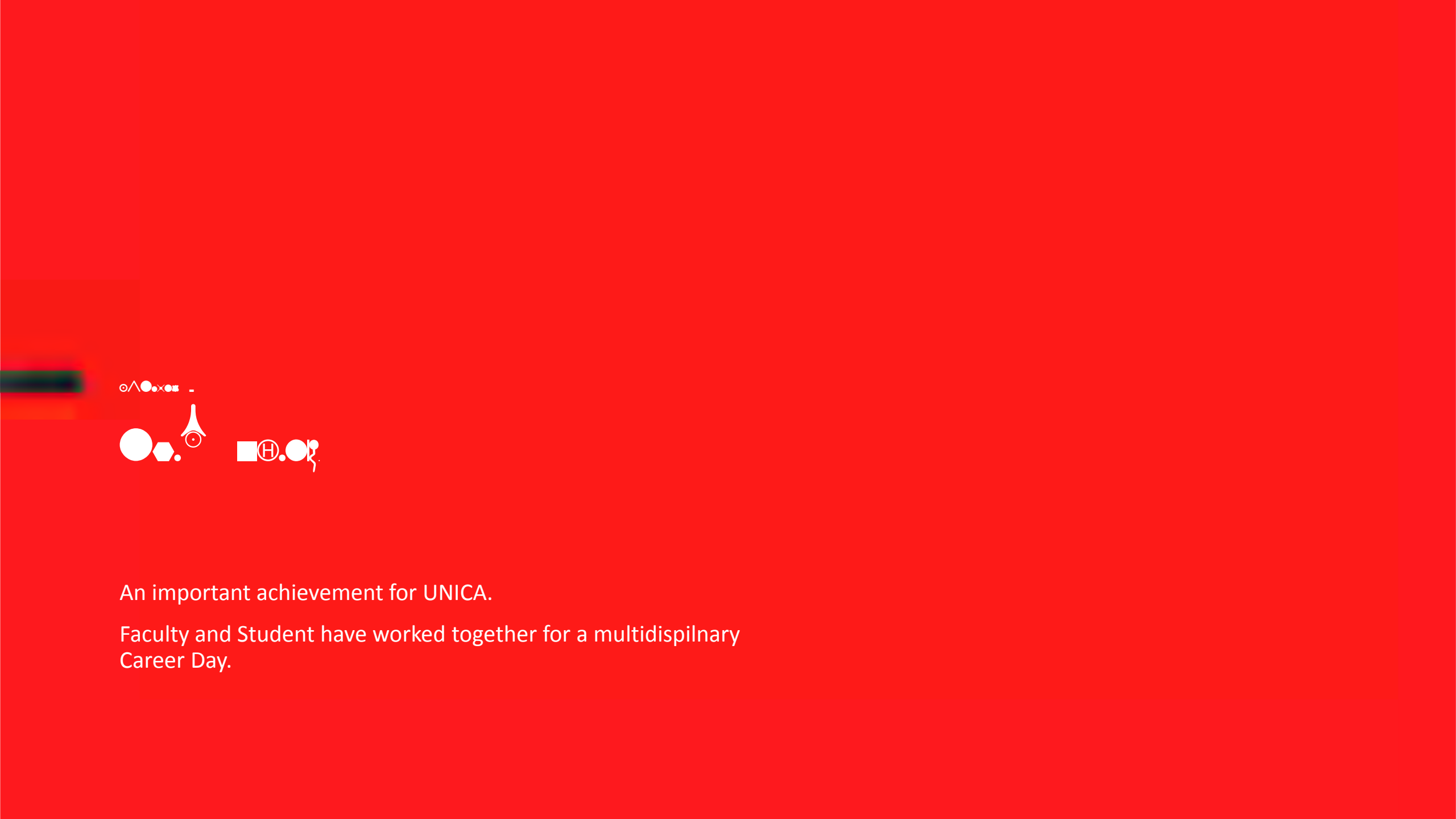
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An important achievement for UNICA.

Faculty and Student have worked together for a multidispilnary
Career Day.



For this edition just 3 Faculties were involved (LEP, STEM and sciences).

- 3 Training courses – with skilled workers that have started their career at the University of Cagliari.
- 1 Main event –with companies and students (30 companies were involved)



In 2019 with the important support of the University we have organised Unica&Imprese – Career Day

- Scienze Economiche Giuridiche e Politiche 7800+ studenti
- Ingegneria e Architettura 4000+ studenti
- Scienze (Chimica, Fisica, Informatica, Matematica e Scienze Geologiche) 1000+ studenti
- Biologia e Farmacia 2000+ studenti
- Medicina e Chirurgia 2900+ studenti
- Studi Umanistici 7000+ studenti



During the event, companies have had the possibility to make one to one match with students.

Companies desk were used for:

- Job interviews
- Meet students
- Present the company and jobs opportunities





Companies presentation were useful for:

-



Small is beautiful: when the invention of new forms of tourism rebuilds territories (with humility...)

Dominique Crozat
Marie-Laure Poulot
Rita Albuquerque
UMR 5281 ART-Dev
Université Paul Valéry Montpellier

A forgotten classic: "Small is beautiful" (1973)

Rethinking the concept of production

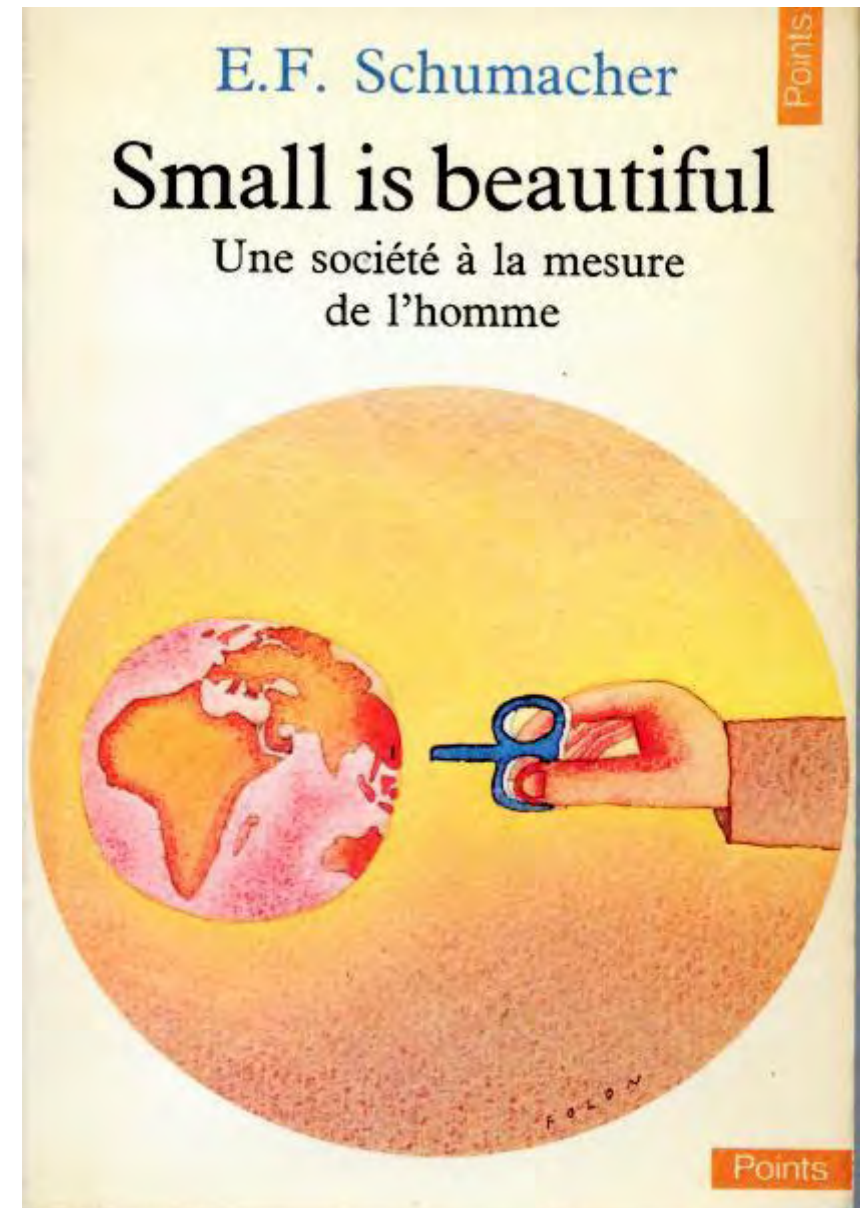
- endogenous development
- against unbridled free trade
- economics that distinguishes between renewable and non-renewable assets

Schumacher refutes the analysis using aggregates (GDP) at colossal levels of scale: man must think and act the world at his own scale.

Influenced by :

- Gandhi and his travels in Asia
- Leopold Kohr and "Small is beautiful"

Epigones: Antoine Bailly and his "Gross Integral Happiness" developed in Bhutan



Win/win: tourist facilities are useful for the inhabitants

Sant Joan de les Abadesses (nord of Spain)



(1) The monastery's baptistery is now home to the Tourist Office and the Civil Registry; (2) the birthplace of Jaume Nunò (author of the Mexican national anthem) has become a museum and a retirement home; (3) the old train station has been transformed into a guesthouse but also hosts local weddings

Win/win: tourist facilities are useful for the inhabitants

Yushuara (Japan)

Since 1945, the village had lost half of its population and most of its shops

Self-built project using traditional materials with participatory financing (mainly emigrants and second home residents) with:

- The village market on the first floor
- A municipal hotel with 15 rooms on the first floor

floor

Local producers gain a flourish situation



1990's, Seto Sea (Japan)

S. Fukutake, resident of Tokyo native from the archipelago, installs an open-air museum on islands emptied by the exodus to the cities after the closure of their factories.

Revaluation of the living environment of the mostly elderly inhabitants:

- return of a young population (tourists passing through, artists and craftsmen permanently installed)
- Consolidation of services threatened with suppression (schools, ferries)



© House of Shodoshima de l'artiste Wang Wen-Chih



© Yodogawa Technique



© New Nagisa cute up strategy de l'artiste Minako Nishiyama

Najac (South France)

1946: 635 inhabitants

1991: 212 inhabitants

- Since 1987: the municipality helps to transform empty houses into about thirty lodges managed by the Tourist Office
- Income for the owners (private or municipality)
- More regular activity throughout the year for tourism professionals.





«Garçon, la note!»
(Waiter, the bill!)
Auxerre,
150 km from Paris,
since 2001)

The tourist office is piloting (but not funding) the organization of about 60 free concerts (semi-professional regional artists) in bars and restaurants. A cheap initiative for tourists but first of all an opportunity for the local population: the presence of about 200 000 inhabitants/spectators in one month has completely renewed the image of the city and created a tourist clientele



The belvedere: one of the oldest tourist facilities that has become obsolete: the *désert* of Retz, near Paris and Escher design





New belveders

Cheap installations but real attactivity (population as tourists) due to the fondness for landscape



MONOLITHE AVEC VUE

ROCKING STONE BELVEDERE - Bence Hill, Velence (Hongrie) - 2015 - Barna Architects

Le paysage sauvage de la région de Velence, au sud-ouest de Budapest, est marqué par la présence de pierres granitiques modelées par l'érosion du vent et de l'eau. Aussi les architectes ont-ils imaginé un belvédère qui s'harmonise avec cet aspect naturel du relief. La construction se présente comme un objet

ovoïde et monolithique dont le sommet semble avoir subi ce même phénomène d'érosion. Il s'ouvre largement à la base pour accueillir les visiteurs. Les quelques petites découpes à la surface du volume correspondent à des ouvertures qui permettent de multiplier les vues sur le site lors de la montée.



These cases illustrate the interest of thinking of modest but efficient solutions

Economically: very favorable investment/revenue ratio

Socially: the inhabitants are not disadvantaged compared to the tourists

Ecologically: small impact; the resources used are reduced and mainly of local origin

Favorable to development: solutions for populations that do not have large investment capacities

These examples privilege individual and collective imagination in communities rather than the reproduction of global models, never perfectly adapted to local conditions.

They are attractive to visitors that want to find a form of tourism that is a little different from what they encounter everywhere else.

Schumacher should be reread: it's an old solution for the future!

Thank you for your attention

Dominique Crozat
Marie-Laure Poulot
Rita Albuquerque



Master TDDT

Département de géographie

Université Paul Valéry Montpellier

Site de Béziers

