



D4.7 Workshop on how to create employment opportunities in the Environment Protection field

Project Acronym	STOREM
Project full title	Sustainable Tourism, Optimal Resource and Environmental Management
Project No.	
Coordinator	The University of Cagliari – UNICA
Project start date	15/10/2018
Project duration	36 months

Abstract	<p>From 17-21 October 2022, a workshop was held at UPVM in Montpellier, France on the subject of how to create employment opportunities in the environment protection field. This career opportunities workshop explored and developed themes for students' career opportunities. Training was provided by EU partners to establish future careers and co-supervision mechanisms. Project partners participated in discussions about best practices that favor the employability opportunities for students in the field. The themes of 'career days', demand and supply encounters, and internships graduates, were presented on behalf of the academic services of UPVM. The participation of private and public organizations involved during the events provided an opportunity to both disseminate STOREM and learn from experiences of needs in the workforce. Overall, 41 participants were part of the event.</p>
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DOCUMENT CONTROL SHEET

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LIST OF ABBREVIATIONS

Higher Education Institutes (HEI)

Sustainable Tourism and Optimal Resources Management (STOREM)

Université Paul Valéry Montpellier (UPVM)

Universidad Nacional (UNA)

EXECUTIVE SUMMARY

An employment opportunities workshop was from 17-21 October 2022 at UPVM in Montpellier, France. The subject of the workshop was how to create employment opportunities in the environment protection field. This career opportunities workshop explored and developed themes for students' career opportunities.

The first two days of the event took place at the Grande Motte Convention Center as part of the event "Convergences Touristiques 2023". This large-scale event consisted of a meeting of the tourism sector, including universities, schools, high schools, and the public and private sector. Activities during the event included round-table discussions from both the academic, professional and student perspectives. Specific presentations were also made by Montpellier Management University, OT Grand Avignon, and Tourisme durable au PNR des Grands Causses. The participation of private and public organizations involved during the events provided an opportunity to both disseminate STOREM and learn from experiences of needs in the workforce.

Training was provided by EU partners to establish future careers and co-supervision mechanisms. Presentations were made by various UPVM alumni as well as Prof. Jean-Charles Denain, and UPVM's apprenticeship services SAFCO and UFA. These presentations covered the themes of 'career days', demand and supply encounters, and internships graduates. Project partners participated in these discussions about best practices that favor the employability opportunities for students in the field. Overall, 41 participants were part of the events.



1. CONVERGENCES TOURISTIQUES 2023

The first two days of the employment opportunities workshop took place at the Grande Motte Convention Center as part of the event “Convergences Touristiques 2023”. Through interaction with academics, professors and professionals in the public and private sector of tourism, project partners gained perspective from French stakeholders on how to create employment opportunities in the environment protection field.

“Convergences Touristiques 2023” was a large-scale event that brought multiple actors together from the tourism sector, including universities, schools, high schools, and the public and private sector. Activities during the event included round-table discussions from both the academic, professional and student perspectives.

On day 1, a round table discussion was held on the subject of managing tourist flows, constraints and opportunities. Participants included Gilles N'Goala (Professor at the University of Montpellier, Head of "Marketing - Sales" and "Marketing Innovation and Territories"); Cathy Sahuc (Head of Murmuration Company); Giulia David (Project Manager of the Agency for Sustainable Mediterranean Cities and Territories); Pierre Torrente (Director of the Pyrenean Tourism Campus); Nathalie Sautter (Deputy Director of the Haut Languedoc Regional Nature Park); Julie Jammes (Doctoral student – Open Tourisme Lab); and Florian Chardon (Syndicat Mixte Canigo Grand Site). This combination of experts and practitioners offered valuable experiences to the audience concerning strategies for tourism management, and how those strategies may differ from the different perspectives of the public and private sector.

Specific presentations followed by Montpellier Management University on the subject of sustainable tourism, asking the question: “what if we transformed our cities into socially acceptable smart tourism destinations?” Other presentations followed on the subject of networking and revitalization of youth structures in rural areas for tourism and development, as well as another round table discussion offering testimonies and exchanges on the tourism and leisure professions from representatives of the organizations OT Grand Avignon, Tourisme durable au PNR des Grands Causses, ADT Aude, CREPS, Pôle Communication CRTL.

Day 2 of the event deepened the discussion of employability in tourism. A round table discussion was held on the subject of future employability in the tourism sector, in which Storem project partner and UNA professor Esteban Barboza Núñez contributed progressive thoughts on how to develop curricula on touristic management from a classical service-based approach to a more holistic systemic paradigm. Other perspectives from both academics and tourism industry players included those of Xavier Borg (UPVM Professor), Claire Prost (Directrice Office de Tourisme Grand Avignon), and Laurence Calvas (Directrice Polysud). PhD student



Pongsa Kantasorn from UPVM then presented his thesis on "The Covid-19 as an indicator of dysfunction in the structuring of tourism: precariousness and the search for a path out of the crisis of the tourism workforce in Thailand in the era of sustainable tourism".

Further insight from the private sector was provided as support actions for students were presented by various organizations including CRTL Occitanie, Pôle 3D, and Occitanie Regional Directorate – INSEE. Finally, Caroline Leboucher of GIE Atout France presented their ambition of sustainable transformation projects to be carried out collectively in advance of major international sporting events that France will host in 2023 and 2024.

2. EU TRAINING SESSIONS

Continuing through days 3 and 4 of the event in Montpellier, France, activities were held at UPVM's campuses in Beziers and Montpellier with the goal of providing training to project partners on the subject of creating employment opportunities in the environment protection field. By exploring and developing themes for students' career opportunities, these training session provided valuable insights for project partners that could be applied to the new master's curricula in the STOREM pathway.

On day 3 in Beziers, presentations were made by various UPVM alumni on the subject of employability in the tourism sector. Presentations were made by Mehdi Bounab, Marie-Theres Werner and Syamak Seifi, allowing project partners to learn from the experiences presented in the south of France.

Further training was provided on day 4 by EU partners to establish future careers and co-supervision mechanisms. A presentations made by Prof. Jean-Charles Denain discussed novel strategies for integrating students in professional experiences in sustainable tourism through the development of startup incubators that connect numerical research with local socio-cultural needs. The presentation enlightened project partners on the experiences in France with academic initiatives for startup incubators.

The training session continued with UPVM's apprenticeship services SAFCO and UFA. Laurent Brandon of SAFCO described the various strategies used at UPVM for generating apprenticeships for students and encouraging continued education for graduates. Meanwhile, Blandine Pitié of UFA detailed the approach used at UPVM's center for apprentice training and how this center has proved to increase the employability of students and graduates from the university. Other aspects of discussion covered the themes of 'career days', how to generate demand and supply encounters, and the formation of international internships for graduates.



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ANNEX 1: Event Reports



STOREM EVENT REPORT

Event	Venue
employment opportunities workshop	Grande Motte Convention Center
Date	Responsible
October 17th, 2022	UPVM
Total number of participants – Link to Participant List	Link to Final Agenda
40	Agenda Link
Short description of the event:	
<p>The first day of the employment opportunities workshop took place at the Grande Motte Convention Center as part of the event “Convergences Touristiques 2023”. “Convergences Touristiques 2023” was a large-scale event that brought multiple actors together from the tourism sector, including universities, schools, high schools, and the public and private sector. Activities during the event included round-table discussions from both the academic, professional and student perspectives.</p> <p>On the morning, a short meeting between the partners took place in order to present the week agenda and Through interaction with academics, professors and professionals in the public and private sector of tourism, project partners gained perspective from French stakeholders on how to create employment opportunities in the environment protection field.</p> <p>A round table discussion was held on the subject of managing tourist flows, constraints and opportunities. Participants in included Gilles N’Goala (Professor at the University of Montpellier, Head of “Marketing – Sales” and “Marketing Innovation and Territories”); Cathy Sahuc (Head of Murmuration Company); Giulia David (Project Manager of the Agency for Sustainable Mediterranean Cities and Territories); Pierre Torrente (Director of the Pyrenean Tourism Campus); Nathalie Sautter (Deputy Director of the Haut Languedoc Regional Nature Park); Julie Jammes (Doctoral student – Open Tourisme Lab); and Florian Chardon (Syndicat Mixte Canigo Grand Site). This combination of experts and practitioners offered valuable experiences to the audience concerning strategies for tourism management, and how those strategies may differ from the different perspectives of the public and private sector. For exemple, there were a reflexion about overtourism which can be understood in 2 ways, in an objective quantitative sense (capacity of a destination and potential saturation of the destination), and in a qualitative, subjective sense (individual and collective perception: emotional and behavioral responses, manifestation, tourismophobia)</p> <p>Specific presentations followed by Montpellier Management University on the subject of sustainable tourism, asking the question: “what if we transformed our cities into socially acceptable smart tourism destinations?”. In the long term, intelligent tourist destinations will become more and more important and we must invest in order to reconcile the economy and sustainability, but we must also integrate the social issue.</p>	



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Other presentations followed on the subject of networking and revitalization of youth structures in rural areas for tourism and development, as well as another round table discussion offering testimonies and exchanges on the tourism and leisure professions from representatives of the organizations OT Grand Avignon, Tourisme durable au PNR des Grands Causses, ADT Aude, CREPS, Pôle Communication CRTL.

Students of different masters – including two students from the UPVM Master Tourism and sustainable development of territories” shared their synthesis of the day.

Short description of event planning problems:

There were some problems with Wi-Fi connection. We faced some real time translation problems. In the second session of the day, students of the Master on Sustainable Tourism from UPVM translated into English and Spanish the presentations.

Main outcomes of the event:

Main ideas and issues:

- Deconstructing tourism in order to reconstruct it.
- Manage the flows to fight against the saturation of very touristy places. We need to redirect them, find a balance.
- Highly frequented places have been desacralized and have become objects of consumption. They need to be re-sacred.
- Highlighting of two extremes: over-tourism and under-tourism.
- Question of the freedom given to tourists.

Reflection paths:

- Recognize the importance of behavioral sciences. Knowing and understanding behavior in order to manage flows and make decisions.
- These problems are shared throughout the world. It is therefore necessary to cross disciplines and the data collected.
- Raise awareness.
- Accompany change through education and transparent communication.
- Involve the residents who live in the area.



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Event	Venue
employment opportunities workshop	Grande Motte Convention Center
Date	Responsible
October 18th, 2022	UPVM
Total number of participants – Link to Participant List	Link to Final Agenda
40	Agenda Link
Short description of the event:	
<p>Day 2 of the event also took place at the Grande Motte Convention Center as part of the event “Convergences Touristiques 2023”. “Convergences Touristiques 2023” was a large-scale event that brought multiple actors together from the tourism sector, including universities, schools, high schools, and the public and private sector. Activities during the event included round-table discussions from both the academic, professional and student perspectives.</p> <p>Day 2 deepened the discussion of employability in tourism. A round table discussion was held on the subject of future employability in the tourism sector in which Storem project partner and UNA professor Esteban Barboza Núñez contributed progressive thoughts on how to develop curricula on touristic management from a classical service-based approach to a more holistic systemic paradigm. Other perspectives from both academics and tourism industry players included those of Xavier Borg (UPVM Professor), Claire Prost (Directrice Office de Tourisme Grand Avignon), and Laurence Calvas (Directrice Polysud).</p> <p>This was an opportunity to think about training in line with the position to be filled and the skills to be acquired: Improve your technical skills, Deepen your knowledge, Optimize your know-how. The round table and discussions also exposed the elements of continuing education: the Training Account (CFP) (right to train, a service mandated by the Ministry of Labour); Pôle emploi, which finances training; and the Skills Operators (OPCO) whose mission is to ensure the financing of apprenticeship and professionalization contracts, according to the levels of coverage set by the professional branches; to provide technical support to the professional branches, to ensure a local service for the benefit of very small, small and medium-sized enterprises in particular. During this round table,</p> <p>PhD student Pongsa Kantasorn from UPVM (direction: Dominique Crozat and Gwenn Pulliat) then presented his thesis on "The Covid-19 as an indicator of dysfunction in the structuring of tourism: precariousness and the search for a path out of the crisis of the tourism workforce in Thailand in the era of sustainable tourism".</p> <p>Further insight from the private sector was provided as support actions for students were presented by various organizations including CRTL Occitanie, Pôle 3D, and Occitanie Regional Directorate – INSEE.</p>	



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Special presentation about how understanding, measuring and analyzing the touristic economic sector in Occitanie region, as well as the transformations, indicators and tools to be used.

Finally, Caroline Leboucher of GIE Atout France presented their ambition of sustainable transformation projects to be carried out collectively in advance of major international sporting events that France will host in 2023 and 2024.

Short description of event planning problems:

There was less problems of wifi connexion.

Main outcomes of the event:

Critical reflection on following issues:

→ Tourism, job vulnerability and income inequality

→ Tourism during and after COVID-19 pandemic:

More women, youth, and low-income workers experienced unemployment;

The loss of tourism exacerbates income inequality within and between countries.

Factors that link tourism, job vulnerability and inequality:

-the exposure factor; face-to-face contact with customers; front-line tourism employees

-risk and insecurity (low wages, a lack of formal contracts, micro and small businesses, and self-employment or entrepreneurship)

-lack of capability to diversify or find new employment in the tourism field

Avenues of reflection on these subjects:

-access to education and training (long and short term programs)

-policy support (international and national levels)

-social protection programs specific to the tourism field



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Event	Venue
employment opportunities workshop	Centre Duguesclin, Paul Valéry University Montpellier 3, Béziers
Date	Responsible
October 19th, 2022	UPVM
Total number of participants – Link to Participant List	Link to Final Agenda
34	Agenda Link
Short description of the event:	
<p>Day 3 of the event took place in Centre Duguesclin, Paul Valéry University Montpellier 3, in the campus in Béziers, where is located the Master Tourism and sustainable development of territories.</p> <p>Presentations were made by various UPVM alumni on the subject of employability in the tourism sector. Presentations were made by Mehdi Bounab, Marie-Theres Werner and Syamak Seifi, allowing project partners to learn from the experiences presented in the south of France.</p> <p>Syamak Seifi came from Iran for the Master TDDT and then he decided to do a thesis but the problem is that it is impossible to find a thesis with an agreement with Mashhad. He went to do his thesis in Paris. Now he works in Finland at the University of Oulu.</p> <p>Mehdi Bounab was a business consultant for drill and company: he created a company in which he is today, improving administrative processes, marketing, etc.</p> <p>Marie-Theres Werner worked as a Pedagogical Engineer - RUN device (Digital Uses Referents) in Paul Valéry University.</p> <p>Then, Matteo Bellinzas and Lisa Presciani, UPD Santa Marta, Colombia presented Hints and tips from tourism planning experiences in post conflict areas. The advice was to visit the areas often, interview locals about the projects, share food and traditions. If you sense a conflict, you must resolve it before it becomes too important. It's a long strategy, several years, but it's paying off.</p> <p>Luis Dávila and Rafael García presented the master program in sustainable tourism management at Unimagdalena (with the question of scholarships to teachers who want to specialize in tourism).</p>	
Short description of event planning problems:	
<p>The touristic little train of Béziers which goes to the Fonseranes 9 Locks on the Canal du Midi is not working during low season, so there were not public or private transportation to go and visit the Heritage Site and the travel time was a bit long.</p>	



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Main outcomes of the event:

Students from the promotion (M1 and M2) of the master were also present, exchanging with the alumni and the partners of STOREM.

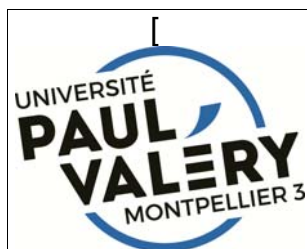


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Event	Venue
employment opportunities workshop	Saint-Charles campus of Paul Valéry University
Date	Responsible
October 20th, 2022	UPVM
Total number of participants – Link to Participant List	Link to Final Agenda
41	Agenda Link
Short description of the event:	
<p>Day 4 took place in Saint-Charles Campus of Paul Valéry University Montpellier 3. Further training was provided on day 4 by EU partners to establish future careers and co-supervision mechanisms.</p> <p>A presentation made by Prof. Jean-Charles Denain discussed novel strategies for integrating students in professional experiences in sustainable tourism through the development of startup incubators that connect numerical research with local socio-cultural needs. The presentation enlightened project partners on the experiences in France with academic initiatives for startup incubators. He also presented the Pepite dispositive to help students to create and develop their businesses.</p> <p>The training session continued with UPVM's apprenticeship services SAFCO and CFA. Laurent Brandon of SAFCO described the various strategies used at UPVM for generating apprenticeships for students and encouraging continued education for graduates. Meanwhile, Blandine Pitié of CFA detailed the approach used at UPVM's center for apprentice training and how this center has proved to increase the employability of students and graduates from the university. Other aspects of discussion covered the themes of 'career days', how to generate demand and supply encounters, and the formation of international internships for graduates.</p> <p>Lucile Medina, Head of department of geography and responsible for Latin American programs in the International Relations Service, presented the partnerships developed between UPVM and Latin American Universities and formations.</p> <p>Finally, a session on innovation and digital tools implementation, allowed partners from UPD, UCI and EAFIT to present their e-learning courses, their MOOC and Podcast.</p> <p>Allan Valverde and Karina Víquez (speakers) on behalf of UCI presented complementary educational strategies for capacity building (MOOCs, Podcast and Certifications);</p> <p>Marie-Theres Werner, Pedagogical Engineer - RUN device (Digital Uses Referents) presented the aim of such</p>	



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a service at Paul Valéry University and their services to help teachers in their classes.

Mauricio Arrieta, Marla Maestre and Freddy Vargas on behalf of Universidad del Magdalena presented the Transmedia in sustainable tourism in their university (master program and virtual floor), as well as concrete data from the observatory implementation in the region.

To conclude the afternoon session, Matteo Bellinzas and Lisa Preciani from UPD, presented the MOOC in "involvement of rural communities in sustainable tourism projects". Marko Tomic from EAFIT hand out the presentation of the e-learning course for tourism professionals on the Blue Flag Beach Certification Program.

Short description of event planning problems:

N/A

Main outcomes of the event:

Knowledge acquired and exchange of best practices about the different models of interaction between higher education institutions and private and public actors, particularly in the French case; information shared about the case of the accelerators of innovative projects in tourism (France and Canada examples). Deeper understanding on the benefits of using technology and digital tools to implement educational programs in the tourism sector in Europe and Latin America (e-learning courses, MOOCs and Podcasts).

List of links that could be of use to partners:

Webinars and educational resources:

Campus Matin, "the online magazine for professionals and academics in higher education and research" (numerous webinars): <https://www.campusmatin.com/>

Wooclap webinars: <https://www.wooclap.com/blog/woobinar/>

Aspie-Friendly (National program of university inclusion for people with autism, resource center with advice on the use of digital technology): <https://aspie-friendly.fr/>

Louvain Learning Lab (educational resources): <https://uclouvain.be/fr/etudier/III>

Laval University (educational resources): <https://www.enseigner.ulaval.ca/ressources-pedagogiques>



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Projects:

List of projects on the Ministry of Higher Education and Research website: <https://www.enseignementsup-recherche.gouv.fr/fr/renforcer-l-hybridation-des-formations-d-enseignement-superieur-47059>

Including:

Toulouse Hybrid Education Campus (THE Campus): <https://www.univ-toulouse.fr/des-formations-pour-tous/toulouse-hybrid-education-campus-campus>

Contact THE Campus: Elodie Guillon, project manager elodie.guillon@univ-toulouse.fr

PROMETHEE (PaRcOurs Mutualisés ET Hybrides entre Etablissements d'Equilibre):
<https://www.unimes.fr/fr/universite/projets-d-etablissement/projet-promethee.html>
and <https://www.univ-perp.fr/fr/strategie-et-grands-projets/investissement-davenir>

University of Perpignan Via Domitia: Platinum Service (PLATeforme d'INnovation pour une Université nuMérisée): <https://platinum.univ-perp.fr/>

AgilHybrid, including University of Montpellier: <https://numerique.umontpellier.fr/projet-agilhybrid/>

Study conducted within the framework of AgilHybrid: <https://otp.edu.umontpellier.fr/projet-agilhybrid/>

Program of the event Synergie Pédagogie Occitanie, Hybridization in support of learning: <https://spo-hybridation.sciencesconf.org/>

ATELIER, service of support to pedagogy (University Paul Valéry Montpellier 3) : <https://www.univ-montp3.fr/fr/organisation/directions-et-services/atelier>

The Nexus project (University Paul Valéry Montpellier 3) : <https://www.univ-montp3.fr/fr/formation-lp/nexus>



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STOREM EVENT REPORT

Event	Venue	
employment opportunities workshop	Saint-Charles campus of Pau	Valery University
Date	Responsible	
October 21st, 2022	UPVM	
Total number of participants – Link to Participant List	Link to Final Agenda	
13	Agenda Link	
Short description of the event:		
<p>Day 5 took place in Saint-Charles Campus of Paul Valéry University Montpellier 3. The steering Committee met during the last day. This meeting included representatives from each partner and was divided into four main themes:</p> <ul style="list-style-type: none">- Preparation and recommendations of the Final Report and how to present the outputs- Organisation of the Final Event in Costa Rica in November 2022- Communication and visibility rules- Next upcoming bilateral meeting		
Short description of event planning problems:		
N/A		
Main outcomes of the event:		
<ul style="list-style-type: none">• Feedback and general evaluation of the event• Review of the project progress, recommendations and preparation of the final event• Strategic supervision and guidance on how to elaborate the final report and how to present the outputs of the project		



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ANNEX 2: Meeting Agenda



PRE PROGRAM - workshop in Montpellier

17-21st October 2022

Our workshop will take place in 3 different cities: La Grande Motte, Béziers and Montpellier



<p>October 17 and 18th, 2022</p>	<p>Grande Motte Convention Center, La Grande Motte</p>	<p>We will provide a private bus from Montpellier.</p> <p>Departure in front of tram n°1 stop “Place de l’Europe”. Monday 9h30 AM, return 6h30 PM</p> <p>Tuesday 8h15 AM, return 3 PM</p> <p>You can go by your own way: From Montpellier (24km),</p> <ul style="list-style-type: none"> - use taxi or Tramway n°3 + taxi/uber - public buses n°606 (ticket 1,6 €). - Or you can find an accommodation in La Grande Motte
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October 19th, 2022	Centre universitaire Duguesclin, 3 Esplanade du Doyen Nerson, Béziers	1 hour by train from St-Roch station in Montpellier (TER : 13,80euros for 1 ticket)
October 20 and 21st, 2022	Saint-Charles campus of Paul Valéry University (where the 1st workshop took place in 2019), Rue du Professeur Henri Serre Montpellier, room Panathénées	Montpellier center Tram n°1, station « Albert 1er », pedestrian entrance of the University direct on the station platform

Monday October 17th - 4th Meeting of Tourism Universities-Schools-High Schools

At the Grande Motte Convention Center

10h30 am-12h:

Introduction and presentation of the agenda of the event

Meal at L'Estrambord (port of La Grande Motte)

1:30 pm Welcome

2hpm Opening of the meeting & introduction

2:30-4:00 pm (1h30)

Round table: managing tourist flows : constraints or opportunities ?

- Gilles N'GOALA, Professor at the University of Montpellier, Head of "Marketing - Sales" and "Marketing Innovation and Territories" (MIT) Sales" and "Marketing Innovation and Territories" (MIT), Co-Titular of the chair on the uses and practices of the intelligent city,
- Cathy SAHUC, Head of MURMURATION Company,
- Giulia DAVID, Project Manager of the Agency for Sustainable Mediterranean Cities and Territories,
- Pierre TORRENTE, Director of the Pyrenean Tourism Campus
- Nathalie SAUTTER, Deputy Director of the Haut Languedoc Regional Nature Park
- Julie JAMMES Doctoral student – Open Tourisme Lab
- Florian Chardon, Syndicat Mixte Canigo Grand Site

Facilitator: Dominique THILLET Director of the CRTL Occitanie 3D Pole

- Matteo Bellinzas/ Lisa Presciani, UPD Santa Marta, Colombia
- Janice Cumberbatch, UWI, Barbados

4 pm-4h15 Presentation of work by Montpellier Management University



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Julie Jammes, Phd Student : A new path to sustainable tourism: what if we transformed our cities into socially acceptable smart tourism destinations

4h15-4h30 pm : Presentation ISTHIA Foix

Valentine Bredy, Master 2 Tourism and Development: Networking and revitalization of youth structures in rural areas. The case of the Departmental Fund for Active Leisure in Ariège

4h30-5h00 pm Friendly break with the directors of tourist offices (in congress next room)

5h00-6h00 pm Testimonies and exchanges on the tourism and leisure professions

- Claire Prost, OT Grand Avignon
- Sandrine Charnay, Chargée de mission Tourisme durable au PNR des Grands Causses
- Nadine Darson Beretta directrice ADT Aude
- Eric Valognes (Responsable département formation, CREPS)
- Guillaume Payen (Community manager & Corporate Blogueur, Pôle Communication CRTL)

6h00- 6h15 Summary of the work of day 1 (students from Universities)



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Tuesday, October 18th- 4 th Meeting of Tourism Universities-Schools-High Schools

At the Grande Motte Convention Center

8h30-8h45 am

Pongsa Kantasorn. PhD student (UPVM): thesis on "The Covid-19 as an indicator of dysfunction in the structuring of tourism: precariousness and the search for a path out of the crisis of the tourism workforce in Thailand in the era of sustainable tourism".

9:00 am to 10:30 am Round table " Thinking about tomorrow's jobs is great... but today, concretely how do we do it?"

Crossed perspectives (academics and tourism industry players) & proposals for action.

- Xavier BORG Doctor in Management Sciences University of Montpellier 3,
- Pongsa KANTARSON, PhD student
- Claire Prost, Directrice Office de Tourisme Grand Avignon
- Esteban Barboza Núñez (UNA, Costa Rica)
- Laurence Calvas (Directrice Polysud)

10:30 am to 10:45 am Focus on the CRTL's support actions for students in Occitania Jean PINARD, General Manager of the CRTL Occitania & Conclusion by Jean PINARD

11am-11h45 Opening of the tourism convergences

- Dominique Thillet (Director of the Pôle 3D - Information Observation, CRTL Occitanie)
- Lionel Doisneau (Head of the Economy Division, Occitanie Regional Directorate - INSEE)

11h45 am- 12h30 pm

Atout France: what roadmap for 2022-2024 ?

Signing of the 8 Destination Contracts.

GIE Atout France reveals the ambition of its recovery and sustainable transformation projects to be carried out collectively with its partners between now and the major international sporting events that France will host in 2023 and 2024.

Speaker: Caroline Leboucher (Executive Director of *Atout France*, national agency for the promotion of tourism in France)

12h15: Meal at the conference center of la Grand Motte

14 pm : FREE afternoon



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October 19th - Centre universitaire Duguesclin, 3 Esplanade du Doyen Nerson, Béziers

09:30 am– 10:30 am

Career presentation by alumni

Mehdi Bounab, Marie-Theres Werner, Syamak Seifi

10:30 am 1:00 pm

Round Table: inclusion and Tourism

- Matteo Bellinzas / Lisa Presciani, UPD Santa Marta, Colombia Hints and tips from tourism planning experiences in post conflict areas.
- Luis Dávila and Rafael García: Presentation of the master program in sustainable tourism management at Unimagdalena.

1:15 pm

Meal

Afternoon : visit of The Fonséranes 9 Locks on the Canal du Midi

In the twentieth century the Fonséranes Lock shared with the entire Canal du Midi the passage from commercial tool to tourist attraction. Since then, the lock has been celebrated and recognized as a heritage site, both at national and international level. However, full awareness of its tourist potential was shown more in promotional strategies than in management on the ground. Until 2015, problems in accessibility, lack of safety and poor infrastructure negatively impact on the tourist experience. The site was renovated in 2016 with a project which aims to offer a quality tourist experience through a sustainable valorization, but still leaves some problems unresolved.

See: Federica Letizia Cavallo, Dominique Crozat. The Fonséranes Lock on the Canal du Midi: Representation, reality and renovation of a heritage site. *Hydrographies as Cultural Landscapes*, Routledge, 2018, p. 215-228, 2018. <https://hal.archives-ouvertes.fr/hal-02486277/document>



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October 20th: 006-Panathénée à St Charles 2, University Paul Valéry Montpellier

9:30-11:30 am

Professionnalisation

- Jean-Charles Denain *Pepite* Program and connections University/territories : collaborate on student entrepreneurship
- Laurent Brandon (SAFCO UPVM): apprenticeship and lifelong education
- Blandine Pitié (UFA, center for apprentice training)
- Alfonso Lara Quesada: The public-private alliance experience between Peninsula Papagayo and UNA

11:30 am

- New masters courses at EAFIT

12h30 pm Meal

2:00 pm Lucile Medina, Head of department of geography and responsible for Latin American programs in the International Relations Service

2:30-5:00 pm Round Table 2: Innovations in master courses and programs

- Mauricio Arrieta, Marla Maestre and Freddy Vargas: Presentation of the Transmedia in sustainable tourism at Unimagdalena: master program, virtual floor and observatory.
- Allan Valverde and Karina Viquez (speakers), UCI: Complementary educational strategies for capacity building (MOOCs, Podcast and Certifications)
- Marie-Theres Werner- Pedagogical Engineer - RUN device (Digital Uses Referents), ATELIER - Pedagogical support service, - proposal on the issue of digitization at Paul Valéry University (ATELIER)
- Matteo Bellinzas and Lisa Preciani (UPD) Presentation of the MOOC in "involvement of rural communities in sustainable tourism projects"
- Marko Tomic, EAFIT E-learning course for tourism professionals on the Blue Flag Beach Certification Program



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October 21th: 006-Panathénée à St Charles 2, University Paul Valéry Montpellier

9:30-11:30 am -

Steering committee: Final report



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ANNEX 3: Participant Lists

STOREM

Séminaire du 17 au 21 octobre 2021

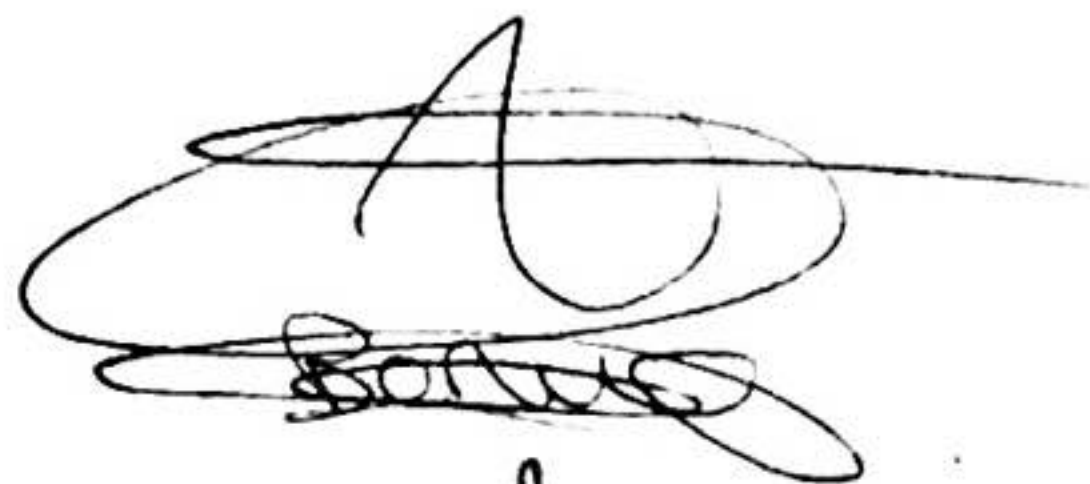
17 octobre

Liste d'émargement

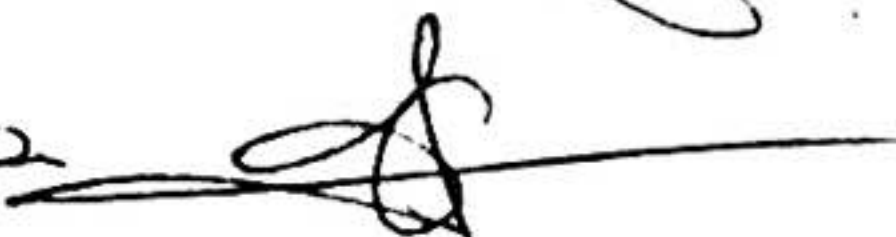
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Catrina	HINDS	Catrina Hinds	Catrina Hinds
Marla	MESTRE	Marla Mestre	Marla Mestre
Carlos	CORONADO	Carlos Coronado	Carlos Coronado
Freddy	VARGAS LEIRA	Freddy Vargas Leira	Freddy Vargas Leira
Paola	PINNA	Paola Pinna	Paola Pinna
Lisa	PRESCIANI	Lisa Presciani	Lisa Presciani
Dominique	CROZAT	Dominique Crozat	Dominique Crozat
Matteo	BELLINZAS	Matteo Bellinzas	Matteo Bellinzas
Marko	TOSIC	Marko Tosic	Marko Tosic
Juan	PANIAGUIA	Juan F. Paniagua-Angel	Juan F. Paniagua-Angel
Juan	RESTREPO ANGEL	JUAN D. RESTREPO	JUAN D. RESTREPO
Laura	OBANDO	Laura Obando	Laura Obando
Esteban	BARBOZA	Esteban Barboza	Esteban Barboza
Juan Carlos	PICON	Juan Carlos Picon	Juan Carlos Picon
Alfonso	LARA	Alfonso Lara Cu.	Alfonso Lara Cu.
Ana Rita	ALBUQUERQUE	Ana Rita Albuquerque	Ana Rita Albuquerque
Luis Alenjandro	DAVILA	Luis Alenjandro Davila	Luis Alenjandro Davila
Mauricio	ARRIETA	Mauricio Arrieta	Mauricio Arrieta
Alexander	MALDANO	Alexander Maldano	Alexander Maldano
Rafael	GARCIA LUNA	Rafael Garcia Luna	Rafael Garcia Luna
Anna M.	PINNA	Anna M. Pinna	Anna M. Pinna
Allan	VALVERDE	Allan Valverde	Allan Valverde
Glauco	QUESADA	Glauco Quesada	Glauco Quesada
Gloriana	REYES	Gloriana Reyes	Gloriana Reyes
Veronica	VARGAS	Veronica Vargas	Veronica Vargas
Karina	VIQUEZ	Karina Viquez	Karina Viquez
Jacques	RODRIGUEZ	Jacques Rodriguez	Jacques Rodriguez
Kevin	MARQUELLO	Kevin Marquele	Kevin Marquele
Luis	LI	Luis Li	Luis Li
Nargano	BESSIERES	Nargano Bessieres	Nargano Bessieres
Thomas	HEXIMAMPIONA	Thomas Heximampiona	Thomas Heximampiona
Thomas	Marthy	Thomas Marthy	Thomas Marthy

Gendry Alexia

Beruard Cynthia



LÉVY-ADAM Paloma

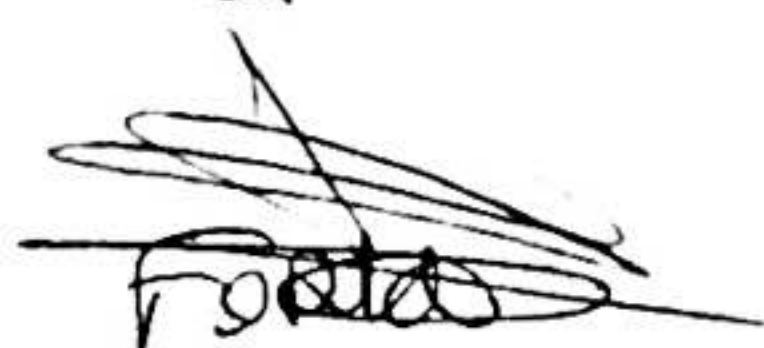


DIDIER

Jeannine

FORTAT

Marine



GORFA

Hathilde



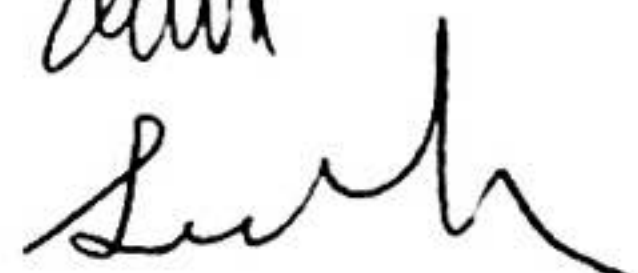
LEBRUN

Alexia



LI

Linschan



GUILLÉ

Camille



STOREM

Séminaire du 17 au 21 octobre 2021

17 octobre

Liste d'émargement

PRENOM	NOM	Matin	Après-midi
Janice	CUMBERTACH	Janice Cumbertach	Janice Cumbertach
Catrina	HINDS	Catrina Hinds	Catrina Hinds
Marla	MESTRE	Marla Mestre	Marla Mestre
Carlos	CORONADO	Carlos Coronado	Carlos Coronado
Freddy	VARGAS LEIRA	Freddy Vargas Leira	Freddy Vargas Leira
Paola	PINNA	Paola Pinna	Paola Pinna
Lisa	PRESCIANI	Lisa Presciani	Lisa Presciani
Dominique	CROZAT	Dominique Crozat	Dominique Crozat
Matteo	BELLINZAS	Matteo Bellinzas	Matteo Bellinzas
Marko	TOSIC	Marko Tosic	Marko Tosic
Juan	PANIAGUI	Juan Paniagui	Juan Paniagui
Juan	RESTREPO ANGEL	Juan D. Restrepo	Juan D. Restrepo
Laura	OBANDO	Laura Obando	Laura Obando
Esteban	BARBOZA	Esteban Barboza	Esteban Barboza
Juan Carlos	PICON	Juan Carlos Picon	Juan Carlos Picon
Alfonso	LARA	Alfonso Lara	Alfonso Lara
Ana Rita	ALBUQUERQUE	AR Albuquerque	AR Albuquerque
Luis Alenjandro	DAVILA	Luis Alenjandro Davila	Luis Alenjandro Davila
Mauricio	ARRIETA	Mauricio Arrieta	Mauricio Arrieta
Alexander	MALDANO	Alexander Maldano	Alexander Maldano
Rafael	GARCIA LUNA	Rafael Garcia Luna	Rafael Garcia Luna
Anna M.	PINNA	Anna M. Pinna	Anna M. Pinna
Allan	VALVERDE	Allan Valverde	Allan Valverde
Glauco	QUESADA	Glauco Quesada	Glauco Quesada
Gloriana	REYES	Gloriana Reyes	Gloriana Reyes
Veronica	VARGAS	Veronica Vargas	Veronica Vargas
Karina	VIQUEZ	Karina Viquez	Karina Viquez
Jacques	FORNENCO	Jacques Fornenco	Jacques Fornenco
Nargamp	BESSIERES	Nargamp Bessieres	Nargamp Bessieres
Thomas	MARTY	Thomas Marty	Thomas Marty
Lin	Li	Lin Li	Lin Li
Sereine	NARCOELLE	Sereine Narcoelle	Sereine Narcoelle

DIDIER Jeanne

GENDRY Alexia

BERNARD Cynthia

GODIA Nathalie

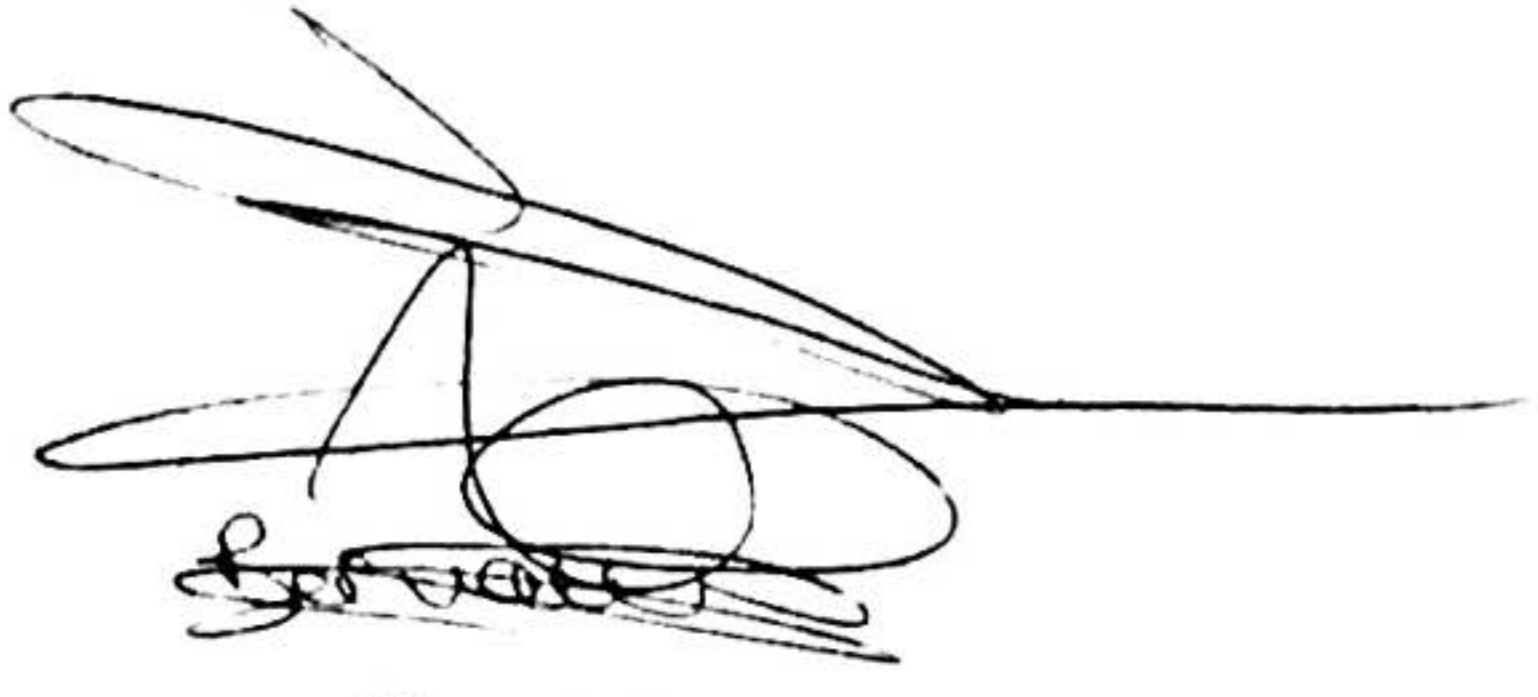
LEBRUN Alexia

GUILLIET Camille

LÉVY-ADAM Deloma

FORTAT Marine

LI Linshan



STOREM

Séminaire du 17 au 21 octobre 2021

19.10.21

Liste d'émargement

PRENOM	NOM	Matin	Après-midi
Janice	CUMBERTACH	Janice Cumbertach	Janice Cumbertach
Catrina	HINDS	Catrina Hinds	Catrina Hinds
Marla	MESTRE	Marla Mestre	Marla Mestre
Carlos	CORONADO	Carlos Coronado	Carlos Coronado
Freddy	VARGAS LEIRA	Freddy Vargas Leira	Freddy Vargas Leira
Paola	PINNA	Paola Pinna	Paola Pinna
Lisa	PRESCIANI		
Dominique	CROZAT		
Matteo	BELLINZAS		
Marko	TOSIC		
Juan	PANIAGUI		
Juan	RESTREPO ANGEL	JUAN D. Restrepo	Juan D.
Laura	OBANDO	Laura Obando	Laura Obando
Esteban	BARBOZA	Esteban Barboza	Esteban Barboza
Juan Carlos	PICON	Juan Carlos Picon	Juan Carlos Picon
Alfonso	LARA	Alfonso Lara	Alfonso Lara
Ana Rita	ALBUQUERQUE	Ana Rita Albuquerque	Ana Rita Albuquerque
Luis Alenjandro	DAVILA		
Mauricio	ARRIETA		
Alexander	MALDANO		
Rafael	GARCIA LUNA		
Anna M.	PINNA	Anna M. Pinna	Anna M.
Allan	VALVERDE		
Glauco	QUESADA		
Gloriana	REYES		
Veronica	VARGAS		
Karina	VIQUEZ		
Everume	MARCOREUE		
Nargaux	BESSIERES	Nargaux Bessieres	Nargaux
Jacques	FORWENUSO		
Seth	BROWN		
Thomas	MARTY		
Selene Haingotune	HERIMAMPIONA		

EVY-ASHA Talma

DIDIER

Jeanne

~~Didier~~

GENOY

Alexia

~~Genoy~~

FORTAT

Marine

~~Fortat~~

GOFFA

Mathilde

~~Goffa~~

Bernard

Cynthia

~~Bernard~~

LEBRUN

Alexia

~~Lebrun~~

GUILLÉT

Camille

~~Guillet~~

LI

Linsan

~~Li~~

20 October 2022

Liste d'émargement

PRENOM	NOM	Matin	Après-midi
Janice	CUMBERTACH		Jane Smith
Catrina	HINDS		
Marla	MESTRE	Marla Mestre	Marla Mestre
Carlos	CORONADO		
Freddy	VARGAS LEIRA		
Paola	PINNA		
Lisa	PRESCIANI		
Dominique	CROZAT		
Matteo	BELLINZAS	Matteo Bellinzas	Matteo Bellinzas
Marko	TOSIC		
Juan	PANIAGUA	Juan F. Paniagua A.	
Juan	RESTREPO ANGEL	JUAN R. RESTREPO	
Laura	OBANDO	L. Obando	L. Obando
Esteban	BARBOZA	Esteban Barboza	Esteban Barboza
Juan Carlos	PICON		
Alfonso	LARA	Alfonso Lara	Alfonso Lara
Ana Rita	ALBUQUERQUE	A.R. Albuquerque	A.R. Albuquerque
Luis Alenjandro	DAVILA		
Mauricio	ARRIETA		
Alexander	MALDANO		
Rafael	GARCIA LUNA		
Anna	PINNA		
Allan	VALVERDE		
Glauco	QUESADA		
Gloriana	REYES		
Veronica	VARGAS		
Karina	VIQUEZ		
Kattia	RUEDA		
PITIE	Baudine		
BRANDON	Laurent		
Kristine	YERITSYAN		
Carol	Córdoba B.		
Nasrin	Hashemi		

DIDIER
Alexia
Paloma
Lucile
Alexia
Nathan
Marine
Seth
Jeanne
GENORY
LÉVI-ADAM
Cannelle
LEBRUN
LISABEAU
FORTAT
BROWN

LAURENCE
N.L.
FORTAT
N.L.
FORTAT

GUILLOT	Camille
BERNARD	Gynthia
GODIA	Mathilde
PECHEUR	Maxime

Guilla
Bernard
Godia
P



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ANNEX 4: News Note

Capacity building event linking universities and professionals in Montpellier, France

<https://storem-erasmus-cbhe.com/2022/10/10/capacity-building-event-linking-universities-and-professionals-in-montpellier-france/>

The STOREM Project will host a meeting in Montpellier from October 17th to 21st for the purpose of building capacity and connections between university curricula and sustainable tourism professionals. This one-week event will bring academic experts and professionals in the tourism sector in southern France together with partners from the Barbados, Colombia, Costa Rica and Italy. The first objective of the event will be to build capacity and linkages between universities and professionals in the sectors of environmental management and sustainable tourism, with a view to creating a match between university curricula and the labour market, while also preparing faculty members to teach technical, legislative and practical aspects of sustainable tourism and environmental management. The second objective will be to discuss best practices and tools for creating employment opportunities for students in the fields of environmental protection and sustainable tourism, focusing on the development of strategies to promote “career day” events, internships, apprenticeships and other settings for the interaction between students and employers. The meeting will be held at La Grande Motte Convention Center (17-18 Oct.), the UPVM Duguesclin Center in Béziers (19 Oct.), and UPVM Saint-Charles Campus (20-21 Oct.).

Evento de capacitación vinculando universidades y profesionales en Montpellier, Francia

<https://storem-erasmus-cbhe.com/es/2022/10/10/evento-de-capacitacion-vinculando-universidades-y-profesionales-en-montpellier-francia/>

El Proyecto STOREM tendrá una reunión en Montpellier del 17 al 21 de octubre con el propósito de desarrollar capacidades y conexiones entre los planes de estudios universitarios y los profesionales del turismo sostenible. Este evento de una semana reunirá a expertos académicos y profesionales del sector turístico del sur de Francia junto con socios de Barbados, Colombia, Costa Rica e Italia. El primer objetivo del evento será desarrollar capacidades y vínculos entre universidades y profesionales en los sectores de gestión ambiental y turismo sostenible, con miras a crear un vínculo entre los planes de estudios universitarios y el mercado laboral, al tiempo que prepara a los profesores para enseñar técnicas, aspectos legislativos y prácticos del turismo sostenible y la gestión ambiental. El segundo objetivo será discutir las mejores prácticas y herramientas para crear oportunidades de empleo para los estudiantes en los campos de la protección ambiental y el turismo sostenible, centrándose en el desarrollo de estrategias para promover eventos, pasantías, aprendizajes y otros escenarios para la interacción entre estudiantes y empleadores. La reunión se llevará a cabo en el Centro de Convenciones La Grande Motte (17 y 18 de octubre), el Centro UPVM Duguesclin en Béziers (19 de octubre) y el Campus UPVM Saint-Charles (20 y 21 de octubre).





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ANNEX 5: Event Photos



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Convergences 2023





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St-Charles EU Training Sessions





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ANNEX 6: Social Media

Post (Facebook / Instagram)

An event to build capacity and connections between university curricula and sustainable tourism professionals will be held in Montpellier, France, 17-21 October 2022, as part of the STOREM Project.

Un événement visant à renforcer les capacités et les liens entre les programmes universitaires et les professionnels du tourisme durable se tiendra à Montpellier, France, du 17 au 21 octobre 2022, dans le cadre du projet STOREM.

Un evento para desarrollar capacidades y conexiones entre los planes de estudios universitarios y los profesionales del turismo sostenible se llevará a cabo en Montpellier, Francia, del 17 al 21 de octubre de 2022, como parte del Proyecto STOREM.

+Info:

<https://storem-erasmus-cbhe.com/2022/10/10/capacity-building-event-linking-universities-and-professionals-in-montpellier-france/>

<https://storem-erasmus-cbhe.com/es/2022/10/10/evento-de-capacitacion-vinculando-universidades-y-profesionales-en-montpellier-francia/>



YouTube

Replay of the presentation of tourism and leisure professions and the synthesis of the students of the first day on the university tourism meetings
via the following link: <https://youtu.be/QDs6NdhChwc>

Replay link of the round table on the shared views on the professions of tomorrow and the intervention of Pongsa Kantarson on the presentation of his work
via the following link: https://youtu.be/0m7DXQC1a_E