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D4.8 Staff visits to PC universities for career events and project co-supervision

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>In April 2022, an event was held at the campus of UniMagdalena in Santa Marta, Colombia, in order to provide training for 22 participants the implementation of career events that promote employment opportunities for university students. The design of career events focusses on the need to match the career perspectives of the university student with the corresponding labour market, both at the national and regional level. Selected private organizations and public stakeholders are ideally invited to participate and contribute their perspective on career paths in the current labour market. HEI partners from the EU and the Caribbean contributed with presentations on strategies for career day implementation Discussions were also held on opportunities for mutual collaboration between EU countries and those in Latin America and the Caribbean with the goal of supporting long-term sustainability in research cooperation between the project partners.</p>
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DOCUMENT CONTROL SHEET

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LIST OF ABBREVIATIONS

Higher Education Institutes (HEI)

Service Commun Universitaire de Information d'Orientation (SCUIO)

Sustainable Tourism and Optimal Resources Management (STOREM)

Universidad del Magdalena (UniMagdalena)

Université Paul Valéry Montpellier (UPVM)

University of Cagliari (UNICA)

University of the West Indies (UWI)

EXECUTIVE SUMMARY

In April 2022, a workshop was held by the Project in order to promote career opportunities for university students and follow-up on activities of the STOREM Project. Held at the campus of UniMagdalena in Santa Marta, Colombia, on 21 April 2022, this career event activity formed part of a larger workshop held that week in Santa Marta for the project.

The workshop focused on best practices for the implementation of career events at partner universities. Such career events should seek to match the career perspectives of the university student with the corresponding labour market, both at the national and regional level. Selected private organizations and public stakeholders are ideally invited to participate and contribute their perspectives on career paths in the current labour market.

Experiences were shared by project partners from UWI, EAFIT and UNICA about their best practices in career events organization, considering their expertise and strength in postgraduate programs. The presentations and ensuing discussions also contributed towards partnership development with the goal of supporting long-term sustainability in research cooperation between the project partners.

The event resulted in training for 22 participants in different areas of sustainable tourism for STOREM for the project partners and general community at Unimagdalena. Dissemination of the STOREM Project and the new master's program at UniMagdalena was also optimized, including the production of a press video:

<https://www.youtube.com/watch?v=RvRI0ggYhXM>



1. CAREER EVENT PERSPECTIVES FROM UNICA, ITALY

Experts representing the University of Cagliari (UNICA) in Sardinia, Italy, began the session by presenting their perspectives on career events. Anna Cotza offered her expertise on how to help graduates to find a job and how to help companies hire the right people. The expert cited “Monobrand Events” in which companies present their activities and desired profiles. She also described strategies for Job Meetings, and how the recruitment of undergraduates and graduates may be done by 9 or 10 companies, every 3 or 4 months. Finally, the European expert described UNICA’s strategies for implementing “Career Days”. These are considered the main event for helping graduates to enter to the job market or dedicated to specific economic themes.

Another UNICA member, Luca Usai, also provided his perspectives on career day implementation. Luca is a PhD student at UNICA that has been working to organize events, which he has found help to improve his skills by studying and working simultaneously. The Italian describes “Career Days” as events made to create a link between companies and students for getting job offers. This initiative was created in 2018 with the support of the Faculty of Law, Economics and Political Sciences and involved 3 faculties: LEP, STEM and Sciences. It was made up of 3 training courses with skilled workers that started their careers at UNICA and 1 main event with 30 companies and students. Finally, the presenter emphasized the importance of finding one-to-one matches as a part of Career Activities; specifically, these entail the preparation of job interviews, activities to meet students, and the chance to present the company and jobs opportunities.

2. CAREER EVENT PERSPECTIVES FROM UWI, BARBADOS

On behalf of the University of the West Indies (UWI) in Barbados, Khaleid Holder from the Office of Students Services presented their expertise with career days. Focus was given to the dimensions for a student’s success, with key factors such as being a critical creative thinker, an effective communicator, and having good interpersonal skills. Career Development Services at UWI coordinate sessions in various areas, which help for making matches with mentors and preparation for the professional life and the job market. In 2022, they held a Virtual Job Fair, which is an annual event complemented by periodic Webinars, mini interviews and job fairs. UWI aims to foster career readiness through sessions for improving necessary skills for professionals to be successful nowadays regardless of disabilities, race, gender or sexual orientation. By connecting theory & collaboration with practice, UWI aims



to connect students with employers to relate them from their academic experience with the professional world from an early stage. These activities are coordinated by contacting UWI's faculties to see if there are contacts (graduates or enterprises' members) interested in sharing and displaying the experiences and tips on the job fairs. UWI also ensures that the students participate in the job fairs and that they connect with the enterprises. They try to track the students that enroll any of the organizations/enterprises that participated in the events and to collect reports from their experiences.

3. CAREER EVENT PERSPECTIVES FROM EAFIT, COLOMBIA

Experience on career day implementation at EAFIT University in Medellin, Colombia, was provided by Nubia Forero from the Department of Service and Experience, which is in charge of the promotion of academic programs nationally and internationally. EAFIT's aim in this regard is "to inspire lives and to irradiate knowledge". They try to attract future students and offer the university's academic programs with a focus on providing excellent services and fostering improvement at graduate and undergraduate levels. Furthermore, they aim to provide visibility to EAFIT's academic programs' portfolio. Their strategy is to promote graduate and undergraduate academic programs by carrying out events at high schools, enterprises, graduated students' groups and for excellent students that have owned awards/scholarships. Some of the challenges include to attracting interested people despite competition from other institutions. Their events focus on attraction, retention and conversion. Some of EAFIT's typical functions include fairs, external and internal events, leads searching, retention and conversion of students. To do this they employ market research of the different trends (enterprises), as well as national and international benchmarks. This of course considers aspects of "brands" (optimize social media posting and approach) as well as "activation" (relations with national and international enterprises). Buyers' profiles are updated each semester, by doing interviews to people that work/study at the university, people that graduated and people that possibly want to study at EAFIT. According to each academic program and its structure, different strategies of promotion are required (for example: meetings with companies).

4. CAREER EVENT PERSPECTIVES FROM UPVM, FRANCE

On behalf of the Université Paul Valéry Montpellier (UPVM) in Montpellier, France, Dominique Crozat described the activities of the European project partner in career



day implementation. The professor explained how UPVM's system is different from what we've seen until now. This is a device developed at the framework of the master program. Each of the three levels complements the other. The process of construction of the professional career is made oriented to the academic path of the student. Such activities include:

- Specific Career Day with University Specific Service
- 1st year specific 3-month seminar
- Seminar for creating and improving CVs
- Internships on 1st and 2nd year an evaluation of the percentage of students that found a job offer using questionnaires.

Remarkably, these activities result in between 50% and 60% of the students find a job offer. Students are motivated because they gain experience and also a salary and the companies are interested because they pay students that work mid-time around 20% of the average wage. The SCUIO (Service Commun Universitaire de Information, d'Orientation et d'Insertion Professionnelle) help them to organize a career day specific per each diploma.

5. CONCLUSIONS

In experiences shared during the workshop on best practices for the implementation of career events were extremely useful for the 22 participants from partner universities going forward in the implementation of their new masters courses and programs. These career events are very effective in matching the career perspectives of the university student with the corresponding labour market, both at the national and regional level. The presentations and ensuing discussions also contributed towards partnership development with the goal of supporting long-term sustainability in research cooperation between the project partners. Such training in different areas of sustainable tourism for STOREM is quite valuable for the project partners and general community at Unimagdalena.

Dissemination was particularly successful at this event, both for the STOREM Project as well as for the new master's program at UniMagdalena. In addition to a project news note and a press note, a press video was also produced:

<https://www.youtube.com/watch?v=RvRI0gqYhXM>



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LIST OF ANNEXES

ANNEX 1: Event Reports

ANNEX 2: Meeting Agenda

ANNEX 3: Participant Lists

ANNEX 4: News Note



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ANNEX 1: Event Reports



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	<p>STOREM</p> <p>EVENT REPORT</p>
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Event	Venue
D4.8 + D2.11	Unimagdalena
Date	Responsible
21-22 april, 2022	Unimagdalena
Total number of participants	Final Agenda
See attendance lists	See Agenda
Short description of the event:	
<p>The workshop began with a session in which partners from UWI, EAFIT and UNICA shared their best practices in career events organization, considering their expertise and strength in postgraduate programs. This activity was linked to the deliverable D4.8: To organize staff visits to PC universities for career events.</p> <p>Afterwards, we had presentations regarding activities with vulnerable populations from different perspectives. Led by UPD, we were able to learn the experiences from Comunidad San Javier (Sierra Nevada de Santa Marta), Sierra hosting company, Flyhigh Bird NGO and the gastronomy innovation by a chef.</p> <p>In the second day we held a training for professionals session, under a public event open to students, graduates, professors and stakeholders. This event was related to the deliverable D2.11 : Conduct Training for Professionals. The training was offered by faculty members and professionals from UCI, UPVM and UNICA, fulfilling the objective of the deliverable.</p> <p>We finished the workshop with an internal steering committee meeting, in which each institution shared the current status of activities, specially the opening of the master programs at</p>	



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STOREM EVENT REPORT

Unimagdalena and UNA and the development of the remaining deliverables, with a focus on the observatory in sustainable tourism.

Short description of event planning problems:

The workshop was organized in Santa Marta as the partners from UWI were not able to host this event, as it was originally planned. This brought a couple of logistic challenges but we managed to organize a packed agenda for two days, complying with all the objectives of the visit.

-

Main outcomes of the event:

- Dissemination of the project and the master program in Sustainable Tourism Management
- Training in different areas of sustainable tourism for STOREM partners and general community in Unimagdalena
- Organization of final phase of the project

Press video by Unimagdalena: <https://www.youtube.com/watch?v=RvRI0ggYhXM>

MEETING MINUTES

Meeting/Project Name:	Capacity Building Workshop		
Date of Meeting:	21/04/2022	Time:	9:00 am (Colombian time)
Minutes Prepared By:	Alex Estrada	Location:	Universidad del Magdalena, Santa Marta, Colombia
1. Meeting Objective			
2. Attendance at Meeting			
Name	Department/Division		
Anna Maria Pinna	UNICA		
Paola Pinna	UNICA		
Juan Felipe Paniagua Arroyave	EAFIT		
Juan Darío Restrepo	EAFIT		
Dominique Crozat	U Paul Valery Montpellier		
Gloriana Reyes Rojas	UCI		
Mario A Socatelli	UCI		
Allan Valverde	UCI		
Verónica Vargas Chacón	UCI		
Paula De la Paz Agüero	UCI		
Lisa Presciani	UPD		
Matteo Bellinzas	UPD		
Alex Estrada Caiafa	UniMagdalena		
Freddy Vargas	UniMagdalena		
Marla Maestre Meyer	UniMagdalena		
Natalia Lafaurie P	UniMagdalena		
Julieth A. Lizcano P	UniMagdalena		
Humberto Calabria Arrieta	UniMagdalena		
Tatiana Castellanos	UniMagdalena		
José Daniel Berdugo	Visit Santa Marta		
Kelly Molina Linares	San Javier Sin Fronteras		
Isaias Urquijo Silva	San Javier Sin Fronteras		

Meeting/Project Name:	Capacity Building Workshop		
Date of Meeting:	21/04/2022	Time:	9:00 am (Colombian time)
Minutes Prepared By:	Alex Estrada	Location:	Universidad del Magdalena, Santa Marta, Colombia

3. Agenda and Notes, Decisions, Issues

Topic	Owner	Time
Welcome and opening remarks	Prof. Anna Pinna	9:00
D4.8 Career Event: Presentation of best practices in career events organization	Mr. Khaleid Holder (Zoom)	10:00
D4.8 Career Event: Presentation of best practices in career events organization	Luca Usai	10:30
D4.8 Career Event: Presentation of best practices in career events organization	Carolina Cadavid Pérez (Zoom)	11:00
D4.8 Career Event: Presentation of best practices in career events organization	Anna Cotza (Zoom)	11:30
Presentation of activities related to the involvement of IDPs in the project - UPD	Mateo Bellinzas, Lisa Presciani	15:00
Presentation of activities related to the involvement of IDPs in the project – UPD: “Relación acerca de las expectativas y participación de la comunidad”	Isaias Urquijo	16:00
Presentation of activities related to the involvement of IDPs in the project – UPD: “Actividades de valorización del territorio y participación de las empresas para la responsabilidad empresarial con la comunidad”	Daniel Berdugo – Sierra Hosting	16:30
Presentation of activities related to the involvement of IDPs in the project – UPD: “La importancia de los medios audiovisuales en la valorización del patrimonio natural y la memoria histórica”	Daniel Cárdenas – ONG Flyhigh Bird	17:00
Presentation of activities related to the involvement of IDPs in the project – UPD: “La valorización del patrimonio gastronómico del Caribe Colombiano”	Manuel Martínez, Chef	17:30

Notes

Anna Pinna UNICA 9:30

Important moments:

- The outcome of STOREM Project and its focus on empowering the potential of the vulnerable students and population in the communities where the project has taken place.
- The development of tourism activities in rural areas and the creation of activities for including these communities.
- Demonstration of the evidence collected through the years of the Project STOREM and the progress and link with the expected outcomes.

Anna Cotza UNICA 9:45

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

- Monobrand Events: companies present their activities and wanted profiles
- Job Meetings: recruitment of undergraduates and graduates (9 or 10 companies), every 3 or 4 months.
- Career Day: Main event for helping graduates to enter to the job market or dedicated to specific economic themes.

Khaleid Holder - Office of Students Services UWI 9:49

Dimension for students' success: critical creative thinker, effective Communicator, Good interpersonal skills.

Career Development Services: sessions in various areas, help for making matches with mentors and preparation for the professional life and the job market.

Virtual Job Fair 2022: we make this event annually and also do Webinars, mini interviews and job fairs.

Fostering Career Readiness: Sessions for improving necessary skills for professionals to be successful nowadays regardless of disabilities, race, gender or sexual orientation.

Connecting Theory & Collaboration with Practice: connect students with employers to relate them from their academic experience with the professional world from an early stage.

Question from Anna Pinna: How do you program your activities with the people involved in the academic courses?

- We contact the faculties to see if there are contacts (graduates or enterprises' members) interested in sharing and displaying the experiences and tips on the job fairs.

Question from Carlos Coronado: Is your office in charge of the follow up of the results/performance indicators of the job fairs and other events?

We ensure that the students participate in the job fairs and that they connect with the enterprises. We try to track the students that enroll any of the organizations/enterprises that participated in the events and to collect reports from their experiences.

Luca Usai UNICA 10:49

PhD Student at UNICA that has been working organizing events and that improved his skills by studying and working there.

Career Days: are events made to create a link between companies and students for getting job offers. Created in 2018 with the support of the Faculty of Law, Economics and Political Sciences and involved 3 faculties: LEP, STEM and Sciences. It was made up by 3 training courses with skilled workers that started their careers at UNICA and 1 main event with 30 companies and students.

Career Activities: one to one match

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

Nubia Forero EAFIT 11:25

Direction of Service and Experience: in charge of the promotion of academic programs nationally and internationally.

Aim: "To inspire lives and to irradiate knowledge"

- What do we do? Attract future students and offer our academic programs
- Aims: Improvement at graduate and undergraduate levels
- Excellent service
- To provide visibility to our academic programs' portfolio

Strategy: promote our graduate and undergraduate academic programs by carrying out events at high schools, enterprises, graduated students' groups and for excellent students that have owned awards/scholarships.

Challenges: to attract people interested in our programs having on account factors as external variables and other institutions as competence.

Events and activities: Attraction, Retention and Conversion.

Main functions: fairs, external and internal events / Leads Searching / Attraction, Retention and Conversion of students.

Target: Buyer Person Pre and Students' Environment (Undergraduate) & Buyer Person POS (Graduate)

Market Research: Trends (enterprises), National and International Benchmark,

International Market:

- Brand: Optimize Social Media Posting and Approach
- Activation: relations with national and international enterprises.

Question by Mario Socatelli UCI: How often do you update the buyers' profile at your department?

- Each semester, by doing interviews to people that work/study at the university, people that got graduated and people that possibly want to study at EAFIT.

- **Juan Felipe Paniagua EAFIT:** people did not show up at the events so we found out that according to the program and its structure, different strategies of promotion were required (for example: meetings with companies). Sometimes the programs are not successful because of the number of students and also because of the specificity of the topics that the programs are about.

Dominique Crozat – Université Paul Valéry Montpellier 12:11

Our system is different from what we've seen until now. This is a device developed at the framework of the master program. Each of the three levels complements the other. The process of construction of the professional career is made oriented to the academic path of the student.

- Specific Career Day with University Specific Service
- 1st year specific 3 months seminar
- Seminar for creating and improving CVs
- Internships on 1st and 2nd year an evaluation of the percentage of students that found a job offer using questionnaires.
- Between 50% and 60% of the students find a job offer.

Students are motivated because they gain experience and also a salary and the companies are interested because they pay students that work mid-time around 20% of the average wage. The SCUIO (Service Commun Universitaire de Information, d'Orientation et d'Insertion Professionnelle) help them to organize a career day specific per each diploma.

2nd Part: 15:00 – 18:00

Matteo Bellinzas & Lisa Presciani Unidad de Planificación y Desarrollo 15:55

Activities of Involvement with Vulnerable Populations:

The coffee community of San Javier is a group that works with only one harvest a year and without adequate road infrastructure, which is why planting coffee is not so profitable. We accompany a community that selected tourism as the main economic activity for its development, developing activities such as: ancestral hiking, bird watching and visits to coffee production farms. San Javier's tourism development plan is in its initial stage, the farms are not organized and gastronomy is not centered on coffee. The population is made up of victims of displacement from the interior of the country.

We seek to promote direct trade of coffee products and without intermediaries to grow the economy. Support was requested from a chef (Manuel Martínez) to make gastronomic suggestions and to offer traditional and attractive recipes. We promote the development of a circular economy using the products produced in the region.

The STOREM program began three years ago and the coffee idea has been developing since October 2021. The community of San Javier went from receiving 0 to 200 tourists annually.

- Master's Degree in Sustainable Tourism Management Unimagdalena: Connections with the MOOC, UDP Case Study, Virtual Training in participatory planning.



Meeting/Project Name:	Capacity Building Workshop		
Date of Meeting:	21/04/2022	Time:	9:00 am (Colombian time)
Minutes Prepared By:	Alex Estrada	Location:	Universidad del Magdalena, Santa Marta, Colombia
<p>Isaías Urquijo (San Javier Community): I express my gratitude for the intervention of STOREM, given that its guidance has allowed the San Javier area to be economically, socially and sustainably strengthened and, in its specific case, to create my coffee brand and consequently my tourism promoter.</p> <p>Kelly Molina (Comunidad San Javier): We are very happy and motivated by the growth of the tourist promotion of the San Javier area and that its natural and coffee attractiveness can be used for the benefit of the population.</p> <p>José Daniel Berdugo Sierra Hosting: dedicated to tourism for more than eight years, administratively and in research. I have the advantage of being linked to tourism in the region for a long time. One of my interests is to produce tourism of a sustainable nature and the equitable distribution of its benefits. I highlight the privileged location of the area and its natural attractions for national and international tourism. It is important to observe the rise and decline of tourist areas such as Minca, Taganga and Palomino, where the priorities have been purely economic and social and environmental factors are not taken into account.</p>			



MEETING MINUTES

Meeting/Project Name:	Capacity Building Workshop		
Date of Meeting:	22/04/2022	Time:	9:00 am (Colombian time)
Minutes Prepared By:	Alex Estrada	Location:	Universidad del Magdalena, Santa Marta, Colombia

1. Meeting Objective

2. Attendance at Meeting

Name	Department/Division
Anna Maria Pinna	UNICA
Paola Pinna	UNICA
Oriana Sánchez Vittorino	UniMagdalena
Luis Dávila	UniMagdalena
Diana Laura Fernández Pérez	UniMagdalena
Jhonatan Albarracín Contreras	UniMagdalena
Elex Hasbum Suárez	UniMagdalena
Egliz Camacho Marulanda	UniMagdalena
Vladimir Guerra C	UniMagdalena
Pedro Rafael Noguera	UniMagdalena
Luis Guillermo Muñoz Alvarado	UniMagdalena
Marla Maestre Meyer	UniMagdalena
Alex Estrada Caiafa	UniMagdalena
Kelly Arrieta	UniMagdalena
Rafael García	UniMagdalena
Juan D Restrepo	EAFIT
Juan Felipe Paniagua Arroyave	EAFIT
Paula De la Paz Agüero	UCI
Verónica Vargas Chacón	UCI
Gloriana Reyes Rojas	UCI
Alan Valverde	UCI
Mario Socatelli	UCI
Dominique Crozat	UPVM
Humberto Jiménez A	IED Simón Bolívar
Astrio Avendaño M	IED Simón Bolívar
Rosa Leonor Vergara De León	Casa de Mony

Meeting/Project Name:	Capacity Building Workshop		
Date of Meeting:	22/04/2022	Time:	9:00 am (Colombian time)
Minutes Prepared By:	Alex Estrada	Location:	Universidad del Magdalena, Santa Marta, Colombia
Yesenia Cabrera Patiño	Casa de Mony		
Omar Andrés Rodríguez Patiño	IED El Mamey		
Alberto Manuel Márquez Verdugo	IED El Mamey		
Matteo Bellinzas	UPD		
Lisa Presciani	UPD		
Adolfo Herrera González	IETT Alianza Ciénaga		
Isaías Urquijo Silva	San Javier Sin Fronteras		
Kelly Molina Jiménez	San Javier Sin Fronteras		
Yurannis Carrillo Corilla	IED Laura Vicuña		
3. Agenda and Notes, Decisions, Issues			
Topic	Owner	Time	
D2.11 Training for tourism professionals: Welcome and opening remarks. Dean of the Economic and Entrepreneurial Science College	Prof. Rafael García	9:00	
D2.11 Training for tourism professionals: "Regenerative Tourism"	Prof. Mario Socatelli	9:15	
D2.11 Training for tourism professionals: "Small is beautiful"	Prof. Dominique Crozat	10:30	
D2.11 Training for tourism professionals: "Mindful Travel"	Julián Kopecec	11:00	
D2.11 Training for tourism professionals: "Culture Sardinia"	Alessandro Picciau	12:00	
Steering committee lead by UNICA	UNICA	14:30 – 16:30	

Notes

1st Part: 9:00 – 13:00 D2.11 Training for Tourism Professionals

Dean Rafael García Universidad del Magdalena 9:28

The impacts on the economy of each country will depend on the relevance of tourism in them. In the Caribbean, tourism represents a large part of the generation of total employment. According to CEPAL, the contraction in the economy will be approximately 5,700 million USD, a loss of 195,000 jobs and an impact on 68% of jobs in food management and production, mainly carried out by women. It is necessary to take pertinent measures to maintain sanitary and health conditions in optimal conditions and implement protocols established at a global level that easily allow the flow of tourism. Tourism is a strategic factor for the diversification of the economy and for attracting investment. Colombia is one of the most biodiverse and multiethnic countries in the world, with 21 sustainable tourist destinations. Training human talent to promote sustainable tourism policies is essential and the generation of a master's degree to formalize training in sustainable tourism is necessary. Given that the tourism sector is slowly recovering, we are at the crossroads of what is important and what is urgent, between immediate needs and those that are important for the future. A key point is the financing of postgraduate higher education, which in Colombia is not the common denominator, and the realization of a national cooperation fund that allows strengthening the capacities of innovative and sustainable tourism.

Mario Socatelli UCI 9:40

Regenerative Development Applied to Tourism

Sustaining is not enough, regenerating is urgent. Due to the deterioration of the earth and the society in which we live, it is necessary to do more than protect. We must improve existing resources and replace mitigating actions to provide comprehensive and long-term solutions. Sustainability has to do with the social sphere and the economy and is not a purely environmental issue. In Costa Rica, tourism is the main generator of foreign exchange and 10% of GDP. The pandemic left a new concept called Proximity Tourism, which involves traveling to nearby and safe places. It must be taken into account that, in countries with economies based on tourism, the national clientele plays an essential role in situations such as the COVID-19 pandemic that limits the movement and arrival of foreign tourists. It is essential to consider the payment capacity before the debt capacity for entrepreneurs in the tourism sector when requesting financing. The concept of "prosperity" is not clear, it is necessary to know when enough is enough. In 1972 the Club of Rome warned about the risk of human activity for life on Earth, but humanity has adopted the concept of sustainable development for 20 years without significant progress. The global crisis is the clear responsibility of humanity. The social sphere was limited to employability and integration of folklore, and economic sustainability was understood as the capacity for indebtedness in order to grow. Components of regenerative development: social, political, economic, spiritual, environmental and cultural.

Julián Kopecec 11:40

Reflection on Sustainable Tourism

Unsustainable tourism persists and there is no evidence of a significant change in the modes of consumption and production linked to this activity. The verb "sustain" means to prolong or endure as it is. Tourism development must take the human being as a central element, transformed and generator of change processes, since this activity starts from the meeting and relationship between people. The term "conscious tourism" proposes "growing inward" through the comprehensive development of people. Conscious tourism is directly related to the attitude of the human being to try to get closer to happiness. It constitutes a pact of responsibility and mutual respect between all the actors and is a living, dynamic and constantly under construction task, which would not allow the development of definitive concepts. Birth of the concept of local tourism due to the unexpected situation generated by the COVID-19 pandemic. Thanks to the diversity of the tourist offer, it is necessary to diversify the offer of tourist products and promoting health care within the activities offered is more attractive for tourist consumers. Conscious tourism is the fastest growing market segment in 2018. Transform needs into products and services.

Question Dominique Crozat: What is meant by "quality tourism"?

- It is the group of recreational activities that allow maintaining a healthy and balanced lifestyle in contrast to the guidelines of conscious tourism.

Alessandro Picciau 12:10

Sardinian Culture

On the tour, the tourist is put in contact with the artist without intermediaries to have a direct experience. Activities such as the direct encounter with the artists Kiara and Pinoccio Sciola and their art made with filaments extracted from sea shells and the emission of musical sounds with carved stones, construction of typical Sardinian baskets by hand from the cane harvest to the creation of it with their own hands. Sardinia specializes in experiential tourism in which the tourist lives directly the culture and traditions of the place. Handmade construction of knives based on natural material in which the tourist does not carry out the construction activity manually, but is present in the process in the workshop. Cheese making with a shepherd through a natural process that starts early from the feeding of the animals to the extraction of milk and other production processes. Live and share a family experience with a typical Sardinian family through inclusion in all daily activities. Wine and olive oil tasting tour at the production farms and detailed explanation of the production stages.

Dominique Crozat 12:55

Small is beautiful: when the invention of new forms of tourism rebuild territories

Due to the fact that tourism in territories with weak economies requires a lot of investment to develop it, it is useful to rely on Schumacher's thought that rethinks the concept of production, promotes endogenous development and the distinction between renewable and non-renewable assets and the conception and action of man in the world within his own scale and not in an exaggerated way. Strategies such as the creation of cultural tours in poor sectors of the cities, allowing the purchase of real estate at low prices (Banlieu, Sant Joan de les Abadesses) and the transformation of towns whose population deserts, into lodgings for travelers generate an expansion of the tourism and remarkable economic growth.

2nd Part: 14:30 – 16:30**Steering Committee led by UNICA****Anna Pinna**

Collect and provide all of the information about the accomplishment of the proposed activities until now. And compare what did we say and what we have according to the main goals for STOREM for making updates for the officers and communicate the strengths and difficulties in the process of building the courses and master's programs, strategies and indicators of success. There are two points potentially in a critical status: The UniMagdalena's Master that is approved but not on course and the other Master that has not been approved. Unimagdalena made a formal communication about the reasons why the Master has not started. We are not concerned about the implementation but about the financial aspects, then some points related to the activities of development for the master's classes will not be able to be funded if there is no proof of the start of the academic activities. We have to discuss about the payment in case the Master is not on course and how we can pay the activities that have been done and sort them and the ones that hasn't been done as well as the reasons why. Provide the information about the dissemination of the project, the complementary activities and try to start the implementation of the master so the payments can be carried out. Second objective: work package 4 and the indicators and numbers of people involved from the communities and how are they related to the master. The final conference should be at one of the countries of the two main beneficiaries (Costa Rica and Colombia) and there will be shown the results of all the activities made during the development stage of the STOREM Project. The important part is the need to provide evidence.

Paola Pinna

We are going to organize a template for each institution to provide the strategies and details of all the activities and the supporting documents and annexes.

Carlos Coronado

We would like that the extra activities that University of Magdalena has carried out for the success of the STOREM project and looking for the creation and start of the Master's Program could be taken on account for the evidence report.

Anna Pinna

Before we leave we can make a review of the related activities and the evidence.

Carlos Coronado

What are the financial implications on having teachers included on the project but not having started the Master's Program courses?

Anna Pinna

There can be meetings with the officer for discussing that points and evaluate them. It is necessary to get back the money that can not be spent by France.

Carlos Coronado

We need to have the money a month and a half before the travel because of the paperwork and permits we have to issue here at the university. Also we will not be able to participate in more project activities if we don't receive the next payment, as many activities have been performed without budget from STOREM.

Matteo Bellinzas

The MOOC is related to the Master's Program and could be presented as a virtual course for letting the people learn how to create tourism projects based on the experience gained on the study case.

Marla Maestre

The goals were reached as the case study of the beach certification "Blue Flag" and which is published on the Master's Program website and has been presented to the consortium. And we are also considering offering two of the courses for the communities that are involved with the project in the Magdalena department, which are considered IDPs.

Lisa Presciani

Provide a week of classes on how to create a podcast in the San Javier region, in order to expand the reach of tourism and its cultural value.

Catrina Hinds

We are going to meet with Davide and go over the numbers so that we can confirm how many members of the UWI team will be able to travel to Europe. The new Masters course is being delivered in May.

Anna Pinna

You can apply for an extra travel funding for helping you managing the travel expenses.

Paola Pinna

Use the opportunity of the last conference as a chance for disseminating the Master's Program.

Alfonso Lara Quesada

We are coordinating the strategies for disseminate the Master's Program as much as we can. We are designing logos and creating all of the visual resources for showing it out. We are waiting for the approval of the director to start posting information about the program.

Anna Pinna

We need lists from all the institutions including the people that are expected to assist to the final conferences in Cagliari and Montpellier.

Paola Pinna

In order to make a conclusion, the partners will start to make a report with the evidence of the activities that has been carried out and the ones that has not, as well as the difficulties that they have faced in the path of developing the Master's Program and all of the related activities.



STOREM
Meeting Minutes



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ANNEX 2: Agenda Final



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**Sustainable Tourism, Optimal Resource and Environmental Management –
STOREM
Capacity Building Workshop, Santa Marta 2022
Agenda**

Thursday, April 21, 2022

9:00 – 13:00	<p>Welcome and opening remarks. Prof. Anna Pinna. 9:00</p> <p>D4.8 Career Event: Presentation of best practices in career events organization (9:30 – 13:00)</p> <ul style="list-style-type: none">• Mr. Khaleid Holder. UWI (Vía Zoom). 10:00• Luca Usai, UNICA. 10:30• Carolina Cadavid Pérez. EAFIT (Vía Zoom). 11:00• Anna Cotza (Vía Zoom). 11:30 <p>Zoom Meeting https://us02web.zoom.us/j/89492905907 Meeting ID: 894 9290 5907 Passcode: 184104</p>
15:00 – 18:00	<p>Presentation of activities related to the involvement of IDPs in the project – UPD</p> <ul style="list-style-type: none">• Presentación de actividades. Matteo Bellinzas y Lisa Presciani. 15:00• “Relación acerca de las expectativas y participación de la comunidad”. Isaias Urquijo, líder de la comunidad de San Javier. 16:00• “Actividades de valorización del territorio y participación de las empresas para la responsabilidad empresarial con la comunidad”. Daniel Berdugo, empresa Sierra Hosting. 16:30• “La importancia de los medios audiovisuales en la valorización del patrimonio natural y la memoria histórica” Daniel Cardenas, ONG flyhigh bird. 17:00• “La valorización del patrimonio gastronómico del Caribe Colombiano” Manuel Martinez, Chef. 17:30



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Friday, April 22, 2022

9:00 – 13:00	<p>D2.11 Training for tourism professionals</p> <p>Welcome and opening remarks. Dean of the Economic and Entrepreneurial Science College, Prof. Rafael García.</p> <ul style="list-style-type: none">• Prof. Mario Socatelli “Turismo Regenerativo”. 9:15• Prof. Dominique Crozat “Small is beautiful”. 10:30• Julián Kopecek “Turismo consciente/Mindful Travel”. 11:00• Alessandro Picciau “Culture Sardinia”. 12:00 pm <p>Zoom Meeting https://us02web.zoom.us/j/85010061094 Meeting ID: 850 1006 1094 Passcode: 886557</p>
14:30 – 16:30	<p>Steering committee led by UNICA</p> <p>Zoom Meeting Unirse a la reunión Zoom https://us02web.zoom.us/j/9359351774</p> <p>Meeting ID: 935 935 1774 Passcode: 024150</p>



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ANNEX 3: Participant Lists



STOREM
ATTENDANCE LIST

Event	Venue
D4.8 Career Event	Unimagdalena
Date	Responsible
21/04/2022	Unimagdalena, UNICA, UWI

N°	Name	Institution	Signature
1	Juan Felipe Paniagua Arroyave	Universidad EAFIT	
2	Don Juan Cruzat	U. Paul Valery Tumbuller	P. Cruzat
3	JUAN RESTREPO	EAFIT	
4	ANNA M. PINNA	UNICA	
5	Gloriana Reyes Rojas	UCI	
6	MARIO A. SCRUTA	UCI	
7	ANNA PINNA	UNICA	
8	Allan Valverde	UCI	
9	Verónica Vargas Chacón	UCI	
10	Paula Delacruz Agüero	UCI	
11	LISA PRESTANI	UPD	
12	MATEO BELLINZAS	UPD	
13	Natalia Maestre Meyer	Unimagdalena	
14	Natalia Lafaurie P	Unimagdalena	
15	WILSON A. LIZCANO P	Unimagdalena	
16	Humberto Calabria Arrieta	Unimagdalena	
17	Tatiana Cepillados J.		
18	Jose Daniel Berdugo	Visit Santa Marta	
19	Kelly Marina Linares	San Javier Sin fronteras	
20	ESTER URQUIJO SILVA	San Javier sin fronteras	
21	Alex Estrada Linares	Unimagdalena	
22	CAROL CORONADO	UCI	
23			
24			
25			



STOREM
ATTENDANCE LIST


Event	Venue
D2.11 Training for Tourism Professionals	Unimagdalena
Date	Responsible
22/04/2022	Unimagdalena

Nº	Name	Institution	Signature
1	Onians Sanchez Vittorio	Unimagdalena	<i>Onians V. S.</i>
2	Alex Estrada Carrafa	Unimagdalena	<i>Alex Estrada</i>
3	Zui Doula	Unimagdalena	<i>Zui Doula</i>
4	JUAN D. RESTREPO	EAFIT	<i>JDR</i>
5	Juan Felipe Paniagua Arroyave	Univ. EAFIT	<i>JFP</i>
6	Humberto ALBARRACIN CONTRERAS	UNIMAGDALENA	<i>Humberto</i>
7	Diana Laura Fernandez Perez	Universidad Magdalena	<i>Diana Fernandez</i>
8	ELEX HASBUM SUAREZ	Unimagdalena	<i>Elex Hasbum</i>
9	EGLIZ Camacho Marulanda	Unimagdalena	<i>Egliz</i>
10	Vladimir Guerra c.	Unimagdalena	<i>Vladimir Guerra</i>
11	Paula Delacruz Ayi-ero	UCI	<i>Paula</i>
12	Verónica Vargas Chacón	UCI	<i>Verónica</i>
13	Gloriana Puyes Rojas	UCI	<i>Gloriana</i>
14	Allan Valverde	UCI	<i>Allan</i>
15	Dominique Casati	UPD	<i>Dominique</i>
16	Humberto Jiménez A	IED Simon Bolívar	<i>Humberto</i>
17	Edro Rafael Noguea	Unimagdalena	<i>Edro</i>
18	Rosaleone Vergara de Lina	Casa de Monq	<i>Rosaleone</i>
19	Yesenia Cabrens Parino	Casa de Monq	<i>Yesenia</i>
20	WIS Guillermo Muñoz Alvarado	Unimagdalena	<i>WIS</i>
21	Ornar Andrés Rodríguez Páez	IED el Maney	<i>Ornar Rodríguez</i>
22	Alberto Manuel Páez Viquez	J.E.d el Maney	<i>Alberto Páez</i>
23	Patricio Delacruz	UPD	<i>Patricio</i>
24	LISA RESCARI	UPD	<i>Lisa</i>
25	Adolfo HERRERA GONZALEZ	I.E.T.T. ALIANZA CIENAGA	<i>Adolfo</i>

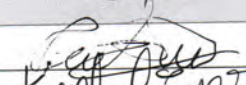
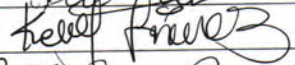
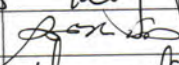
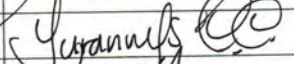
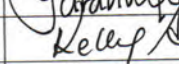
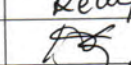
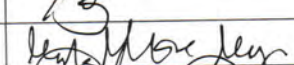


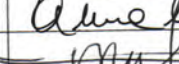

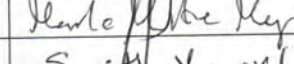
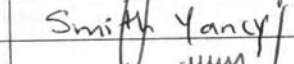


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	STOREM ATTENDANCE LIST
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Event	Venue
D2.11 Training for Tourism Professionals	Unimagdalena
Date	Responsible
22/04/2022	Unimagdalena

Nº	Name	Institution	Signature
1	Issias Orjijo Silva	A. San Javier sin fronteras	
2	Kelly Medina Prieto	San Javier Sin fronteras	
3	Astorio Arendano M	I.E.D. Simon Bolivar	
4	Yurany Garrillo Cortilla	I.E.D. Lava Vieja	
5	Kelly Arrieta	Egresada	
6	Rafael Garcia Junz	Decano FEE	
7	Marla Maestre Meyer	Unimagdalena	
8	ANNA PINNA	UNICA	
9	ANNA M. PINNA	UNICA	
10	Mario A Socratelli	UI	
11	Marla Maestre Meyer	Unimagdalena	
12	Smith Yancy	Unimagdalena	
13	Carlos Coronado	''	
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ANNEX 4: News Note

Capacity Building on Career Days in Santa Marta

In April 2022, an event was held at the campus of UniMagdalena in Santa Marta, Colombia, in order to provide training for 22 participants the implementation of career events that promote employment opportunities for university students. The design of career events focusses on the need to match the career perspectives of the university student with the corresponding labour market, both at the national and regional level. Selected private organizations and public stakeholders are ideally invited to participate and contribute their perspective on career paths in the current labour market. HEI partners from the EU and the Caribbean contributed with presentations on strategies for career day implementation Discussions were also held on opportunities for mutual collaboration between EU countries and those in Latin America and the Caribbean with the goal of supporting long-term sustainability in research cooperation between the project partners.

Capacitación en Jornadas de Carrera Profesional en Santa Marta

En abril de 2022 se llevó a cabo un evento en el campus de UniMagdalena en Santa Marta, Colombia, con el fin de capacitar a 22 participantes en la implementación de eventos de carrera que promuevan oportunidades laborales para estudiantes universitarios. El diseño de eventos de carrera se enfoca en la necesidad de hacer coincidir las perspectivas de carrera del estudiante universitario con el mercado laboral correspondiente, tanto a nivel nacional como regional. Las organizaciones privadas seleccionadas y las partes interesadas públicas están idealmente invitadas a participar y contribuir con su perspectiva sobre las trayectorias profesionales en el mercado laboral actual. Los socios HEI de la UE y el Caribe contribuyeron con presentaciones sobre estrategias para la implementación del día de la carrera. También se llevaron a cabo debates sobre oportunidades de colaboración mutua entre los países de la UE y los de América Latina y el Caribe con el objetivo de apoyar la sostenibilidad a largo plazo en la cooperación en investigación entre los socios del proyecto.

