

Management for Sustainable tourism_MaST Summer Lab at the University of Sassari

Period: 19 to 25 September 2022

Ours: 44 + project work (2 cfu)

Cfu: 4+2 total 6.

The course, taught in English, provides specialized training on sustainable tourism management's theoretical and applied aspects. In particular, MaST Summer Lab aims to transfer managerial skills to support decision-making processes to plan and implement sustainable tourism development strategies at the level of individual organizations and destinations. An "inclusive" training approach will be used, allowing the participants to accompany moments of open discussion and discussion with teachers and experts with individual and group work moments aimed at putting into "practice" the knowledge acquired through the definition and subsequent implementation of the project work (live learning lab). The laboratory activities will be integrated with visits to the territory and companies in collaboration with the main stakeholders of IMAST.

The course lasts five days with 44 hours of theoretical and practical training in laboratory form. In the morning, theoretical aspects and the introduction of a managerial tool will be treated and then applied during the afternoon workshop and laboratory.

The first day will be dedicated to the theme of sustainability and strategies for sustainable development. The second day will be dedicated to the study of methodologies and tools for planning sustainability—the third day to study the methodologies and tools for sustainability reporting. The fourth and fifth days will be dedicated to visits to the territory and companies to investigate sustainable tourism applications in the field.

On the last day of the course, participants will take a final test with a grade (of 30/30) to achieve the credits. Furthermore, on the last day, participants will present a project work proposal to be sent within two weeks for the attribution, if positively evaluated by a specific commission, of an additional 2 ECTS. The achievement of 6 ECTS, corresponding to an elective course for the IMAST degree, is subject to passing the final test and a positive evaluation of the project work. Students who do not submit the project work within two weeks will only obtain 4 credits.

Note: It is not yet certain whether the summer lab can be chosen as a “special election module” for the winter semester 2022/23. An erasmus agreement needs to be firmed between the two universities and the examination board needs to approve the dates which lay outside the lecture period. The program coordinator will provide updates on progress (status: 24/05/2022).