


Name and address of university	University of Cagliari (UNICA) Faculty of Economics, Law and Political Science Department of Economics and Business Sciences Via Sant'Ignazio 17, 09123 Cagliari, ITALY www.unica.it
Contact	 <p>Prof. Dr. Cinzia Dessì cdessi@unica.it https://www.unica.it/unica/it/ateneo_s07_ss01_sss02.page?contentId=SHD30329</p>
Short description of university	<p>The University of Cagliari was founded by Philip III of Spain in 1620. It is in the Sardinian capital and has 6 Faculties and 15 Departments, with an annual capacity of more than 25,000 students.</p> <p>The Department of Economics and Business Sciences, within the Faculty of Economics, Law and Political Science, houses the Master's Degree Course in Sustainable Tourism Management and Monitoring.</p> <p>In the same faculty and department, there is also a Bachelor of Science in Economics and Business Management with a tourism-focused major named Economics and Management of Tourism Services.</p>
Relevant Faculty/ department	Faculty of Economics, Law and Political Science Department of Economics and Business Sciences https://www.unica.it/unica/en/fac_scienzeecopolit.page https://unica.it/unica/en/dip_scienzeecoaziend_s7_ss1.page?contentId=AVS105302
Study programme (s) in (sustainable) tourism	<p>Bachelor Degree Science in Economics and Business Management - Economics and Management of Tourism Services https://www.unica.it/unica/it/crs_11_75_sss16.page https://www.unica.it/unica/protected/376589/0/def/ref/DOC376570/ https://consorziouno.it/egst/</p> <p>Master Degree Sustainable Tourism Management and Monitoring https://www.unica.it/unica/it/crs_11_81.page</p>
Duration and ECTS of	Bachelor Degree

programme(s)	3 years, 180 ECTS Master Degree 2 years, 120 ECTS
Language(s) of instruction	Bachelor Degree Italian Master Degree Italian, English
Keywords describing programme(s)	Bachelor Degree (The two-year period is the same for all students. Only the third year characterizes the bachelor's degree). Tourism marketing; Tourism company financing; Organization of tourism companies; Planning and control of tourism companies; Marketing of tourist destinations; German language for tourism. Master Degree Strategic Management for Sustainable Tourism, Sustainability and Tourism Development, Anthropology of Tourism and Cultural Heritage, Environmental Planning, Entrepreneurship and Business Creation, Management and Marketing in Tourism Destination, Information system and DBMS, International standards and tourism indicators monitoring, International environmental law
(Sustainable) tourism research/transfer institute (if any)	CRENoS is a research centre that conducts both theoretical and applied research. It was founded in 1993 by economists from the Universities of Cagliari and Sassari. Within the active research lines, the role of intangible factors (human capital, social capital, institutional quality, technological change) in enhancing economic performance, financial and monetary issues, health and welfare systems, natural resources, and sustainable development are given special consideration. Moreover, a focus on the economics of Sardinia, as well as a focus on tourism. https://crenos.unica.it/crenos/about https://crenos.unica.it/crenosterritorio/
Research/transfer topics	1) <u>Drivers of tourism expenditure and length of stay (to enhance the sustainability of destinations), or better:</u> The determinants of Italian domestic tourism: A panel data analysis In this work, a GMM panel data estimation is employed to analyze the primary determinants of domestic tourist demand in Italy, as assessed by regional bilateral tourism flows. The analysis is conducted on an aggregate level as well as for the two traditional macroregions of the country, namely the Centre-North and South. The significance of traditional economic determinants in determining domestic tourism flows is reaffirmed for the entire nation. The subsample analysis reveals some intriguing discrepancies between macroregions.

A Microeconomics Analysis of the Per Diem Expenditure of British Travelers

This study examined the factors that influence the spending habits of British tourists. This is the first study to exclusively examine this market. Using an original questionnaire, 1178 samples are gathered and preserved. The study demonstrates that income, length of stay, work status, and kind of lodging utilized are significant factors influencing per diem expenses.

Analyzing the drivers of itemized tourism expenditure from the UK using survey data

This study's objective is to examine the factors that influence British tourists' spending on various consumables. A questionnaire was used to gather the initial data. The total number of samples is 1361. There are differences in the significance of the explanatory factors and the degree of their effects for each expenditure category. Hotel guests spend much more money in each category. Those who travel to visit friends and family (VFR) spend far less money. Those interested in cuisine and natural sights are among the highest-spending tourists.

Tourism enhancement of the coastal areas of southern Sardinia.

The primary objective is to profile the source markets of tourism flows and highlight the distinctive attributes of the destination that can influence tourists' decisions. This work contributes to the scientific discourse by proposing the analysis of original data gathered by a questionnaire disseminated in five sun-and-sand-oriented tourist locations in southern Sardinia: Cagliari, Domus de Maria, Muravera, Pula, beach Villasimius.

Can five sun-and-sand Sardinian destinations host longer visits?

This study examines the factors that influence the length of stay for different types of tourists in five southern Sardinian sites. In the summer of 2019, primary data were collected for this aim. At the level of the entire sample, the results are consistent with the previous literature, with a few exceptions addressing destination-specific characteristics.

2) The relationship between tourism and pollution, or better:

The Trade-Off Between Tourism and Pollution for Japanese Economic Growth

This study offers a vector error correction model to examine the link between pollutant emissions and GDP levels in Japan from 1970 to 2014, and analyzes the validity of the Environmental Kuznets Curve (EKC) hypothesis driven by tourist arrivals. Our findings confirm the existence of two distinct routes of causation between the selected variables.

3) The relationship between immigration and tourism firms.

The relationship between immigration and tourism firms.

This study examines whether the presence of immigrants gives an opportunity for Italian tourism companies to boost the number of businesses and employees. To this purpose, it focuses on the hotels and restaurants industry, where a significant portion of revenue is generated by visitor spending. The study is undertaken on a national scale as well as independently for the Centre-Northern and Southern provinces. The data significantly suggest a favourable correlation between the proportion of immigrants in a province and the number of tourism businesses and employees.

4) The relationship between tourism (inbound and outbound) and migration flows, or better:

Migration and outbound tourism: Evidence from Italy

This study examines the influence of migration on Italian outbound tourism, disaggregated by reason for travel. A dynamic panel data analysis is conducted on a sample of 65 nations from 2005 to 2011. The data indicate that the number of Italians living abroad has a beneficial effect on all types of outbound tourism. In contrast, the number of foreign-born residents in Italy appears to encourage Italians to travel abroad for work, to visit friends and family, but not for vacations.

Migration and inbound tourism: an Italian perspective

In a dynamic panel data framework, this study explores the impact of migration on Italian inbound tourism flows. For the period 2005-2011, arrivals, expenditures, and nights from 65 countries are analysed. To assess the pushing and pulling forces, the migration variable is defined at both the origin and the destination. Estimates were generated utilizing both aggregated and disaggregated flows to distinguish visiting friends and relatives (VFRs) from two non-VFR categories, namely vacation and business. The results indicate the existence of a robust migration-tourism nexus that extends well beyond VFRs.

Does internal migration affect Italian domestic tourism? A panel data analysis

A dynamic panel data examination of the impact of interregional migration on domestic tourist demand in Italy, utilizing three panel estimators with varying homogeneity assumptions imposed on the parameters. Before performing panel regressions, a conventional cointegration analysis is undertaken. The results provide substantial support for a strong positive correlation between domestic tourism nights and internal migration stock per capita.

5) Economic impacts of tourism

A SVECM Analysis of the Relationship between International Tourism Arrivals, GDP and Trade in Italy

This research provides an SVECM investigation of long-run, short-run and contemporaneous relationships across per capita international tourism arrivals (ar), real GDP (y), and total international commercial transactions (tr) for the Italian

economy. We find that variables span a bidimensional cointegrating space, which we normalize as long-run relationships between y and ar and between ar and tr . Results show that whereas there appears to be unidirectional long-run causality running from y to tr and from tr to ar , bidirectional causality is detected between y and ar . Structural estimation and a study of the Impulse-Response functions of “meaningful” shocks hitting the economy are used to provide valuable insights for policy and business strategy design.

6) A Human Rights Based Approach (HRBA) to Sustainable Tourism;

A Human Rights Based Approach (HRBA) to Sustainable Tourism.

Island destinations represent an interesting dimension for reflection about sustainable tourism as they are characterized by specific features linked to their morphological condition: a territory defined and limited by isolation. Such peculiarity, an asset often in safeguarding and transmitting cultural heritage and preserving the natural environment, makes these destinations unique places. Sustainable tourism management offers tools and good practices that contribute in building up viable paths for the safeguard of the natural, cultural and historical heritage offering economic and social benefits for the hosting communities. Sustainable tourism is firmly positioned within the Agenda in SDGs 8, 12 and 14 targets. Tourism can provide a consistent direct and indirect contribution to all SDGs. ETIS helps to measure and monitor tourism management performance and enhance sustainability. Over 100 destinations across Europe have implemented this EU methodology, during the 2-year pilot phases (2013-2015). *In 2016 Visit South Sardinia was awarded by the European Commission as top tourism destination for sustainable management, thanks to its innovative approach combining EU and UN sustainability indicators. The award recognised the out-standing achievements attained in the two-year ETIS pilot project.*

7) Sustainable Tourism Monitoring: Destination, Business and Stakeholder Perspectives;

Consumer perceptions towards sustainable supply chain practices in the hospitality industry

This research explores the effects of economic, social, and environmental sustainability policies on consumer happiness, loyalty, and willingness to pay higher prices in the hospitality supply chain. Using data collected from 288 tourists who visited south Sardinia, the study reveals that while economic sustainability practices have positive effects on consumers' satisfaction, loyalty, and willingness to pay a premium, sustainability practices related to environmental and social dimensions have direct positive effects on satisfaction and indirect positive effects on consumer loyalty and willingness to pay a premium. The findings suggest that consumer pleasure moderates the effect of environmental and social sustainability strategies on customer loyalty.

From mine industries to a place of culture, tourism, research and higher education: case study of the great mine Serbariu

This study aims to explore how closed factories could be transformed and provide a path for sustainable development for a territory. The analysis of the Great Mine Serbariu case showed that the regeneration of an exhausted mine serves a model of sustainable development, especially for the redevelopment of other urban and industrial degraded areas. The Great mine Serbariu was restored and turned into a place of culture, tourism, research and higher education, with the Italian Cultural Centre of Coal Mining (ICCCM) establishing its headquarters in the heart of the former mine. It attracted almost 220,000 visitors, generating both domestic and international tourist flows and making an industrial heritage a real resource for the area.

The impact of TV series on tourism performance: the case of Game of Thrones

TV series and cinema productions are considered one of the most recent and promising instruments to promote tourist destinations and to increase tourist flows. We contribute to the scarce literature by investigating the impact of one of the most successful TV series of all times: Game of Thrones (GoT). The series was internationally broadcasted and filmed around the world. We focus on fourteen filming locations in three different countries: Spain, Croatia and Malta. To estimate how much of their recent tourism performance is due to the visibility obtained through GoT, we use county-level panel data in the years 2007–2019 and apply an event study design as methodology. Findings confirm the ability of TV productions to boost the tourist flows in the filming locations.

8) Assessment of the implementation of Sustainable Tourism Indicators, or better:

An Assessment of the Implementation of the European Tourism Indicator System for Sustainable Destinations in Italy

The European Tourism Indicators System (ETIS) is a product of the European Union (EU) Sustainable Development Strategy, which was formulated with the objectives of promoting economic prosperity, social equity, cohesion, and environmental protection. In this paper, we present an analysis of the results of the implementation of the ETIS during the period 2013–2016, in the Italian tourist destination of South Sardinia. While the implementation of ETIS constitutes a significant advancement in Italy, and more widely in Europe, our findings reveal that an adaptive management approach is necessary for achieving the anticipated objectives and adapting these standardized indicators to different territorial contexts.

The impact of Airbnb on hidden and sustainable tourism: the case of Italy

Aim of this research is to investigate the extent of the impact of the Airbnb phenomenon on tourism indicators in general and, in particular, on sustainable tourism indicators (STI). We conjecture that, notwithstanding the correctness of STIs construction, these indicators measure the tourism impact partially, since STIs are

	<p>computed using data recorded by official statistics organization that do not include information about Airbnb flows. We demonstrate that Airbnb data offer a new point of view in the analysis of tourism impact in terms of sustainability. Results provide evidence about the substantial presence of Airbnb guests in Italy and the consequent relevant effect on economic, social and environmental sustainability of Italy as a destination.</p> <p>9) <u>A Blockchain-based Approach for Tourism Data Insertion and Visualization;</u></p> <p>In this research, we introduce BATDIV, a Blockchain based Approach for Tourism Data Insertion and Visualization, focusing mainly on the European Tourism Indicators System (ETIS). Tourism development programs, promoted at both national and international levels, use measurable indicators to monitor and manage the sustainable development of territories. The adoption of blockchain technology (BCT) allows lowering some typical technological barriers encountered when dealing with this kind of data collections, such as data management process, data integrity, time delay for information retrieval, data accessibility, storage costs, data ownership rights management, data centralization, backup procedures management.</p>
<p>Selected research projects on sustainable tourism</p>	<p><u>PNRR (2023-2025) - National Recovery and Resilience Plan (NRRP)</u></p> <p>Strengthening of research structures and creation of R&D "innovation ecosystems", set up of "territorial leaders in R&D" — funded under the National Recovery and Resilience Plan (NRRP), Mission 4, Component 2 Investment 1.4, funded from the European Union - NextGenerationEU.</p> <p>Name of the innovation ecosystem: e.INS Ecosystem of Innovation for Next Generation Sardinia</p> <p>SPOKE AND AFFILIATE WITH THE SPOKE PERFORMING PARTIES: 1.Università degli Studi di Sassari (UNISS); 2.INPECO TPM S.R.L; 3.Università degli Studi di Cagliari (UNICA) ; 4.IRGB Consiglio Nazionale delle Ricerche; 5.Accademia di belle arti "Mario Sironi"; 6. Istituto Zooprofilattico Sperimentale della Sardegna (IZS); 7.Consorzio Interuniversitario per le telecomunicazioni (CNIT); 8.Abinsula S.r.l; 9.Camera di Commercio Industria artigianato agricoltura Sassari (CCIAA); 10.Università degli Studi di Teramo; 11.Accenture Technology Solution S.r.l; 12.Confindustria Sardegna; 13.Fondazione Centro Studi Enel; 14.RSE S.P.A; 15.So.G.Aer S.p.A.; 16.CYBERTECH S.r.l; 17.GenomeUp S.r.l; 18.Banco di Sardegna.</p> <p><u>STOREM (2019 – 2022) Sustainable Tourism, Optimal Resource and Environmental Management</u></p> <p>Capacity Building in higher education</p>

	<p>The STOREM project is co-funded by the Erasmus+ programme of the European Union, as part of the following Action: Cooperation for innovation and the exchange of good Practices</p> <p>The STOREM Project aims to implement new master’s curricula in 5 higher education institutions in the Latin American and Caribbean region (Barbados, Colombia, Costa Rica) in the field of sustainable tourism and environmental management;</p> <p>Parties: Università degli Studi di Cagliari (ITALIA) Department of Economic and Business Sciences; Université Paul Valery Montpellier (FRANCE) Department of Geography and Planning; University of the West Indies (BARBADOS) Centre for Resource Management and Environmental Studies; Universidad para la Cooperación Internacional (COSTA RICA); Faculty of Environment and Development Participating Institutions Universidad Nacional (COSTA RICA); Universidad del Magdalena (COLOMBIA); International Relations Office Universidad EAFIT (COLOMBIA); Department of Earth Sciences Participating Institutions Unidad de Planificación y Desarrollo (COLOMBIA);</p> <p><u>Destinations’ Performance Measurement and the Role of Public Policies (2017-2020)</u></p> <p>The general objective of this project is to fill the gap between destinations’ performance measurement and the related policy and decision-making actions. The project aims at using an effective/efficient system of tourism monitoring based on international standards to encourage the cooperation among the different stakeholders, that turns out essential for the design of public and private policies in destinations committed to sustainability.</p> <p>Thus, the project achieved the following Specific Objectives:</p> <ul style="list-style-type: none"> - Measurement of tourism impacts through international standards; - Assessment of public and private managerial models for destinations; - Improvement of the cooperation among public and private stakeholders in destinations.
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>Students enrolled in Unica's master's degree program in sustainable tourism management and monitoring have the chance to do an internship with private firms, public institutions, and associations interested in sustainable tourism on a local and national level.</p> <p>This internship period is a vital element of the curriculum of the master’s degree, and private and public organizations have entered into an agreement with the department.</p> <p>Numerous training placements are activated with entities (such as the Region of Sardinia and the Municipality of Domus de Maria), institutions (such as the Marine Protected Area of Capo Carbonara), and businesses (e.g., Accor Hospitality Italia),</p>

	<p>such as the Fondo Ambiente Italiano (FAI) and the Italian Government's Permanent Representation in Brussels with Tourism Delegation.</p> <p>Students may select an internship from those that have been proposed or make a new agreement by submitting an internship project. To establish a new agreement, it will be the responsibility of the Course Council to analyze the proposal and its compatibility with the Course's educational programme, specify the duties and activities to be completed, and select the internal tutor.</p>
<p>Network of partners in the field of sustainable tourism</p>	<p>Unica is embedded in a network that includes several institutions with which collaborates.</p> <p>Erasmus partners</p> <ul style="list-style-type: none"> • Eberswalde Hochschule für Nachhaltige Entwicklung (HNEE), Eberswalde University for Sustainable Development • Université Paul Valéry Montpellier (FRANCE) Department of Geography and Planning; • University of the West Indies (BARBADOS) Centre for Resource Management and Environmental Studies; • Universidad para la Cooperación Internacional (COSTA RICA) Faculty of Environment and Development; • Universidad del Magdalena (COLOMBIA); International Relations Office • Universidad EAFIT (COLOMBIA); Department of Earth Sciences • Unidad de Planificación y Desarrollo (COLOMBIA); • Belarus State Economic University BSEU – Minsk – (Belarus) <p>Tourism associations and individual companies</p> <ul style="list-style-type: none"> • UNWTO www.unwto.org The United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism • UN Global Compact www.unglobalcompact.org A voluntary initiative based on CEO commitments to implement universal sustainability principles and to take steps to support UN goals • Rete ecoturismo Sardegna (Sardinia Ecotourism Network) https://retecoturismosardegna.com/ The Sardinia Ecotourism Network has 40 partner companies , including: tour operators, accommodation facilities, excursion guides, museums, archaeological sites and organizers of activities and experiences. • ALTURS (Alliance for responsible and sustainable tourism in Sardinia) Alturs, an acronym for Alliance for Responsible and Sustainable Tourism in Sardinia. The newly formed acronym brings together three associations: <ul style="list-style-type: none"> - Touring Club Italia https://www.touringclub.it/ - Italia Nostra https://www.italianostra.org/ - Slow Food https://www.slowfood.it/ <p>Government organisations</p>

- RAS – Regione autonoma della Sardegna (Autonomous Region of Sardinia)
<https://www.regione.sardegna.it/>
<https://www.regione.sardegna.it/regione/assessorati/turismo/>
- Assessorato comunale alle attività produttive, turismo e promozione del territorio (Municipal Department of productive activities, tourism and territorial promotion)
https://www.comune.cagliari.it/portale/page/it/attivita_produttive_turismo_e_promozione_del_territorio?contentId=ORG12644

Non-government organisations

- OECD Tourism Unit <https://www.oecd.org/cfe/tourism/>
- Global Sustainable Tourism Council (GSTC) <https://www.gstcouncil.org/>
- Green Destinations <https://www.greendestinations.org/>
- CRENOS <https://crenos.unica.it/crenos/>
- FAI (Fondo Ambientale Italiano - Italian Environmental Fund) -Saline Conti Vecchi <https://fondoambiente.it/>
<https://fondoambiente.it/luoghi/saline-conti-vecchi>
- VIS (Volontariato Internazionale per lo Sviluppo - International Volunteering for Development) <https://www.volint.it/>

Business and project partners

- FEDERALBERGHI <https://www.federalberghi.it/index.aspx>
Federalberghi has been the most representative national group of Italian tourist lodging businesses for over a century.
Federalberghi offers corporate needs and recommendations to institutions and governmental, economic, and labor organizations.
Federalberghi seeks to advance the economic and social interests of tourism entrepreneurs and to promote the recognition of their social role, the affirmation of the tourism economy, and the promotion of the national tourist accommodation supply.
- Sun & Sand Sardinia <https://cadossene.com/>
Cadossene is a 2021 Cagliari-based firm that offers training, planning, and consulting services in the fields of communication and territorial marketing to freelancers, corporations, and the public sector.