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Immediate publication

MEDITARANNEAN TOURISM AFTER COVID19

How ICT services can support the tourism industry to stay alive after the pandemic

MISTRAL, Blue RoSES, BlueMed, and WestMed co- organized the "ICT services for post Covid-19 blue tourism in the Mediterranean region" workshop that took place online on November 10, 2020 on GoToWebinar platform. The main goal of the workshop was to identify significant research and innovation trajectories to support a sustainable and resilient post-pandemic blue tourism sector in the Mediterranean region for developing future strategic actions.

The workshop was organized in two main sessions. On the first session, after the introductory speech on perspectives and needs for sustainable tourism in the Mediterranean, experts from different tourism sectors addressed the major problems and needs that the tourism industry will face during and after the pandemic outbreak as well as any positive experiences from novel technological solutions in terms of services and

products to better handle the pandemic advert effects. The second session, in the form of a panel discussion by representatives of industry, policy makers, RD&I funding institutions and academics, further explored the outcomes of the previous session providing possible answers, innovative ideas and new business models, including relevant resources and strategies for the better design of a society more resilient to pandemic outbreaks with special focus all along the tourism value chain.

The event was a great success as it was attended by more than 60 Business executives, startup entrepreneurs, public sector executives, regional and national authorities, academics and researchers, policy makers and other stakeholders from the tourism sector.



Image 1: Picture taken during the presentations.

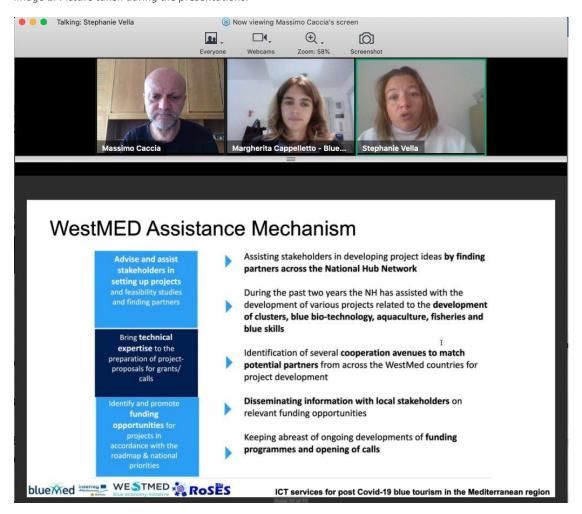


Image 2: Picture taken during the presentations

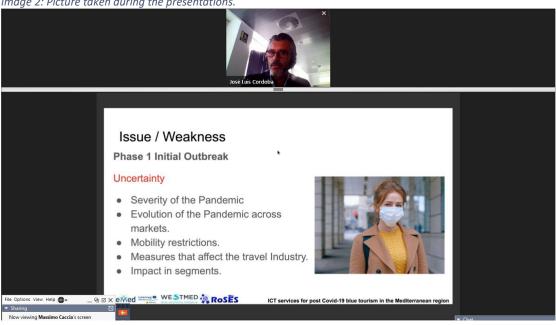


Image 3: Picture taken during the presentations.







