

Online Workshop: ICT services for post Covid-19 blue tourism in the Mediterranean region

Where and When

November 10, 2020, 10:00 a.m. - 1:00 p.m. CET, Online - GoToWebinar Platform

Goal

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.

Description

Tourism sector is facing a big crisis that could lead to a transformative change. The anti Covid-19 measures taken in many countries to manage generally the tourism sector and in particular the seaside tourist season of Summer of 2020, open new scenarios on how to use the beaches and coastal areas, e.g. social distancing between umbrellas and deck chairs, booking access to free beaches, etc. This situation could facilitate the spread of new technologies among the population, e.g. app to book access to the beach or check its crowding in real time, as well as changing the habits of tourists e.g. by making limited and sequential access to some sites by stimulating their remote use, etc. **The workshop aims to verify the impact of anti Covid-19 measures on tourists' habits and new needs and opportunities for the development of related ICT technologies.** By engaging diverse key stakeholders in the area, the outcomes of the workshop will contribute to inform the policy making process, including at European Commission level. Also, they will inspire the participants to further explore new ideas and tools and to develop synergies for the benefit of the Mediterranean countries and the sector, designing a pattern to connect in a systematic way the many relevant on-going and upcoming activities.

Agenda

The workshop is organised 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 will address the major problems and needs that the tourism industry faced 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 adverse effects. The second session, in the form of a panel discussion by representatives of industry, policy makers, RD&I funding institutions and academics, will further explore 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.

Target Audience

Business executives, start-up entrepreneurs, public sector executives, regional and national authorities, academics and researchers, policy makers and other stakeholders from the tourism sector.

Organisers

Blue RoSES, BlueMed, MISTRAL and WestMed

Contacts

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Registration

Participation in the workshop, which will be held in English, is free but a registration is needed at <https://attendee.gotowebinar.com/register/3007906881670667023>.

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Agenda

10:00-10:10	Workshop introduction and objectives	Massimo Caccia, CNR - Blue RoSES Coordinator Margherita Cappelletto, CNR - BlueMed CSA Apollonia Tiziana De Nittis or Attilio Raimondi, RER- MISTRAL Stephanie Vella, WestMED Assistance Mechanism
10:10-10:20	Perspectives for Blue Economy	Ms. Ramune GENZBIGELYTE-VENTURI, Policy officer for Tourism, European Commission, DG GROW Mr. Linos Voskarides, Policy Officer responsible for coastal and maritime tourism, European Commission, DG MARE Mr. Miguel Lizaso, Policy Officer, European Commission, DG RTD
Session 1 - Operational cases		Rapporteur: Mónica Campillos, IEO & BlueMed CSA
10:20-10:30	Introduction on Sustainable tourism in the Mediterranean	Marko Jović, Croatian Chamber of Economy, Zadar County Chamber & MISTRAL
10:30-11:25 (7 min talks)	Federations	Ms Mariem Nevisse Abdel Aziz, Mauritania Tourism Federation
	Tourism & Innovation	Jose Luis Cordoba, Director at Andalucia Lab
	Tourism industry operators	Mrs Elena Tanou, Top Kinisis Travel PLC, Vice President
	Hotel operators	Anas Snene, TUI Destination Services
	Open air operators	Maurizio Vianello, Presidente FAITA
	Nautical charter operators	Sergio Bucci, Yachting in Sardinia
	Cruise ports	Aris Batsoulis, Port of Corfu, MedCruise
11:25-11:40	Q&As	Facilitator: Mónica Campillos Llanos, IEO & BlueMed CSA
11:40-11:50	<i>Coffee break</i>	
Session 2 - Panel discussion		Chair: Mara Manente, Ciset & BlueMed Economy Platform Rapporteur: Malika Belhassen, INSTM
11:50-12:40	Robotics & tourism (cities)	André Martins, Lisbon Municipal Chamber
	Touristic destinations	Adriana Miotto, G20 delle Spiagge
	Health	Giovanni Maga, CNR
	Social sciences	Linda Osti, University of Bolzano
	Southern Mediterranean Social aspects	Dr. Mohamed Ali Marouani, IRD
12:40-12:50	Q&As	Facilitator: George Christou, RIF & BlueMed CSA
12:50-13:00	Tourism policy and post Covid initiatives and actions	Ms. Agnieszka Kempny, Project Adviser for EMFF, European Commission, Executive Agency for Small and Medium-sized Enterprises (EASME)