

## **Crisis Management during the COVID-19 Era: The Experience of the Mediterranean Tourism Sector**

The footprint of COVID-19 pandemic to the tourism sector has undoubtedly become one of the main dominant issues within international public administration, tourism industry and academy. Throughout this last year a significant number of national and international webinars has been organized focusing on issues like the impact of COVID on various tourism fields like destination management or accommodation, the foreseeing of a new tourist behavior, or global strategies of tourism management during the COVID era. The adaptation of the tourism sector to these extra-ordinary conditions and the implementation of particular and rather creative crisis management strategies is a current field of academic discussion, since time has allowed for the demand to answer back to these strategies. On the other hand, the Mediterranean area is a worthy representative of tourism crisis management during the last 20 years, with threats like the economic crisis of 2008, terrorist attacks in various tourist destinations, and the refugee crisis, having constantly reshaping tourism demand within the territory but not eliminating it. Thus, the purpose of this webinar is to open a discussion between tourism crisis management and the Mediterranean territory. The webinar will discuss, but is not limited to, the following topics and issues:

- How COVID-19 pandemic affected tourism business and industry in the Mediterranean.
- How prepared were the area for the crisis before COVID-19.
- How sales and marketing strategies have been adapted in response to the crisis, and what is the plan for the upcoming period.
- The future of the industry post COVID-19 pandemic.
- What are we learning from the COVID-19 pandemic.

## AGENDA

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10:00 - 10:10	Welcome and overview on UNIMED and its SubNetworks <b>Mr. Marcello Scalisi, UNIMED Director</b>
10:10 - 10:15	Introduction of the SubNetwork on Mediterranean Tourism <b>Prof. Mohammad Alazaizeh, University of Jordan</b> Coordinator of the SubNetwork
	Introduction of the topic of the webinar and of the speakers <b>Prof. Konstantina Zerva, University of Girona</b> Co-coordinator of the SubNetwork
10:15 - 10:30	<b>Prof. Dimitrios Buhalis, University of Bournemouth (UK)</b>
10:30 - 10:45	<b>Prof. Islam Salem, University of Alexandria (Egypt) and University of Technology and Applied Sciences (Oman)</b>
10:45 - 11:00	<b>Prof. Italo Arbulú, University of Balearic Islands (Spain)</b>
11:00 - 11:15	<b>Mr. Luis Falcón Martínez de Marañón, CEO at inAtlas. Big Data &amp; Location Analytics (Spain)</b>
11:15 - 11:30	Q&A session
11:30	End of the webinar

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[Register here](#) by April 19, 2021

*The language of the event will be English.*

*The webinar will be held on Zoom and recorded.*