



# Mediterranean Tourism



Newsletter#1 July 7th, 2021

Officially launched on December 9th, 2020, the UNIMED SubNetwork on Mediterranean Tourism is currently counting 21 Universities from 10 countries.

In this Newsletter, the members of the SubNetwork have shared interesting contributions about activities, researches, published papers and works in progress on the topic of Tourism.

Furthermore, you will find information about past activities of the SubNetwork and further events on the topic of tourism.

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## COIL Teaching Methodology: an invitation from the University of Girona

The University of Girona is applying for the first time the teaching methodology known as COIL (Collaborative Online International Learning), which promotes the development of intercultural competence across shared multicultural learning environments.

The University of Girona is inviting any professor who would be interested in this methodology to contact [Prof. Konstantina Zerva](#) (Coordinator of the UdG COIL network).

[Read more](#)

**By Prof. Konstantina Zerva, University of Girona, Spain**

*International learning, Intercultural exchange*

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## The University of Evora informs about the Alentejo Sustainable Tourism Observatory

The ASTO-Alentejo Sustainable Tourism Observatory, integrated in the INSTO/UNWTO, aims to promote knowledge management for monitoring sustainable development and R&D in the Alentejo and Lezíria do Tejo regions (Portugal). Currently, ASTO is linked to the PISTA project, born with the support of regional entities, aimed at facilitate the information sharing and technical-scientific knowledge produced by ASTO, adding value in the regional economy.

[Read more](#)

**By ASTO's Scientific Coordination Team: Maria do Rosário Borges; Jaime Serra; Joana Lima; Noémi Marujo, University of Evora, Portugal**

*Sustainable Tourism, Knowledge sharing*

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## Wellness tourism and the components of its offer system: a holistic perspective. A recent study of the University of Urbino

Aside from the current negative economic reality for the tourism sector, the recent literature has identified wellness tourism, on a global scale, as a rapidly growing market. Moreover, scholars hypothesize that the pandemic will positively influence consumer behavior in favor of wellness tourism in the medium term. The study conducted by the University of Urbino identifies and defines the components of wellness tourism (including sectors not traditionally associated with it), through a review and analysis of the extant literature on 'wellness tourism' and 'wellbeing tourism' of the last two decades. It is in publication in the latest issue of the *Tourism Review*.

[Read more](#)

**By Proff. Mauro Dini and Tonino Pencarelli, University of Urbino, Italy**

*Wellness, Wellness tourism, Holistic wellness, Tourism research perspective, Well-being tourism, Wellness tourism experience*

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## Reforming tourism and archaeology education in Palestine to meet industry expectations. A recent article of the University of An-Najah

This paper first elaborates on the development of tourism and archaeology in higher education in Palestine over the last five decades. Then, it moves to evaluate the efforts of Palestine's higher education sector to reform policies and practices related to specialised tourism programmes. An-Najah National University is one educational institution in Palestine that focuses on tourism and archaeology education.

[Read more](#)

**By Prof. Jafar Subhi Abahre, University of An-Najah, Palestine**

*Tourism and archaeology education; Palestine; tourism industry; curriculum development; tourism labour*

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## Research in progress at the Università Telematica Pegaso

The aim of the Università Telematica Pegaso's research is to investigate the impact generated by Covid-19 on Chinese tourism in the Mediterranean area and the new challenges to be faced in order to restart it. It also focuses on the strategies to be implemented at EU, national and regional level so as to favour its recovery, highlighting the new opportunities created by the pandemic emergency to build a stronger, more sustainable and resilient tourism.

**By Proff. Colomba La Ragione and Adriana Esposito, Università Telematica Pegaso, Italy**

*Chinese tourism, Mediterranean area, Covid-19*

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## [Crisis Management during the COVID-19 Era: The Experience of the Mediterranean Tourism Sector\\_Recording available](#)

The webinar Crisis Management during the COVID-19 Era: The Experience of the Mediterranean Tourism Sector, the first Webinar of the UNIMED SubNetwork on Mediterranean Tourism, held on April 21, 2021 was organised with the University of Jordan and the University of Girona and saw the contributions of Prof. Dimitrios Buhalis, Prof. Islam Salem, Prof. Italo Arbulú and Mr. Luis Falcón Martínez de Marañón. The recording is available.

[Read more](#)

*COVID-19, Tourism, Mediterranean Region*



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## [Re-connecting Tourism with the biosphere: a Mediterranean perspective\\_Report of the event](#)

The workshop “Re-connecting Tourism with the biosphere: a Mediterranean perspective” took place on May 19th, 2021. Promoted by the Interreg Med Sustainable Tourism project and organised by UNIMED, it brought together 4 speakers and more than 40 participants coming from the Northern and Southern Shores of the Mediterranean. The report of the event is available.

[Read more](#)

*InterregMED, Sustainable Tourism, EcoTourism, Biosphere, UNESCO*

## ABOUT THE SUBNETWORK

UNIMED SubNetwork on Mediterranean Tourism is an academic working group created in the framework of the UNIMED Network and wants to promote synergies, knowledge-exchange and partnerships among the involved Universities, support policy dialogue and strengthen consultation in the Mediterranean.

The SubNetwork aims to engage university departments, academics, researchers, practitioners, technologists and specialists working in the field.

UNIMED - Mediterranean Universities Union is a network of more than 100 universities from 23 countries of the euro-mediterranean region and since 1991 aims to promote collaboration among Higher Education Institutions of the Mediterranean Region to enhance institutional, economic, cultural and social cohesion of the area.

More information on the SubNetwork are available [here](#)