Tourism and Sustainability: Case Studies from the Mediterranean Region
January 26th, 2022
10:30am to 12:00 pm (CET Time)

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The II° Thematic Webinar of

Residents' perceptions
Solution Heritage
Ecotourism
Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

In this webinar, some case studies about the topic of Sustainable Tourism at Mediterranean level are showcased. Thanks to the innovations and also due to the exigencies emerged in the COVID era, thematic experts from Portugal, Italy and Jordan will present experiences and research on this topic.

The language of the event will be English. The webinar will be held on Zoom and recorded.

The II° Thematic Webinar of Mediterranean Tourism

Residents' perceptions

Solution Heritage

Ecotourism
Agenda

10h30 | Welcome & Introduction
Prof. Mohammed Alazaizeh, University of Jordan & Zayed University
Prof. Konstantina Zerva, University of Girona

10h35 | A reflection on the Alentejo’s residents’ perceptions on tourism: is really there some sustainability?
Prof. Maria do Rosário Borges & Prof. Joana Lima, University of Évora

10h55 | Solution Heritage: technologies, environment and tourism in the Smart Villages
Prof. Luisa Carbone, University of Tuscia

11h15 | Ecotourism as a tool for sustainable development, the case study of Dana Biosphere Reserve, Jordan
Prof. Malek Jamaliah, University of Jordan

11h35 | Q&A session
11h55 | Closing remarks

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A reflection on the Alentejo’s residents’ perceptions on tourism: is really there some sustainability?

Residents’ perceptions are a widely studied area in tourism research due to the recognition that tourism generates several types of impacts for the destinations and the sustainability of tourism development largely depends on the support of the local community. This fact is even more important to consider when we refer to destinations recognised and distinct because of its natural and cultural resources. In this kind of destinations, to embrace the potential of tourism for the development, it is crucial for destination that managers broaden their understanding of their stakeholders to develop effective sustainable tourism strategies.

In this context, ASTO – Alentejo Sustainable Tourism Observatory studied the perceptions of the residents regarding tourism development. This study analysed the Alentejo residents’ profile, as well as their perceptions on tourism impacts (social, cultural, environmental and economic), interaction with visitors and on tourism development.

ASTO Scientific Team: Maria do Rosário Borges, Joana Lima, Jaime Serra & Noémi Marujo, University of Évora
The studies of the urban space in the post-pandemic era makes us reconsider once again the effect that information and communication technologies are producing, no longer only on urban infrastructures, but above all on the community’s perception of the environment capital and tourism resources. The lockdown due to the COVID-19 emergency has given way to rethink not only in technological or economic terms, but has brought out a plurality of different tones and meanings to the increasingly widespread demand for the future, relative to the system of values, lifestyles and the needs of communities, relaunching the role of the so-called smart villages in this perspective. These smart villages are experiencing a new season with sustainable smart-co-working strategies, which place the right of citizens to a high quality of life at the center of territorial marketing interventions, dismissed in its various aspects: urban, social, tourism, economic, environmental and technological. In fact, technologies are therefore central to relaunching the environment and, in particular, there is an interest in the use of Geographic Information Systems (GIS), consolidated tools and methods for redevelopment, sustainability and energy efficiency, the development of resources and business models for tourism development and the development of innovative communication strategies and narrative formats. In this perspective, this intervention intends to emphasize the need for the environmental capital and tourism to be recognized as an economic resource and connected to an interpreting community which, through innovative languages and technologies, can participate and be aware of an informational geography, which transforms the image of the marginality of smart villages.

Prof. Luisa Carbone, University of Tuscia
Ecotourism as a tool for sustainable development, the case study of Dana Biosphere Reserve, Jordan

Ecotourism is a segment of sustainable tourism that applies the sustainability principles to its activities, operations, establishment, and projects in order to conserve the environment and improve the welfare of local communities. This study aims to assess ecotourism management practices and strategies in achieving economic, socio-cultural, and environmental sustainability in Dana Biosphere Reserve, the most important ecotourism destination in Jordan, using semi-structured interviews with key informants.

The results indicate that Dana has implemented a variety of management practices addressing the needs of visitors, the industry, the environment, and host communities, including development of alternative livelihoods, visitor management, zoning, environmental monitoring, environmental education, and involvement of local communities, etc. However, there are considerable barriers and challenges that hinder the achievement of sustainable development such as lack of financial capability, poaching, climate change, reserve-local conflicts, etc.

Prof. Malek Jamaliah, University of Jordan
Tourism and Sustainability: Case Studies from the Mediterranean Region is organised by the University of Jordan, the University of Girona (coordinators of the SubNetwork) and UNIMED.

UNIMED SubNetwork on Mediterranean Tourism groups 22 Universities from 10 Countries.

More information on the SubNetwork is available [here](#). Contact us at unimed@uni-med.net