



“Sector Alliance Committee”

Towards an Action Plan on Sustainable Tourism 2020 in the MED post-COVID context

in the framework of the
EBSOMED project

December 17th , 2020



The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.



EBSOMED Webinars

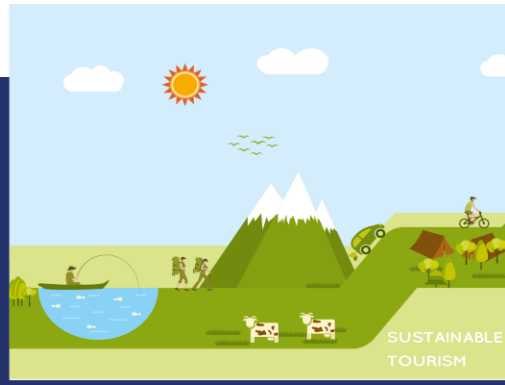


 Cross-Sectorial
Strategy Committee

Sector Alliance Committee:

**Towards an Action Plan
on Sustainable Tourism 2020
in the MED post-COVID scenario**

Online
17 December 2020



Organized by



Sector Alliance Committee: Towards an Action Plan on Sustainable Tourism 2020 in the MED post-COVID-19 scenario

The tourism sector is recognised as a key area for successful trade integration and economic development, taking a major role in the new economy and sustainable growth. The Mediterranean region hosts nearly 400 million tourists every year. For the region, it represents 13% of exports, 23% of the service sector and employs more than 20 million people.

However, this sector was severely affected by the COVID-19 pandemic, not only due to travel restrictions, but also because of the global context of its operation. Many jobs are under threat around the world and especially in the Mediterranean region.

The EBSOMED project is organising a webinar on ***“Sustainable Tourism 2020 in the Mediterranean post-COVID-19 scenario”***, which will take place in an online format on **17th of December 2020**. This online event is an opportunity to discuss common challenges, areas for improvement in the sector and foresee future scenarios to boost the economic recovery of Mediterranean Tourism.

Moreover, ASCAME and its affiliates will produce a strategic paper on Sustainable Tourism Strategy in the post COVID-19 context in the Mediterranean region, guided and supervised by a Sector Alliance Committee (SAC). Different tourism experts from different countries will give input on these subjects with the objective to get an overview of the state of the art of the sector in their different Mediterranean countries, highlighting existing challenges and opportunities and proposing ways to move forward in the sector.

This activity is carried out in the frame of EBSOMED, a project co-financed by the European Union to support BSOs and SMEs in the Mediterranean Region.

The “*Sustainable Tourism 2020 in the Mediterranean post-COVID-19 scenario*” webinar aims to:

- Give an **overview** of the state of Sustainable Tourism in the MED
 - Review existing narrative
 - Review ongoing solutions and trends especially in the COVID-19 context
- **Analyse**
 - Macro-analysis per sector, comparative advantage, assess the local environment and respective practices
 - Role and relation between the public / private sectors
 - Identifying the current obstacles and challenges
 - Analysing risks & assess external hindrances
 - Lessons learnt and past experiences shared
 - A specific focus on the main Programmes to support the Tourism sector among EU and MED countries
- **Identify** future opportunities and potential niches & recommendations.

Moderator:

Anna Escoda, Projects & International Cooperation Area Manager, ASCAME General Secretariat

Speakers Confirmed

- **Dr. Ghassan Aidi**, President, IHRA (World)
- **Dr. Fethi Ferhane**, President of the Tourism Commission, CCI Oran (Algeria)
- **Albert Rodríguez**, Project Manager, Barcelona Chamber of Commerce (Spain)
- **Roger Khayat**, Economic Advisor to the President, Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon (Lebanon)
- **Ioannis Pappas**, Director Mediterranean Region, Global Sustainable Tourism Council (World)
- **Omar Hazineh**, Executive Director, Jordan Inbound Tour Operators Association (Jordan)
- **Claudia Guzzon**, Project & Policy Officer, Conference of Peripheral Maritime Regions (World)
- **Essia Guezzi**, Project Manager, WWF North Africa (Regional)

With the collaboration of the Malaga Chamber of Commerce

As we have mentioned, after this session, conclusions, opportunities, and challenges will be gathered in a report accessible for all the stakeholders working in the tourism sector in the Mediterranean. Your point of view about this topic is important, **we appreciate it if you can fill up this [survey](#)**.

We kindly invite all participants to **register [here](#)** (speakers included).