

## **Building a resilient tourism sector in the COVID-19 era Challenges and opportunities in the Mediterranean**

*Webinar organized on the occasion of the World Tourism Day  
28<sup>th</sup> of September, 11.00 to 13.30*

Video conference through Webex: <https://bit.ly/32WLz7A>

**11:00 Welcome remarks and presentation of the webinar** by *Mr Vincent Ernoux*, coordinator of the ENI CBC Programme Branch Office for the Western Mediterranean

**11:05 EU support to reboot the tourism sector under the European Cohesion Policy**, *Mr Laurent de Mercey and Ms Joanna Mouliou*, DG REGIO, European Commission

**11:20 Current situation of the Mediterranean tourism industry and potential ways to restart**, *Ms Alicia Fajardo*, CEO and founder of “Better Tourism Foundation” and co-founder of #TurismoRESET

**11:35 The contribution of the ENI CBC Med Programme to the development of sustainable tourism**, *Mr Fabrizio Paloni*, coordinator of the ENI CBC Med Joint Technical Secretariat

**11:45 Focus on ENI CBC Med projects: scope, good practices, opportunities**

- Gamification and innovation: MED GAIMS project - *Mr Daniel Asmar*, American University of Beirut
- Accelerating slow tourism: Med Pearls project - *Ms Sofia Pla Oset*, Catalan Tourist Board
- Developing adventure tourism : MEDUSA project - *Ms Lina Al-Khaled*, Jordan Inbound Tour Operators Association
- Culture and communities: CROSSDEV project -*Ms Emanuela Panke*, CISP tourism expert and *Ms Enas Odeh Batha*, CROSSDEV sub-grant beneficiary in Palestine

**12:40 Open discussion: getting back tourism on track in the Mediterranean**

**13.30 End of the webinar**

