



**The Department of Tourism Studies and the International Relations Office of Ashkelon Academic college, Israel in cooperation with the Program for Innovation & Management in Tourism, Salzburg University of Applied Sciences (SUAS), Austria is holding a webinar for scholars, policy makers, and practitioners on the topic:**

# **Where Do We Go From Here? A COVID-19 Recovery of Urban Tourism**

**March 22<sup>nd</sup>, 2022 | 17:00-19:15 (Israel Time)**

The COVID-19 crisis shook the tourism industry. As rural tourism gradually recovers from the crisis, and even reports of new records in some places, urban tourism is still struggling. Most tourism investment and economic activities are focused on tourist cities. These include hospitality venues, human resources, restaurants and attractions. Hence, the recovery of the tourism industry depends on recapturing of urban tourism.

The webinar focuses on the challenges of recovering urban tourism activities, with speakers from The World Tourism Organization (UNWTO), Israel and Austria. It addresses topics such as virtual tourism, the new urban agenda, MICE (meetings, incentives, conferences and exhibitions) tourism and lessons from the crises. Together, we will try to answer the question: what are the required steps to achieve a 'new normal' of urban tourism, while not repeating old mistakes such as 'over-tourism'?



### **17:00–17:15 | Opening remarks**

- ▶ **Chair: Dr. Elie Friedman**, Head of the International Relations Office, Ashkelon Academic College
- ▶ **Prof. Haim Breitbart**, President, Ashkelon Academic College
- ▶ **Mr. Kobi Barda**, Director General Deputy - the Israeli Ministry of Tourism

**Panel Chair:**

**Dr. Shahar Shilo**, Head of the Tourism Department, Ashkelon Academic College

### **17:15-17:30**

Virtual tour “on the footsteps of Theodor Herzl in Vienna”  
with Francis Vieira live from Vienna.

### **17:30-17:50**

Ms. **Sandra Carvao**, Chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization (UNWTO): Rethinking Urban Tourism  
Tourism in the New Urban Agenda.

### **17:50-18:10**

Mag. **Bert Brugger**, Director of Tourism Salzburg  
Salzburg comeback?.

### **18:10-18:30**

Gernot Marx, Managing Director, Salzburg Convention Bureau  
Never mind MICE marketing. Business comes back anyway!?.

### **18:30-18:50**

Ms. **Ilanit Melchior**, Head of Jerusalem Tourism  
The Jerusalem experience during Covid 19, what have we done and what can we do to recover tourism?.

### **18:50-19:05**

Virtual tour “From Vienna to Jerusalem - on the footsteps of Theodor Herzl”  
with Itamar Ben David, Israel VIP tour guide and the founder of the Israeli virtual tourism association.

### **19:05-19:15 | Concluding remarks**

- ▶ **Dr. Shahar Shilo**, Head of the Tourism Department, Ashkelon Academic College
- ▶ **Prof. Eva Brucker**, Head of Degree Programme, Innovation & Management in Tourism Salzburg University of Applied Sciences
- ▶ **Mag. Werner Taurer**, Head of Innovation Management in Tourism Department, Salzburg University of Applied Sciences

**The event will be held via Zoom | For registration and to receive a link, [click here](#).**  
**\*The webinar is free of charge.**