

# MEDITERRANEAN TOURISM KNOWLEDGE EXCHANGE AND POLICY FORUM 2023

## MED LIFE: TOURISM HOSPITALITY AND WELLBEING TOWARDS 2030

In collaboration with Tourism Review

MALTA Tuesday 21-Wednesday 22 November 2023 Hilton Hotel St Julian's Malta

followed by the 8th Mediterranean Tourism Forum on the 23rd November.

<https://www.medtourismforum.com/>

### DRAFT Programme as of 27 October 2023

	<b>TUESDAY 21 NOVEMBER 2023 Hilton Hotel Malta</b>		
11:00-11:30	Welcome and Introductions Andrew Agius Muscat, Secretary General Mediterranean Tourism Foundation Professor Dimitrios Buhalis, Bournemouth University, UK Chair		
11:30-13:00	<b>KEYNOTES TOURISM POLICY AND SUSTAINABILITY RESEARCH AGENDAS</b> Professor Marie Avellino University of Malta, Malta POLICY Professor Carlos Costa, Aveiro University, Portugal: PLANNING		
13:00	<b>13:00-14:00 LUNCH</b>		
14:00-15:30	<b>PARALLEL SESSIONS: SUSTAINABLE</b> CHAIR Maria Gravari-Barbas André Pedrosa, The Critical Success Factors for tourism routes development: A governance model Nataša Urošević and Kristina Afrić Rakitovac. Measuring sustainable wellbeing in Mediterranean health tourism destinations Krista Rizzo, Anne Marie Thake and Charles Yousif Stakeholders' Perspectives on Decarbonising Malta's Tourism Industry Chantal Avellino and Marie Avellino, Fostering Offender Inclusion for Sustainable Mediterranean Destinations	<b>PARALLEL SESSIONS: MARKETING</b> CHAIR Pilar Talón Ballesteró Donna Kelly. Knowledge transfer as a leverageable asset from event hosting Ivana Stevic and Zélia Breda. Co-creating visitor experience through an innovative project Ismael Gómez-Talal, Pilar Talón-Ballesteró, Veronica Leoni and Lydia González-Serrano. The Impact of Dynamic Pricing on Restaurant Customers' Perceptions and Price Sentiment	<b>PARALLEL SESSIONS: POLICY</b> CHAIR Marie Avellino Caroline S.L. Tan. I choose NOT to travel: Gen Z tourists' Boycott Behaviour in the face of social justice activism Mario Nicoliello. The impact of a sport event on the sustainable tourism development: the case of UEFA Euro Germany 2024 Dália Liberato, Cristina Rodrigues, Filipa Brandão and Elsa Esteves: Sociocultural regeneration through creative tourism: a win-win solution for rural destinations Marie-Louise Mangion Malta's tourism future: does a choice exist?
15:30-	<b>15:30-16:00 COFFEE NETWORKING</b>		
16:00-17:30	<b>KEYNOTES DESTINATION, RESILIENCE AND SMART TOURISM RESEARCH AGENDAS</b> Professor Dimitrios Buhalis, Bournemouth University, UK: SMART Professor Pilar Talón Ballesteró, Universidad Rey Juan Carlos, Madrid, Spain REVENUE MANAGEMENT		
17:30-19:00	<b>UNIVERSITY OF MALTA TOURISM POLICY WORKSHOP</b> <b>Tourism policy recommendations for future strategy</b> Professor Lino Briguglio and Prof. Marie Avellino University of Malta – Industry and Stakeholders	 UNIVERSITY OF MALTA L-Università ta' Malta	<b>RESEARCH WORKSHOP: TOURISM REVIEW WORKSHOP</b> <b>Publishing in top journals</b> The Editor in Chief Perspective Professor Dimitrios Buhalis Professor Maria Gravari-Barbas, Professor Carlos Costa
20:00-22:00	Networking Mediterranean Reception Taking place at the Quarterdeck Lounge, Hilton, Malta.		



	WEDNSDAY 22 NOVEMBER 2023		
09:00-10:30	<b>PARALLEL SESSIONS: IMPACTS</b> CHAIR Maria Gravari-Barbas Filipa Brandão, Marlene Amorim, Marta Ferreira Dias, Marcela Sampaio, Regenerative tourism boosting local food production in Mediterranean countries: best practices and positive impacts. Boryana Tengulova. Analysis of the Impact of the COVID-19 Pandemic on Wine Tourism in the Plovdiv Region, Bulgaria, and the Recovery Process in the Period 2019-2021. Francesc Fusté Forné and Alicia Orea-Giner. Food Tourism in TikTok: Digital Marketing for Tourism Wellbeing Dália Liberato, Filipa Brandão, João Duarte, Pedro Liberato, Joana A. Quintela, Repositioning thermal tourism as a territorial development strategy	<b>PARALLEL SESSIONS: MANAGEMENT</b> CHAIR Marie Avellino Ilma Aulia Zaim, Dimitrios Stylidis, Konstantinos Andriotis and Anthony Thickett. Raja Ampat from the Eyes of Indonesian and British Non-Visitors: A Social Representation Study Through Video Elicitation Matteo Mazzarano, Giulia Galluccio and Simone Borghesi. Urban Tourism in Representative Concentration Pathways, scenarios for Italy Albian Albrahimi. The Impact of Seasonal and Tourist Destination Variation on Hotel Ratings and Reviews on Trip Advisor Carmenrita Bugeja, Marie Avellino and Jos Ann Cutajar, Chefs Working in the Maltese Catering Environment: Adopting an intersectional ethnographic approach	<b>PARALLEL SESSIONS: DESTINATIONS</b> CHAIR Alexandros Paraskevas Jitender Kumar. Exploring sustainable tourist behaviour in homestay tourism Zlatina Lyutova. Tourism in the National Recovery and Resilience Plans of the EU Member States Luca Thuan Nguyen Dinh Sustainability in a Warming World - Reshaping the Tourism Landscape in the Mediterranean Region: A Focus on the Maltese Islands Marie Avellino and Viana Hassan, The impact of advanced Technology on the Transformation of Wellness and Medical Tourism in the Mediterranean
10:30-	10:30-11:00 COFFEE NETWORKING		
11:00-13:00	<b>KEYNOTES TOURISM POLICY AND SUSTAINABILITY RESEARCH AGENDAS</b> Professor Marina Novelli, University of Nottingham, UK: OVERTOURISM (Virtual) Professor Maria Gravari-Barbas, Université Paris 1 Panthéon-Sorbonne, France: HERITAGE Professor Alexandros Paraskevas, University of West London, UK: RESILIENCE		
13:00-	13:00-14:00 LUNCH NETWORKING		
14:00-15:30	<b>PARALLEL SESSIONS: PLANNING AND DEVELOPMENT</b> Chair Carlos Costa Abigail Blas. Making the Tourism Environment Accessible for Children with Autism Spectrum Disorders and their Families VIRTUAL Madlina Puka, Eralba Cela and Russell King. Lifestyle migration in Albania. Is the country prepared for? Aristidis Bitzenis and Nikos Koutsoupais. Mediterranean Tourism in Business and Economics Research: A Scientometric Analysis of Scopus Indexed Research Prokopis Christou and Katerina Pericleous. Tourist encounters with places associated with longevity and reflections from Mediterranean blue zones: An environmental psychology and Attention Restoration Theory perspective	<b>PARALLEL SESSIONS STRATEGIES AND GLOBAL CHALLENGES</b> CHAIR Leonidas Efthymiou  Chapter Development Workshop (CDW) for forthcoming book  Dimitrios Buhalis, Daisy Fan, Leonidas Efthymiou, Alkis Thrassou, Demetris Vrontis, 2025,  Tourism and Hospitality Strategies and Global Challenges to be published by Palgrave Macmillan -	
15:30-	15:30-16:00 COFFEE NETWORKING		
15:30-17:30	<b>Panel Discussion MED LIFE: ENHANCE LIFE EXPERIENCES IN MEDITERRANEAN</b> Professor Marie Avellino University of Malta, Malta Professor Maria Gravari-Barbas, Université Paris 1 Panthéon-Sorbonne, France Professor Dimitrios Buhalis, Bournemouth University, UK Professor Carlos Costa, Aveiro University, Portugal Professor Pilar Talón Ballester, Universidad Rey Juan Carlos, Madrid, Spain Professor Alexandros Paraskevas, University of West London, UK		
18:00	FAREWELL AND WELCOME TO PLENARY		
19:30 –	Mediterranean Fiesta at Casino Maltese in Valletta, Malta		
	THURSDAY 23 NOVEMBER 2023 PLENARY 8th Mediterranean Tourism Forum		
THURSDAY 23 NOVEMBER 2023 PLENARY 8th Mediterranean Tourism Forum Grandmasters Suite, Hilton Conference Centre			

0900hrs Andrew Agius Muscat, Mediterranean Tourism Foundation  
 0910hrs Hon Dr Robert Abela, Prime Minister of Malta (to be confirmed)  
 0920hrs Hon Clayton Bartolo, Minister of Tourism, Malta (confirmed),  
 0930hrs Tony Zahra, Mediterranean Tourism Foundation President (confirmed),  
 Mediterranean Ministers of Tourism MOU Signature

0940hrs Conference Opening Show – **MEDITERRANEAN LIFE**

1000 hrs Introduction by Moderators Rajan Datar - BBC Broadcaster

Angela Attard Fenech, Tourism Expert - Malta,  
 Biljana Breithwaite - ESG Expert - Montenegro,  
 Sofia Bennani - Knowledge Management Expert -Morocco  
 Adesewa Josh, TRT Broadcast Journalist – Nigeria/Turkey.

1010hrs DISCUSSION: **LIFE - LOW IMPACT INVESTMENTS FAVOUR EVERYONE**

*Facilitated by Rajan Datar - BBC Broadcaster and Journalist (UK) and AngelaAttard Fenech, Tourism expert (Malta)*

Prof Jim Coleman; Economist, WSP (UK) (confirmed)

Prof Frank Martela; Philosopher and author (Finland) (confirmed)

Don Andrea Ciucci; Coordinator of the Secretariat of the Pontifical Academy forLife (Vatican) (confirmed)

1040hrs **TOMORROW ON-BOARD - CONVERSATION** (to be confirmed)

1055hrs DISCUSSION: **TRAVEL - A TRAVEL BOOM POWERED BY REVENGEHOLIDAYS**

*Facilitated by Rajan Datar - BBC Broadcaster (UK) and SofiaBennani - Knowledge Management Expert (Morocco).*

Bandar Al-Fuhaid, Arab Tourism Organisation, President (Saudi Arabia)

Andreas Scriven, Deloitte Hospitality & Leisure, Lead Partner (UK) (confirmed)

Bart Van De Winkel, Asset Management, (Holland/Greece) (confirmed)

1125hrs **JUST TRANSITION - CONVERSATION** (to be confirmed)

1140hrs DISCUSSION: **DESTINATIONS - FROM GOOD TO GREAT**

*Facilitated by Rajan Datar - BBC Broadcaster and Journalist (UK) and BiljanaBreithwaite - ESG Expert (Montenegro).*

Thanos Michaelides, Cyprus Hotels Association, President (Cyprus) (confirmed)

Carlo Micallef, Malta Tourism Authority, CEO (Malta) (confirmed)

Ivana Vladovic, Split-Dalmatia County Tourist Board, Head (Croatia) (confirmed)

1210hrs THE BRAIN STAGE: **THINK. CREATE. GROW.**

together two core topics of our time: digitization potential and impact. Thespeakers will also present to the FORUM the outcome of projects and think tank sessions spearheaded within the umbrella of the Business Research AndInnovation Network (BRAIN) a MTF initiative which was launched last year.

*Facilitated by Adesewa Josh, TRT Broadcast Journalist – Nigeria/Turkey.*

Prof Dimitrios Buhalis - Bournemouth University – **ACADEMIC RESEARCHPAPERS** (confirmed)

Stephen Ng, WIR Group Chief Metaverse Officer **HOW METAVERSE,BLOCKCHAIN AND AI ARE REDEFINING SUCCESS**

Michael Haddad; UNDP Regional Goodwill Ambassador – Lebanon - **PROMOTING ACCESSIBLE TOURISM FOR ALL**

1240hrs DISCUSSION: **HOSPITALITY – THE REMARKABLE POWER OF GIVING PEOPLE MORE THAN THEY EXPECT**

*Facilitated by Rajan Datar - BBC Broadcaster and Journalist.*

Chef Gino D'Acampo, Celebrity Chef and media personality (Italy) (confirmed)

Dimitris Manikis, Wyndham Hotels & Resorts, President and Managing Director(EMEA) (confirmed)

Anne Golden, Vice President Operations – UK & North America, General Manager of Pan Pacific London,

1310hrs ONE MEDITERRANEAN LIFE - **CONVERSATION WITH HE BORUT PAHOR,FORMER PRESIDENT OF SLOVENIA** (confirmed)

1325hrs LUNCH

**MASTER CLASS 1: CLEANER MOBILITY – BUMPY ROAD AHEAD?**

Opening Remarks, Josianne Cutajar MEP (to be confirmed)  
Moderated by Stephan Piazza, Zampa Debattista, Head of Legal, Malta  
Alan Borg, CEO Malta International Airport – Malta (to be confirmed)  
David Curmi, Executive Chairman Airmalta – Malta (to be confirmed)  
Attila Benedek, EU Transport Policy Expert - Hungary  
Dr Suzanne Mass, PhD in Sustainable Mobility University of Malta (to be confirmed) •  
Transport Malta (to be confirmed)

**MASTER CLASS 2: NEW MARKETS FOR IMPROVED SALES OPPORTUNITIES**

Opening Remarks, Leslie Vella, Chief Officer Strategic Development, Malta Tourism Authority  
Moderated by Michael Zarb; Director, Financial Advisory, Deloitte – Malta  
Sabina Chopra; Yatra, CEO, Outgoing Indian Market Expert – India (to be confirmed)  
Silvia Constantini; Religious Tourism Consultant – Italy  
Hasan Eker; Uludag University Tourism and Travel School, Expert in Congress tourism – Turkey  
Hamid Bentahar, Chairman and CEO, AccorHotels, Morocco  
Profs Pilar Talon Ballester, Universidad Rey Juan Carlos, Madrid, Spain

**MASTER CLASS 3: NAVIGATING THE INVESTMENT HOTEL DEVELOPMENT & MANAGEMENT COSTS**

Opening Remarks, Dr Gavin Gulia, Malta Tourism Authority Chairman - Malta  
Moderated by Kris Bartolo; Zampa Debattista, Partner, Malta  
Profs Alexandros Paraskevas, University of West London, UK  
Ezio Poinelli, Senior Director Southern Europe, HVS, Italy  
Mark Shaw, Entrepreneur and Property Developer, Scotland (to be confirmed)  
Alexandros Vassilikos, President, HOTREC and Chairman and CEO AIROTEL Group of Hotels, Greece  
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**MASTER CLASS 4: MANAGING PEOPLE FROM REAL LIFE ADVENTURES AND MISHAPS IN HOSPITALITY**

Opening Remarks, George Micallef, Deputy President Malta Hotels and Restaurants Association, Malta  
Moderated by Sehnaz Cehreli, Luxury Tourism Consultant  
Aurelio Giraudo, General Manager of Baglioni Rest, Sardinia, Italy (to be confirmed)  
Chris Fraden, Vice President, Partner Services – EMEA & APAC at Forbes Travel Guide, UK  
Angelo Xuereb, Chairman, AX Group, Malta (to be confirmed)  
Jareth Grima, Prevention Services Manager, Sedqa, Malta  
Carin-Isabel Knoop, Executive Director at Harvard Business school (to be confirmed)

**MASTER CLASS 5: Mediterranean LIFE - PITCHING SESSION FOR NEW IDEAS**

Opening Remarks: Dr Mario Demarco MP, Nationalist Party Spokesperson for Tourism Malta (to be confirmed) Moderated by Prathish Nair; Transcend Branding, Chief Brand Architect – India  
Innovators are currently being selected.  
Panel of Judges  
Salman S Gasim, entrepreneur and investor human capital development, hospitality and tourism, Saudi Arabia  
Peter Oszko, businessman, venture capitalist and former Minister of Finance, Hungary  
Jayanth Kolla, Founder, Convergence Catalyst, India  
Profs Carlos Costa, University of Aveiro, Portugal  
Murat Karahan, Opera Singer, Turkey

**MASTER CLASS 6: WINE AND GASTRONOMY AS A LEADING DRIVER FOR QUALITY RESTAURANT EXPERIENCE**

Opening Remarks, Pierre Fenech, CEO, Institute for Tourism Studies  
Moderated by Sam-Eric Ruttman, Hotelier, Finland  
Marina Selak, Olive Oil Sommelier and sensor Analytic - Croatia  
Roberta Garibaldi, Gastronomy Tourism Expert, University of Bergamo – Italy (to be confirmed)  
Chef Ebru Baybara Demir, Recipient of the prestigious Basque Culinary World Prize 2023 – Turkey  
Chef Mario Mandalin, Chef that made Forbes 30 Under 30 Europe – Art & Culture section in 2021

**GALA DINNER – 23RD NOVEMBER, 1930HRS Mediterranean Conference Centre, starting at 19:30hrs.**

**Dress Code: Elegant (Black Tie)**

Experience a night of elegance and sophistication as VIPs are recognised by the President of Malta, HE Dr. George Vella for their contribution in promoting sustainable initiatives across the Mediterranean region, all while indulging in a delectable spread of cuisine and enjoying live music. Indeed, Maestro Bruno Santori along with Mediterranean Musicians from across the region will be jointly, as one music band, entertaining all those present with the latest MTF Music project – AMIS. Exclusive – by Invitation. DressCode: Elegant.