

UNWTO Webinar: *Seizing the opportunity - Enhancing digital skills for the development of rural tourism in post COVID19*

Friday, 8 May 2020 (12.30 – 13.30 – CET)

It is foreseen that domestic tourism will be one of the first to re-activate after the crisis. People will be looking forward to travel even within short distance and take advantage of all the benefits that rural areas can offer: nature, gastronomic experiences, cultural activities, wellness and adventure outdoor programmes, handcrafts offers, among others.

It is therefore essential to take advantage of this time and get ready when the time comes. This webinar is aimed to unlock the digital potential of entrepreneurs and small tourism businesses of rural areas so that when tomorrow comes and we can travel again, rural destinations are more skilled to face the challenge of recovery.

Preliminary Programme

12:30 – 12:35	Welcome and moderation by Sandra Carvao , Chief, Tourism Market Intelligence and Competitiveness, UNWTO
12:35 – 12:50	Setting the scene: <i>The digital skills you need to survive in the postcovid-19 era in the Tourism Industry</i> by Montserrat Peñarroya , Program Manager of the Degree in Digital Business at La Salle (Universitat Ramon Llull) and Expert in Digital Transformation
12:50 – 13:00	<i>Digital Innovation for the Benefit of Rural Communities</i> by Klaus Ehrlich , Secretary General, European Federation of Rural Tourism
13:00 – 13:10	<i>Fostering Travel Experiences for a Positive Impact</i> by Sanne Meijboom , Founder of I Like Local (The Netherlands)
13:10 – 13:30	Panel debate and Q&A