**PROVISIONAL PROGRAMME as of Sunday 8 November 2026**

**MALTA 24-27 November 2026**
**MEDITERRANEAN TOURISM FORUM &**
**MEDITERRANEAN TOURISM RESEARCH CONFERENCE**

**Tuesday 24th Thursday 26th November MTC26: THE MEDITERRANEAN TOURISM RESEARCH CONFERENCE https://mediterraneantourismresearch.com/**

**Tuesday 24th November 2026 Mediterranean Tourism Research Writing Retreat https://mediterraneantourismresearch.com/writing-retreat/**

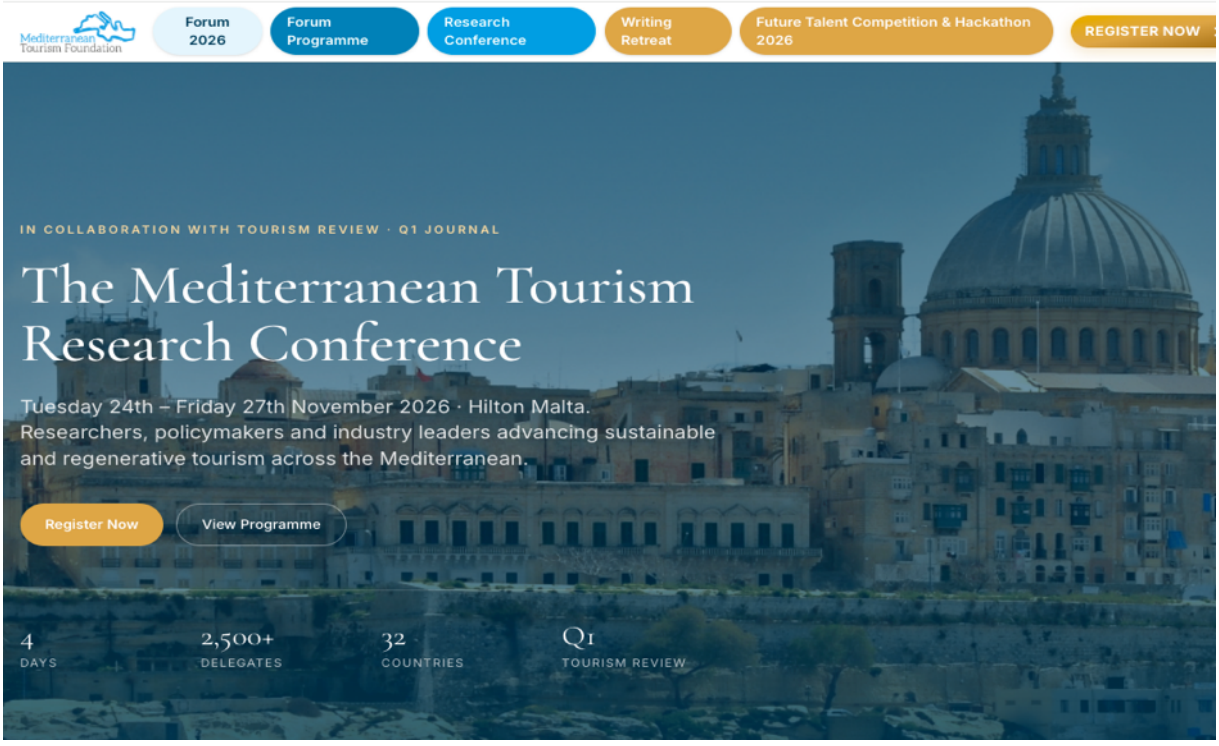
**Tuesday 24th -Thursday 26th November Mediterranean Tourism Future Talent Competition and Hackathon 2026 https://mediterraneantourismresearch.com/competition/**

**Friday 27th November MTF26: 11th Mediterranean Tourism Forum Plenary and Four MTF conferences https://mtf.global/**

**REGISTER NOW https://mediterraneantourismresearch.com/#registration**

**General enquiries forum@medtourismfoundation.com**

**Enquiries about THE MEDITERRANEAN TOURISM RESEARCH CONFERENCE**
**Mediterranean Tourism Research Writing Retreat**
**Mediterranean Tourism Future Talent Competition and Hackathon 2026**
**See the websites above and contact Chair Professor Dimitrios Buhalis**



**MALTA 24-27 November 2026 MEDITERRANEAN TOURISM FORUM**
**MED TOURISM RESEARCH CONFERENCE https://mediterraneantourismresearch.com/**

**Monday 23 November**

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| | Arrival Day and exploring St Julien and Valetta |
| 19:00 | Working dinner for Mediterranean Tourism Research Conference leadership team [by invitation]] |

**Tuesday 24 November 2026 PROVISIONAL PROGRAMME**

| | **Research Writing Retreat**<br>**VILHENA L6** | **Future Talent Competition & Hackathon**<br>**WIGNACOURT L6** |
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| 08:30<br>09:00 | | Opening of Med Tourism Research Conference Future Talent Competition and Hackathon Andrew Agius Muscat, Dimitrios Buhalis, Teresa Tiago, Flavio Tiago |
| 09:00<br>10:30 | Introduction and Opening MTF Research Ideas Factory Andrew Agius Muscat and Dimitrios Buhalis,<br>OPEN DISCUSSION CRITICAL CHALLENGES AND OPPORTUNITIES FOR IMPACTFUL RESEARCH | **Team Competition Lead Teresa Tiago**<br><br>Ecotourism and Sustainable Tourism Development: Ecotourism in Central Kalimantan, Indonesia University of Angers, France PG<br><br>MED ReThink-Between Urgency and Action: Prioritizing Future Challenges in Mediterranean Tourism, University of Applied Sciences Zittau/Görlitz , Germany PG<br><br>Yodi365_Mediterranean365, Università Europea di Roma, Italia UG<br><br>The Nostos Team-The Odyssey: From Screen to Shore – Cruise & Stay Experience A Cinematic Journey Across the Mediterranean, University of West Attica, Greece PG |
| 1030<br>1100 | Coffee – Thinking-Networking-Team Forming | |
| 1100<br>1230 | **Editors Panel – Chair Leonidas Efthymiou**<br>**Haiyan Song** Editor-in-Chief of Journal of China Tourism Research and Resource Editor of Annals of Tourism Research<br><br>**Giampaolo Viglia** Editor in Chief Psychology and Marketing, Associate Editor: Annals of Tourism Research, Journal of Business Research, European Journal of Marketing, Service Industries Journal, and Tourism Review.<br><br>**Adele Ladkin** Associate Editor Annals of Tourism Research<br><br>**Dimitrios Buhalis** Editor in Chief Tourism Review and Founding Editor Tourism Marketing and Strategy | **Team Competition Lead Flavio Tiago**<br><br>Team Flow-The Platform MobiQ - Reducing Tourist Congestion in Mediterranean Tourist Destinations through Unified Ticketing, Virtual Queues, and Smart Mobility, University of Applied Sciences Zittau/Görlitz, Germany PG<br><br>Team Azores, Tourism Trends, Universidade dos Açores, Portugal<br><br>Team Greek Tourism Management University of West Attica, Athens Greece<br><br>Team Malta, MCAS, Malta |
| 1230<br>1330 | Lunch – Thinking-Networking-Team Forming | |

**Tuesday 24 November 2026 PROVISIONAL PROGRAMME**

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| 1230<br>1330 | Lunch – Thinking-Networking-Team Forming | |
| 1330<br>1430 | **Impactful research for managing tourism**<br>**VILHENA L6**<br><br>**St Julien & Paceville Destination Management**<br>**Facilitated by Adele Ladkin and Arkadiusz Tomczyk**<br>David Fenech, Swieqi Residents Association<br>Neal Debono, Mercury Towers by Zaha Hadid Architects<br>Jason Degiorgio, The Westin Dragonara Resort, Malta<br>Simon De Cesare, Eden Leisure Group | Hackathon Challenge Launch – The Task and Rules<br>Dimitrios Buhalis, Teresa Tiago, Flavio Tiago<br>**WIGNACOURT L6**<br><br>Topic announcement<br>Team Names (flowers?)<br>Random Teams assignment<br>Mentor assignment |
| 1430<br>1500 | Coffee – Thinking-Networking-Team Forming | |
| 1500<br>1600 | **Collaborative research and reflections**<br>**Reflections & Next Steps — Building the Mediterranean Tourism Research Community**<br>**Facilitated by Dimitrios Buhalis and Lee Miles**<br><br>**Regenerative Tourism** Adele Ladkin, Paris Tsartas Leonidas Efthymiou<br>**Policy Planning and Resilience** Adam Blake, Paolo Corvo<br>**AI Robots and Smart Tourism** Dimitrios Buhalis, Haiyan Song & Giampaolo Viglia | Hackathon Team Building and Role Assignment<br>Facilitation: Teresa Tiago, Flavio Tiago<br>Efi Sarantakou, Marie Louise Magnion<br><br>Johann Buttigieg - Executive Chairman<br>Malta Planning Authority |
| 1600<br>1700 | Editors Dragon's den – one to one discussion between authors with Editors – Bring your draft paper | Hackathon activities |
| 1800<br>1930 | Valletta Walking Tour Organised by Marie Louise Mangion<br>Meet at Café Cordina in Valetta | |
| 1930-late | Informal Dinner-Networking-Team Forming (at delegates expense) | |

**Wednesday 25 November 2026 PROVISIONAL PROGRAMME**

| 0830<br>1000 | **PAPER PRESENTATIONS**<br>**WIGNACOURT L6 Digital Experiences and Smart Tourism**<br>**Leonidas Efthymiou &Teresa Tiago** | **PAPER PRESENTATIONS**<br>**LOBBY L6**<br>**Sustainability, Society & Development**<br>**Paris Tsartas & Paolo Corvo** | **PAPER PRESENTATIONS**<br>**VILHENA L6**<br>**Management and Marketing**<br>**Flavio Tiago & Efi Sarantakou** |
|---|---|---|---|
| | Digital Transformation and Resilience of Tourism MSMEs in the Mediterranean: A Systematic Literature Review, AnnaMaria Souri, Yianna Orphanidou, Angelika Kokkinaki, George Panayiotou and Leonidas Efthymiou (University of Nicosia, Cyprus)<br><br>Digital Crisis Communication and Coordination in Medical Tourism: Multi-Actor Perspectives from the Trakya Region — Gamze İnan Sarıca (Trakya University, Türkiye) Gülsel Çiftçi (Trakya University, Türkiye)<br><br>The AI-Ready Traveler: How AI Perceptions Shape Continuous Use and Word-of-Mouth in Independent Trip Planning — Shlomit Hon Snir (Yezreel Valley College, Israel) Sharon Teitler Regev (Yezreel Valley College, Israel) Neelu Seetaram (Leeds Beckett University, UK)<br><br>Beyond Price Positioning: Uncovering Experiential Narratives in Marrakech Restaurant Reviews Using BERTopic — Samia Idbenssi (Cadi Ayyad University, Morocco) Kaoutar Laaouina (Cadi Ayyad University, Morocco) Larbi Safaa (Cadi Ayyad University, Morocco) Dalia Perkumienė (Kauno Kolegija Higher Education Institution, Lithuania)<br><br>Smart Itineraries, Human Choices: Autonomy and AI Self-Efficacy in Mediterranean Travel Planner Adoption — Mais Nizar Elwahidi (Cyprus International University, North Cyprus) | Beyond the Plate: Future Food Systems as Drivers of Destination Connection, Gastronomic Tourism and Place Marketing — Eleni Tsitsirigou (University of Malta, Malta)<br><br>Mapping Tourism Supply for Destination Planning in the Aveiro Region — André Pedrosa (University of Aveiro, Portugal) Rui Augusto da Costa (University of Aveiro, Portugal) Márcio Ribeiro Martins (Bragança Polytechnic University, Portugal) Adriana Fumi Chim-Miki (University of the Azores, Portugal)<br><br>Rethinking Tourism Destination Governance through a Community-Based Approach: Italian case study — Carmen Bizzarri (Università Europea di Roma, Italy)<br><br>Waste Reduction and Circular Consumption in Europe: Implications for Sustainable Tourism Destination Management — Sónia Avelar (University of the Azores, Portugal) Teresa Borges-Tiago (University of the Azores, Portugal)<br><br>Solid Waste Management in Maltese Hostels: A Socio-Technical Perspective on Behaviour, Operations and Governance — Yaseer Arafat Talukder Shuvo (University of Malta, Malta) Margaret Camilleri Fenech (University of Malta, Malta) | Nation branding nitpicked through the lens of the Greek nation brand — Ilias Kapareliotis (The American College of Greece, Greece) Olga Maria Pavlou (The American College of Greece, Greece) Angelos Doukas (The American College of Greece, Greece)<br><br>What defines the architectural identity of boutique hotels? A visual analysis of Greek boutique hotels — Evridiki Maniati (University of West Attica, Greece) Efthymia Sarantakou (University of West Attica, Greece)<br><br>Tourism performance across diverse destinations: a municipal index by population group in São Paulo, Brazil — Edegar Luís Tomazzoni (University of São Paulo, Brazil)<br><br>Art Tourism Through Tourist Narratives: Emotional and Thematic Insights from TripAdvisor Reviews of Marrakech — Soufiane Benhaida (Kauno Kolegija Higher Education Institution, Lithuania) Larbi Safaa (Kauno Kolegija Higher Education Institution, Lithuania) Dalia Perkumienė (Kauno Kolegija Higher Education Institution, Lithuania)<br><br>Can Ecotourism Be a Vector for Sustainable Tourism Development in Tanjung Puting National Park and Surrounding Villages in Central Kalimantan, Indonesia? Okky Sigit Sugianto and Sylvine Pickel Chevalier (University of Angers, France) |
| 1000<br>1030 | LAVAZZA Coffee – Thinking-Networking-Team Forming **LEVEL 7** | | |
| 1030<br>1100 | **Welcome to Mediterranean Tourism Research Conference PINTO L7**<br>Host Andrew Agius Muscat, Secretary General Mediterranean Tourism Foundation<br>Tony Zahra, President of Mediterranean Tourism Foundation & President of the Hotels and Restaurants Association.<br>Charles Mangion Chairman of the Malta Tourism Authority<br>Ms Claire Briffa, Deputy Chief Executive Officer (CEO) of the Institute of Tourism Studies (ITS) in Malta<br>Chair Professor Dimitrios Buhalis, Bournemouth University | | |
| 1100<br>1230 | **MEDITERANEAN TOURISM COMPETIVENESS IN THE DIGITAL REVOLUTION ERA PINTO L7**<br>**Chair: Prof Dimitrios Buhalis Bournemouth University**<br>Prof Haiyan Song — Med Tourism Forecasting in Uncertain Times<br>Prof Adam Blake – Maximising Economic Benefits for Destinations<br>Prof Dimitrios Buhalis Bournemouth University— Smart Med Tourism Destination Management in the AI Era<br>Prof Giampaolo Viglia — AI, Pricing and Trust: The Future Competitiveness of Mediterranean Tourism | | |
| 1230 | Michele Cannone **The LAVAZZA COFFEE EXPERIENCE** | | |
| 1245<br>1400 | Lunch – Thinking-Networking-Team Forming **LEVEL 7**<br>**The LAVAZZA COFFEE EXPERIENCE** | | |

**Wednesday 25 November 2026 PROVISIONAL PROGRAMME**

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| 1245<br>1400 | Lunch – Thinking-Networking-Team Forming **LEVEL 7**<br>**LAVAZZA COFFEE EXPERIENCE** | | |
| 1400<br>1530 | **SUSTAINING THE MEDITERANEAN FUTURE AND ADDRESSING THE TOURISM CHALLENGES PINTO L7**<br>**Chair Dr Marie Louise Magnion**<br>Prof Adele Ladkin — Climate Change and Employment Transformation<br>Dr Efi Sarantakou — Planning Tourism Destinations: Why Spatial Planning Matters?<br>Prof Paolo Corvo — Sociology and Gastronomy in Med Tourismyo<br>Prof Paris Tsartas — Sustainability: governance, development, stakeholders | | |
| 1530<br>1600 | LAVAZZA Coffee – Thinking-Networking-Team Forming **LEVEL 7** | | |
| 1600<br>1730 | **PAPER PRESENTATIONS Digital,<br>WIGNACOUR L6<br>Technology & Innovation<br>Giampaolo Viglia & Josip Mikulić** | **PAPER PRESENTATIONS<br>LOBBY L6<br>Economics & Methods<br>Adam Blake & Larbi Safaa** | **PAPER PRESENTATIONS<br>VILHENA 6<br>Planning Policy, Governance<br>Adele Ladkin & Marie Louise Magnion** |
| | Smart Tourism enabled consumer choice: A CGE analysis of Malta — Nagarjun Ragde (Bournemouth University Business School, UK) Adam Blake (Bournemouth University Business School, UK) Dimitrios Buhalis (Bournemouth University Business School, UK)<br><br>Co-Planning with AI in Travel: Personalization, Control, Trust and Algorithmic Visibility — Birgül AYDIN (Dogus University, Türkiye) Selin KAMA (Bitlis Eren University, Türkiye)<br><br>Monitoring Resident Perceptions of Tourism Using Digital Content: The Montanhas Mágicas Pilot — Rui Augusto da Costa (University of Aveiro, Portugal) André Pedrosa (University of Aveiro, Portugal) Marta Alexandre (University of Aveiro, Portugal)<br><br>AI Literacy Profiles among Tourism and MICE Professionals: A Cluster-Based Analysis of Self-Efficacy, Work Efficiency, and Continuance Intention — Hye-jin Kim (Kyung-Hee University, South Korea) Yoo-shik, Yoon (Kyung-Hee University, South Korea) Yoo-jin Jeong (Kyung-Hee University, South Korea)<br><br>Willing but not equipped: digital maturity of tourism micro and small enterprises in an emerging Mediterranean air gateway — Mara Normando (University of Salerno, Italy) Alessandro Giordano (Giustino Fortunato University, Italy) Stefania Denise Escobar (Catholic University of the Sacred Heart, Italy) | Human Value Formation in Hospitality: Integrating Customer Personalisation and Employee Experience — Arkadiusz T. Tomczyk (Bournemouth University, UK) Hande Turkoglu (Bournemouth University, UK)<br><br>Investigating Destination Branding: What history has to say — Angelos Doukas (The American College of Greece, Greece) Ilias Kapareliotis (The American College of Greece, Greece) Esmeralnta Tousai (The American College of Greece, Greece)<br><br>Price Communication and Revisit Intention in Marrakech Hotels: A Stimulus–Organism–Response Perspective — Kaoutar Laaouina (Cadi Ayyad University, Morocco) Larbi Safaa (SMK College of Applied Sciences, Lithuania) Dalia Perkumienė (SMK College of Applied Sciences, Lithuania)<br><br>Intercultural Competence at the Service Encounter: Service-Provider Skills and Tourist Evaluations Across Destination Service Domains — Evangelia Rapti (University of Piraeus, Greece) Georgia Zouni (University of Piraeus, Greece) Dimitra Margieta Lykoudi (University of Piraeus, Greece)<br><br>Silver Tourism: A Bibliometric Analysis — Sanzone Matteo (University of Foggia, Italy) | From Consultation to Participation: Enhancing Social Legitimacy through Tourism Governance in Island Destinations — P. Moschopoulidou (University of West Attica, Greece) Efi Sarantakou (University of West Attica, Greece)<br><br>Bridging Tourist Demand and Supply for Beekeeping Products and Bee-Tourism Experiences in Rural Northern Albania — Sidita Zaganjori (University of Shkodra “Luigj Gurakuqi”, Albania) Ariana Striniqi (University of Shkodra “Luigj Gurakuqi”, Albania) Brilanda Bushati (University of Shkodra “Luigj Gurakuqi”, Albania)<br><br>“Bike Friendly” Verification and Label for Hotels, Cycling Companies, Tourism Offices and Municipalities-Destinations — Vicky Karantzavelou (NATTOUR, Greece)<br><br>Megaproject governance and institutional change: a systematic literature review — Paulo Henrique Ferreira Lacerda (University of São Paulo; University of Oulu, Brazil/Finland) Edegar Luis Tomazzoni (University of São Paulo, Brazil)<br><br>Transboundary governance and sustainable tourism in protected areas: a comparative analysis of cooperation models across continents — Jordana de Souza Cavalcante (University of São Paulo; University of Girona, Brazil/Spain) Paulo Henrique Ferreira Lacerda (University of São Paulo; University of Oulu, Brazil/Finland) |
| 1730<br>1800 | LAVAZZA Coffee – Thinking-Networking-Team Forming **LEVEL 7** | | |

**Wednesday 25 November 2026 PROVISIONAL PROGRAMME**

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| 1800<br>1830 | LAVAZZA Coffee – Thinking-Networking-Team Forming **LEVEL 7** | | |
| 1830<br>2000 | **PAPER PRESENTATIONS**<br>**WIGNACOUR L6**<br>**Hospitality Management**<br>**Arkadiusz T. Tomczyk &**<br>**Yianna Orphanidou** | **PAPER PRESENTATIONS**<br>**LOBBY L6**<br>**Tourism Innovations**<br>**Christina Beneki &**<br>**Hande Turkoglou** | **PAPER PRESENTATIONS**<br>**VILHENA 6**<br>**Economics & Methods**<br>**Adam Blake &**<br>**Angelos Doukas** |
| | Diagnosing Weak Hotel Dates Before Discounting: A Four-Layer Diagnostic Framework for Independent Hotels — Vincenzo Proto (Low Season Growth, Italy)<br><br>Designing Mediterranean Hotel Breakfasts: A Conceptual Framework Integrating Guest Choice, Local Food Heritage and Operational Feasibility, Snježana Cenić Stojaković, Marko Obranović (Faculty of Food Technology and Biotechnology, University of Zagreb, Croatia), Ivana Vladović (Tourist Board of Split-Dalmatia County, Croatia), Vida Demarin (Croatian Academy of Sciences and Arts, Croatia)<br><br>Beyond Compliance: Hotel Accessibility Capabilities and Inclusive Destination Governance in Campania Regio, Tiziana Volpe (ISMED-CNR, Italy)- Luca Carrubbo (University of Salerno, Italy) Luisa Varriale (University of Naples Parthenope, Italy)<br><br>Meaningful Work, Limited Recovery: Hotel Managers' Well-Being and Career Sustainability in Cyprus, Yianna Orphanidou, Leonidas Efthymiou, George Panayiotou (Department of Management, University of Nicosia, Cyprus) and Polys Kallis (Cyprus Hotel Managers Association, Cyprus) | From Online Visibility to Booking and Service Use: Digitalisation in Latvian Rural Tourism, Inita Kindzule-Millere and Sandija Zeverte-Rivza (Faculty of Economics and Social Development, Latvia University of Life Sciences and Technologies, Latvia)<br><br>Same Platform, Different Pressure: When Short-Term Rentals Become a Housing, Damir Krešić (Institute for Tourism, Zagreb, Croatia), Vjekoslav Bratić (Institute of Public Finance, Zagreb, Croatia), Josip Mikulić (Institute for Tourism; Faculty of Economics and Business, University of Zagreb, Croatia)<br><br>Port vs. Destination: Measuring Cruise Port Attractiveness through a Composite Index Eleni Akranidou and Sofia Karampela (Aristotle University of Thessaloniki, Greece)<br><br>Preliminary Data on First-Aid Preparedness as a Dimension of Tourist Safety: Evidence from Shkodra, Albania, Elsiona Qallija (University of Shkodra "Luigj Gurakuqi", Albania), Ashok Vaseashta (Strategic Research Division, International Clean Water Institute, Manassas, Virginia, USA), Adem Bekteshi (University of Shkodra "Luigj Gurakuqi", Albania)<br><br>Tourism Product Development through Events and Local Services , Sofia K. Gkarane, Iordanis Kotzaivazoglou, Vasiliki Vrana (International Hellenic University, Greece) | Where the Algorithm Meets the Place: A Science-Mapping and Systematic Review of Artificial Intelligence and Residents' Place Identity in Tourism Destinations, Mach Nam Dung, University of Economics Ho Chi Minh City (UEH); Industrial University of Ho Chi Minh City (IUH), Vietnam<br><br>Designing and Delivering the Brand: Four Tension Points Between Policymakers and Practitioners in Saudi Arabia's Cultural Tourism Branding — Abdullah A. Alfares, Haytham Siala and S. M. A. Moin (Queen Mary University of London, UK)<br><br>From Capital Attraction to Regenerative Yield: A Conceptual Framework for Responsible Investment in Mediterranean Tourism, Emmanouil Choustoulakis, Pinelopi Athanasopoulou, Vassiliki Avgerinou (Department of Sports Organization and Management, University of Peloponnese, Greece)<br><br>From Events to Destinations: Cultural Festivals and the Social Production of Tourist Places in Morocco, Marouan Ben Fares (Faculty of Letters and Human Sciences, Abdelmalek Essaâdi University, Morocco) |
| 1800<br>1930 | MEDITERRANEAN TOURISM AWARDS [by Invitation only]<br>A major ceremonial highlight recognising individuals and organisations making an exceptional contribution to tourism, hospitality and the Mediterranean. Awards conferred by H.E. the President of Malta. | | |
| 2000-late | Welcome Reception and networking | | |

**Thursday 26 November 2026 PROVISIONAL PROGRAMME**

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| 09:00<br>10:30 | **BOURNEMOUTH UNIVERSITY WIGNACOURT L6**<br>**MALTA TOURISM AUTHORITY SMART TOURISM WORKSHOP**<br>**The Economics of Smart Tourism**<br>Adam Blake<br>Nagarjun Ragde<br>Dimitrios Buhalis<br>With Leslie Vella<br>Marie Louise Mangion | | **WORKSHOP VILHENA L6**<br>**Tourism Legislation, Health and Safety**<br>Jacqueline Tanti-Dougall<br>Anna Fenech, Food Hygiene in Hotels<br>David Mifsud - LLB, MBA (From MTA)<br>Anthony Portelli - Fire Safety in Tourism<br>Kevin Gauci Health and Safety Authority<br>Tourism Industry person Chamber of Commerce. |
| 1030<br>1100 | Coffee – Thinking-Networking-Team Forming **LEVEL 7** | | |
| 1100<br>1300 | **PINTO L7**<br>**INDUSTRY DIALOGUE AND BEST CASES FOR SMART & SUSTAINABLE MEDITERANEAN TOURISM**<br>Chair Adele Ladkin<br>Flavio Tiago Azores University Smart Islands and Intelligent Destinations<br>Cláudia Monteiro de Aguiar ex Member of the European Parliament and Portugal Secretary of State for Fisheries<br>Filippos Venetopoulos Variety Cruises Sustainable Cruising: Better World at Sea https://www.varietycruises.com/<br>Carlos Picanco Futurismo Whale Watching Azores https://www.futurismo.pt/<br>Vicky Karatzavelou TravelDailyNews and Bike Friendly Travel https://bikefriendly.travel/<br>Giannis Kolovos & Dimitra Dimopoulou Messinia Forum in Kalamata as an innovation ecosystem<br>Richard Gordon Bournemouth University Avoid Destination Disasters to Develop Resilience<br>Teresa Borges Tiago — Innovation Ecosystems for Med Tourism Competitiveness | | |
| 1300<br>1400 | Lunch – Thinking-Networking-Team Forming **LEVEL 7** | | |
| 1400<br>1530 | **UNIVERSITY OF MALTA INDUSTRY WORKSHOP VILHENA L6**<br>**AI in Tourism: Opportunities, Risk and Policy.**<br>Mark Bugeja<br>Marie Louise Mangion<br>Noel Buttigieg<br>Dylan Seychell<br>Christian Bonnici West | | **Student Competition 3 teams Finalists - Award Sponsored by Variety Cruises WIGNACOURT L6** |
| 1500<br>1530 | Coffee – Thinking-Networking-Team Forming **LEVEL 7** | | |
| 1530<br>1700 | **MCAS WORKSHOP LOBBY L6**<br>**FOOD TOURISM • DESTINATION MARKETING • SUSTAINABILITY**<br>*Beyond the Plate: Marketing Mediterranean Gastronomy as a Sustainable Tourism Experience*<br>Chair: Eleni Tsitsirigou<br>Alfonso Siciliano, Applied Research & Innovation Centre (ARIC)<br>Corinne Sammut Micallef Grimau – Senior Lecturer<br>Katja Levato Founder CEO YIAMAS F&B<br>Claire Zammit Xuereb - AX Hotels & AX Care Director, AX Group | **Union of Mediterranean Architects Workshop VILHENA L6**<br>Chair Asma JERBI ABOUDA<br>Asma JERBI ABOUDA : Smart Spaces and Sustainable Tourism: Designing the Intelligent, Connected and Eco-Friendly Destinations of Tomorrow<br>Amir TURKI: Architecture, Urban Planning and Sustainable Tourism: Imagining the Territories of Tomorrow<br>Leila BEN JEDDOU : The Role of Architecture in Shaping the Spaces of Tomorrow<br>Aymen Talbi:Advanced Aviation Technologies and Sustainable Tourism | **Hackathon Presentations and Evaluation WIGNACOURT L6**<br><br>Sponsored by Lavazza Coffee<br>8 teams =80 min |
| 1700<br>1730 | Coffee – Thinking-Networking-Team Forming **LEVEL 7** | | |

**Thursday 26 November 2026 PROVISIONAL PROGRAMME**

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| 1700<br>1730 | Coffee – Thinking-Networking-Team Forming **LEVEL 7** | | |
| 1730<br>1900 | **PAPER PRESENTATIONS**<br>**VILHENA L6**<br>**Planning Policy, Governance**<br>**Birgül Aydin**<br>**Arkadiusz Tomczyk** | **PAPER PRESENTATIONS**<br>**LOBBY L 6**<br>**Tourism Research Impact**<br>**Adam Blake**<br>**Rui Augusto da Costa** | **Hackathon Presentations and Evaluation**<br>**WIGNACOURT L6**<br>**Sponsored by Lavazza Coffee** |
| | Opening Farm Gates: How Women Connect Agriculture, Tourism and Communities in Mediterranean Rural Areas — Annalisa Del Prete, Catia Zumpano (Council for agricultural research and analysis of agricultural economics, Italy)<br><br>Between Sanctuary and Saturation: Governing Ecotourism on Fragile Islands — Khalid El Housni (Cadi Ayyad University (UCA), Essaouira Higher School of Technology, LIREMET, Morocco); Çağdan Uyar (Istanbul University-Cerrahpaşa, Department of Forestry, Türkiye)<br><br>Reframing Mediterranean Film Representations: State Incentive Narratives, Place Identity and Tourism Imageries in Greece — Katerina Nikolaidou, Ourania Vitouladiti, Efthymia Sarantakou (University of West Attica, Greece)<br><br>Expansion and Spatial Reinforcement in Romania's Official Tourist Resort Network, 2012–2026 — Ferenc Szilágyi (Faculty of Economics and Social Sciences, Partium Christian University, Romania); Zoltán Bujdosó (Institute of Rural Development and Sustainable Economy, Hungarian University of Agriculture and Life Sciences, Hungary) | Visitor Pro-Circular Behaviours in Rural Destinations: A Conceptual Model — Ana Gomes, Celeste Eusébio, Margarita Robaina (University of Aveiro, Portugal)<br><br>From Types to Research Streams: A Systematic Review of Contemporary Literary Tourism Scholarship (2020–2025) — Ilda Erkoçi (Luigj Gurakuqi University of Shkodra, Albania) Samet Çevik (Bandırma Onyedi Eylül University, Türkiye)<br><br>From Concept to Sport-Wellness Event Insights: A Roadmap for Sport Tourism Development — Ekaterina Koll, Hana Shahin (Zayed University, Dubai, UAE)<br><br>The Impact of War on Travel Plans: Understanding Revenge Tourism Following Violent Conflict — Sharon Teitler Regev, Shlomit Hon Snir, Keren Michael (Yezreel Valley College, Israel)<br><br>Can Ecotourism be a Vector for Sustainable Tourism Development in National Park of Tanjung Puting and Surrounding Villages in Central Kalimantan, Indonesia? Okky Sigit SUGIANTO and Sylvine Pickel CHEVALIER (University of Angers, France) | **Hackathon Presentations and Evaluation**<br><br>Sponsored by Lavazza Coffee<br><br>LAVAZZA<br>TORINO, ITALIA, 1895 |
| 1930<br>-late | **SOCIAL SOIREE at the Hilton Hotel** | | |

**MEDITERRANEAN TOURISM FORUM: INDUSTRY AND POLICY FOCUS PROVISIONAL PROGRAMME**

**Thursday 26 November 2026 1400-1530 AFTERNOON BRAIN Think Tanks — https://mtf.global/think-tanks**

BRAIN THINK TANKS Small, invitation-led working groups designed around one principle:
The purpose is to take ideas beyond the Forum into projects, partnerships, pilots and implementation.

1. BEAUTIFUL MALTA — From Beautiful Malta to a Beautiful Mediterranean -Don't just talk about beautiful destinations. Identify what we can make beautiful next.
2. LINK-UP MEDITERRANEAN: Recruit. Integrate. Develop. Retain. Don't just recruit people. Create the conditions to retain them.
3. AI-POWERED HOTEL BLUEPRINT — Stop talking about AI. Build the blueprint. People at the front. Intelligence built into the business.
4. MED READY — Build the Network before you need it: What one destination learns, the Mediterranean should not have to learn again.
5. MEDITERRANEAN OBSERVER — One region. One window on its tourism story. Know what is happening. Across the Mediterranean.
6. ENJOY & RESPECT — Manage success before success manages the destination. Enjoy the destination. Respect the place people call home.
7. MEDITERRANEAN INVESTMENT The Mediterranean investment opportunity platform One Mediterranean. A world of investment opportunity.
8 STAR JOURNEY- From measuring service to improving it.- Don't just measure excellence. Create a roadmap to achieve it.
9 PET-FRIENDLY HOSPITALITY - Not just pet-friendly. Certified pet-friendly.What if hotels and restaurants could be recognised worldwide for meeting trusted pet-friendly hospitality standards?
10 HERITAGE HOTELS Your hotel has a history. Give it European recognition. Could your property become one of the first hotels in Malta to join Historic Hotels of Europe?
11 PERFORMANCE BENCHMARKING FOR RESTAURANTS Know your numbers. Beat your benchmarks. Grow your business. How well is your restaurant performing — and what could you achieve by comparing it with the best?
12 MALTA REGATTA – FROM NATIONAL TRADITION TO INTERNATIONAL RECOGNITION A proud Maltese tradition. A new international ambition. How can we take Malta's historic Regatta to the world — while inspiring a new generation to carry its legacy forward?
13 LOYALTY REWARDS FOR TRAVELLERS Fly with KM Malta Airlines. Earn points. Enjoy Malta. What if travellers could redeem the points they earn flying with KM Malta Airlines immediately in Malta's hotels, restaurants and attractions?

**In Parallel Throughout the Mediterranean Tourism Forum 22 parallel events – discover https://mtf.global/**

**Mediterranean Tourism Expo - Showcase. Engage. Connect. Grow.**
**PEOPLE • SKILLS • IDEAS • ACTION** This is the Forum's most participatory day — bringing together professionals, students, researchers, businesses and policymakers.
**MEDITERRANEAN HOSPITALITY OLYMPICS** Celebrating the people and professions that make hospitality possible through competitions including: Chefs • Waiters • Housekeepers • Receptionists • Baristas • Culinary Arts. The emphasis is not simply competition, but professional pride, skills, service excellence and recognition of hospitality careers.
**RISE & SHINE Hospitality & Tourism Careers Conference**
A dedicated programme for young people, particularly 12–18 year olds, introducing them to the extraordinary range of careers available across tourism, hospitality, aviation, technology, food, design and destination management. International industry leaders share their own journeys and show young people that hospitality can provide a profession, a career and a future.
**FORBES TRAVEL GUIDE SESSIONS** Elevating Hospitality Standards. Inspiring Exceptional Service. Experience world-class hospitality training delivered by Forbes Travel Guide, the internationally renowned authority in luxury hospitality standards and service excellence.
**B2B • NETWORKING • KNOWLEDGE EXCHANGE**
International matchmaking and meetings run throughout the day alongside the competitions, think tanks and research programme.

**FRIDAY 27 November 2026 09:15–18:30 Mediterranean Tourism Plenary PROVISIONAL PROGRAMME and 4 MEDITERRANEAN TOURISM ACTION LABS https://mtf.global/**

The Forum brings together tourism leaders, entrepreneurs, investors, hoteliers, policymakers, researchers and innovators to hear from some of the best brains from the Mediterranean and around the world — focused firmly on what comes next. The trends reshaping how people live and travel, the solutions already working, the lessons learned, the opportunities emerging and what businesses and destinations need to prepare for now.

From lifestyle and investment to AI, talent, resilience, sustainability and new business models, the Plenary delivers the bigger picture every tourism practitioner needs to understand: see what's coming, understand what it means and be ready to act.

First, see the big picture. Then choose where you want to go deeper.

In the afternoon, the Forum transforms into four Action Labs, each tackling a defining opportunity for the future of tourism. Every delegate chooses the conversation most relevant to their business, profession or destination — moving from global insight to specialist knowledge, from ideas to practical solutions, and from understanding the future to being ready to shape it.

See detailed programme https://mtf.global/programme-viewer?programme=plenary

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| 09:00<br>13:00 | **Mediterranean Tourism Plenary**<br>WHAT KIND OF TOURISM CREATES THE GREATEST VALUE<br>RESILIENCE FOR PEOPLE, PLACES AND BUSINESSES? | | | |
| 1330<br>1530 | MEDITERRANEAN LUNCH AND LAVAZZA COFFEE | | | |
| 1530<br>1800 | **MEDITERRANEAN TOURISM Action Labs** | | | |
| 1530<br>1800 | Action Lab 01 —<br>Investing in the Lifestyle Tourism Boom<br>Designing Hotels, Beautiful Cities and Authentic Experiences to Attract Higher-Spending Travellers and Unlock New Investment Opportunities | Action Lab 02 —<br>Too Hot. Too Full. Too Fragile?<br>Can Mediterranean Tourism Protect What Makes People Want to Come? | Action Lab 03 —<br>AI-Powered Hospitality<br>People at the Front. AI at the Back. | Action Lab 04 —<br>The Mediterranean Table: Where Mediterranean Lifestyle, Culture, Experience, Business and Diplomacy Meet |
| 1800-<br>1830 | **MEDITERANEAN TOURISM FORUM CONCLUSION AND FAREWELL** | | | |

**REGISTER NOW https://mediterraneantourismresearch.com/register**

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