



Navigating Tourism Crisis Recovery project: thoughts from our last transnational meeting in Iceland



Meeting up in Iceland in October gave us both the opportunity to discuss our progress after two years of the T-Crisis-Nav project and develop a better understanding of how micro-businesses in Iceland responded to the Covid-19 pandemic. The country has over the last decade represented a fascinating case study for tourism, witnessing huge increases in (pre-pandemic) visitor numbers.

As discussed below, businesses had to adapt quickly to the strictures of lockdown. We were fortunate to learn from a destination management organisation and visitor attractions how organisations and businesses responded to and catered for a large increase in domestic visitor numbers, as well as all the other logistical adaptations forced upon them. In its way it both echoed the tourism pressures we discovered when visiting Barcelona earlier in the year and provided an interesting counterpoint, given the wildly disparate nature of the destinations.

The educational modules that the project team is developing to help entrepreneurs and decision-makers be better prepared for future crises are getting close to completion. While EUEI is developing the app as a great way of accessing the training modules, the partners are turning their thoughts to dissemination and engagement, most notably the workshops that will be held in each partner country. These events will probably be taking place in late spring and we look forward to your participation.

Interview with David Blunck, from The Vision Works



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