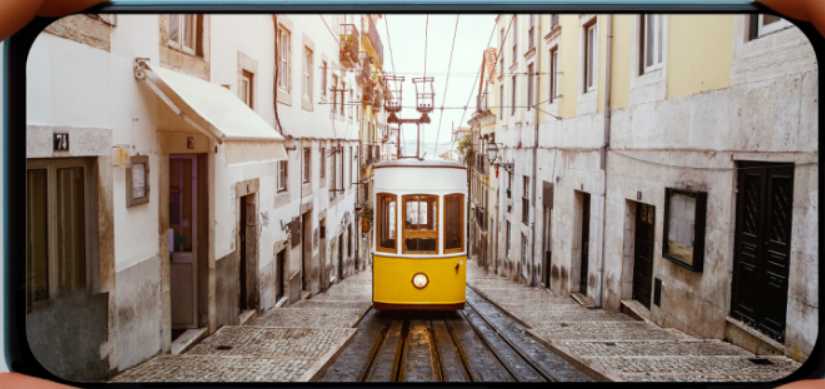


Cultural Tourism in COVID-19

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Ethics, Culture and Social Responsibility



IMMEDIATE RESPONSE

1. Improve information and data exchange between sectors
- 2. Launch innovative alliances**
3. Inspire a more sustainable future for cultural tourism
- 4. Form a more resilient workforce**
5. Strengthen governance structures
- 6. Attract new audiences**

RECOVERY

- 1. Shift from quantity towards quality**
2. Diversify cultural tourism products
- 3. Boost community's participation & domestic tourism**
- 4. Customize cultural offer for international visitors**
5. Enable entrepreneurship and innovation
- 6. Make cultural tourism accessible to all**



Thank you!

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