

## ABSTRACT TEMPLATE

### Presenter's Details

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**Institution/Company:** ESAM school – IGS group

**Paper Title:** The impact of Coronavirus on Rural Tourism: case of Lebanon

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### Abstract

(must not exceed 300 words)

After more than 2 years of the outbreak of coronavirus, its impact on the tourism industry is still not fully identified, especially that the empirical studies are widely missing in the literature. This study attempts to identify the impact of COVID-19 crisis on the rural tourism in Lebanon, and understand how this pandemic restructured along the economic crisis, the rural tourism market. Also, collected data will help to compare the Lebanese rural tourism situation during this phase with other countries where findings were controversial (Czechia, France and Portugal...). Findings will help practitioners develop strategies that will fit the new market structure and changes in the tourism industry in general and the rural activity particularly.

**Keywords:** Rural Tourism, COVID-19 impacts, Lebanon, Crisis Management,

### Presenter's Bio Note

(must not exceed 120 words)

**Nadia El-Nemr** is an Assistant Professor at ESAM School of Paris. She Holds a Ph.D. in Management Science from Normandy University- Le Havre in France. She holds a Master's degree in Tourism and Culture Engineering and a bachelor degree in Hospitality Management. She has an experience in hospitality and tourism industry. Her areas of Research are strategic management and marketing in hospitality and tourism industry.

**Diana El-Nemr** is a university lecturer. She Holds a Ph.D. in Human Geography from Normandy University- Le Havre in France. She holds a Master's degree in Tourism and Culture Engineering and a bachelor degree in Tourism Management. Her areas of Research are tourism Development, cultural heritage and territorial development.

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