

7th UNESCO UNITWIN Conference 2022: World Heritage and Tourism Innovation

SLOVENIA, PORTOROŽ-PORTOROSE, 15-20 MAY, 2022

As travel is gradually regaining momentum, the UNESCO UNITWIN Network "Culture, Tourism and Development" is pleased to announce that the Network's seventh conference will be held **in person** at the University of Primorska in Slovenia. Recently, both tourism and World Heritage sites have experienced dramatic changes in their environmental, technological, economic and social conditions. These new challenges call for new perspectives, new strategies and new solutions for more resilient and sustainable tourism in World Heritage sites.

CONFERENCE TOPICS

The conference will feature academic papers as well as a series of selected panel discussions, PhD workshops and online satellite events on topical issues related to the 3 main themes:

- World Heritage Sites in a Changing World
- Innovation in Tourism
- Sustainable Development Goals

The conference welcomes empirical, experimental, theoretical and case study research contributions. World Heritage and Tourism Innovation can be considered from a variety of perspectives including, but not limited to:

- Innovation, creativity and change management
- Tourism planning and destination development
- Adaptation of heritage sites and heritage tourism to climate change risks
- Cultural heritage tourism response to the pandemic COVID -19
- The role of technology in tourism innovation for heritage sites
- Trends and changes in tourist behaviour, decision making, experience and satisfaction
- Marketing strategies, communication and value creation in heritage tourism
- The wellbeing of staff, local communities and tourists in WHSs
- Emerging and innovative research methods and methodologies
- Training and education for innovative tourism management in WHSs

PUBLICATION

Proceedings of the conference will be issued after its conclusion. The selected papers will be considered for publication in the *Academia Turistica* – Tourism and Innovation Journal. It is a peer-reviewed journal that provides a forum for the dissemination of knowledge on tourism and innovation from a social science perspective.

ORGANISATION & LOCATION

The 7th UNESCO UNITWIN Conference is organised by the UNESCO UNITWIN network 'Culture, Tourism, Development', Paris, France, and its member, the University of Primorska, Faculty of Tourism Studies TURISTICA, Portorož, Slovenia.

Conference venue: UP Faculty of Tourism Studies Turistica, Obala 11a, 6320 Portorož, Slovenia.

Field trip

On May 19, 2022: Two UNESCO WHS in Slovenia (Škocjan Caves & Plečnik's Ljubljana Landmarks, recently added to the List)

UNESCO UNITWIN member's meeting

On May 20, 2022 at the Sečovlje Salina Natural Park

KEY DATES

Open abstract submission and registration: **November 15, 2021**

Deadline abstract submission: **December 15, 2021**

Abstract acceptance letter: **January 15, 2022**

Conference website: unitwin2022.turistica.si

is available including information regarding submission guidelines, programme, destination information and fees.

