



## Instructions for session chairs

---

### The framework

The final program that accompanies these instructions indicates the type and time allocation of each session presentation:

- 15 minutes for **Full** Paper Presentation (10' presentation + 5' for discussion).
- 10 minutes for **Short** paper presentation/research in progress (5' presentation + 5' for discussion)
- 5 minutes for **Poster** presentation (5' discussion).

All three types may appear in one (inclusive) session. SH and P presentation can be academic or professional. Inclusive sessions allow theory and practice to be more closely intertwined and contributes to a faster flow of ideas and innovative solutions.

### The format

Another special feature of this conference is the format - it is partially hybrid in that it allows fully online participation only on Monday, May 16, in Room I. In all other sessions, the online presenter (1 per session) will participate via Zoom with limited activity.

### To do list

*Before the conference:*

- Make sure you know which session you are to chair
- Check for scheduling clashes with other commitments and please notify the Program Committee if you cannot serve as session chair.

*Before the session:*

- Each session will last 1.5 hours and include 4 to 6 presentations. Depending on the number of presentations, you may want to discuss the time for each presentation and Q&A with the presenters.
- Check the technology and inform the technicians or student volunteers of any problems.
- Make sure that each presenter has copied their presentation onto the presentation computer or, if they are using their own equipment, that it has been tested and can be set up for use as soon as possible during the short break between presentations.

*During the session:*

- Introduce yourself to the audience.
- Explain the time allocation.
- At the beginning of each presentation, introduce the presenter and the title. Please ensure that you know how to pronounce each presenter's name.
- Please make sure the presenter sticks to the time limit. You should agree with your speakers on an appropriate warning system.
- Strictly adhere to the time limits to allow audience to move between sessions.
- If you are a presenter in your session, ask someone else to give you the appropriate time warnings.

*After the session:*

- If you still have time left, suggest a discussion on topics relevant to the presentations.
- Thank the presenters and audience for their attention and close the session.
- Write down the main conclusions
- Confer with your co-chair after the session is over
- Email the brief conclusions of your session to [Tadeja.jerejakulin@fts.upr.si](mailto:Tadeja.jerejakulin@fts.upr.si)

**On Wednesday, 18 May, a special “Chair room” will be reserved between 9:00 and 14:00 for the chairs to coordinate the conclusions before the final session.**



**FULL PAPER 15'**= 10 min pres. + 5 min disc. / **SHORT 10'** = 5 min pres. + 5 min disc. / **POSTER 5'** =5 min pres.&disc.

**MONDAY, 16th of May**

Conference Venue: The Faculty of Tourism Studies TURISTICA, Obala 11a, 6320 SI-Portorož

UP FACULTY OF TOURISM STUDIES – TURISTICA	8.30 - 9.30	Registration – TURISTICA Encuentros Hall
	09.30- 10.00	<p><b>Welcome Remarks</b></p> <p><i>Welcome by Prof. dr. Klavdija Kutnar, Rector of the University of Primorska - 5'</i>  <i>Welcome by Gašper Hrastelj, Secretary general, Slovenian NC for UNESCO – 5'</i>  <i>Welcome by Ilona Stermecki, Director of Slovenian Tourist Board -5'</i></p>
	10.00- 11.15	<p><b>Plenary Session</b>  <b>Looking to the future: World Heritage and global tourism facing challenges together</b>  Encuentros Hall, Room I</p> <p>Chair: Emil Juvan, University of Primorska</p> <p><b>KEYNOTE SPEAKERS</b></p> <p>“World Heritage and tourism: achievements and prospects of a 50-year relationship”  <b>Maria Gravari-Barbas – 15'</b>  University of Paris 1 Panthéon-Sorbonne</p> <p>“Looking into the future of tourism: The existential need to contribute to achieving the UN Sustainable Development Goals”  <b>Sara Dolničar – 15'</b>  The Queensland University</p> <p>“Digital storytelling in tourism”  <b>Vicky Katsoni – 15'</b>  University of Western Attica</p> <p>“Keeping tourism's future within the planetary boundaries”  <b>Lučka Kajfež Bogataj – 15'</b>  University of Ljubljana</p>
	11.15- 11.30	<p><b>Coffee break – TURISTICaffe</b>  Exhibition of the Museum of Salt Making</p>

**7th UNESCO UNITWIN Conference Programme - University of Primorska Faculty of Tourism Studies –  
TURISTICA 15<sup>th</sup> – 20<sup>th</sup>, May 2022**

	<b>11.30-13.00</b>	<b>Parallel Session 1A (Room I)</b>  Innovative strategies in heritage tourism  Chairs: <i>Yoel Mansfeld and Daniela Angelina Jelinčić</i>	<b>Parallel Session 1B (Room II)</b>  Challenges for tourism valorisation of World Heritage  Chairs: <i>Tadeja Jere Jakulin and Tamara Ratz</i>	<b>Parallel Session 1C (Room III)</b>  Sustainable management of heritage destinations  Chairs: <i>Silvia Aulet and Smiljana Pivčević</i>
		Tourism Innovation in the Adriatic-Ionian Region: Questioning the understanding of innovation <u>Daniela Angelina Jelinčić</u>  <b>Full</b>	Art Nouveau as a tourist resource in World Heritage Cities – A comparison of Budapest and Vienna <u>Tamara Ratz</u> and <u>Tamas Regi</u>  <b>Full</b>	Towards a framework of cultural sustainability for World Heritage sites <u>Rafael Oliveira, Herbert Salgado, Silvia de Ascaniis, Renata Baracho, Lorenzo Cantoni</u>  <b>Full</b>
		Innovative strategies for a stakeholders' agreement plan within the on-going H2020 project IMPACTOUR: Improving sustainable development practice to assess and foster cultural tourism in Europe <u>Hector Manuel Aliaga de Miguel</u>  <b>SH/online</b>	The development impact on the heritage value of At-Turaif District <u>Al-Hanouf Al-Rassan, Abdulelah Al-Tokhais</u>  <b>Short</b>	Sustainable tourism strategies to conserve and valorise the Mediterranean Coastal and Maritime Natural Heritage (INHERIT) – Interreg Med financed project <u>Ana Težak Damijanić, Barbara Sladonja, Ninoslav Luk, Marija Pičuljan, Danko Cvitan, Romana Maružin, Zdravko Šergo, Anita Silvana Ilak Peršurić, Milan Oplanić</u>  <b>Poster</b>
		Enchanting World Heritage Stewardship and community resilience through tourism and visitor management – A polycentric Approach <u>Cecile Smith-Christensen</u>  <b>Poster/online</b>	Latin America and the Caribbean WHS: Facing a special challenge for the coming years <u>Carmen Maria Ramos</u>  <b>Short</b>	Sustainable management of cultural heritage in the initial development stage of a rural tourism destination <u>Božena Krce Miočić, Gabrijela Vidić, Borna Buljan</u>  <b>Full</b>
		Properties with heritage value requalified for tourism purposes in Portugal: The tourist experience in an accommodation context <u>Pedro Vaz Serra, Claudia Seabra</u>  <b>Short</b>	Research about the hidden meaning of the structures in Gobeklitepe through the oldest mathematical knowledge <u>Cagnur Corekli, Gulsun Yildirim</u>  <b>Short/online</b>	Heritage sites at risk of invasive alien plant species <u>Barbara Sladonja, Danijela Damijanić, Mirela Uzelać, Ida Linić, Danijela Poljuha</u>  <b>Poster</b>
		Study of digital transformation for social media utilization in Japanese Temples <u>Hisashi Masuda</u>  <b>Short /online</b>	Negotiating problematic identities of place at World Heritage Site Universities: The case of Jefferson, slavery, and the University of Virginia <u>Elizabeth Carnegie, Simon Woodward</u>  <b>Full</b>	Cultural tourism in European universities and sustainability: The managers' perspective <u>Ines Almeida, Luis Silveira</u>  <b>Full</b>
		Implementing UNITWIN Experts' Planning Workshop in Akko, Israel: In retrospect – how innovative and successful was it? <u>Yoel Mansfeld</u>  <b>Full</b>		Cultural destination sustainability framework – development and empirical verification <u>Smiljana Pivčević, Ante Mandić</u>  <b>Poster</b>
<b>13.00 - 14.30</b>	<b>Lunch break</b>			

<b>UP FACULTY OF TOURISM STUDIES - TURISTICA</b>	<b>14.30 - 16.00</b>	<b>Parallel Session 2A (Room I)</b>  Innovation and technology for heritage sites  Chairs: <i>Giancarlo Fedelli and Dejan Kržaj</i>	<b>Parallel Session 2B (Room II)</b>  WHS during pandemic crisis  Chairs: <i>Anna Trono and Gorazd Sedmak</i>	<b>Parallel Session 2C (Room III)</b>  Education for sustainability-led innovations in heritage tourism  Chairs: <i>Lia Bassa and Aleksandra Brezovec</i>
		Defining the conceptual model for UNESCO digital trail development based on stakeholder technology acceptance: The case of Scottish National Trail <u>Giancarlo Fedeli, Katarzyna Minor, Miha Bratec</u>  <b>Short</b>	Is the UNESCO heritage list inscription an advantage in Covid-19 pandemic times? Evidence from the Czech Republic <u>Zuzana Kvitkova, Zdenka Petru</u>  <b>Full/online</b>	A close relation between education and tourism <u>Lia Bassa</u>  <b>Full</b>
		Cultural heritage designation and augmented reality applications for	Exploring the sustainability of UNESCO World Heritage Sites during the Covid-	Teaching Innovation through the study of WHS: An example of a COIL

**7th UNESCO UNITWIN Conference Programme - University of Primorska Faculty of Tourism Studies –  
TURISTICA 15<sup>th</sup> – 20<sup>th</sup>, May 2022**

	<p>religious tourism in Greece and Cyprus: Re-Cult and Re-Cult Magnum Projects <b>Vassilis Drakonakis, Spyridon Papavasileiou, Charalambos Paraskeva, Konstantina Moullotou, Antonis Theocharous, Petros Kosmas, Hristo Andreev, Maria Panagopoulou, Petros Giannoulis</b></p> <p align="center"><b>Full</b></p>	<p>19 pandemic: The Example of an ecolodge from the Historic City of Yazd <b>Mohammadhossein Dehghan Pour Farashah, Leszek Butowski, Joanna Kowalczyk-Aniol, Ali Mohammad Ansarisadrabadi, Ehsan Aslani</b></p> <p align="center"><b>Short</b></p>	<p>experience <b>Silvia Aulet, Dominique Vanneste</b></p> <p align="center"><b>Full</b></p>
	<p>Recording buildings of vernacular architecture: An innovative method of research that contributes to the historical archiving of cultural heritage <b>Anna Daskalaki, Maria Mandalai</b></p> <p align="center"><b>Short/online</b></p>	<p>Covid-19 pandemic and new challenges for cultural tourism and creative industries markets: The response of Italian government. <b>Anna Trono</b></p> <p align="center"><b>Full</b></p>	<p>eLearning courses for Tourism and Heritage during a pandemic: The case of "Tourism Management at UNESCO World Heritage Sites (vol.3)" <b>Ilaria Rosani, Maria Gravari-Barbas, Silvia De Ascaniis, Lorenzo Cantoni</b></p> <p align="center"><b>Full</b></p>
	<p>Multisensory and emotional immersive experience creation for tourism innovation in World Heritage Sites of China <b>Chaozhi Zhang</b></p> <p align="center"><b>Full/online</b></p>	<p>Tourism during Covid-19 pandemic: Changes in tourism patterns and impacts in World Heritage Sites in Central region of Portugal <b>Norberto Santos, Fernanda Cravidao, Claudete Oliveira Moreira</b></p> <p align="center"><b>Full</b></p>	<p>The role of higher education played towards the development of sustainable socio-economic opportunities for Mapungubwe World Cultural Heritage Site communities <b>Precious Shabalala Lombuso</b></p> <p align="center"><b>Full</b></p>
	<p>The Revolutionary Lisbon of Aquilino Ribeiro. The contribution of geospatial technologies for literary representations of spaces. <b>Aquilino Machado, Fernando Moreira, Maria Aurindo, Maria Mota Almeida, Rita Faria</b></p> <p align="center"><b>Full/Online</b></p>	<p>A comprehensive analysis of the Covid-19 pandemic crisis and its impacts on Portuguese cities <b>Andreia Pereira, Claudia Seabra, Ana Caldeira</b></p> <p align="center"><b>Full</b></p>	<p>Learning by doing: The basis for the establishment of the new UNESCO Chair at the University of Primorska <b>Zrinka Mileusnic, Neža Čebren Lipovec, Irena Lazar, Alenka Tomaž, Katja Hrobat Virloget</b></p> <p align="center"><b>Full</b></p>
	<p>Digital innovation of cultural heritage: An overview and an insider's reflection of Slovenian story of success <b>Urška Starc Peceny, Tomi Ilijas, Matevz Straus</b></p> <p align="center"><b>Full</b></p>		<p>Education and Heritage: Teaching the tourism curriculum from a community sustainability perspective in South Africa's rural and township schools <b>Thandeka Sibiya</b></p> <p align="center"><b>Short</b></p>
<p>16.30-18.00</p> <p>18.00-18.45</p>	<p><b>Guided Tour: Portorož &amp; Piran Old Town</b></p> <p><b>Reception at the Town Hall</b></p>		

TUESDAY, 17th of May			
Venue: Faculty of Tourism Studies TURISTICA, Obala 11 <sup>a</sup> , 6320 SI-Portorož			
9.00 - 9.30	Registration – TURISTICA Encuentros Hall		
10.00 - 11.15	<p><b>Plenary Session</b></p> <p><b>Shaping the future together: Knowledge and innovation for sustainable and resilient heritage tourism</b></p> <p>Encuentros Hall, Room I</p> <p>Chair: Miha Lesjak, University of Primorska</p> <p><b>KEYNOTE SPEAKERS</b></p> <p>»Opening landscapes of natural wealth for tourism: Trends and challenges«</p> <p style="text-align: center;"><b>Anton Gosar – 15'</b> University of Primorska</p> <p>»The future of heritage tourism: Lessons learned from disaster studies«</p> <p style="text-align: center;"><b>Noel B. Salazar – 15'</b> KU University of Leuven</p> <p>“Heritage for peace through tourism: Bridging theory and current practices of heritage management in the context of the “SDG16+”</p> <p style="text-align: center;"><b>Fabio Carbone -15'</b> Coventry University</p> <p>“The role of digital media for sustainable tourism at heritage sites: A framework and some cases”</p> <p style="text-align: center;"><b>Silvia De Ascaniis -15'</b> USI University of Lugano</p>		
11.15 - 11.30	<p>Coffee break – TURISTICaffe</p> <p>A book Launch - “Handbook on Heritage, Sustainable Tourism and Digital Media”</p>		
11.30 - 13.00	<p><b>Parallel Session 3A (Room I)</b></p> <p>Digital transformation of heritage tourism</p> <p>Chairs: <i>Dejan Paliska and Giancarlo Fedeli</i></p>	<p><b>Parallel Session 3B (Room II)</b></p> <p>Post-pandemic recovery of heritage tourism</p> <p>Chairs: <i>Maria Garcia-Hernandez and Eli Avraham</i></p>	<p><b>Parallel Session 3C (Room III)</b></p> <p>Sustainable development of tourism in heritage sites</p> <p>Chairs: <i>Maria Gravari-Barbas and Yoel Mansfeld</i></p>
	<p>Social media as management tool: New opportunities to leverage sustainable heritage destination development</p> <p><u>Andela Šormaz, Engelbert Ruoss</u></p> <p style="text-align: center;"><b>Full</b></p>	<p>Covid-19, travellers’ resilience and heritage tourism</p> <p><b>Eran Ketter</b></p> <p style="text-align: center;"><b>Full</b></p>	<p>Mountain tourism, a sustainable asset for tourism development: The case of Morocco.</p> <p><b>Fatima Azzahra Reqadi</b></p> <p style="text-align: center;"><b>Full/online</b></p>

**7th UNESCO UNITWIN Conference Programme - University of Primorska Faculty of Tourism Studies –  
TURISTICA 15<sup>th</sup> – 20<sup>th</sup>, May 2022**

	<p>Going digital with heritage: perceptions on how digital technologies are driving visitor co-creation in museums <u>Sofia Almeida, Ana Claudia Campos, Maria Isabel Roque</u> <b>Full</b></p>	<p>Recovery strategy marketing campaigns for global destinations and World Heritage Sites in response to the Covid-19 tourism crisis <b>Eli Avraham</b> <b>Full</b></p>	<p>Azores Islands – Tourism evolution <b>Claudia Faias, Claudia Seabra</b> <b>Full</b></p>	
	<p>Digital innovation of Plečnik's Cultural heritage in Ljubljana <b>Neža Semič</b> <b>Full</b></p>	<p>The post-Covid tourist context and the adaptive responses of Spain's World Heritage Sites <u>Maria Garcia-Hernandez, Manuel De la Calle-Vaguero</u> <b>Full</b></p>	<p>Baha'i Gardens, Faith and its systems: (Sustainable) approach to tourism. <b>Tadeja Jere Jakulin</b> <b>Full</b></p>	
	<p>Data mining of visitors' spatial movement patterns using geotagged Flickr photos: the case of dispersed Plečnik's architectural heritage in Ljubljana <u>Gorazd Sedmak, Dejan Paliska, Aleksandra Brezovec</u> <b>Full</b></p>	<p>Tourists' and residents' life quality perception and brand image of an UNESCO City – the impact of the pandemic <u>Claudia Seabra, Carla Silva, Manuel Reis, Ana Caldeira</u> <b>Full</b></p>	<p>Tourism development perspective of stećci as UNESCO heritage sites – did anything change? <b>Amra Banda</b> <b>Full</b></p>	
		<p>International travel recovery after COVID-19 <b>Jocelyne Napoli</b> <b>Short</b></p>	<p>Innovation for sustainability: Journeys of two Norwegian WH destination <b>Evelina Maziliauske, Olga Hoegh Guldberg, Dorthe Eide, Anne W. Ryan</b> <b>Short</b></p>	
		<p>The greatest Spas of Europe – models for reinvention of Spa destinations in (post)pandemic tourism <b>Nataša Urošević</b> <b>Full</b></p>	<p>Encouraging cultural sensitivity in war tourism <u>Siri Driessen, Lenia Marques</u> <b>Full</b></p>	
11.30-13.00	<p align="center"><b>IPTPO POREČ &amp; UP FTŠ TURISTICA PANEL</b> <b>New solutions for sustainable development in the Mediterranean region</b> Chairs: <i>Tina Šugar Korda, Tina Orel Frank</i></p> <p align="center"><b>Room IV</b> <b>Eudokia Balamou</b> Winter Islands Network for all year-round: Tourism Experience in the Mediterranean (WINTER MED), <b>Kristina Brščić</b> A model for resilient destinations toward tourism recovery: Less is more (ConsumeLess Plus), <b>Peter Kopic</b> Empower Mediterranean for Smart Tourism (SMARTMED), <b>Ana Težak Damijanić</b> Sustainable Tourism Strategies to Conserve and Valorise the Mediterranean Coastal and Maritime Natural Heritage (INHERIT)</p>			
13.00-14.30	<p align="center"><b>Lunch break</b></p>			
UP FACULTY OF TOURISM STUDIES - TURISTICA	14.30 - 16.00	<p align="center"><b>Parallel Session 4A (Room I)</b> <b>Smart management of heritage sites</b>  Chairs: <i>Norberto Santos and Petros Kosmas</i></p>	<p align="center"><b>Parallel Sessions 4B (Room II)</b> <b>Tourism valorisation of intangible heritage</b>  Chairs: <i>Silvia Aulet and Maria Dolors Vidal Casellas</i></p>	<p align="center"><b>Parallel Session 4C (Room III)</b> <b>Local communities for sustainable and resilient heritage sites</b>  Chairs: <i>Maria Gravari-Barbas and Magdalena Banaszekiewicz</i></p>
		<p>Smart Tourism Destination Management in Coimbra <u>Norberto Santos, Claudete Oliveira Moreira, Carlos Ferreira, Luis Silveira</u> <b>Short</b></p>	<p>Sound as intangible heritage: Recovering the manual ringing of bells in Catalonia, Spain <u>Guiherme Ferreira Rodrigues, Silvia Aulet, Maria Dolors Vidal Casellas</u> <b>Full</b></p>	<p>World Heritage Declaration: An examination of threats and opportunities from the perspective of local stakeholders and tourists <u>Nuria Morere-Molinero, Laura Fuentes – Morelada, Alicia Orea-Giner</u> <b>Full</b></p>
		<p>Theming, gamification and securitisation: World Heritage Tourism Innovations for times of uncertainty <b>Chin Ee Ong, Chaozhi Zhang</b> <b>Short/online</b></p>	<p>An intangible asset as a driver of tourism development: From an intangible asset to a place of heritage. The case study of Cremona (Italy) <b>Raffaella Gabriella Rizzo</b> <b>Full/online</b></p>	<p>“Be a tourist in your city” – conflicts, heritagization and tourism in Krakow <b>Magdalena Banaszekiewicz</b> <b>Full</b></p>
		<p>Digitizing the future of sustainable tourism: The MITOS ICT-based platform</p>	<p>Tourism valorisation of the Croatian intangible cultural heritage on UNESCO lists – the example of the Sinjska Alka</p>	<p>Sociocultural empowerment and educational innovations as tools for</p>

**7th UNESCO UNITWIN Conference Programme - University of Primorska Faculty of Tourism Studies –  
TURISTICA 15<sup>th</sup> – 20<sup>th</sup>, May 2022**

	<p><b>Antonis Theocharous, Petros Kosmas, Maria Panagopoulou, Constantinos Constantinides, Petros Giannoulis, Hristo Andreev, Charis Hadjipanayiotou</b></p> <p align="center"><b>Poster</b></p>	<p align="center"><b>Vuk Tvrtko Opačić</b></p> <p align="center"><b>Full</b></p>	<p>tourism development in the context of UNESCO Araripe Geopark (Brazil) <b>Thiago Allis</b></p> <p align="center"><b>Full</b></p>
	<p>Smart Actionable Classification Model (SACM): development and implementation opportunities for digital innovations <b>Dejan Križaj, Miha Bratec, Peter Kopic, Tadej Rogeljja</b></p> <p align="center"><b>Short</b></p>	<p>Development of online ritual practice as a sustainable tourism resource: A case study of the soul-summoning ritual of Hani people in Yunnan, China <b>Su Zhang</b></p> <p align="center"><b>Full/online</b></p>	<p>The impacts of tourism on the quality of life, health, and well-being of local communities <b>Maksim Godovykh, Alan Fyall, Jorge Ridderstaat</b></p> <p align="center"><b>Full</b></p>
	<p>Award-winning digitalization of cultural heritage in Maribor, Slovenia <b>Jure Struc, Monika Jurišič Hlevnjak, Urška Rožič</b></p> <p align="center"><b>Poster</b></p>		<p>The local community as the protagonist of the tourist activity <b>Sara Pereira, Claudia Seabra, Carla Silva</b></p> <p align="center"><b>Short</b></p>
<p><b>16.00 - 16.15</b></p>	<p><b>Coffee break</b></p>		

**7th UNESCO UNITWIN Conference Programme - University of Primorska Faculty of Tourism Studies –  
TURISTICA 15<sup>th</sup> – 20<sup>th</sup>, May 2022**

UP FACULTY OF TOURISM STUDIES - TURISTICA	16.30 - 18.00	<p align="center"><b>Parallel Session 5A (Room I)</b></p> <p align="center"><b>Communication strategies in heritage tourism</b></p> <p align="center"><b>Chairs: Gorazd Sedmak and Gabrijela Vidić</b></p>	<p align="center"><b>Parallel Session 5B (Room II)</b></p> <p align="center"><b>Tourism planning and development in WHS</b></p> <p align="center"><b>Chairs: Dominique Vanneste and Anton Gosar</b></p>	<p align="center"><b>Parallel Session 5C (Room III)</b></p> <p align="center"><b>Administrative approaches to sustainable tourism at heritage sites</b></p> <p align="center"><b>Chair: Janez Mekinc and Ana Težak Damijanić</b></p>
		<p>World heritage natural and cultural Sites Brand Personality <b>Mohamed Abdalla Elsayed Hassan, Konstantina Zerva, Silvia Aulet</b> <b>Full</b></p>	<p>Tourism planning and destination development in urban heritage destination: Post-Covid strategies in Belgian and Dutch historical cities <b>Dominique Vanneste, Bart Neuts</b> <b>Full</b></p>	<p>Ecological certification programs in tourism settings: Program development experiences and future perspectives <b>Marija Pičuljan, Ana Težak Damijanić, Barbara Sladonja</b> <b>Full</b></p>
		<p>Smart city branding: The case of Manado, Indonesia <b>Carly Stiana Sumampouw, Magdalena Lestari, Ginting, Ilynka Maria Aprilia Sigal</b> <b>Full/Online</b></p>	<p>Perspectives and challenges of preservation in World Heritage Sites: Insights from the Valongo Wharf Archeological Site in the post-Olympic Rio de Janeiro <b>Ana Maria Vieira Fernandes</b> <b>Full/Online</b></p>	<p>Critics on heritage laws and tourism politics in Ethiopia: Multilayered Delphi Approach <b>Hiyab Weldearegay</b> <b>Full</b></p>
		<p>Content personalisation in tourism email marketing: The case of Ticino Tourism <b>Elide Garbani-Nerini, Elena Marchiori, Lorenzo Cantoni</b> <b>Full</b></p>	<p>Heritage tourism development in Saudi Arabia <b>Sultan Alsaleh</b> <b>Short</b></p>	<p>Approaches to security in the UNESCO City of Rome – security and tourism project <b>Janez Mekinc, Katarina Mušič</b> <b>Poster</b></p>
		<p>Communicating cultural heritage content between cultures: Interacting with Chinese tourists <b>Neva Cebron, Tjasa Vilotic, Rong Ye</b> <b>Full</b></p>	<p>Rio 2016 Olympic and Paralympic Games: Tourism and legacies <b>Marie Delaplace, Felipe Pimenta de Souza, Alexia Gignon</b> <b>Short</b></p>	<p>Accessible tourism challenges and Heritage Sites: Identifying and classifying barriers to accessible tourism <b>Janja Gabruč, Tanja Planinc</b> <b>Full</b></p>
		<p>Retelling history through ancient life stories to promote sustainable cultural tourism <b>Antonis Theochatous, Petros Kosmas, Maria Panagopoulou, Hristo Andreev, Petros Giannoulis</b> <b>Full</b></p>	<p>Overtourism B.C – A.C (before and after Covid-19). A big data analysis for visitor density calculation and policies action in Dolomites UNESCO site <b>Dario Bertocchi</b> <b>Full</b></p>	<p>Participative approach in tourism settings: Bottom-up approach experiences <b>Marija Pičuljan, Ana Težak Damijanić, Anita Silvana Ilak Peršurić</b> <b>Full</b></p>
		<p>A front cover cultural landscape <b>Romana Kacic</b> <b>Short</b></p>		
16.30-18.00	<p align="center"><b>AIRTH &amp; UP FTS STOUdio Turistica PANEL</b></p> <p align="center"><b>Can contemporary lifestyles qualify for the UNESCO World Heritage status?</b></p> <p align="center"><b>Chairs: Rudi Medved and Dejan Križaj</b> Room IV</p> <p align="center"><b>Participants:</b></p> <p align="center">Italian Espresso Institute Backers of the application for espresso coffee to gain the UNESCO world heritage status <b>Amie Sultan</b></p> <p align="center">The initiator of application for the Egyptian belly dance to gain the UNESCO world heritage status <b>Rave the Planet</b></p> <p align="center">Backers of the application for Berlin techno culture to gain the UNESCO world heritage status</p>			
Free evening				



**7th UNESCO UNITWIN Conference Programme - University of Primorska Faculty of Tourism Studies –  
TURISTICA 15<sup>th</sup> – 20<sup>th</sup>, May 2022**

UP FACULTY OF TOURISM STUDIES - TURISTICA	11.30-13.00	<p align="center"><b>Parallel Sessions 7A (Room I)</b></p> <p align="center"><b>Destination marketing for sustainable heritage tourism</b></p> <p align="center"><b>Chairs: Anđela Šormaz and Božena Krce Miočić</b></p>	<p align="center"><b>Parallel Session 7B (Room II)</b></p> <p align="center"><b>Heritage sites and local stakeholders' activities</b></p> <p align="center"><b>Chairs: Nuria Morere-Molinero and Nina Lovec</b></p>	<p align="center"><b>Parallel Session 7C (Room III)</b></p> <p align="center"><b>PhD Workshop</b></p> <p align="center"><b>Chairs: Emil Juvan and Silvia De Ascaniis</b></p>
		<p>Linking destination attributes and overall satisfaction in cultural destination context – an exploratory study <u>Smiljana Pivčević, Ljiljana Najev Čačija</u> <b>Short</b></p>	<p>Exploring the behaviour of university students' evening/night – time leisure. The case of Coimbra <u>Claudete Oliveira Moreira, Mansour Ghanian, Norberto Santos</u> <b>Full</b></p>	<p align="center"><b>PhD Students from Turistica and partner universities</b></p>
		<p>“Should I stay (in Slovenia), or Should I Go (to Croatia)?” Examining recovery challenges through domestic tourism-proximity lenses <u>Tina Šegota, Miha Bratec</u> <b>Full</b></p>	<p>Antecedents of community participation in heritage conservation and tourism development in Historical Diriyah <u>Abdulelah Al-Tokhais, Brijesh Thapa</u> <b>Full</b></p>	<p align="center"><b>PhD Students from Turistica and partner universities</b></p>
		<p>The role of culture in attracting tourists travelling by low-cost carriers: The example of the city of Zadar <u>Božena Krce Miočić, Tomislav Klarin, Gabrijela Vidić</u> <b>Full</b></p>	<p>Sotočje Outdoor and Wellbeing Bar: Innovative entrepreneurship to connect locals and tourists <b>Peter Dakskobler</b> <b>Poster</b></p>	<p align="center"><b>PhD Students from Turistica and partner universities</b></p>
		<p>Tourism marketing in social networks: The case of Quito and Santiago de Compostela World Heritage Sites <b>Pamela Tipan Fraga</b> <b>Full/online</b></p>	<p>Residents' recognitions and attitudes towards Historic Area's conservation and development – Taking Quingdao Zhongshan Commercial Street as an example <b>Xiaolin Zang, Yufei Zhang, Xingtian Wang, Ang Sha</b> <b>Short/online</b></p>	<p align="center"><b>PhD Students from Turistica and partner universities</b></p>
		<p>UNESCO World Heritage Sites in the touristic region Center of Portugal: responses to the Covid-19 pandemic. The use of social media, content analysis with ATLAS.ti <u>Tiago Santos, Claudete Oliveira Moreira</u> <b>Full/online</b></p>	<p>Tea that is not to be and the bridge that wasn't... yet is... a tourist app: Spatial dialogues with Plečnik's heritage and tourism pedagogy <b>Irena Weber, Simon Kerma</b> <b>Short/online</b></p> <p>Discovering the historical and industrial heritage of Istria – Parenzana as a specific offer of cultural tourism <b>Mirjana Kovačić, Srđan Kerčević, Emil Burić, Siniša Vilke</b> <b>Full</b></p>	<p align="center"><b>PhD Students from Turistica and partner universities</b></p>
13.00 - 14.30	<b>Coffee break</b>			
14.30-15.30	<p><b>Plenary Session</b> <b>Room I</b></p> <p align="center"><b>Our pledges for the future of heritage tourism: The results of parallel sessions' discussions</b></p> <p align="center"><b>CLOSING KEYNOTE SPEAKERS</b></p> <p align="center"><b>Yoel Mansfeld                      &amp;                      Tadeja Jere Jakulin</b> <b>University of Haifa                                              University of Primorska</b></p>			

