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7th UNESCO UNITWIN Conference

“World Heritage & Tourism Innovation:
Responding to the challenges
in a changing world”

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SOCIOCULTURAL EMPOWERMENT AND EDUCATIONAL INNOVATIONS AS TOOLS FOR TOURISM DEVELOPMENT IN THE CONTEXT OF UNESCO ARARIPE GEOPARK (BRAZIL)

Thiago Allis

The case presented here covers several issues regarding tourism management in WHS environment. The Araripe Geopark, established in 2005, congregates a series of geosites split within six municipalities of Ceará state, in the interior of Brazilian Northeast. As stated by UNESCO, the region is a "cultural melting pot" that keeps alive the traditions of their ancestors", even though the backgrounds of its economic development didn't bring sufficient levels of social development. Contrary to the current tourism imaginary of the Northeast (beaches), Cariri is a vast socio-cultural landscape occupied for centuries before the arrival of the European settlers.

The paper presents the value of community engagement in the making of tourism experience in a unique context, that combines exclusive natural resources and multicultural references spread all over a vast basin in the central Brazilian Northeast. The Fundação Casa Grande, established in 1992 as a "living museum" in the heart of Cariri, is a successful case of community-based tourism, particularly with the participation of children. Their "sociocultural empowerment" plays a central role in the building of hospitality schemes, that includes handcraft ateliers, guided tours and accommodation in locals' residences.

The main argument here is that, as a human-based activity, tourism requires an organic network of P2P relationships to achieve reasonable results in economic, individual and political terms. If ICT is an unescapable aspect of innovation, one also must recognize the relevance of social technologies rooted in collective knowledge in tourism development. The activities undertaken at Fundação Casa Grande confirm that the individuals' skills, affections and emotions are irreplaceable in any community-based tourism, not to mention how this tend to be even more valuable in the post-pandemic tourism.

GOING DIGITAL WITH HERITAGE: PERCEPTIONS ON HOW DIGITAL TECHNOLOGIES ARE DRIVING VISITOR CO-CREATION IN MUSEUMS

Sofia Almeida

Ana Cláudia Campos

Maria Isabel Roque

Design/methodology/approach - This is an exploratory research adopting a qualitative design. Literature review focuses on the museum experience, digital technology, literacy and strategies, and also co-creation so as to frame the theoretical background. Netnography will be used for data collection and analysis on perceptions of visitors to Portuguese museums during the Covid-19. Netnography (Kozinets, 1988, 2002) is an adequate method to apply in the analysis of digital communication and interactive technologies that impact on the museum experience.

Purpose - To analyse the development of digital strategies adopted by museums during the Covid-19 pandemic. To identify co-creation as a key orientation in current approaches to museology and the museum experience To explore the relationship between the concept of "participatory museum experience" (Simon, 2010) and co-creation. To assess the transformative potential of co-creative experiences to redefining the relationship between the museum and its audiences. To uncover visitor perceptions of the co-creative potential in museums adopting digital technologies.

Findings - The transition from object-centred museology to subject-centred museology led to the emergence of the concept of "participatory museum" (Simon, 2010), and consequently to that of co-creation and ICT use in the shaping of museological practices. The Covid-19 pandemic boosted virtual communication strategies as a way to connect the museum and its audiences, increasing the opportunities for their active participation. The observation of these practices in Portuguese museums through the lenses of visitors allows assessment of the co-creation orientation and ICT in the museological process.

Research limitations/implications - On the one hand, despite being a new and interesting data collection method, netnography does not allow to directly access visitors' perceptions. On the other hand, in order to fully understand the process leading to a participatory museum experience (Simon, 2010) based on the co-creation framework, other research methods should be used. Additionally, the study focuses only on Portuguese museums, which may present specificities, compromising the generalizability of this study's results.

Practical implications - Hopefully results will show new avenues for adoption of strategies for museums to attract and engage visitors using new technologies and a co-creation approach. Results will also contribute for helping museum management to invest in the digital technologies and open museums and its heritage to the new digital ecosystem, thereby involving visitors in meaningful and memorable experiences.

Originality/value - To the authors knowledge, this study intends to address visitor perceptions on the relationship between the museum experience, digital technologies and co-creation through analysis of netnographic content. This content is in Portuguese museum websites, news, blogs and social media platforms, bringing insights to how changes in the museum experience are seen from the visitor perspective.

The original contribution of the study is twofold: firstly, through identification of co-creation as a current trend in museology, and secondly, by focusing on the positive impact of Covid-19 on the museum experience by implementation of digital technologies which boosted application of creative strategies leading to an increased participation of audiences in the design and consumption of their museum experience.

CULTURAL TOURISM IN EUROPEAN UNIVERSITIES AND SUSTAINABILITY: THE MANAGERS' PERSPECTIVE

Inês Almeida

Luís Silveira

The demand for cultural attractions related to universities is growing worldwide (Mangi et al., 2019). Universities, aware of the opportunities provided by tourism, are progressively investing in infrastructure, services and new experiences to attract tourists. In fact, there are several universities already established as mature attractions/destinations (Woodward, 2013). For instance, the Oxford University's gardens, libraries and museums had over 3.3 million visitors during 2019 (GLAM, 2020). With this considerable tourist demand, it is to be expected for sustainability concerns to arise. Previous literature has stated some benefits of tourism development in universities. These include income growth to support other university activities, the opportunity for students to sign up as tour guides (also to develop soft skills and in some cases earn extra income), and the development of a 'new' means to exploit the university's knowledge transfer mission to a wider audience (Connell, 2000; Kozak, 2007; Mangi et al., 2019). Nonetheless, some

case studies already allowed to identify (possible) negative impacts and challenges, namely the disruption of the academic environment and the difficulty of managing the carrying capacity, especially of the built heritage (e.g. McManus et al., 2021; Shammi et al., 2020).

Based on the application of in-depth interviews, the focus of this research is to analyse the perspective of tourism managers of three European universities (Coimbra (classified as UNESCO heritage), Oxford, and Trinity College Dublin) with a strong tourism dynamic, regarding sociocultural, economic and environmental/heritage sustainability issues related to the universities they represent. Good practices and future strategies for enhancing the benefits and mitigating the negative impacts of tourism development in universities are also discussed.

HERITAGE TOURISM DEVELOPMENT IN SAUDI ARABIA

Sultan Alsaleh

Since the creation of the Saudi Commission and National Heritage (SCTH) in 2000, cultural heritage sites have become subject to tourism product development. Indeed, the sites are widely promoted and developed as tourist destination on the domestic market. After defining the concept of heritage sites in the Saudi Arabian context, the paper will focus on their development/transformation into tourism assets. Moreover, the paper will look into the reasons and motivations for the development of domestic cultural heritage tourism from different stakeholder perspectives (authorities and local communities). The paper will also participate in the assessment of sociocultural impact of developing the cultural assets.

ANALYSIS OF THE IMPACT OF COVID-19 ON INTERNATIONAL ACADEMIC TOURISM: PORTUGAL AS A RESILIENT OR DISRUPTIVE DESTINATION?

Dina Amaro

Cláudia Seabra

Ana Caldeira

International academic tourism has become a promising segment market, considering the growing number of in-

ternational students over the last decade. Still under-researched, much like other segments, it was impacted by the Covid-19 pandemic. Analysing this impact is crucial to reflect on how to build future resilient study destinations. Young people are expected to start traveling sooner and some are still looking for a destination to study abroad.

Consequently, academic tourism can make a worthwhile contribution to the recovery of the tourism sector and to the preservation of the identity and cultures of countries. By analysing the statistical data available to date, an analysis of the impact of Covid-19 on international academic tourism in Portugal will be provided. This country has seen remarkable growth in the number of international students in higher education in recent years, greatly justified by a set of initiatives undertaken by the Portuguese Government and by the Portuguese higher education institutions.

Therefore, this study intends to support tourism stakeholders to attract more international students and better manage their academic tourism experiences in the present context, focusing on the preservation of the identity and culture of study destinations.

FACILITATING THE DEVELOPMENT OF SUSTAINABLE CYCLE TOURISM IN CYPRUS: A HOLISTIC APPROACH

Hristo Andreev

This PhD research aims to use a plethora of primary and secondary qualitative and quantitative data to create a roadmap for cycle tourism development. The main goal is to facilitate the development of sustainable cycle tourism in Cyprus. Mixed methodology will be adopted to collect the necessary qualitative and quantitative data for this research. The research will draw from secondary data on global best practices, literature on cycle tourism and global cycle tourism trends and statistics, and online resources for cycle tourists. Primary data will be acquired through interviewing stakeholders, focus groups with local cyclists and cycle tourists as well as an online survey with cycle tourists worldwide. Also, participant observation will be conducted by the researcher to triangulate and evaluate the data acquired by the interviews regarding the behavior of cycle tourists during tours.

The approach of this research is holistic; meaning that it examines the subject of cycle tourism as a whole phenomenon with all its aspects. The primary qualitative data are based on opinions and experiences of cycle tourists, including the researcher's observations,

enabling in-depth analysis of the phenomenon. The secondary qualitative data are based on the academic literature findings, case studies, and best practices, the global cycle tourism trends and statistics published by valid sources, and the review of viral online sources and resources for cycle tourism. The primary quantitative data are based on the opinions and preferences of cycle tourists at an international level, while the secondary quantitative data are based on global statistics on cycle tourism.

The desirable outcome of this research is the creation of a roadmap for cycle tourism development based on the research results that can be applied to Cyprus. The roadmap will be used for creating developmental strategic suggestions for facilitating cycle tourism in Cyprus.

The researcher is passionate and enthusiastic about cycling and cycle tourism. He's been cycle touring since 2017 both solo and with groups of people, taking single and multi-day trips in Cyprus, Greece, Bulgaria, and the United Kingdom.

THE DEVELOPMENT IMPACT ON THE HERITAGE VALUE OF AT-TURAIIF DISTRICT

Al-Hanouf Al-Rassan

Abdulelah Al-Tokhais

At-Turaif District WHS in Historical Diriyah is a part of an emerging cultural and tourism destination that is currently under development following the site inscription on the UNESCO World Heritage List and there is an indisputable need to examine the development impact of the project on the heritage value of At-Turaif as it can represent either an enabling environment for sustainable development or a threat to the historic tourism destination. The need is to understand the key governing aspects of the site in order to monitor the impact of the development and identify specific variables for a lack of positive impact based on the analysis of the sustainability dimensions. Hence, the purpose of the study was to analyze the sustainable development of Historical Diriyah and its relation to the heritage value of the site through developing a System Dynamics Model based on the triple bottom line. Data was collected through a review of the literature, reports from the World Heritage Center and its advising bodies, as well as official documents. Findings showed that the heritage value of At-Turaif is being negatively impacted through a number of variables which are discussed in depth. In addition, there is a need for further investigation regarding the management approach and conservation and monitoring methods. As

the variables represent reinforcing loops which can be either positive or negative. Implication for the development in the site and a Causal-Loop Diagram demonstrating the connection between identified variables and their influence on the overall impact is provided.

ANTECEDENTS OF COMMUNITY PARTICIPATION IN HERITAGE CONSERVATION AND TOURISM DEVELOPMENT IN HISTORICAL DIRIYAH

Abdulelah Al-Tokhaisa

Brijesh Thapa

Community participation in the conservation, management, and tourism development of World Heritage Sites (WHSs) increasingly concerns both researchers and international policymakers. Stakeholders' involvement in the planning of heritage tourism and strategies is vital for sustainable development. Therefore, the purpose of the study was to investigate factors contributing to community participation in At-Turaif district WHS in Diriyah, Saudi Arabia. The extent to which community members participate in the tourism development and heritage conservation process depends on motivation, opportunity, and ability (MOA). The study explored the effects of these factors on three levels of community participation: interactive, functional, and passive. The data comprised responses from 321 residents from Diriyah.

Findings of the study revealed that MOA factors had different impacts on different community participation levels. Overall, increase the perceived benefit and reduce perceived cost from development, increase communication channels among local residents and site management, and provide effective opportunities are key factors influencing the community to participate. In addition, capacity building and educational programs tailored to local residents are recommended to empower individuals in the decision-making process of heritage conservation and tourism development effectively. The findings of the study could inform policy and assist in the implementation of long-term heritage management strategies to achieve sustainable planning, building a foundation necessary for optimizing the benefits of tourism and reducing its negative impact on cultural heritage assets.

TEACHING INNOVATION THROUGH THE STUDY OF WHS, AN EXAMPLE OF A COIL EXPERIENCE

Silvia Aulet

Dominique Vanneste

The University of KU Leuven and the University of Girona are both members of the UNESCO-Unitwin Network "Culture, tourism and development" and both teach the Module on Tourism Management of World Heritage Sites. With the aim of bringing the collaboration further than the participation in the network, a COIL experience has been designed with the students of the Master in Cultural Tourism of the University of Girona and the students of the different masters (Tourism, Conservation of Monuments & Sites, Geography, Sustainable Development) of the University of KU Leuven, all taking the class of Heritage and sustainable tourism development.

COIL (Collaborative Online International Learning) is an approach that connects students and teachers from different cultures to learn, discuss and collaborate with each other. The professors participate in the design of the experience and the students in the execution of the designed activities. COIL becomes part of the classroom, allowing all students to have a meaningful cross-cultural experience within their course of study.

The experience will consist in making students attend on-line two sessions based on case studies, one on a WHS site in Belgium (the case of the Art Nouveau) and the other on a WHS in Spain (the case of the Monastery of Poblet). After this, students will be asked to work in groups in the presentation of examples of case studies on WHS from Belgium and from Spain. Some KU Leuven students will present the Belgian sites to be discussed with Spanish peers while UdG students work the other way around. In the end, an online session will be organized where each of the working groups will present the case to the other students and a debate will be organized based on the perception of the WHS. Each group of students will write a report on what they have learned in terms of cultural exchange and cross-cultural interpretation after the experience.

RECOVERY STRATEGIES AND MARKETING CAMPAIGNS FOR GLOBAL DESTINATIONS AND WORLD HERITAGE SITES IN RESPONSE TO THE COVID-19 TOURISM CRISIS

Eli Avraham

The global tourism shutdown due to Covid-19, and the recovery in process, pose a serious challenge for DMOs and leaders that needed to stay in touch with stakeholders, protect local tourism industries, handle media coverage and run recovery campaigns. In addition, officials have had to respond to accusations regarding their crisis management skills. The study analyzes which image repair strategies were adopted by officials and marketers around the world to combat the Covid-19 tourism image crisis. We used qualitative content analysis of news reports, videos/ads, social media posts, recovery campaigns and marketing initiatives taken from ten international and tourism news outlets, tourism websites of the ten most visited countries and YouTube video sharing sites.

Our task in selecting the appropriate theoretical framework for the analysis encountered difficulties. Most models of image repair theory were built for sudden image crises (such as terror attacks, hurricanes, and earthquakes) and do not seem to be particularly suitable for studying a prolonged image crisis stemming from Covid-19. This lack of suitability is not unique to image repair models, as argued by several authors, since most of the existing models for tourism research are less relevant to the case study of the Covid-19 pandemic. Due to this difficulty, it was necessary to combine different models to meet the task. As a result, the goal of the study is also to offer a new theoretical model that divides the image repair strategies adopted by destinations and World Heritage sites around the world into the three phases of the pandemic tourism crisis: pre-lockdown, lockdown and post-lockdown/recovery. The new theoretical framework is partially based on several existing strategies mentioned in earlier image repair models. In addition, we would like to introduce several new strategies that were developed as a result of the unique characteristics of Covid-19.

"BE A TOURIST IN YOUR CITY" - CONFLICTS, HERITAGIZATION AND TOURISM IN KRAKOW

Magdalena Banaszekiewicz

Krakow is the second-largest and one of the oldest cities in Poland, listed on the first UNESCO World Heritage List in 1978. It is The European Capital of Culture 2000 and UNESCO City of Literature and Creative Cities network. Being of the strongest tourist brands in Poland for the last few years it has shared the fate of other top European urban tourism destinations such as Dubrovnik or Barcelona. The deepening overtourism and gentrification meant that the development of tourism in the city, although welcomed by the authorities, aroused more and more resentment among the inhabitants.

Radical restrictions on mobility during the pandemic COVID-19 brought the statistics of visitors traffic in Krakow back to the year 2006. The city has got the chance to transform into more sustainable management of tourist assets.

The preservation of cultural heritage and landscape is generally considered to be one of the most important values in the historic cities. At the same time, it is an undoubted fact that many objects of tangible heritage cannot be preserved for future generations without taking care of the commercial dimension, which is primarily connected to their tourist function. According to the opinion of the local stakeholders in Krakow, both representatives of the tourism industry and respondents not involved in tourism, one of the highly ranked tools proposed for sustaining tourism, is creating new attractions that would contribute to the dispersion of tourism in the city and the touristic exploration of other districts, outside the historic centre.

The aim of the paper is an attempt to evaluate the diversification process of the tourist function in Krakow as a consequence of heritagization of other districts of the city. The phenomenon will be presented on the example of three districts: Podgórze, Zabłocie and Nowa Huta, which are diversified in terms of cultural heritage resources and local identity.

By presenting particular cases, the paper will contribute to the general discussion on the tensions generated by the heritagization and touristification processes and ways in which the local urban development should be driven by sustainable goals.

TOURISM DEVELOPMENT PERSPECTIVE OF STEĆCI AS UNESCO HERITAGE SITES – DID ANYTHING CHANGE?

Amra Banda

Stećci, a special type of tombstones, were included on the UNESCO World Heritage List in 2016 as a common cultural asset of Bosnia and Herzegovina, Croatia, Serbia and Montenegro. The inclusion of the sites on this list represents a development opportunity, and an opportunity for their arrangement, improvement of the tourism supply and creation of a tourism brand, especially in developing countries. While most countries face the problem of large numbers of tourists at UNESCO sites, and used COVID-19 pandemic as a chance to implement better management strategies, most necropolises in Bosnia and Herzegovina are still underdeveloped and affirmed as tourist destinations. The aim of the research is to analyze the representation of necropolises with stećci tombstones in the Herzegovina-Neretva Canton (BiH) before and after their entry on the UNESCO World Heritage List. The analysis is based on available tourism data on the number of visits and strategic development documents. Field research will determine the current state of the necropolises, and representatives of public institutions that manage these sites will be interviewed. The purpose of this paper is to point out the insufficient tourism affirmation of stećci tombstones as tourism attractions in the supply of cultural tourism, as well as the insufficient information and involvement of the local community in their preservation and promotion.

A CLOSE RELATION BETWEEN EDUCATION AND TOURISM

Lia Bassa

The definition of cultural heritage is linked to heritage, education and tourism. There are methodological similarities between the process and outcome of education and tourism. They have a role in a person's identity development by defining their activities within their communities and networks. The implementation must delineate who should study, what, when, where and how. This depends on what we want to achieve: the education of a child slowly directing them through the characteristics of the world to become a culturally interested, conscious tourist.

Heritage identification and protection must be incor-

porated in the education from the childhood, as they contribute to the personal formation of the community members with their common way of life, history and past, customs and traditions. Their task is to represent harmonised actions of common identity and awareness to preserve local qualities assuring the continuity of their own culture that they can present to visitors coming from other territories, with different background and culture.

For both processes (education and tourism), methodologies and IT tools must be listed, studied, evaluated, developed and adapted for applying them appropriately for tourists. The methodology of teaching (introducing culture, art, beauty for a child) or explaining something to visitors coming from different cultures can/must be the same. Students and tourists, both are to be made interested, respectful, aware of the values, involved in the experience. The tools, ways of presentation, contents of explanations are all necessary in both cases.

Consequently, it explains why education and tourism are related from this aspect in presentation and introduction of materials. These processes include information with authentic data, well selected information channels (personal/organisational/social networks), designated and relevant communication tools including interesting facts having high credibility and importance.

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

Dario Bertocchi

In recent years, overtourism has become a trending topic to describe the negative externalities on the environmental and social context in a tourist destination, often due to an exaggerated number of visitors at a given time and place. Soon after the first global lockdown caused by the Covid-19 pandemic, this term mistakenly disappeared from academic and general debate. However, this phenomenon is still crucially important, alive and tangible during the summer months of 2020 and 2021, especially in non-urbanized areas, heritage sites and natural sites that have increased their tourist attractiveness at times due in part to changing tourist behavior, seeking outdoor recreational areas. Newspaper articles have reported situations of tourist congestion again emphasizing the need to adopt a tourism carrying capacity perspective to manage tourist flows and regulate the tourist experience, with attention to new rules such as measures for social distancing. In this context, the study of tourism

pressure is the first step to implement governance actions and policies related to the regulation of visitor flow and access modes to destinations and natural sites. In this paper, we have elaborated levels of tourist density and consequently elaborated and quantified sustainable limits to limit the anthropogenic impact on the natural environment, using various forms of big data to quantify the number of visitors (through the use of telco data from Italian telephone companies and from a sensor counting passages) and the perceived quality of the visit of the same visitors (user generated content from TripAdvisor website). In addition, through interviews with policy makers, industry stakeholders and the actors of the destination management organization (DMO) of the territory, we studied the actions implemented during the summer 2020 and summer 2021 as the access booking system, the regulation of mobility and the booking system of tourist services in the area. This analysis was conducted for the natural site of Lake Braies within the UNESCO natural heritage of the Dolomites, and reports several findings: i) the potential of big data to monitor tourist flows and behavior; ii) the applicability of a quantitative method to determine sustainable thresholds of tourist density and to maintain tourist satisfaction; iii) the evaluation and illustration of policies implemented by the territory.

CULTURAL AND NATURAL HERITAGE OF THE COLD DESERT OF HIMACHAL: A CASE STUDY OF SPITI AND KINNAUR REGIONS

Vikram Bhardwaj

Usha Sharma

The cold desert of Himachal is situated in the Western Himalayan region and stretches from Spiti in the north to Kinnaur in the south. It has a harsh climatic condition having a huge seasonal variation from short and dry summers to long, windy and freezing winters. The soil is not very fertile and the growing season is very short. Water resources are minimal and comprise glacier-fed streams. These physiographic peculiarities and ensuing harsh climatic conditions have led to the emergence of a unique Cold Desert ecosystem as well as a Culture that is unique. The population belongs to different ethnicities which have diverse cultures due to which the intangible cultural heritage of this region is also exceptional and diverse. The natural heritage is unique and displays an extremely fragile ecosystem, which shows a complex relationship of the climatic and geomorphological processes, and exhibits highly endemic diversity. Many rare and special varieties of flora and fauna are found here so

much so that many national parks and wildlife reserves have been declared here by the Government for their protection. The Cold Desert has been declared the 16th Biosphere Reserve of India which includes Pin Valley and National Park and surroundings, Chandratal and Sarchu, and the Kibber Wildlife Sanctuary in H.P. The Great Himalayan National Park Conservation Area the UNESCO Natural World Heritage Site is also near this region. The presence of these unique cultural and biodiversity elements in the landscape has high significance to regional, national and global levels. The region is an exceptional testimony to this cultural tradition which has evolved over centuries and is still living. The Cold Desert Cultural Landscape of Himachal has a large repository of exceptional intangible cultural resources ranging from performing arts, crafts, literary works, customs, myths and beliefs.

SPACE GAZE AS A NEW DEVELOPMENT STAGE OF THE TOURIST GAZE

Iztok Bončina

Sociologist John Urry developed the concept of the tourist gaze in the 1990s, linking it to the dynamics of building and developing the tourist experience and the complexity of the social organization of tourism. Later, the idea of the tourist gaze was extended by some theorists to a considerable number of discourses and forms. After 2001, when the first space tourists flew into the Earth's orbit, the concept of the tourist gaze acquired new, distinctive features. Above all, it has become a strongly expressed aspect of observing the Earth from orbit, that is, from a certain distance. In addition to the motif of prestige and adventure, the view of Earth from space has been highlighted as the most prominent motif for visiting space in most research over the past twenty years among potential participants in space tourist flights. The experience, thoughts and statements of many professional astronauts and cosmonauts, as well as the small number of tourists who have flown into space so far, testify to the fact that observing our home planet is one of the most popular and desirable activities in space. Space travelers describe the view of the Earth as an experience that stimulated thoughts about the fragility of our planet and caused a change in the perception and understanding of the integrity of Earth. At the same time, a sense of connection with other people increased among them, while some also developed a broader sense of planetary consciousness or global "citizenship". Some participants in space travel also emphasized a new attitude or wider interest in preserving the environment. This led us to design a new development stage of the tourist gaze,

which we called the space gaze. The concept represents a metaphor for man's relationship to the universe, while highlighting and drawing attention to our global, planetary and ecological perception and understanding of Earth, which should be protected as a whole.

NEGOTIATING PROBLEMATIC IDENTITIES OF PLACE AT WORLD HERITAGE SITE UNIVERSITIES: THE CASE OF JEFFERSON, SLAVERY, AND THE UNIVERSITY OF VIRGINIA

Elizabeth Carnegie

Simon Woodward

Historic and elite WHS universities need to manage their reputation whilst facing up to problematic aspects of their own history. We determine contemporary readings of place and space require narratives to align with current, thinking and values. In recent years, colonialism and slavery have been at the forefront of campaigns which, while they tend to originate as student-led, have resulted in historic universities having to 'face up' to their own role. We here focus on the University of Virginia which alongside nearby Monticello, has symbolic and charismatic hagiographic remembering afforded to the founder Thomas Jefferson. We note how competitively selected student guides are evidencing cultural change in the present as well as forming part of the alumni and present student 'family', where pride in place is contingent on such openness. Our study makes a contribution to our understanding of how World Heritage and historic universities can promote change from within by engaging with their own problematic past within the public sphere.

THE CONTRIBUTION OF INDIGENOUS KNOWLEDGE (KNOW-HOW SKILLS) TOWARDS SUSTAINABLE TOURISM IN ARID AND SEMI ARID REGIONS AMONG THE ENDOROIS COMMUNITY OF BARINGO COUNTY, KENYA

P. Jepkoech Chebus

K. Laban Rotich

Indigenous knowledge refers cumulative body of knowledge, know-how (skills, technologies, beliefs) practices

and representations maintained and developed by peoples with extended histories of interaction with the natural environment. However, Indigenous knowledge is not well documented and it stands in danger of being lost as its custodians are passing away. This study sought to investigate the contribution of indigenous knowledge systems specifically, know-how skills towards sustainable tourism in arid and semi arid regions of Kenya. The study adopted both descriptive and explanatory research designs. The target population was 10000 households of Endorois community living in Baringo County of whom 150 households formed the sample size. Simple random and purposive sampling techniques were used to obtain the sample. Secondary data was gathered from published sources such as journals, books and the internet while primary data was obtained using structured questionnaires and interview schedules. Data was analyzed quantitatively using multiple regression. The results indicate that know how skills, weaving of baskets is highly practised followed by weaving of mats. Beaded jewellery is also a common practise. The results also indicated that the local community uses indigenous plants to treat diseases. Additionally, findings show that know-how skills were found to be insignificant contributors to sustainable tourism. This is attributed to the fact that use of sea gram grass and removal of tree barks for weaving is likely to interfere with the conservation of natural resources. Efforts should be geared towards documentation of indigenous knowledge and its importance in the achievement of sustainable tourism.

ENHANCING WORLD HERITAGE STEWARDSHIP & COMMUNITY RESILIENCE THROUGH TOURISM & VISITOR MANAGEMENT – A POLYCENTRIC APPROACH

Cecilie Smith-Christensen

Thriving communities are highly complex and distributed networks of individuals, businesses, and organisations operating in a diverse economy where goods and services are exchanged meeting basic needs and contributing wellbeing and development. However, climate change can cause disruptions and fragment societal networks.

This poster focuses on how a polycentric approach to the governance of World Heritage, and specifically contributed through participatory visitor management and supported through currency innovation could enhance resilience and adaptive capacities while strengthening the stewardship of World Heritage.

A RESEARCH ABOUT THE HIDDEN MEANING OF THE STRUCTURES IN GOBEKLITEPE THROUGH THE OLDEST MATHEMATICAL KNOWLEDGE

Cagnur Corekli

Gulsun Yildirim

Pure mathematics such as the first system of numerical notation sexagesimal place value system, the root of two square and early form of abstract algebra etc. have appeared in the land between the Tigris and Euphrates river according to many resources and their evidences have belonged to the same location in the early second millennium BC (Robson, 2008-Ancient Iraq). Since the first evidence of mathematics has been dated the early second millennium BC, Gobeklipe which is in the United Nations World Heritage List constructed in early 10000 BCE can shed light on that how people had mathematical thinking without numerical notations and how they provide their mathematical need, which are significant and broad interest for the researchers. Therefore, Gobeklipe can become the first evidence of history of Mathematics. Under this motivation, the construction of Gobeklipe has been investigated with the mathematical aspects and their hidden symbolic meanings behind, such as labyrinths which are found from all over the World as ancient patterns with the apparent symmetry of the design. Also, since it has been common knowledge that the labyrinth has a Mesopotamian origin (Friberg, 2007), it has been presumably expectable that the labyrinths are discovered first in Gobeklipe and older than other labyrinths such as Old Babylonian and Greek labyrinths. In this way, we can understand the first conceived labyrinth structure which has been connected with a complex of myth and symbol and its hidden value in human consciousness, which makes them universal.

At first glance in Gobeklipe we have encountered first the labyrinth structure designed with recurred patterns by usage of recursive algorithm, which may be an unknown mathematical text type (Friberg, 2007). Moreover, when the labyrinths have been considered with other structures such as t shaped columns and figures on those columns, we have mainly aimed in this study to figure out the hidden symbolic meaning of these structures by means of mathematical aspects. The decisive advance in this paper in the design of the history of mathematics and the history of culture is to provide value-added to the history of culture by supporting the existing or new hypothesis about the hidden meaning behind of symbols on the structures.

The new and the original aspect of this study are that the investigating oldest mathematical evidence and to answer questions about Gobeklipe within the aspect of culture, which are set apart from the existing work in these fields.

COMMUNICATING CULTURAL HERITAGE CONTENT BETWEEN CULTURES: INTERACTING WITH CHINESE TOURISTS

Neva Čebrović

Tjaša Vilotić

Rong Ye

Sharing cultural content with tourists from a distant cultural environment such as China requires a deep understanding of both cultures, their commonalities and their differences. Furthermore, representation of cultural heritage to tourists from a different cultural background must take into consideration knowledge gaps and mismatches in terms of concepts, definitions and perceptions. Koderman and Gosar (2017) suggest that cultural heritage sites cannot be well understood and fully appreciated by tourists from another culture, thus limiting the value of their experience for many visitors. A degree of cultural adaptation may be required from visitors from a Chinese cultural context engaging with exploration, interaction and interpretation of heritage sites in Central Europe, along with an adequate mediation through verbal and other semiotic resources. This paper, therefore, analyses a corpus of published research into international visitors' perceptions, interpretative experience and evaluation of heritage tourism attractions, with the aim of identifying guiding principles underpinning a competent linguistic and semiotic representation, which can lead to suitable interpretation of cultural heritage in two very different cultural contexts. It is our belief that such a nuanced linguistic and semiotic rendering of cultural heritage could also enhance intercultural communication and promote better intercultural understanding, thus rendering the experience of visitors from distant cultural backgrounds more insightful and gratifying.

SOTOČJE OUTDOOR AND WELLBEING PLATFORM

Dakskobler Peter

Sotočje open-air bar represents a rapid adaptation to the circumstances in the form reconceptualization and tourism transformation, leading to a new development process and offering answers to many challenges. By becoming an outdoor & wellbeing corner, it represents an open development platform with the focus on restarting tourism supporting goals of Julian Alps Biosphere Reserve. Pandemic Covid-19 situation has even more em-

phasized the importance of the project, which takes into account the natural and social wellbeing of the local environment. With the help of the start-up and new product, Soča Valley is continuing to adapt its tourist offer to the new circumstances. Project has a great impact to protect nature by changing the existing tourism concept towards the offer, which focuses on sustainability and different type of guests. With the innovative entrepreneurship, we are trying to unlock the untapped outdoor potential of the Tolmin area at the border of Triglav National Park.

SUSTAINABLE TOURISM STRATEGIES TO CONSERVE AND VALORISE THE MEDITERRANEAN COASTAL AND MARITIME NATURAL HERITAGE (INHERIT) – INTERREG MED FINANCED PROJECT

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“INHERIT” is an integrated Interreg MED project with 15 partners from 10 Mediterranean countries (Croatia, Cyprus, France, Greece, Italy, Malta, Montenegro, Portugal, Slovenia and Spain). It aims to protect natural heritage sites from the negative effects of intensive tourism by promoting innovative “bottom-up” approaches for its valorisation. The project is expected to ensure the future of the Mediterranean environmental habitat, as well as, equally, its sustainable tourism growth potential. The main outcomes of the INHERIT project are: Mediterranean-wide protection measures for addressing the negative effects of intensive tourism haws. “INHERITURA areas”, i.e. designated areas in which human activities coexist with substantial natural heritage, subscribing to the INHERIT protection approach and acting as models to scale up and out the approach to other Mediterranean areas. A network and management mechanism of the INHERITURA areas. Thematic tourism routes, which will be pilot-integrated in the INHERITURA areas using the improved protection as an asset to increase tourism attractiveness in a sustainable way.

To alleviate the pressures exerted by tourism activities on the Mediterranean coastal natural heritage, the approach promoted by INHERIT is governed by 3 principles: Protection of the natural heritage from the negative effects of mass tourism. Highlighting the natural heritage as an asset that has the potential to assist in addressing seasonality / extend the tourist season and improve the branding of tourist destinations. Implementation of collaborative and bottom-up initiatives by tourism operators and businesses to protect and enhance the natural heritage. In the context of the INHERIT project, the partnership has established the “INHERITURA” label, a sustainability and environmental accreditation awarded to MED coastal areas that implement the INHERIT bottom-up protection and valorization approach.

EVALUATING IMAGES OF SILK ROAD TOURISM IN THE UK NATIONAL PRESS

Marcella Daye

The Silk Road is often invoked in communicating the brand image of the travel and tourism experience of Central Asian destinations. Idealised induced images of the Silk Road featuring attributes of architectural heritage, rugged landscapes and exotic cultures that have been preserved over the centuries continue to dominate the marketing of Silk Road destinations. But there are also contrasting negative organic images of Silk Road tourism of safety risks, poor hospitality services and under-developed infrastructure that persist in media coverage of the region in major tourist markets. In this paper a content analysis of selected national UK newspaper articles was conducted to determine the dominant framing of the Silk Road tourism experience. The findings indicate the prevalence of functional image attributes of rich cultural and natural heritage products in news articles. References to negative travel and tourism experiences were often mediated by discourses of the potential, growth and bright prospects for future tourism development.

RECORDING BUILDINGS OF VERNACULAR ARCHITECTURE: AN INNOVATIVE METHOD OF RESEARCH THAT CONTRIBUTES TO THE HISTORICAL ARCHIVING OF OUR CULTURAL HERITAGE

Anna Daskalaki

Maria Mandalaki

As the world is rapidly progressing towards a new technological era, our heritage sites are expected to integrate technology in order to offer an unprecedented user experience. In essence, culture and heritage can and should be made accessible to everyone. One can understand the advantages of such implementations, especially when they concern monuments of outstanding universal value such as the UNESCO World Heritage Sites. But what about these parts of our culture that are not hosted in a museum?

This paper is part of an ongoing research for the author's PhD thesis. Its main objective is the invention of an innovative method for the recording and archiving buildings of vernacular architecture in Greece. It is obvious that the value of such buildings has repeatedly been underestimated throughout the decades. This argument is supported by the fact that there has been no official strategy for cataloguing and organising this part of our history by the state or an organisation.

The selected method uses a mobile app as its main tool to record and archive vernacular buildings, thus giving the user the opportunity to engage and actively get involved with the history of the place. This platform is a virtual space of accessible knowledge that creates the circumstances for public dialogue. When a building is added to the platform, there are some basic fields that have to be filled in, such as: title, map location, photos, tags and a small description of the building. Other features could also be added in the future.

Our heritage is more than what we see in museums or archaeological sites. The parts of our culture with the most essence are also the most elusive ones and it is impossible to captivate them. Effectively, the methodology stated above aims to fill in these bits and pieces that are missing from our massive cultural puzzle, whilst engaging the people and pushing them towards being not only the recorders of their history but also the creators of their own future.

RIO 2016 OLYMPIC AND PARALYMPIC GAMES: TOURISM AND LEGACIES

Marie Delaplace

Felipe Pimenta de Souza

Alexia Gignon

The International Olympic Committee (IOC) awarded the Olympic Games to the city of Rio de Janeiro in 2009, one of the main legacies expected after the announcement of Rio's candidacies was the immediate benefits for tourism, with the hiring and training of new workers, investment in infrastructure and transport, especially in the airports, and an increase in the number of international tourists (Medeiros et al., 2020).

At that time, there was an optimism atmosphere to boost the country's development. However, in 2016, when the lens of the international media coverage was in Brazil, the general feeling was of uncertainty if the Games would really take place. The country's social, political, and economic situation was unstable (Castro, 2016).

Even if the Brazilian Olympic planning model was based on the successful story of the city of Barcelona 1992 (Fernandes, 2017), it didn't take long for the Olympic venues to be abandoned and the first signals of neglect to show up, as happened in Rio (Delaplace, 2019).

However, valuations may also have taken place with the Olympic Games. In 2017, the archaeological site of the Valongo Wharf located in the renovated port area of Rio (district completely rehabilitated within the framework of the Olympics) was inscribed on the UNESCO World Heritage list. This site, built in 1811, was the most used landing point in the Americas, where approximately 1.4 million African slaves disembarked (Florentino, 2015). The site was brought to light in 2011, during rehabilitation and excavation works in the port area, two years after the Olympics attribution. This area was renovated in preparation for the Games.

After 5 years of the Games' organization, tourism legacies deserve studies, mainly due to the lack of compiled data on the post-Olympic period. In fact, this is a common aspect of cities that host mega-events. During the candidacy phase, many benefits are highlighted and even overestimated (Andreff, 2018; Llorca, 2018). In the post-event period, data are generally biased and little explored.

The proposed paper will examine the tourism legacy and its contributions to the city of Rio de Janeiro and in particular for the archaeological site of the Valongo Wharf. Did the Games allow a valuation? What are the mechanisms? Aiming to understand the tourist legacies

of Brazil related to 2016 Olympic and Paralympic Games and the development of the city as a tourist destination, this paper is divided into three parts.

Initially, a brief on the evolution of tourism in Rio since the period the city was the country's capital is provided. After, the impact and legacy concepts of the International Olympic Committee will be analyzed in the context of Rio. The second part is dedicated to highlighting the city candidacy's promises on tourism and to analyze the main tourist's indicators until 2021 (hotel occupancy rate, international tourists' numbers, museums' visitors, etc.), comparing the results obtained in this work with other relevant studies. The third part explores the process that leads to the nomination of the Valong Wharf as a World Heritage Site, the role of the Olympic Games and how this site has been maintained since its inscription.

CULTURAL HERITAGE DIGITISATION AND AUGMENTED REALITY APPLICATIONS FOR RELIGIOUS TOURISM IN GREECE AND CYPRUS: RE-CULT AND RE-CULT MAGNUM PROJECTS

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Religious tourism is customarily defined as travel for religious purposes and is considered a form of cultural tourism. Recent market research suggests that the number of religious travellers is steadily growing while emerging trends among travellers are the search for authenticity and the diversification of travel experiences by pursuing unusual ways to explore religion. These trends lie at the heart of Re-Cult and Re-Cult Magnum projects implemented under the cooperation programme Interreg V-A Greece-Cyprus. The projects are dedicated to the digitisation of Cultural Heritage and the development of innovative products for religious travellers that integrate ICTs to augment the travellers' experience. Specifically, the projects use cutting edge digitisation methods (3D scanning, UAV photography, 4K videogra-

phy, photogrammetry) to digitise both tangible and intangible cultural heritage assets. The assets and associated metadata are stored in a custom-built resources management system and are subsequently conveyed to a host of solutions that enhance the religious traveller's experience before, during and after the visit. These include a dedicated website with certified pilot religious routes providing all necessary information for planning a visit, a digital museum website allowing virtual tours and the viewing of select monuments and relics in 3D that functions both as an edutainment and a promotional tool incentivising physical visits; a set of mobile apps that provide additional information and 2D/3D imagery for artefacts and monuments during the visit, in-museum augmented reality guided experiences using cutting edge headsets, and on-site info kiosks and holograms that highlight interesting, unusual or unique elements in religious routes. It is hoped that our efforts will significantly enhance the quality of the religious tourism products in Greece and Cyprus and augment the travellers' physical visit experience in the upcoming, post-pandemic tourist season.

ENCOURAGING CULTURAL SENSITIVITY IN WAR TOURISM

Siri Driessen

Lenia Marques

Visits to former war sites are increasingly popular. The Nazi-German death camp Auschwitz-Birkenau, a UNESCO's World Heritage Site, has seen a steady increase in visitor numbers until the pandemic. In 2019 alone, it received 2.320.000 visitors (Museum and Memorial Auschwitz-Birkenau, n.d.). The increased number of visitors not only puts pressure on former war sites and local communities, but also asks visitors of diverse backgrounds to be on site together.

While some visitors go to former war sites for reasons of commemoration, others go in search of history education, because they want to feel moved by the past, or simply a visit as a part of their holiday (e.g., Biran, Poria & Oren 2011; Cowan & Maitles 2011; Driessen 2020). Since former war sites address highly serious and emotional topics – commemorating mass death, atrocities and violence – the performance of touristic behaviour on site can be experienced as hurtful. Visitors with different motivations and backgrounds have diverging ideas about how to behave on site and have their own moral compasses (Dresler & Fuchs 2020). This diversity might result in misunderstandings in which can lead to negative experiences on site or in on-line vilifications, of which

the infamous 'Auschwitz selfie' is a well-known example.

In this conceptual paper, we explore the development of cultural sensitivity competences (Marques, 2021; Viken et al., 2021) as a way to contribute to a more balanced emotional field which potentially creates more meaningful experiences for all stakeholders involved. Inspired by the approach of CultSense – Sensitizing Young Travelers to Local Cultures – we argue that a better insight into the diverse motivations, attitudes, and moral compasses that tourists have on former war sites could help to ease tensions between different groups of visitors. As they make up the majority of tourism in the future, young travelers in particular might benefit from this approach. These insights can be used to contribute to a more sustainable management of former war sites and the deep emotional settings that they embody.

THEMING, GAMIFICATION AND SECURITISATION: WORLD HERITAGE TOURISM INNOVATIONS FOR TIMES OF UNCERTAINTY

Chin-Ee Ong

Chaozhi Zhang

In this presentation, we look at how World Heritage tourism can respond to challenges brought about by societal and environmental disruptions and traumas. Specifically, we draw on cases from Singapore and China to discuss how innovations from theming, gamification and securitization aided by advancements in consumer technologies can help World Heritage stakeholders and tourists navigate and cope with major disruptions. First, we will discuss how The Intan, a Peranakan themed museum, creates specially themed tours online with complements its existing in-person tours and motivates post-Covid-19 lockdown visits. We will highlight the salient attributes of a good theme for a virtual tour and their relationship with existing themes and offerings in in-person tours. Next, we will also discuss the use of online gamification at the Everyday Tour Company in Singapore. The niche heritage tourism company turned to online platforms when Singapore underwent covid controls. Instead of simply replicating their tours online, the company created a new interactive quiz-cum-tour based around the popular Crazy Rich Asians movie. While these two innovations happen outside the definition of World Heritage, we argue that their techniques and technologies are applicable to many World Heritage sites. Our final case concerns the bio-securitization of China's World Heritage sites. Using the case of Jiuzhai Valleys (or Jiuzhaigou), we will discuss the use of advanced visitor tracking, app-based

health codes and other technologies and techniques in keeping World Heritage tourists safe and secure. In doing so, we hope that we can provide some insights into our common struggles towards covid-proofing our World Heritage sites and World Heritage tourism.

AZORES ISLANDS – TOURISM EVOLUTION

Claudia Soares Faias

Cláudia Seabra

This paper aims to analyze the issue of excessive tourism in contrast to the current situation caused by the COVID-19 pandemic in the Azores archipelago and the consequences for the tourism industry, such as the decrease in income, occupancy rates, employment and socioeconomic stability status. The situation for the sector is very worrying and the perspectives given by the UNWTO point to a slow and gradual recovery until 2024.

EXPLORING THE SUSTAINABILITY OF UNESCO WORLD HERITAGE AREAS DURING THE COVID-19 PANDEMIC: THE EXAMPLE OF AN ECOLOGDE FROM THE HISTORIC CITY OF YAZD

Mohammadhossein Dehghan Pour Farashah

Leszek Butowski

Joanna Kowalczyk-Aniol

Ali Mohammad Ansarisadrabadi

Ehsan Aslani

This paper aimed to assess a survived ecolodge with private ownership in Yazd Province, Iran from the sustainable perspective. An ecolodge is a type of tourist accommodation facility that is designed to have minimal impact on its environment. The studied ecolodge is an old mansion that is located on the outskirts of the Historic City of Yazd as the first inscribed city of Iran on UNESCO's World Heritage list. At the first, this old mansion was adaptively reused for accommodation purposes to familiarize tourists with the local lifestyle in 2016. In the adaptation process, traditional architecture techniques and materials, and minimum intervention on the layout have been implemented. After unexpected cir-

cumstances caused by the COVID-19 pandemic, it has adapted itself by adopting innovative approaches which could be considered new ones in the context of Iran. This ecolodge has prepared financial support for locals through hiring women and youth and associating in local religious events. On the other hand, it has introduced a suburb area as a prominent destination. In order to data collection, a semi-structured interview with the owner of the ecolodge was conducted. Moreover, the owner contributed with researchers to provide necessary information regarding his activities. According to the findings, holding creative events for children, educational courses for students, cooperating with universities and NGOs, etc. have had a positive impact on the sustainability of the ecolodge during the COVID-19 pandemic.

DEFINING THE CONCEPTUAL MODEL FOR UNESCO DIGITAL TRAIL DEVELOPMENT BASED ON STAKEHOLDER TECHNOLOGY ACCEPTANCE: THE CASE OF SCOTTISH NATIONAL TRAIL

Giancarlo Fedeli

Katarzyna Minor

Miha Bratec

The concept of themed routes as tourist attractions has gained increasing prominence in the last decades. Such routes act to link a range of attractions (natural and built) that together or independently would have more limited appeal. Tourism trails have been identified as an effective element in several tourism contexts as they provide the ability to connect all significant sites in a particular area and can provide the needed services for its surrounding area (Goussous & Haddad, 2014). The rationale behind routes and trails is the synergy of linked route elements aimed at growing the number of 'pull' factors and dispersing visitor money among a larger number of recipients via longer durations of tourist stays (Goussous and Haddad, 2014). Consequently, this can also positively upgrade the quality of the local community's life.

Nevertheless, it is important to note that while there is a number of good examples of tourism trails, the evidence seems to be contrasting with relation to UNESCO endowed areas (e.g. Cuccia and Rizzo, 2013; Patuelli, Mussoni, and Candela 2013), as well as evidence in relation to their economic value of trails specifically is still lacking. To our best knowledge, only a few studies have measured the economic value and wider impacts of recreational trails, e.g. Bowker, et al., (2007) show that the Virginia Creeper Rail Trail's total net economic value

and economic impacts indicate that the trail is a highly valuable asset both to users of the trail and to people in the local community who benefit economically from the induced tourist activities. With regards to UNESCO designated trails in particular, Devon County Council (SQW, 2015) showed that Tarka Trail contributes nearly 4 million each year to the economy of the biosphere and supports 56 full-time jobs.

In light of sparse evidence, it is imperative to maximize the possibility of economic benefits evidence, by providing adequate infrastructure, whilst balancing against negative consequences of trail development in a protected area, due to the high vulnerability of the natural assets (UNESCO, 2016). Developing digital trails, app solutions and self-guided tours may aid in this goal. This may not only help in visitor how monitoring, but will aid in the educational/ protective aspects of natural resources by providing accurate information in relation to local attractions, protected areas (Muñoz et al., 2019).

However, digital trails open up additional questions when it comes to their implementation, namely the ones related to their adoption among the participating stakeholders. How ready they are to collaborate, especially in light of their readiness to adopt the digital solutions necessary for the effective realisation of such digital trail. Digital adoption has been a heavily discussed topic in tourism even prior to Covid-19 pandemics and a vast body of knowledge can be found in information systems research. Various technology adoption models have been applied in the search of explaining the adoption of digital technologies. While in tourism the Technology Acceptance model (TAM) proposed by Davies (1989) remains the most influential model, information systems research reveal it has been mostly substituted with the more contemporary frameworks such as Vekatesh et al. (2003) Unified Theory of Technology Acceptance and Use (UTAUT) and other frameworks dealing more with the organisational context of technology adoption (Baker, 2012).

The Scottish trail is, to date, the only UNESCO endowed digital trail, thus, creates a unique opportunity to examine the mid- and long-term viability of such an offering. Therefore, the purpose of this paper is to conceptually review existing technology adoption frameworks and seek for the one that would be most capable of explaining the adoption of digital technologies necessary for the assessment of the UNESCO trail in Scotland. The paper's scope is to consider a transfer of research frameworks usually applied in single organisational context to the broader context of trail creation and management. This is achieved by reviewing and contextualising the elements of TAM, UTAUT and Technology, Organisation, Environment (TOE) framework proposed by Tornatzky and Heischer (1990) and adjusting it to the context of UNESCO trail creation in order to propose a sound and testable conceptual framework capable of surveying the user adoption of innovative, digitally-based thematics

trails that are becoming a relevant practice in linking and managing UNESCO heritage.

PERSPECTIVES AND CHALLENGES OF PRESERVATION IN WORLD HERITAGE SITES: INSIGHTS FROM THE VALONGO WHARF ARCHAEOLOGICAL SITE IN THE POST-OLYMPIC RIO DE JANEIRO

Ana Maria Vieira Fernandes

In the occasion of the urban renovation of Rio's port area for the Olympics (2012-2016) the archaeological remains of the Valongo Wharf, the site of the largest slave trade in Brazil in the 18th century, were rediscovered motivating the creation, by local authorities, of the Historical and Archeological Circuit of African Heritage. The purpose was to build policies collectively, along with the Institute of Research and Memory of the New Enslaved Africans (IPN), a private institution that already preserved this memory in the area before the urban regeneration.

Aimed to spread a better understanding of the African Diaspora and the formation of Brazilian society, cultural walking tours organized by the IPN with the support of local authorities started to be conducted in the site by local guides. The visibility of this area boosted the recognition of the Valongo Wharf by UNESCO (2017) and the recognition, in turn, boosted the visitation on the site.

Local authorities highlight this process as a great legacy of urban regeneration, part of the strategies of city-marketing of Rio. However, after the Olympics, little has been done to preserve the site. With the withdrawal of financial support from local authorities, the perspectives of preservation of Valongo, both its physical trace and its intangible cultural assets are only possible due to the voluntary work of the local community who tries to preserve the African Heritage through cultural tours.

From a literature review followed by semi-structured in-depth interviews with policymakers, local guides, and associations of residents, this research aimed to understand how urban regeneration promoted the recognition of the Valongo by UNESCO and how cultural tourism can be a tool of its preservation. Findings yield insights into how this Heritage is being revealed through tourism; how locals have a central role in the challenger process of preservation and how they can be empowered through their involvement with the heritage.

INNOVATION FOR SUSTAINABILITY: JOURNEYS OF TWO NORWEGIAN WH DESTINATIONS

Evelina Fetingyte

Olga Høegh Guldberg

Dorthe Eide

Anne W. Ryan

The fields of innovation and sustainability have increasingly become merged, as innovation is a central tool for sustainability (Ritala, 2019). The traditional innovation types (OECD, 2005) mainly aim to increase firm's economy, growth and competition (Hartley, 2013). However, this has several sustainability limitations. Innovations for sustainability (IFS) can involve all main sustainability values, i.e. economy, nature and society, and may influence and involve different stakeholders. There are three main IFS-perspectives i.e. sceptical (the traditional), pragmatic (combining economy and another value dimension), and idealistic (three value dimensions and broad partnerships). The pragmatic is currently increasing, while the idealistic is rare (Albareda & Hajikhani, 2019). Besides, IFS has mostly been studied in larger organisations, thus there is a need for studies involving SME's and local communities.

This study explores the main research question, "What are the main IFS-patterns during WH destinations' development journeys, and why do they change?". We are inspired by Van de Ven, Polley, Garud, and Venkataraman's (1999) metaphor of 'journey', and research on 'innovation patterns' (e.g. Pavitt, 1984; Sundbo, 2009). IFS-pattern characterizes the main focus of innovations (innovation types, sustainability values), who are involved (main stakeholders/sectors), knowledge and innovation processes, place, as well as challenges and impacts. Localized periods before and after getting WH-status in the journey are studied. A qualitative longitudinal multi-case study of two Norwegian cases, Vega and Røros, is employed. Data are semi-structured interviews and documents, supplemented with observations and photos.

Preliminary findings: several changes in IFS-patterns took place, that changed tourism offerings in the destinations and influenced local communities in positive and negative ways. Findings will be analysed and discussed in relation to the IFS perspectives.

TOURISTIC MARKETING IN SOCIAL NETWORKS OF QUITO AND SANTIAGO DE COMPOSTELA, WORLD CITIES HERITAGE

Pamela Belén Tipán Fraga

The concept of Cultural Heritage is subjective and dynamic, it does not depend on the objects or material goods themselves, but depends on the values that society itself attributes to them at a given moment in history so that they determine which goods are the ones that must be protected to preserve their legacy for posterity. Currently, there are several documents that consolidate the broad and plural vision of heritage, covering both tangible and intangible goods, which have a significant or testimonial value of the culture of the place. No time, artistic, or any other character limits are established, since in any of them you can find a landscape of cultural value.

This concept of heritage protection is included in the Convention on the Protection of the World Cultural and Natural Heritage, established in 1972 by UNESCO, which considers cultural heritage within various categories. Within the category of heritage sites, there are the World Heritage Cities, an appointment that constitutes an honor and an international recognition and, at the same time, supposes a great responsibility that local administrations assume to guarantee the protection, conservation of the heritage complex and its value for future generations.

There are several cities that have been named with this honor since the Conventions for the protection of cultural heritage were established, and two of these are the city of San Francisco de Quito, the first city declared a "World Heritage Site" along with the Polish city of Krakow; and the city of Santiago de Compostela, also belonging to the group of holy cities along with Rome and Jerusalem.

These cities have many similarities that make them have a thread of unbreakable union such as being administrative capitals, in the case of Quito capital of the country, while, Santiago is capital of the Autonomous Community of Galicia; its power in terms of ecclesiastical heritage by the large number of temples, convents, seminaries, and even the cathedrals themselves that have become the tourist attraction for the two cities; its rugged geography or climate.

Thanks to the advance of technology, both cities have been able to create tourism promotion projects through social networks that, due to the acquired penetration, the ease and speed for the publication of content and for interaction with users, as well as the exponential distribution of the same, has turned these networks into a unique opportunity for tourism communication. There-

fore, the purpose of this project is to analyze these social networks used as a means of communication and transmission in marketing and promotion strategies; as well as, to know if these projects have helped to position themselves within the tourism market worldwide.

THE IMPORTANCE OF MEMORABLE TOURISM EXPERIENCES FOR THE COMPETITIVENESS OF THE DESTINATIONS – THE CASE OF NR2

Catarina Frias

Carlos Ferreira

Sérgio Guerreiro

From the idea advocated by Ritchie & Crouch (2010) and Dwyer & Kim (2003) that Memorable Tourism Experience can be considered a competitive advantage for destinations, as they assume themselves as differentiators, empower and improve the perception of the destination image, are capable of generating value (Prebensen, Chen, & Uysal, 2016), and, above all, contribute to the personal appreciation of tourists and their travel satisfaction (Prebensen, et al., 2016), this study refers to the case of the Portuguese National Road 2 (NR2).

Already in 1998, Pine & Gilmore, spoke of a new paradigm – the importance of converting services into experiences. Similarly, Pizam (2010, apud Tung & Ritchie, 2011) states that creating memorable experiences is the essence and reason for being of the tourism industry.

Thus, the experience arises, along with the search for new emotions, as a factor of tourist attraction itself (Nascimento, Maia, & Dias, 2012), which by its differentiation and added value interest the competitiveness of destinations. A concept that Ritchie & Crouch (2003) define as being one that can increase the spending of tourists on site and attracting more and more visitors while providing satisfaction and memorable experiences, doing so profitably, and providing an improvement in well-being to residents, while ensuring the preservation of the natural capital of the destination for future generations.

The main objective of the study is to support decisions of public and private managers in the consolidation of NR2 as a competitive, attractive, and differentiating tourist product, capable to bring value to the low population density territories it crosses.

The case study of Memorable Tourist Experiences in NR2 is empirically supported by literature review and content analysis from semi-structured interviews to NR2 travelers.

ACCESSIBLE TOURISM CHALLENGES AND HERITAGE SITES: IDENTIFYING AND CLASSIFYING BARRIERS TO ACCESSIBLE TOURISM EXPERIENCES.

Janja Gabruč

Tanja Planinc

The article explores the field of accessible tourism in the context of access to cultural and natural monuments or heritage sites for people with special needs. According to experts, this type of heritage is one of the fastest growing and most important segments of tourism supply (Coşkun et al., 2020). In this paper, we focus on the aspect of tourism providers. The goal of this paper is to identify and classify the various theoretically presented barriers that cultural and natural heritage providers face in providing accessible tourism experiences. We accomplished this goal by systematically reviewing the academic literature in the field of accessible tourism and the barriers associated with ensuring universal access. Accessible tourism can be understood as an important development strategy and a tool to increase the competitiveness of destinations and represents the main basis for the strategic positioning of destinations (Kastenholz et al., 2012). Based on the hierarchical model of travel constraints (Crawford, Jackson, and Godbey, 1991), we presented the intersection of three groups of barriers in the provision of accessible tourism experiences – intraorganizational, interorganizational, and structural barriers. The results of the analysis indicate that cultural and natural heritage providers face many barriers, or a hierarchy of three categories of barriers, that they must tackle in order to successfully address the development and promotion of accessible cultural and natural heritage experiences.

HOUSE MUSEUMS IN A WORLD HERITAGE SITE. CHALLENGES OF THE MADRID'S HOUSE MUSEUMS COEXISTENCE WITH THE GREAT MUSEUMS FROM THE MANAGERS PERSPECTIVE

Gerasesla Clementina Gaman

The present work studies the house museums in a recently declared World Heritage Site (WHS) from the management point of view. Through the inscription of Paseo del Prado y El Buen Retiro in July of 2021, Madrid joins the UNESCO list, where the great museums are not the only protagonist of the destination's cultural scene. The house museums highlight by being a well-defined group, which brings an important number of visitors. The house museums, a singular typology, with a particular idiosyncrasy (Torres González, 2013), were recognized by ICOM in 1999. In Spain, the apparition of this museistic type is due to a visionary museologist, De La Vega Inclán Marquis, who links tourism with museology (Pérez Mateo, S, 2018). A century later, the works that analyze house museums from the management's approach are scarce.

Even if the interest to study house museums is getting bigger, the quantitative and visitor focused analyzes are predominant (Gaman et al, 2022). To fill this gap, the purpose of this research is to analyze Madrid's house museum's role, also the challenges that means unite and coexist with the great museums in a WHS, from a key stakeholder's vision, the house museum's director. To this end, a qualitative approach has been applied through (7) personal interviews with the house museums managers sited in Madrid. According to the official information, Madrid counts with 9 house museums. The findings show how these cultural spaces interact with the declared WHS. Results are of interest for both, the house museum managers and for the tourism destination managers.

CONTENT PERSONALISATION IN TOURISM EMAIL MARKETING: THE CASE OF TICINO TOURISM

Elide Garbani-Nerini

Elena Marchiori

Lorenzo Cantoni

Newsletters represent one of the main digital channels for tourism email marketing, a channel that is evolving thanks to advanced marketing tools offering new pos-

sibilities for personalisation. However, setting up functioning personalisation processes requires time and monetary resources, and this can be an issue for Destination Management/Marketing Organisations (DMOs). Thus, knowing what indicators (implicit and explicit) are more effective for personalisation becomes crucial. An analysis of newsletters of a Swiss DMO (Ticino Tourism) from April 2018 to February 2021 was conducted specifically looking at user click behaviours (Garbani-Nerini et al. 2022). The DMO's newsletters are usually translated for the different language groups without further personalisation. Interestingly, results showed that different audiences, segmented by language, had actually different content interests. Based on this, this research aims to investigate the role of personalisation in tourism marketing emails by testing whether more personalised content can increase a newsletter's performance. To do so, a set of A/B tests have been performed from November 2021 to March 2022. Each month a control newsletter (A) and a personalised newsletter

(B) are created, the latter by adding a topic of interest for each language segment according to Garbani-Nerini et al. (2022). Results are collected monthly, the open rate and the click rate are measured to see whether the personalised content has performed better than the standard (control) content. This research intends to contribute to the field of tourism email marketing by shedding light on the effective indicators to create a personalised email marketing strategy. This approach can also be used by tourism practitioners, for example at heritage sites, to improve the communication to their audiences.

A FOCUSED MULTI- DIMENSIONAL ANALYSIS OF START UPS, RELATED TO TOURISM, CULTURE AND LEISURE IN GREECE.

Konstantinos Giannopoulos

Paris Tsartas

Efi Sarantakou

Efimia Papaefthimiou

Sofoklis Skoultzos

It is well known that for the last 30 years, tourism in Greece has been one of the main pillars of the Greek economy, offering profits, jobs and tax revenues for the state. It would also not be wrong to mention that many areas in Greece, especially the island ones, depend financially exclusively on tourism. Also it is generally accepted and obvious that start-ups today are a huge part of global entrepreneurship. In recent years you have seen

a strong interest in start-ups, their financing, and their viability as most of these businesses do not survive. Regarding Start-up companies worldwide, a fact that is a need to investigate is what is happening in Greece with start-ups and especially with start-ups in the field of Greek Tourism, Culture and Leisure. The following article is quantitative research about Start-ups in Greece and answers questions such as what are the products and the services they offer, how are related to Tourism and Culture, how much is the percentage of turnover, how much is income from Tourism. This article is a targeted multi-parameter approach of Greek Start-Ups related to Tourism, Culture, and Leisure, and also an investigation of their sustainability.

TOURISM AND THE REFUGEE ISSUE

Petros Giannoulis

Petros Kosmas

Regardless of the causes of refugee flows, the consequent population displacement brings in a de facto contact different cultural groups (newcomers-host society) with both being influenced by this process. In fact, the main gateways for refugee flows are in many cases areas which are listed as international tourist destinations. Destinations in the Mediterranean Sea such as Turkey, Italy, Greece, Spain, Malta and Cyprus have already accepted and continue to accept thousands of refugees. The same applies for metropolitan areas of the European Union and the United States which have welcomed significant numbers of refugees. Due to the latest developments in economy and public health these tourist destinations face serious challenges. The interaction between the refugee issue and tourism is becoming a research field of key importance because of the resulting economic and social implications and the need to maintain social cohesion in tourist destinations which are becoming refugee host societies.

Local integration is a dynamic, two-way process. Refugees must be prepared to adapt to the host communities, while host communities and public institutions who welcome refugees must strive to meet the needs of a diverse population. In this context, tourism may play a crucial role as a social force with the power to contribute to the economies, foster cross-cultural understanding, promote peace, solidarity, development and global consciousness. Utilizing the presence of refugees has the potential to contribute both economically and socially to host societies, provided a holistic approach to managing the influx of refugees is undertaken. The present PhD proposal is an attempt to examine the challenges and

opportunities that occur when three “parallel worlds” meet in a tourist destination: host societies, refugees and tourists.

GUIDED DISCUSSION OR IMMERSIVE PLAY? INFLUENCE OF ON-SITE PRESENTATION PLATFORM ON VISITOR SATISFACTION IN A HERITAGE ATTRACTION

Olga Gjerald

Clarissa Santoso

Extensive research has been conducted on visitor experience and visitor satisfaction at tourist attractions. Few studies have addressed the influence of different types of on-site factors on visitor satisfaction at heritage sites. The Iron Age Farm - an outdoor heritage attraction in Norway, Stavanger - is an experience-based exhibition built from the original remains and ruins of a farm from the Iron Age period. This study combined observation, in-depth interviews, and a survey to examine the underlying factors of visitors' perceptions of on-site attributes (presentation platform and support service platform) and their effects on overall visitor satisfaction while considering the influence of visitors' interest and visitor type. The findings suggest four sub-categories of visitors' perceptions of the presentation platform (technology, immersive play, guided discussion, and autonomy), in addition to one unified support service platform category. Guided discussion, autonomy orientation, and support service platforms have a significant influence on visitor satisfaction. The findings also suggest that visitors' perceptions of the on-site factors do not differ significantly by visitors' interest or type. Besides, visitors' perceived importance of support service and presentation platforms was significantly associated with overall visitor satisfaction. The results only partly confirmed previous research and provided a different perspective on the role of various attributes in heritage attractions.

THE IMPACTS OF TOURISM ON THE QUALITY OF LIFE, HEALTH, AND WELL-BEING OF LOCAL COMMUNITIES

Maksim Godovykh

Alan Fyall

Jorge Ridderstaat

The series of studies propose a new research agenda for the management of tourist destinations in response to significant changes caused by over-tourism, the COVID-19 pandemic, and other negative impacts of tourism development. The literature traditionally describes the main purpose of destination marketing and management as increasing visitation and providing economic benefits to tourist destinations related to income, tax revenues, employment opportunities, investments, etc. However, the social, environmental, health, and psychological impacts of tourism on local communities did not receive enough empirical attention in the literature. These studies aim at exploring the effects of tourism development on the quality of life, health, and well-being of residents' communities in different tourist destinations. The applied mixed-method methodology includes cross-sectional, time-series, and panel data analysis. The results demonstrate that the level of tourism development provides different short-term and long-term impacts on residents' well-being. The project contributes to knowledge and practice by shifting the emphasis of destination management from increasing tourists' visitation to improving residents' health and well-being, demonstrating the advantage of long-term tourism impacts over short-term effects, and providing recommendations for destination marketing and management organizations.

CHALLENGES AND CONSERVATION POTENTIAL OF SHARK-DIVING TOURISM IN THE MACARONESIAN ARCHIPELAGOS

Pedro Gonzales-Mantilla

Macaronesia is formed by some of most isolated oceanic islands of the Atlantic Ocean. This region is typically heavily exploited by fisheries; however, in recent years, marine wildlife tourism has become popular and a shark-diving industry has emerged, potentially presenting an alternative for the sustainable use of sharks. Combining a literature review with interviews with dive operators conducting shark encounters in the Macaronesian archipelagos, we provide an overview of the chal-

lenges and conservation potential of shark-diving tourism for these territories. Owing to the regular presence of important shark species for tourism and the growth of the scuba-diving industry, shark-diving has potential to expand over the region. Yet, the overlap between European industrial fishing pressure and shark populations, coupled with the unregulated recreational and artisanal fishing sector in the Canary Islands and Cape Verde, may jeopardize the sustainability of the shark-diving industry. However, the economic benefits for local communities directly and indirectly produced by shark-diving tourism suggest local benefits, fostering stronger shark conservation in Macaronesia.

ACCESSIBILITY AS A MEANS FOR VERNACULAR SETTLEMENTS' SUSTAINABILITY: A NEW APPROACH TO THE VISITOR'S EXPERIENCE OF ARCHITECTURAL HERITAGE, INCLUDING PERSONS WITH DISABILITIES

Maria Griva

Constantinos Caradimas

Charikleia Kanari

Focusing on cultural heritage protection and on making human settlements inclusive is considered a pillar for sustainable development. Accessibility in the context of Universal Design is a key factor for vernacular settlements' sustainability as tourism destinations and living places. These architectural ensembles have particular features, which constitute their idiom, putting limits in accessibility adjustments, while their location and geomorphology often contribute to their exclusion. Addressing such difficulties with regard to a tourism based economy, is a challenge. The paper is based on PhD research that investigates new approaches to Greek vernacular settlements' sites and infrastructure design towards an innovative redefinition of the visitor's experience, including persons with disabilities. The main goal is to form a strategy for the development of a new “architectural narrative” based on routes connecting specific open spaces, landmarks and buildings of interest, regarding which physical, intellectual and digital access is ensured. Accessibility is explored as the means to perceive the ensembles' identity and experience architectural heritage. The accessibility chain also includes transport and accommodation. Research methodology involves the settlements' classification by their accessibility level, developing a typology and listing and evaluation of authorized constructions for access to heritage environments. Appropriate technological equipment and construction standards, methods and materials are examined to be incorporated into the traditional environ-

ment. Moreover, a case study is conducted. Enhancing vernacular settlements' accessibility and thus their functionality and inclusivity, providing also learning opportunities is expected to offer new prospects attracting new groups of visitors, creating new tourism destinations while boosting the existing ones and facilitating the inhabitants' life contributing to the settlements' sustainable economic and social development.

A STUDY ON UTILIZATION OF TECHNOLOGY IN HERITAGE TOURISM WITH SPECIAL REFERENCE TO SIGIRIYA WORLD HERITAGE SITE, SRI LANKA

Indrachapa Gunasekara

Tourism industry has been identified as a leading industry for global economic sustainability. Tourist destinations including Sri Lanka, are exhibiting a downfall in tourism industry performance as a result of Covid 19 pandemic. Even with a massive economic and industry downfall, the Sri Lankan government attempts to enhance tourist arrivals by promoting country in different markets. The contemporary tourism industry displays a massive demand for technology oriented services, concepts and destinations. Heritage tourism is recognized as one of the numerous tourism concepts, which is particularly appeal to visit heritage of people. The primary concerns of heritage tourism are conservation and protection of heritage, education of tourists and society, economic and social benefits of tourism towards the industry and the community.

The consequence of utilization of technology in Heritage Tourism has been addressed in the research. The researcher has been able to develop a model for Sigiriya Rock Fortress, UNESCO World Heritage Site. The main objective of the study was to analyze the significance of technological usage in Heritage Tourism in Sri Lanka. The specific objectives were to identify the challenges faced in management of Heritage Tourism in traditional context, to signify the prominent functional areas in heritage tourism for potential technological utilization, to provide suggestions for potential advancements in heritage tourism functions. This qualitative research utilized both primary and secondary data. The critical examination method was used in original setting for the primary data collection followed by interviews. The research findings were qualitatively analysed and interpreted. The suggestions on technological utilisation in heritage tourism were arranged in four areas; Conservation, Interpretation/Education, Visitor management, Promotion and Marketing.

THE POST-COVID TOURIST CONTEXT AND THE ADAPTIVE RESPONSES OF SPAIN'S WORLD HERITAGE CITIES

María García-Hernández

Manuel De la Calle-Vaquero

In the years prior to the COVID-19 pandemic, Spanish World Heritage cities were experiencing a new touristification cycle. This process implied the growth of some problems encompassed under the term "overtourism". The expansion of the pandemic in the spring of 2020 and the public health measures adopted have generated a new tourist stage: of "zero tourism" in the first months and of "undertourism" since then. This new situation is characterized by a reduction in foreign flows and, on the contrary, a growth in the national tourist flow; the stoppage of the hotel sector; the reduction of activity in restaurants, bars, cafeterias and other tourist businesses; etc. The socio-economic effects are particularly negative in World Heritage Cities, which are more reliant on tourism than other types of urban destinations.

This communication reports the preliminary results of the ADAPTATUR-Ciudad project, financed by the Spanish scientific administration. It takes as a reference all the Spanish World Heritage Cities, although the case of Toledo is addressed in greater depth. In addition to outlining a general overview of the current situation of urban-heritage tourism, it focuses on the responses adopted at the local level: mitigation strategies to offset some of the effects of the tourism crisis; promotion-oriented marketing strategies; safe tourism strategies linked to public health; etc. The responses adopted from the municipal administration are taken into consideration, but also the measures implemented by the managers of the main tourist-cultural resources of the city. The ultimate goal is to determine if these strategies and measures are aimed at recovering from the previous situation, associated with the "overtourism" cycle, or imply a rethinking of the activity to make tourism a friendlier activity in the cities where it takes place.

WORLD HERITAGE NATURAL AND CULTURAL SITES BRAND PERSONALITY

Mohamed Abdalla Elsayed Hassan

Konstantina Zerva

Silvia Aulet

Although World Heritage Sites (WHSs) have been acknowledged as a prominent tourism brand, their intangible associations of outstanding universal values (OUVs) have been poorly investigated. The present study extends the brand personality (BP) concept, the advance in text-mining, and the use of digital textual data available online to explore the WHSs associations. From 13,741 visitor post-experience generated reviews on Tripadvisor, and 1.121 WHSs descriptions on the WH centre, we identified the natural and cultural WHSs personality scale as perceived from visitors and experts, in relation to the authenticity, integrity, and protection and management concepts for the OUVs of WHSs. Particularly, we customized a 389-item WHSs personality scale, within five personality categories. WH has been attributed adequately by Sophistication, Competence, Excitement, Sincerity and less frequent by Ruggedness. Furthermore, we explored significant differences in the way UNESCO experts and visitors perceived WHSs, while practical and managerial implications are discussed.

BAHÁ'Í GARDENS, FAITH, AND IT'S SYSTEMS (SUSTAINABLE) APPROACH TO TOURISM

Tadeja Jere Jakulin

Using a systems approach to contemporary complex problems becomes a necessity of future tourism, especially in protected places. In the paper, we will present systems approach of the Bahá'í Faith, Bahá'í gardens and sites in Israel, and its tourism opportunities, which led to the UNESCO inscription on the World Heritage List. Systems approach and thinking reflex systems principles in world religions, also in Bahá'í faith. E.g., "The Big picture" principle describes the system in the context of the larger environment. The parts are essential but what is more important is the interrelationship between the parts as they work together to fulfill the purpose of the whole system. The systems approach is optimal for understanding interdependency, which requires thinking different from straightforward or linear thinking; it requires thinking in systems. With the presentation of the

world heritage site – the Bahá'í Gardens- we will explain the principles of systems thinking in Bahá'í faith in the past, the present, and the future. They influence the global environment and the tourism of the world heritage site most sustainably and nobly.

TOURISM INNOVATION IN THE ADRIATIC-IONI-AN REGION: QUESTIONING THE UNDERSTANDING OF INNOVATION

Daniela Angelina Jelinčič

Today, tourism as the most important global service industry faces many challenges, which call for innovations. The COVID-19 pandemic has brought tectonic disturbances to the global tourism industry making the need for innovation even greater. This is why innovation is largely fostered through a number of EU funding programs. In tourism, innovations most often include production innovations (new products and services), process innovations (new ways of delivering tourist services), logistical innovations (new ways of providing products/services to tourists), and market innovations (new marketing methods or market behavior). In order to detect the number and types of tourism innovations funded by the EU in the Adriatic-Ionian region (AIR), a research has been done throughout 2020-2022. The main aims of the research question were to detect the projects fostering innovations in sustainable tourism and analyze their innovation capacity. In total, 88 projects were detected fostering innovations in the management of tourist destinations, in business models and sustainable tourism products, in market positioning and promotion of sustainable tourism, or fostering multiple types of innovations. A number of research challenges were encountered, e.g. listed innovations are to be questioned since they are not always in line with the definition of innovation. Rather, the word "innovation" is used to obtain funding but has little to do with the true nature of innovations. An uneven geographical distribution of innovative projects is also noted within the AIR, with non-EU countries substantially lagging behind. Examples of global, European and regional good practices are presented, with a special focus on heritage-related innovations. They reflect possible post-pandemic recovery factors, which are evident in market, product and consumption change. Finally, guidelines for growth and improvements in the development of innovation in the AIR are put forward.

A FRONT COVER CULTURAL LANDSCAPE

Romana Kačič

Piran is part of one of the most beautiful cultural Mediterranean landscapes of the Adriatic which is of great importance for the national identity. The citizens are proud of the picturesque image of the Piran Peninsula and tourists admire it. Natural sculptures of cliff walls embrace the terraced landscape in which the medieval town is embedded. Piran's gardens flourish on soil supported by dry stone walls. The mighty city walls, the cypress silhouettes and the Venetian bell tower with an angel turning with the wind form a picture recognisable to sailors. Where the blue of the sky and the sea meet, where the winds meet, where the sea currents are strongest, where summer dawns and winter sunsets are most beautiful, where flocks of dolphins come closest to man, there is Punta, Cape Madonna. Punta connects and separates the sea from the mainland, the shady and sunny side of the embankment, the windy and sheltered side of the city. Punta is a magical point where the sounds of the waves, the stories of the old fortress, the spirit of the Church of the Holy Mary of Health and the light of the only Slovenian lighthouse intertwine. The steady rhythm between darkness and light invites us to stop for a moment and become part of Punta, fused with the grandeur of the sea and the infinity of the starry sky.

The greatest richness and exceptionalities of the Slovenian submarine world are located in front of Punta: the diverse biosphere and the diverse habitats of steep ridges invite you to the Cape Madonna Depression, which is the deepest point in the northernmost part of the Mediterranean, 38 meters below sea level.

The Piran Peninsula satisfies all the criteria according to the list of exceptional landscapes of Slovenia, but is not among them. It also meets a number of criteria for this area to become a UNESCO terraced landscape area or a Man and the Biosphere UNESCO area.

The local community of Piran proposes that both the terrestrial and the marine part of the Piran Peninsula, following the example of MAB of the Miramare area, establish the area of MAB of Cape Madonna.

COVID-19, TRAVELLERS' RESILIENCE AND HERITAGE TOURISM

Eran Ketter

COVID-19 is a crisis on scale never seen before in global tourism. In 2020 international tourism dropped by 73% and in January to May 2021, tourism slumped by 85% (compared to the same period in 2019) (UNWTO, 2021). In tourism studies, resilience is the capacity of a system to absorb disturbance and reorganize while undergoing change so as to still retain essentially the same function, structure, identity, and feedbacks (Cochrane, 2010). Much of the tourism resilience literature focuses on the supply side - the resilience of tourism destinations, hotels, tourism businesses and heritage sites. In contrast, the current study examines the supply side - how COVID-19 affects the travel sentiment of Europeans, their trip planning, travel preferences, and attitudes towards heritage tourism.

To answer this question, the study examined data collected by the European Travel Commission, surveying 60,000 Europeans in August 2020 - December 2021. The study results indicate a resilient sentiment toward travel among European consumers, with over half of the respondents planning to travel in the near future, during the entire research period. Furthermore, while the study recorded substantial changes to travellers' concerns and decision making factors, the interest in heritage tourism remains solid. These findings provide support for the tourism resilience theory, and the manner in which the tourism system and tourism demand re-organize and re-orient itself following major changes, demonstrating the highly adaptive capacity of travel and tourism.

THE CHALLENGES OF SECURING LONG-TERM VIABILITY OF THEMATIC ROUTES: CASE OF EUROPEAN STRUCTURAL FUNDS IN SLOVENIA FROM 2004 TO 2021

Katja Kokot

Maja Turnšek

The research focuses on thematic routes, as a type of a specific cultural tourism product, and the role of European funding in their creation and subsequent sustainable development. An important dimension of cultural

routes is their direct impact on the tangible and intangible heritage, as successful routes can be significant mechanisms for heritage popularisation and protection. Slovenia's EU accession in 2004 led to the implementation of various national or cross-border cultural tourism programmes. Most often, these resulted in creating tourism routes with a common theme, often aspiring to become certified as Cultural Routes of the Council of Europe in the future. The present research aims to provide an overview and preliminary analysis of long-term viability of structurally funded thematic routes (cultural and recreational) in Slovenia. First, we analysed the electronic databases of Interreg, Interreg-IPA cross-border and IPA-IPA cross-border projects to identify appropriate funded projects. The criteria for the selection were twofold: (a) involvement of partners from Slovenia, and (b) outcomes of the projects included development or enhancement of a cultural route. Amongst the 74 identified projects we further analysed their current online visibility (e.g. working websites) and media coverage. These results show that many structurally funded cultural routes fell into oblivion soon after finishing the project. Amongst the routes that were still operational, the routes with the most funding and extensive online presence were chosen as further case studies, followed by semi-structured interviews with the coordinators of the routes. The main challenges of cultural routes in Slovenia were discussed, especially the need to establish permanent financing sources in Slovenia and find sustainable business models. Additionally, crucial factors of success were identified: a close relationship with the local community and local authorities combined with a strong network of international, both public and private, partners.

TOURISM AS A REVITALISATION MECHANISM OF A 1922 REFUGEE SETTLEMENT IN CRETE - GREECE

Amalia Kotsaki

Alexandre Vazakas

Population exchange of 1923 between Greece and Turkey which was a result of the Lausanne treaty, had as a consequence the relocation of a great number of Greeks from Turkey into Greece and vice versa. In Greece, that relocation took place in purpose-built housing units but also in former muslim houses which had been transferred (or exchanged with equivalent property) to Greek refugees from Asia Minor.

Today the management of that architectural and urban "stock" is of particular interest: It connects to the collective memory and often presents particular architectural

qualities.

The case of Ierapetra, a middle size Cretan city in the southern extremities of the Mediterranean, acquires a particular interest due to the intention of management of these refugee houses through tourism. The refugee houses constitute the "old town" of Ierapetra which also hosts interesting monuments and a beautiful beach.

The reason behind this choice is two fold: on the one hand these houses don't comply with today's standards of habitation due to their small size and on the other hand they offer the possibility of habitation in a multi-cultural environment, since contemporary inhabitants are mainly "economic" immigrants coming from a variety of cultures.

The paper aims to further develop this relationship between tourism and refugees through the meeting of past with the present, and the integration of the refugee houses into the cultural heritage in a contemporary methodology based on sustainability.

DISCOVERING THE HISTORICAL AND INDUSTRIAL HERITAGE OF ISTRIA - PARENZANA AS A SPECIFIC OFFER OF CULTURAL TOURISM

Mirjana Kovačić

Srđan Kerčević

Emil Burić

Siniša Vilke

Parenzana is a former railway in Istria that connected city of Poreč and the north-western part of the Istrian peninsula with Slovenia and city of Trieste in Italy. The enormous significance of the construction of this railway dates from early 20th century. The railway contributed to the revival of different assets of various activities of the area which it was connecting while in the same time having the strong economic and social impact on the region by boosting the production, agriculture, industry and trade, and also providing the transport of people and goods. The authors analyse the importance, role, socio-economic impacts and benefits of former Parenzana railway during the past time, especially its' impact on the development of various activities in the environment. Also, the shift from its' primary role towards the touristic and cultural heritage function with variety of developed connected activities and its' socio-economic impact has been analysed. Also, related projects aiming to transform the route with a completely different function, are explained. The emphasis of this paper is on preserving

the Parenzana route and today visible forms of bridges, viaducts, tunnels, buildings and more. The purpose of the paper is to give an overview over transition from industrial mobility towards leisure and promotion of the healthy way of life. The special aim of the paper is to recognise strong cultural heritage promotion on the example of Parenzana revitalization projects which now represent one of the most successful cultural projects of the region.

SMART ACTIONABLE CLASSIFICATION MODEL (SACM): DEVELOPMENT AND IMPLEMENTATION OPPORTUNITIES FOR DIGITAL INNOVATIONS IN TOURISM MANAGEMENT OF HERITAGE SITES

Dejan Križaj

Miha Bratec

Tadej Rogelja

Peter Kopic

SMARTDEST is an EU-funded H2020 research project that aims to develop innovative solutions to the conflicts and externalities generated by tourism-related mobility in cities by providing information for designing alternative policy options for more socially inclusive places. One of the future development paths that will enable (and possibly prevent) such options is Smart Tourism which has recently become a promising area of research. One of the outcomes of the SMARTDEST project by Križaj et al. (2021) looks at the "smart washing" of the field and how much progress has really been made.

To do so, the authors analyzed the adoption and implementation of technological innovations in the publicly available descriptions of Smart Tourism projects implemented in Europe using the rigorous technological criteria of contemporary Smart Tourism definitions integrated into the newly developed SACM model. Based on the results, the vast majority of projects described as "smart" primarily pursue environmental sustainability goals, but do not have advanced technologies that meet the criteria for the Smart Actionable attributes, and do not address social sustainability issues to the same extent as environmental ones.

In this presentation, we will elaborate on the evolution of the SACM and the potential lessons for developing and implementing smart/digital innovations in heritage site tourism management.

IS THE UNESCO HERITAGE LIST INSCRIPTION AN ADVANTAGE IN COVID-19 PANDEMIC TIMES? EVIDENCE FROM THE CZECH REPUBLIC

Zuzana Kvítková

Zdenka Petru

Being on the UNESCO list is a privilege and a sign of exclusivity and uniqueness. The Destination Management Organizations (DMOs) massively use the international popularity of the UNESCO list inscription. Many researchers confirmed that UNESCO list inscription is an advantage. However, there are also papers with opposite results. There are several factors influencing the visitors' numbers of the UNESCO site – a structure of the visitors (international and domestic), location including accessibility, seasonality, and regional importance. In the years 2020 and 2021, the Covid-19 pandemic dramatically affected world tourism, including tourist attractions as a motivation factor for travelling to destinations, and it was also one of the factors influencing the numbers of visitors. This research aims to answer the question of whether the UNESCO heritage list inscription is an advantage in Covid-19 pandemic times. The authors used a method of comparative analysis based on available statistical data. The paper analyses and compares the change in number of visits to the UNESCO attractions with similar types of tourist attractions. The Czech Republic has 16 tangible attractions on the UNESCO list. There are 14 of them cultural ones. The method allows to analyse and compare 7 cultural UNESCO sites attractions (50 % of total) in 5 regions. The preliminary results show a big difference between individual cases. Therefore, the authors suggest other factors playing an important role and the results are discussed also on the individual level, when appropriate.

THE ROLE OF HIGHER EDUCATION PLAYED TOWARDS THE DEVELOPMENT OF SUSTAINABLE SOCIO-ECONOMIC OPPORTUNITIES FOR MAPUNGUBWE WORLD CULTURAL HERITAGE SITE COMMUNITIES

Precious Shabalala Lombuso

Purpose: Using Mapungubwe World Cultural Heritage Site as a case study, this paper investigates the role academics at Higher Education Institutions (HEIs) can play in facilitating the development of a more holistic approach to cultural heritage tourism (CHT). CHT is presented as a vehicle that can be utilised by higher education institutions within protected heritage areas towards mitigating poverty alleviation and socio-economic development, and thus addressing Sustainable Development Goals (SDGs) 1, 8 and 11. Methodology: A sequential mixed method was adopted for this study. A combination of semi-structured interviews or focus groups were conducted with 15 participants and a further 100 structured surveys were administered. Content analysis and SPSS were used to analyse the data. Findings: Key finding is that community engagement initiatives of HEIs could play an important role in socio-economic development. However, it is essential to involve different stakeholders to effectively identify socioeconomic opportunities aimed at addressing the primary needs of the communities. Implications: Stakeholders involvement in decision-making processes is vital because imposing development upon communities could result in disputes and withdrawal of community support. Conclusion: HEIs in Africa through community education, engagement and the involvement in socio-economic development projects from an initial stage could contribute towards achieving sustainable socio-economic opportunities and in this way accelerate the implementation of SDGs. Originality/value: This study highlights the value of community engagement projects undertaken by HEIs as potential drivers of a holistic approach to CHT and the drive towards more sustainable management of cultural heritage sites.

THE REVOLUTIONARY LISBON OF AQUILINO RIBEIRO. THE CONTRIBUTION OF GEOSPATIAL TECHNOLOGIES FOR LITERARY REPRESENTATIONS SPACES

Aquilino Machado

Conceição Machado

Fernando João Moreira

João Reis

Maria José Aurindo

Maria Mota Almeida

Rita Faria

The narrative of some writers refers to certain sentimental territories that work for the symbolic creation of literary representations. The current approach aims to highlight the literary landscapes narrated by Aquilino Ribeiro in the city of Lisbon, when the writer, still in the course of the monarchy, lived the intensity of the republican contestation geography. This proposal consists of mapping two perspectives: a fictional one, which discloses the writer's imagination, and another that should be read in the context of an understanding of the description of the sites and the current city.

One of the ways of sharing contents in literary tourism can be through Story Maps. These allow combining web maps with applications and templates that combine interactive functions with text, images and multimedia content from the MUVITUR – Virtual Museum of Tourism and using ArcGIS software. Thus, the motto and objective of this essay are to represent and understand libertarian and insurgent geography through the literary landscapes of Lisbon narrated by the writer, and using the potential of dynamic maps at georeferenced contextualization of extracts from a selection of literary works visually.

Through the set of literary creations, we compared the fictional game and the real experience of space that Aquilino Ribeiro retained: a restless world centered on latitudes, where he lived without fear of being utopian, of building in the clouds of the architecture of imaginary republics.

SPATIAL RESPONSE TO TOURISM PLANNING AND DESTINATION DEVELOPMENT: CASE OF KASHI VISHWANATH CORRIDOR, VARANASI, INDIA

Shahzad Ahmed Malik

Mohammad Farhan Fazli

Temple complexes are the epitome of Indian culture. The development and evolution of temple premises had a long history of spatial re-structuring shaped by intrinsic and extrinsic factors. Architectural and spatial configurations of temples in India is often studied from the lens of North Indian temples located in the Northern part of the country and South Indian temples displaying the Dravidian style of architecture. North Indian temples often nestled in organic planning of cities predominated by religious tourism displays their spatial and cultural language. The temples in the unplanned setting are the essence of these cities but such cultural centres of urban India provide a platform to heritage professionals, urban planners and local administration, a plethora of urban-centric issues to address.

Temple complexes are the most frequently visited sites in India, a place of cultural and spiritual significance, not only do they boost the local economy but are prominent drivers of tourism, both domestic and international. Visit the temple complex is regarded as an auspicious activity in Indian culture. Tourists bounded by their religious sentiments visited temples solo, in groups, with families on weekends and several religious occasions. The growing tourism load on the existing public spaces in and around the temple premises and unmanaged tourist mobility, amid chaos due to lack of destination development, deteriorates the experience of visitors to such favoured places.

The project of the Kashi Vishwanath Corridor complex in Benaras or also known as Varanasi in India is a glimpse of hope concerning tourism planning and destination development in the country. This paper will discuss the case of the newly inaugurated Kashi corridor from the light of the historic temple being the centre of future planning from the perspective of tourists. This research will aim to look at historically built temples within existing urban settings from tourist planning and destination development approaches. It will analyze the pros and cons of the redevelopment of the Kashi Vishwanath temple built centuries ago which in the 21st century has become a new light of tourist attraction and a way ahead to future planning approach.

IMPLEMENTING UNITWIN EXPERTS' PLANNING WORKSHOP IN AKKO, ISRAEL: IN RETROSPECT – HOW INNOVATIVE AND SUCCESSFUL WAS IT?

Yoel Mansfeld

The old city of Akko was inscribed as a World Heritage Site by UNESCO in 2001. The old town is characterized by rich and diversified historical layers. However, the inscription was largely approved thanks to an outstanding universal value of the Crusaders historical layer, dated back to 1104 – 1291. Being populated by more than 6,000 inhabitants (predominantly Arab Israelis), the urban space of this historical town has always been regarded as a contested space that creates dissonant heritage. Tension between stakeholders operating in this space stemmed from variable political, social, economic and cultural interests. Consequently, despite considerable government investments in infrastructure following the inscription, Akko failed in capitalizing on being a World Heritage property. Thus, hopes it will attract much larger number of inbound international tourism never materialized. Ten years after its inscription (2011), a team of members in the UNESCO's UNITWIN network were invited to Akko to study its failure to reach a tourism and economic take off point based on capitalizing in the inscription as a WHP. Using an innovative integration of a theoretical model (modified Value Stretch model) and a methodological tool (Nominal Group technique), the team successfully analyzed the complex situation of Akko in pursuit of a workable conflict management solution. A summary document illustrating the observations and recommendations of the expert team was submitted to UNESCO and to all local stakeholders. The aim of this paper is to evaluate in retrospect to what extent this integrated model was implemented and assimilated; to what extent it succeeded in transforming Akko into a leading historical attraction in Israel; to what extent, the local community benefited economically, socially and culturally from this proposed shift in managing this contested space and; to what extent, Akko has become a much more resilient space that manages to mitigate destructive tensions between its various stakeholders?

MODELLING THE RELATIONSHIP BETWEEN PERCEIVED VALUE, SATISFACTION AND LOYALTY: A CASE OF STUDY IN TWO UNESCO WORLD HERITAGE SITES

Jessenia Moreno-Manzo

Lluís Coromina

Ariadna Gassiot-Melian

Perceived value has been identified as the most important measures to obtain competitive advantage, it is considered an important predictive construct and the key determinant of customer satisfaction and loyalty. Perceived value factors are antecedents of overall customer satisfaction, and these factors have been found to correlate well with consumer behavior such as word of mouth and intention to purchase. In this study, a comparison is made between two places in Ecuador, the city of Quito and the historic centre of Santa Ana de los Ríos de Cuenca, both declared UNESCO World Heritage Site, compared by their similarity with UNESCO selection criteria (ii) and (iv). This study aims to (1) identify the factors that constitute the construct of perceived value in Cuenca and its subsequent validation of these factors with the Confirmatory Factor Analysis of Cuenca and Quito; (2) examine the impact of perceived value factors in concert with satisfaction and loyalty of tourists that visit Cuenca and Quito in a heritage context. In this study, a focus group and 381 validated surveys were carried out for tourists visiting Quito and 384 validated surveys for tourists visiting Cuenca. The scale includes 5 factors of perceived value for both cities: monetary and non-monetary costs, staff service quality, destination attractiveness, information accessibility, and tourist offer accessibility. Nevertheless, results show that for Cuenca the factors that tourists consider the most important are (a) the monetary and non-monetary costs, and (b) staff service quality, on the other hand, for Quito are (a) monetary and non-monetary costs, and (b) destination attractiveness. This study uses an exploratory factor analysis to identify the factors of the perceived value construct and SEM to test the hypothesis related to perceived value and satisfaction affecting loyalty and perceived value affecting satisfaction. The results in the city of Quito indicate that (1) satisfaction has a significant impact and is inversely proportional on loyalty; (2) the null hypothesis about perceived value directly impacts loyalty is rejected; (3) staff service quality has a positive and significant impact on satisfaction. Cuenca results indicate that (1) satisfaction has a significant and inversely proportional impact on loyalty; (2) perceived value directly and indirectly impacts loyalty, specifically in staff service quality and tourist offer accessibility; (3) of the factors of perceived value, staff service quality and destination attractiveness have a significant and inversely proportional impact on satisfaction. Yet, no research has investigated

the perceived value factors at Cuenca, as well as, their impact on satisfaction and loyalty in Cuenca and Quito. Implications and limitations are also included.

STUDY ON DIGITAL TRANSFORMATION FOR SOCIAL MEDIA UTILIZATION IN JAPANESE TEMPLES

Hisashi Masuda

The influence of social media is expanding worldwide. The use of social media is also increasing in the tourism industry, and this is no exception in World Heritage organizations. Kyoto, Japan's ancient capital, has several temples and shrines registered as World Heritage sites. Social media (e.g., YouTube, Instagram, Twitter) are now beginning to be widely used as a form of digitalization in such temples and shrines. However, at present, each temple and shrine is still in the process of exploring the use of social media. What kind of digital transformation (DX) is required of the World Heritage management organization in terms of the use of social media has not been sufficiently examined. In this study, we conduct interview surveys on temples in Kyoto that are engaged in the use of social media. The use of social media had started before Covid-19, but under this pandemic, social media has been effectively used as a communication tool with worshippers. However, the absence of a social media marketing strategy that encompasses the use of such social media is an issue in the DX of temples and shrines. As an implication of this study, DX based on social media marketing in the management organizations of cultural and religious world heritage sites will be discussed.

APPROACHES TO SECURITY IN THE UNESCO CITY OF ROME - SECURITY & TOURISM PROJECT

Janez Mekinc

Katarina Mušič

Paper presented the results of the EFUS (European Forum for Urban Security) security & tourism project, which aimed to audit security in the UNESCO city of Rome. The audit highlighted different approaches to ensuring safety for tourists and the UNESCO cultural heritage site. In addition to the visitor/resident relationship, which is vital to creating a peaceful atmosphere for tourism, the physical environment in which the visitor moves as soon as he sets foot in the city is also important. Cleanliness, availability or lack of adapted information, directions, road signs, public lighting, graffiti, vandalism, or antisocial behaviour are closely linked with the perception of security or insecurity. Indeed, disrespectful behaviour or the state of abandonment of public spaces may be interpreted by citizens and tourists alike as a sign of the weakening of the social fabric and the absence of control by the public institutions. In many cities, alcohol-related problems (traffic accidents, litter – in particular broken glass -, noise, etc.) have also been identified as prejudicial for the tourism industry. The management of public areas is therefore a crucial and cross-cutting question, for example in the UNESCO zones of Rome where tourism is particularly dense. The management of public areas in Rome consists, on the one hand, of activating the tools for ensuring the preservation of recognised UNESCO Heritage sites and, on the other, applying measures aimed at improving and upgrading Rome's neighbourhoods, including suburban ones. To follow up on UNESCO's recommendations, Rome drew up a management plan that is an indispensable tool for defining and making operational a process of protection and joint development. Approaches to the security of tourism in Rome are focused on the management of public spaces, where the social aspect of public spaces and their impact on tourism is highlighted, and on the operational systems approach, which they upgraded with Integrato Roma Sicura system - SIRS (Integrated System for a Safer Rome).

INNOVATIVE STRATEGIES FOR A STAKEHOLDERS' ENGAGEMENT PLAN WITHIN THE ON-GOING H2020 PROJECT IMPACTOUR: IMPROVING SUSTAINABLE DEVELOPMENT PRACTICES TO ASSESS AND FOSTER CULTURAL TOURISM IN EUROPE

Héctor Manuel Aliaga de Miguel

Cultural Tourism involves a wide range of stakeholders and decision makers in the public and private spheres that provide policies and guidelines having impacts on towns and villages. Their involvement in the gathering information process is essential to access relevant data sources, maximise the quality of gathering information and identify the best practices and roles that the parts play in the development of Cultural Tourism strategies. The role of a stakeholders' engagement plan is to collect data according to its characteristics, using a participatory approach to investigate the relation between intra-European Cultural Tourism and Europeanisation. Indeed, all organisations that have an impact on Cultural Tourism in their destination have lived through experiences, and have a significant knowledge of the field; this is why it seems relevant to include more of those actors and their expertise in the issues they face and, consequently, their needs in their territories and destinations.

After identifying the main barriers through previous analyses and numerous exchanges between IMPACTOUR participants, two major actions are proposed adapted to the current situation of pandemic restrictions for Cultural Tourism: (1) Firstly, a "Community of Experience", composed of stakeholders, based on the principles of build and share information and best practices learning. (2) Secondly, establishing a relationship defined on mutual cooperation implies exchanges and dialogue, whether virtual or physical, to make stakeholders understand their role in the IMPACTOUR methodology. For this purpose, a Regional-World Café is planned in international and hybrid format, followed by a second hybrid Global World Café in a period of four to six months.

In summary, this chapter, as a part for the whole research project, presents what type of stakeholders exists, what is their role, and what short- and long-term actions need to be put in place to successfully engage them.

LEARNING BY DOING: THE BASIS FOR THE ESTABLISHMENT OF THE NEW UNESCO CHAIR AT THE UNIVERSITY OF PRIMORSKA

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Neža Čebrov Lipovec

Irena Lazar

Alenka Tomaž

Katja Hrobat Virloget

In December 2021, a new UNESCO Chair was formally established at the University of Primorska. Based on the previous formal and informal collaboration, the Faculty of Humanities of the University of Primorska (UP FH), in partnership with Škocjan Cave Park, established the UNESCO Chair of interpretation and education for enhancing integrated heritage approaches. The new Chair aims to fill the gap within the existing UNESCO chairs globally. It identifies the integrated approaches in heritage, primarily in relation to interpretation and education in the field of heritage, as the key to sustainable heritage management. The presentation shall outline the development of heritage research at the Faculty of Humanities over the last 15 years. This was framed by the founding concepts of heritage studies and critical heritage studies, primarily that of heritageisation (Harvey 2001) and heritage discourses (Smith 2006). These promote inclusive and participatory approaches (Wells & Stieffel 2019; Madgin & Lesh 2021) as well as interdisciplinary perspectives which transcend the traditional artificial divisions in the conceptions of heritage (culture vs. nature; tangible vs. intangible). Research at the UP FH thus intertwines various disciplines in joint projects that have formed the epistemological and educational basis for the establishment of the UNESCO Chair. We will present three main pillars of this development: national and international heritage research projects, the introduction and development of heritage-based study programmes, and the International Summer school of Museology. These activities have enabled us to directly connect theory and practice in learning by doing, so to acquire experience, adapt to society's needs, and gradually build an extensive network of partners. Over a decade long learning period has enabled us to prepare a successful application to establish the new UNESCO Chair, supported by 30 international and national institutions.

THE ROLE OF CULTURE IN ATTRACTING TOURISTS TRAVELING BY LOW-COST CARRIERS: THE EXAMPLE OF THE CITY OF ZADAR

Božena Krce Miočić

Tomislav Klarin

Gabrijela Vidić

Zadar is a tourism destination in the central part of the Croatian Adriatic coast. Its geographical position and climatic conditions largely determine its development towards sun and sea and leisure tourism. However, Zadar is also positioning itself as a cultural tourism destination, because of its very rich cultural and historical heritage. This is also supported by the fact that, for years, the city of Zadar has invested significant efforts in certifying its cultural heritage and finally succeeded in that intention in 2017, when Zadar's city walls joined the UNESCO World Heritage List as an outstanding example of maritime fortification. Meanwhile, to attract more tourists from distant markets, especially in the pre and post season, the destination has decided to co-finance and encourage low-cost carriers to connect with Zadar Airport. Thus, Ryanair was one of the first low-cost carriers (LCC) to take advantage of these incentives and connect Zadar and Zadar Region with numerous European destinations.

The aim of this paper is to determine the extent to which Zadar's strategic orientation towards cultural tourism is reflected in its communication through various platforms, and at the same time to examine the extent to which tourists arriving to Zadar by LCC are attracted by cultural heritage. The research included a content analysis of Zadar Tourist Board's and Zadar Region Tourist Board's social media and website content, as those two organizations are primarily focused on the promotion Zadar and Zadar region as tourism destinations. The data were analyzed using MAXQDA. The results of the survey included data collected using a semi-structured survey questionnaire on a random sample of tourists, who arrived by LCC and who spent at least two nights in Zadar Region. The research was conducted from July to November 2021 at the departure terminal of Zadar Airport. The collected data were processed by descriptive and inferential statistics using Statistica.

SUSTAINABLE MANAGEMENT OF CULTURAL HERITAGE IN THE INITIAL DEVELOPMENT STAGE OF A RURAL TOURISM DESTINATION

Božena Krce Miočić

Gabrijela Vidić

Borna Buljan

Each tourism destination has its own development path which can be described through various models of destination development life cycles presented so far. In this paper, the study of tourism destination development is based on Butler's model of the tourism area life cycle supplemented with Buhalis's model of tourism destination competitiveness. Based on these models, it is possible to identify the level of tourism development of a destination, i.e., the stage in the destination life cycle. The aim of this paper is to determine the importance of recognizing cultural heritage and its valorization in the initial development stage of a destination, where the sustainability criteria are usually not implemented. They are mainly discussed when significant negative effects of tourism appear and when the destination reaches its carrying capacity threshold. Therefore, it is important to analyse the importance of recognizing primary cultural attractions in a destination that are crucial for its sustainable development and image formation, then secondary cultural attractions that have local significance, and the tertiary ones that serve as a supplement to the tourism offer. Based on that, a model for assessing cultural heritage and its valorization was developed, to determine the awareness related to the sustainable management of cultural heritage and sustainability criteria at the early development stage of a destination. The model was tested on stakeholders in Ravni kotari, a rural destination situated in the hinterland of developed coastal tourism destinations in Zadar Region (Croatia). Data has been collected through a questionnaire on a sample of local inhabitants and tourists in Ravni kotari, and nearby coastal destinations, while group and individual semi-structured interviews examined relevant stakeholders in the public and private sector of Ravni kotari. Conclusions and guidelines are focused on the implementation of sustainability elements and management of cultural heritage in the initial development stage of a rural destination.

WORLD HERITAGE DECLARATION: AN EXAMINATION OF THREATS AND OPPORTUNITIES FROM THE PERSPECTIVE OF LOCAL STAKEHOLDERS AND TOURISTS

Nuria Morere-Molinero

Laura Fuentes - Morelada

Alicia Orea-Giner

This work aims to analyse the threats and opportunities posed by the declaration of World Heritage by UNESCO from the perspective of the exchanges that take place between local stakeholders among themselves and between them and tourists. Specifically, the exchanges are analysed from the declaration of the Cultural Landscape of the City of Madrid in July 2021. The declaration is linked to creating an organisation for debate and drafting proposals called the "Civic and Social Council", made up of different stakeholders (organisations, professional associations, and neighbourhood associations, among others) intending to work, pool resources, and join forces to protect this area. The study integrates two theories: the Social Exchange Theory (Thibaut and Kelley, 1959; Savage and Whitham, 2020) and the Integrated Threat Theory (Stephan & Stephan, 2013). From this theory, symbolic values are also considered, not only material resources (Monterrubio, Ferreira and García, 2018). Previous work has applied this theory to analyse the perspective of the local community in UNESCO World Heritage Sites, detecting the need to analyse the point of view of local authorities and tourism agents (Hanafiah et al., 2020). Integrated Threat Theory identifies realistic threats, symbolic threats, negative stereotypes, and intergroup anxiety. Furthermore, previous studies confirm that the socio-cultural impacts of tourism are directly related to threat assessments (Ward and Berno, 2011).

This paper proposes a new theoretical framework from tourist-host relationships, drawing on the Social Exchange Theory and the Integrated Threat Theory. By conducting a qualitative study based on in-depth interviews and round-table discussions with stakeholders, we analyse attitudes towards tourists and the threat variables identified after the declaration.

WHAT SOCIO-CULTURAL SUSTAINABILITY DIMENSIONS DRIVE CO-CREATION IN INNOVATION FOR SUSTAINABILITY? EMPIRICAL STUDY OF EXPERIENCE TOURISM ORGANIZATIONS LOCATED IN RURAL WHS

Evelina Maziliauske

Declining population and decrease in the traditional sectors cause many sustainability challenges in rural communities, especially in terms of social issues, survival of culture, heritage and ways of life (Kovács, 2009). Thus, WH status and tourism experiences could be important means in the development of such communities and their socio-cultural sustainability (Nicholas et al., 2009). However, when rural area is the context of heritage site, effort is needed to establish linkages between protection, tourism experiences, sustainability and local community, which can be challenging as such links are often quite complex. The term 'innovation for sustainability' (IFS) could be key in achieving such linkages (Tura et al., 2019). More, co-creation in IFS by tourism organizations with local stakeholders can open opportunities to successfully develop and implement innovative and sustainable tourism experiences that contribute to socio-cultural sustainability of local communities (Maase & Dorst, 2006). However, there is a lack of knowledge about what drives tourism organizations to engage in such practices. Thus, this empirical study addresses: "What socio-cultural sustainability dimensions drive experience tourism organizations to co-create in IFS?" The research strategy employed is qualitative multi-case study, involving experience tourism organizations based in two rural World Heritage sites in Norway, Vega and Røros. Data gathering took place in June and August 2021. The main data collection method is semi-structured interviews supplemented with observations, documents and photos. Preliminary findings indicate that experience tourism organizations often engage in co-creation process to achieve IFS. More, socio-cultural value dimensions of sustainability e.g., localism, social inclusion and revitalization of culture, play an important role in co-creation for innovation process and bring about significant socio-cultural impacts to local communities in rural WHS.

RECOVERING INTERNATIONAL TRAVEL AFTER COVID-19

Jocelyne Napoli

Over the past, the customer cost of travel has fallen by about 60% (IATA 2019) and the number of tourists worldwide was skyrocketing year after year until January 2020. While air transport, as well as all means of transport, were taking action to curb energy consumption, protect the environment, develop economic, tourist, educational and cultural exchanges and at the same time ensuring air safety and security. COVID-19 was first detected in December 2019, originated from the city of Wuhan in China and caused Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) (Andersen et al., 2020). The rapid spread of coronavirus has resulted in thousands of deaths and disruption of daily life across the planet. On March 11, 2020, the World Health Organization (WHO) declared COVID-19 a pandemic. As of January, 2022, there were more than 333 million confirmed cases and more than 5.5 million deaths associated with COVID-19. Many industries are affected by COVID-19, including the travel industry, which has been particularly hard hit by the pandemic. To limit its transmission, countries around the world organized multiple lockdowns and tough border restrictions on borders.

This article will focus on the challenges the travel industry is facing to support new travel policies arising from COVID-19 and how stakeholders strengthen their resources to support the recovery of travel and tourism.

WELL-BEINGS OF THE LOCAL COMMUNITIES ADHERING TO MEMORY HERITAGE VALUES IN COMMUNITY-BASED TOURISM DEVELOPMENT IN TRA VINH PROVINCE, VIETNAM

Van Chat Nguyen

Duy Linh Ta

Duc Minh Duong

Thi Ngoc Oanh Bui

Established in 2015, some models of community-based tourism on memory heritage values of Kinh and Khmer people in Tra Vinh province are becoming attractive and typical destinations of Vietnam. This paper aims to analyze well-beings of the local communities by having participated in community-based tourism models in Tra Vinh province. This is a qualitative approach with the methods of ethnographic fieldwork, observation, deep interviews and group interviews. The results have revealed that these models have brought economic, cultural, social and environmental benefits to the local communities. Moreover, active participation and creativity of the local communities have an important role in meeting the tourists' requirements and re-positioning tourism products in Tra Vinh province in new circumstances. Especially, recently, the contribution of the local communities has been highly appreciated by related agencies (government agencies, tourism entrepreneurs, media agencies, and tourists), which contributes to improve the position of participants in a society, and help them to achieve well-beings of the sustainable development goals of the United Nations. However, while the Khmer communities aim to spiritual well-beings, the Kinh communities more appreciate materialistic well-beings.

TOWARDS A FRAMEWORK OF CULTURAL SUSTAINABILITY FOR WORLD HERITAGE SITES

Rafael Oliveira

Hebert Salgado

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Renata Baracho

Lorenzo Cantoni

Different interpretations have been proposed of how culture is related to the concept of sustainability. Culture has been described as the fourth dimension of sustainability, together with the economic, environmental and social dimensions; it has been considered a mediator that enables a balance among the other three dimensions; it has also been seen as the very foundation to achieve sustainability goals. However, the elements that make culture a fundamental part of sustainability interventions are neither yet clearly defined nor equally implemented. In tourism, when it comes to World Heritage Sites (WHSs), the issue of cultural sustainability shall be considered both from the part of the management and from the part of visitors: do WHSs managers consider cultural sustainability dimensions, when developing sustainability strategies for their site? Is visitors' experience and image of the site influenced by elements related to cultural sustainability? A study is presented here, which aimed at answering these questions, analysing both faces of the coin. First, the different interpretations proposed to explain the relationship between culture and sustainability have been considered, to identify key descriptive elements. Then, on the one side of the coin, a sample of online travel reviews about visitors' experiences at UNESCO cultural WHSs has been analysed, to see if such key elements were indeed part of visitors' stories and evaluation. On the other side of the coin, managers and specialists of cultural WHSs have been interviewed, to understand what their idea of cultural sustainability was and if they agreed on the identified key descriptive elements. Results of the two analyses allowed to build a framework that facilitates a clearer understanding and might foster agreement on the very concept of cultural sustainability. The framework represents a basis to identify indicators to be used to measure the cultural sustainability of WHSs.

EXPLORING THE BEHAVIOUR OF UNIVERSITY STUDENTS' EVENING/NIGHT-TIME LEISURE. THE CASE OF COIMBRA AS A CITY WITH A WORLD HERITAGE SITE PROPERTY

Claudete Oliveira Moreira

Mansour Ghanian

Norberto Santos

The city of Coimbra, in the Centro region of Portugal, and its University grew together and created a unique environment for university student life over the centuries. Coimbra has one of the largest student-oriented evening-nightlife scenarios in Portugal as a university city. This article analyses the evening-night-time leisure of undergraduate students at University of Coimbra, between 2019 and 2020. 522 questionnaires were applied among bachelor's student as a survey based on random sampling method, being 41.5% male students and 58.5% female. Their average age was a little over 20 years. About 70% of them were first- and second-year university students. They mostly preferred the weekends for getting out and evening-night-time leisure activities. More than half of students went out for leisure at least three nights a week. Findings indicated that the motivation of university students to go to night leisure were: meet friends, do academic activities and participate in events. From the university students' point of view, coffee shops, bars, restaurants, discos and cinema were the most popular places to spend the night, respectively, emphasizing sociability, and the least inclination was to go to game rooms and theatre. More than 91% of the students who participated in the study spend an average of up to € 20 per night on their night-time leisure and have spatially concentrated evening-night-time leisure spaces. Comparison of the findings of this study in the city of Coimbra as a UNESCO World Heritage Site (since 2013) with similar studies in non-UNESCO World Heritage Cities, although it shows similarities in the type of university student evening-nightlife, but also differences in student gathering places and main going out motivations, with academic activities being especially significant. Coimbra as a historic city with a unique World Heritage Site has an ambiance specially organized to university students' leisure activities.

TOURISM VALORISATION OF THE CROATIAN INTANGIBLE CULTURAL HERITAGE ON UNESCO LISTS - THE EXAMPLE OF THE SINJSKA ALKA

Vuk Tvrtko Opačić

Until fifteen years ago, intangible cultural heritage was less recognised as a value to be preserved for future generations. With the aim of ensuring better protection and raising awareness of its importance, UNESCO created the List of Intangible Cultural Heritage in 2008. Today, there are three lists of intangible cultural heritage under the responsibility of UNESCO: the Representative List of the Intangible Cultural Heritage of Humanity, the List of Intangible Cultural Heritage in Need of Urgent Safeguarding and the Register of the Intangible Heritage Best Safeguarding Practices.

These three lists include 18 Croatian intangible cultural assets, placing Croatia 7th in the world and 3rd in Europe. In addition to cultural value, intangible cultural heritage also has tourism value as an expression of local identity, and the question arises as to how to value it in terms of tourism in order to integrate it appropriately into the tourism supply.

The aim of the research is to analyse the transformation of Croatian intangible cultural heritage into a tourism product. The Sinjska Alka, a knights' tournament, was chosen as a case study for the research. It has been held continuously every year since 1715, and has been included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity since 2010. The Sinjska Alka is an example of good practice, as in 2015 the Alka Museum was opened, transforming the Sinjska Alka from a one-day to a year-round tourist attraction, and additionally branding the new museum as an identity builder for Sinj as a tourist destination. The research is based on the analysis of tourism statistics of the Town of Sinj, the analysis of registered visitor flow to the Alka Museum as well as to the Sinjska Alka itself, the analysis of the representation of the Sinjska Alka and the Alka Museum in the tourism supply of local tourist agencies and on the interviews of key stakeholders from the local public.

FRAMEWORK FOR SILK ROAD-STUDIES

Brian Park

Fragments of knowledge about Silk Road are as abundant as experiences with Silk Road but have not reached the discipline stage. Silk Road's experiences and historical products themselves have value as cultural content. However, another effort is required to apply it to other discipline fields such as Progress innovative approaches to tourism development. One of the efforts is the development for framework of Silk Road-Studies. The purpose of this study is to develop Silk Road-Studies system by utilizing historical products and knowledge fragments about the Road. The research method followed the Park's New Discipline Method (Park's NDM), and discipline was developed in the experience-recognition-fact-information- knowledge- theory -science stage. As a result, Silk Road-study was developed and will play a role in equal exchange and cooperation in existing academic and academic units such as philosophy, physics, economics, and mathematics. Silk Road-Studies is a new branch science book born in 2022 and will develop various fields related to Silk Road through knowledge base. Silk Road-Studies is divided into philosophical, humanities, social science, cross-discipline categories, and is subdivided into 150 branch discipline, including the theory of Silk Road etymology and Silk Road's aesthetic system theory. In Conclusion, at the time of systematization with disciplines in the future, disciplines in various fields will occur, and Silk Road's research field will lay the foundation for expansion.

HOTTEOK ROAD AS EXPANDED SILK ROAD

Seungtae Park

The Silk Road is a trace and cultural product of exchange of East-West Civilizations between the China and West. It is runned from the second century BCE until the mid-15th century, spanning over 6,400 kilometers. After the Silk Road was opened, the goods of the West Silk Road that arrived in China is continued to Korea. And it opened the 'Expanded Silk Road. A representative example is 'Hotteok'. Hotteok is a baked hot dish with sugar added to flour dough. It has been recognized as a popular street food culture in both countries (Korea and China) to this day. Therefore, here 'Hotteok Road' is defined as an extended Silk Road as a way to exchange of Korea-China civilization. It is food culture that was introduced to Chi-

na from the West and then passed on to Korea and it still sells in Korea. This is the goods and result of the expansion of Silk Road goods, and there is a basis for the naming of 'Hotteok Road'. The purpose of this study is to define the concept and characteristics of Hotteok Road as an extended Silk Road and develop it into a tourism product material. As a research method, empirical research method is taken for collecting and analysing and deriving the results, exchanged goods delivered to Korea from both sides of the Silk Road. As a result of the study, it is classified into a group of goods that China delivered to both Western countries and Korea at the same time, and a group of goods that were delivered to Korea by the Westerners to China. In conclusion, Hotteok Road is an extension of the Silk Road in the direction of the Korean Peninsula, and various products that can be seen on this Hotteok Road have secured development value as an innovative model for Silk Road tourism.

INTRODUCTION OF VIRTUAL TOUR GUIDING TO ELLA SRI LANKA AS A REGENERATIVE DEVELOPMENT TO THE DESTINATION.

Madura Pathirana

Renuka Herath

Noel Scott

Ella is a prominent local destination in Uva province Sri Lanka by international and domestic tourists. Due to its uniqueness in the natural environment and climate, the number of arrivals to the Ella is extremely. It was reported at the peak there were 1000 visitors to this small village. This was evident even during the COVID-19 pandemic with the arrivals of domestic tourists when the borders were closed to international visitors.

It is important to develop a solution to reduce the negative impact created by this high number of arrivals to the nature, local community, sites, and capacity of Ella. There is a market to Ella that can cater through virtual tourism to the international visitors who cannot visit the Ella due to travel time and other logistic issues.

A qualitative study has been carried out for a period of 3 months in 2021 after the borders were open for international visitors. An interview series was implemented targeting international and domestic visitors to identify the potentiality of virtual tourism and 2nd interview series was implemented with the policymakers, service suppliers, and accommodation operators in Ella to identify how to create value through virtual tourism. Altogether 44 participants have participated in the interviews and

the data set were analyzed through in-vivo coding the most suitable methodology for virtual tourism was identified.

The data set indicated that there is a potentiality of introducing still images, recorded videos, live walking videos, multimedia presentations, and live social media groups as the tools for the virtual tours. Further, the dataset indicated with the restrictions that might occur for the physical traveling, the challenges in emotional, mental, and health aspects there is a niche market with profit potentiality for this concept to test and check the feasibility. This will be a positive initiative to introduce and develop regenerative tourism to prominent destinations in Sri Lanka.

THE LOCAL COMMUNITY AS THE PROTAGONIST OF THE TOURIST ACTIVITY

Sara Pereira

Cláudia Seabra

Carla Silva

Purpose- The objectives of this study focus mainly on understanding the importance of the practice of Community Based Tourism in low density territories, avoiding the so-called "mass tourism" and how this correlates with place branding and image. It aims to demonstrate that the Local Community and the tourist are the main protagonists of this type of tourism. Planning should be closely linked with an education for tourism by the local community, so that it can assimilate the importance of tourism activity (Silva & Miranda, 2013).

Theoretical framework - The Tourism sector has been growing exponentially on the national and international panorama. This growth has allowed the sector to become increasingly a key factor with regard to the economic development of each country (WTO, 2017). Community Based Tourism is therefore becoming increasingly important in the sense of understanding that the existence of the community can transform its socio-economic and political conditions, and in this way become a niche market for the tourism sector at a global level.

Design/methodology/approach - The chosen methodology is based on a literature review, through the collection of literature on the concepts of Community Based Tourism and place branding.

Findings - The results of this study aim to show that the relationship between Community Tourism and place branding involves the creation of strategies that enhance

the uniqueness of each place, making the destination not only interesting for the tourist but also for its residents.

Research, Practical & Social implications - This study faces some limitations. The scarcity of literature that addresses both themes simultaneously, especially in Portugal. Studies and research on Community Tourism have not yet expanded throughout the world, being still very focused on Latin America, and therefore, at the level of literature review, much of the research falls on this region.

Originality/value - The main contributions of this study are that it will allow the development of an analysis of the relationship between Community Tourism and Place Branding in Portugal, especially in low density territories.

A COMPREHENSIVE ANALYSIS OF THE COVID-19 PANDEMIC CRISIS AND ITS IMPACTS ON PORTUGUESE CITIES

Andreia Pereira

Cláudia Seabra

Ana Caldeira

While trying to anticipate post-pandemic tourism scenarios, the harmful effects continue to be felt in the most diverse tourist destinations. Cities are among the places most affected by the current crisis, with the agglomeration of people, businesses, and services facilitating the virus transmission. The current situation is reflected not only in tourist demand, with a historic decrease in tourist arrivals worldwide, but consequently in tourist supply, with many businesses and services suffering severe losses. After almost two years of the pandemic, several countries, as in the case of Portugal, went through different phases of lockdown, mandatory testing, and vaccination rates, making the total return of tourism even more complex. Therefore, even in the face of a high level of uncertainty, it is essential to discuss urban tourism based on the impacts recorded so far. Focusing on the case of Portugal, the study analyses the most significant setbacks caused by the COVID-19 crisis in the main Portuguese cities and the national measures and policies in place for a more sustainable and safe tourism future. The analysis of the statistical data available to date reveals the progression of the crisis, at different stages, in the main Portuguese urban destinations of Lisbon and Porto.

Acknowledgements

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PARTICIPATIVE APPROACH IN TOURISM SETTINGS: BOTTOM-UP APPROACH EXPERIENCES

Marija Pičuljan

Ana Težak Damijanić

Anita Silvana Ilak Peršurić

Sustainable tourism development addresses different issues and interests; therefore, it is crucial to achieve balance among different actors, i.e., tourism stakeholders. Their participation is mostly needed for planning purposes; however, sometimes they may point out certain local issues as well. Participative approach of tourism stakeholders enables them to influence and control to a certain degree the development of tourism. Bottom-up approach is one of means how stakeholders may participate in solving different tourism related issues and aid with the development of sustainable tourism. This study employs a qualitative research approach where focus group with key stakeholders was used to understand the mechanism behind the bottom-up approach. Namely, this paper presents the findings about the local stakeholders' experiences with bottom-up approaches and their opinion on how to foster this type of initiatives in tourism settings. The discussion took place during a two day seminar on 10th June 2021. Seven stakeholders were willing to participate in this discussion. The structure of the focus group included business operators (hotel manager and assistant in planning department), policy makers (tourist board representative and town representative), researchers and NGO representative. All participate had to have prior experience in bottom-up initiatives. Focus group discussion lasted approximately 45 minutes. Participant responses were recorded using camera, and later were transcribed. Data was processed using thematic analysis. The thoughts and opinions of stakeholders were categorized into barriers (e.g., perceptions, lack of time, lack of interest, issues regarding the identification of appropriate stakeholder, and lack of knowledge) and enablers (e.g., education, financial sup-

port, and media coverage) of implementing bottom-up initiatives.

ECOLOGICAL CERTIFICATION PROGRAMS IN TOURISM SETTINGS: PROGRAM DEVELOPMENT EXPERIENCES AND FUTURE PERSPECTIVES

Marija Pičuljan,

Ana Težak Damijanić

Barbara Sladonja

Sustainable tourism development has become an important goal in the tourism industry because tourism may generate negative impacts as well as positive ones. However, sustainable tourism is not only focused on environment but it also includes economic and sociological aspects. Ecological certification programs may aid in the development of sustainable tourism but only if they include different criteria that balance among environmental, economic and social aspects. These programs are voluntary programs, usually signalling to tourists that tourism business operators do activities to decrease negative impact of tourism on the environment. There are many ecological certification programs available to tourism business operators, but they are mostly intended to hotels and camps. This study employs a qualitative research approach where focus group with tourism stakeholders was used to understand the development process of ecological certification programs in tourism settings. The aim of this paper is to present the local stakeholder's experience about the new ecological certification program intended to homestay accommodation providers and opinion about the future certification program's perspectives. The discussion took place during a two day seminar on 10th June 2021. Seven stakeholders were willing to participate in this discussion. The structure of the focus group included regional policy maker representative and researchers (tourism and ecology). Focus group discussion lasted approximately 45 minutes. Participant responses were recorded using camera, and later were transcribed. Data was processed using thematic analysis. The thoughts and opinions of stakeholders were categorized into development issues (e.g., stakeholder engagement, program conceptualisation, and impact on program users) and management issues (e.g., recognisability, consistency, and financial aspect).

CULTURAL DESTINATION SUSTAINABILITY FRAMEWORK - DEVELOPMENT AND EMPIRICAL VERIFICATION

Smiljana Pivčević

Ante Mandić

This proposal reflects on conclusions drawn from the ongoing SmartCulTour, a HORIZON2020 founded project (SmartCulTour - Smart Cultural Tourism as a Driver of Sustainable Development of European Regions, see <http://www.smartcultour.eu/>). The presentation was inspired by Deliverable 4.2 focused on building and applying a cultural tourism destination-specific framework of sustainability indicators (CDSF). We aim to briefly reflect on the complexity of the development process which involved the following stages (1) devising an extensive indicators list based on systematic literature review (SLR), (2) indicators refinement and weighting using multiple criteria decision making (MCDM) score-based weighting method and analytical hierarch process (AHP) weighting method with Satty scale, (3) data collection, (4) sustainability indexes calculation and destination comparison. The benefits and challenges in applying the CDSF and policy recommendations for its application will be devised. Furthermore, suggestions for future studies and framework development will be provided.

LINKING DESTINATION ATTRIBUTES' AND OVERALL SATISFACTION IN CULTURAL DESTINATION CONTEXT - AN EXPLORATORY STUDY

Smiljana Pivčević

Ljiljana Najev Čačija

This study explores the linkages among satisfaction with destination attributes and overall satisfaction in a coastal UNESCO World Heritage Site cultural destination. The study is based upon a representative sample of 600 tourists and uses exploratory factor analysis to unveil the factors of destinations attributes. In the next step, the relationship between the factors obtained and overall destination satisfaction is analyzed based on affective, cognitive and fulfilment components. The impact of other factors such as motivation for the visit and consumption in destination will also be looked into and differences between the destination attributes' satisfaction, overall satisfaction, and tourism consumption between the tourists in the high and shoulder season peri-

od. The study will deliver implications for future studies and destination marketing and management.

AGENTS THAT WALKS ON THE ROPE

Hugo Quisbert

For "natural" reasons, visitors in groups tend to follow a fixed route a one site, meaning that visitors gather at one and the same attraction at perhaps the same time and then go to the next place. This process creates a conglomeration of people at one place leaving other parts of the attraction close to empty. Moreover, the conglomeration itself creates high noise, longer distance to points of attention and thus lowers the visiting experience of visitors. There is a need for more balanced distribution of visitors at an attraction in such a way that avoiding conglomerations creates a more pleasant visit to attractions. This paper proposes the use of an agent ecosystem in order to create more balanced visiting plans for visiting groups. Agents are anthropomorphic pieces of software specialised in, for instance resource planning, scheduling of use of resources, learning from early episodes and other human cognitive characteristics. A set of autonomous agents creates an agent ecosystem. An agent ecosystem is an artificial intelligence based platform that can be used in order to create a balanced plan of visiting an attraction. In such an ecosystem different group of visitors are given differentiated routes, depending on number of visitors the already on site, at the different locations of the destination or attraction. Assume that two or more groups arrive at the same time, different routes could be planned for each group separately so that large group gatherings are avoided. This planning could be performed by the agent ecosystem and in real time. Such an approach would lead to a more balanced distribution of visitors at the attraction site, avoiding the drawbacks of conglomerations, thus increasing the visiting experience. This paper outlines a first tentative framework for such an agent ecosystem in the realm of e-tourism.

TOWARDS A FRAMEWORK OF DIGITAL TOOLS AND SERVICES FOR SUSTAINABLE TOURISM

Hugo Quisbert

The sustainable visitor demands that his or her visit to be preceded and followed by transparent sustainability. Destinations may promise to be consistent with local, national or global sustainability goals. This may include, for example, how waste (leftover food, PET bottles, brochures, etc.) has been handled before, under and after a visit. The visitor may also be interested in receiving updated information long after the visit, regarding sustainable goal achievements or sustainability improvements at the place of visit. In this matter a large amount of information may be created and disseminated among current or presumptive visitors. However, all this information must be kept and disseminated by a set of, for the matter, appropriate digital tools (QR codes, mobile apps, etc.) and services (access to lists sustainability certified organisations, rankings services, the use of social media for monitoring sustainability achievements, etc.). This paper aims to address a) the outline of an ecosystem of digital tools that can be used by visitor to get information before visiting a place of interest, b) the collection of data about existent digital tools and how they can be integrated in digital services in order to satisfy the visitors information requirements, c) the outline of tentative digital framework for sustainable tourism that would include the digital tools, digital services, participants (organisations) and a infrastructure for the whole.

LATIN AMERICA AND THE CARIBBEAN WHS: FACING A SPECIAL CHALLENGE FOR THE COMING YEARS

Carmen Maria Ramos

With the world in crisis, recurrent threats of pandemics, indiscriminate exploitation of resources, climate change, environmental disasters and more, today the pressure on the very core of this historic heritage protection treaty that is the Convention on Cultural and Natural Heritage, claim new reflections, at the gates of celebrating its 50 years.

The promise of 1972 to conserve for all humanity its cultural and natural heritage is at risk. Latin America and the Caribbean do not escape this problem.

The World Heritage Convention is implemented by a wide and constantly expanding network of actors. Each of them has a prominent role in defining policies, guiding management practices, building capacities and developing awareness of cultural and natural heritage. It is important to ensure that local, national and international communities are linked, engaged and able to protect this common legacy in creative, innovative and supportive ways.

Inscription on the World Heritage List is not the end of a process, but part of the responsibility that ensures that World Heritage retains its values of authenticity and integrity, is truly protected and managed for the benefit of present and future generations.

Beyond the fact that UNESCO and the States Parties, as well as the advisory bodies, have done a great job in recent decades in identifying priorities and long-term strategic orientations, it has become imperative to rethink and face the future of our cultural and natural assets.

For Latin America and the Caribbean (LAC), the protection, conservation and dissemination of its immense legacy constitutes a special challenge for the coming years. A legacy characterized by extensive territories, great biodiversity, a common past linked to conquest and colonization and the multiple legacies derived from immigration flows, which deserves to seek meeting points and a common base, beyond its particularities, to face creative solutions in the design of common routes and itineraries, as well as training and the use of new valuable and innovative technologies for management.

In 2021, two Latin American countries returned to integrate the World Heritage Committee: the Argentine Republic, which had belonged until 2005, and Mexico, which is the country in America with the most cultural and natural assets of Humanity, reaching the number of 35.

The purpose of this paper is to propose interregional work to generate synergies and encourage the creation and/or consolidation of teams and training of human resources within the framework of national and regional demands that help guide concrete actions, transferable experiences and the design of tools that can be reflected in a common action agenda for the Latin American and Caribbean region.

ART NOUVEAU AS A TOURIST RESOURCE IN WORLD HERITAGE CITIES – A COMPARISON OF BUDAPEST AND VIENNA

Tamara Ratz

Tamás Régi

Art Nouveau heritage is part of the history and everyday life of the many cities in the world: particularly in Europe, but also on other continents where European architectural and artistic influences shaped urban development. This heritage is especially important in Central-Eastern-Europe where the Art Nouveau movement contributed to the region's cultural identity and may be used as a cohesive force in collaboration-based tourism development, at destination, national and international level. Since the Art Nouveau monuments typically display splendid decorations and a high level of craftsmanship, and are often rooted in inspiring personal stories of the artists and their patrons, their visual and emotional appeal can be used to present destinations with Art Nouveau heritage as "best places" (Michalkó – Fazekas 2016) in the global tourism market, i.e. places that are recognizable, memorable, and attractive to visitors and locals alike.

The study proposed for the conference was carried out in the framework of the ARTNOUVEAU2 project (2020-2022), an international initiative that embarked on responsibly and sustainably using Art Nouveau cultural heritage as a vehicle for strengthening regional cultural identity and for stimulating economic growth in the Danube region. ARTNOUVEAU2 aims to increase the level of knowledge related to Art Nouveau in residents and tourists, prompting them to respect, appreciate, protect and take better care of this heritage. Further objectives include the professionalization of promoting Art Nouveau as a cultural attraction through the active involvement of the tourism industry, thus contributing to the diversification of the region's tourist product and the improvement of its position in global tourism.

The objectives of the study were twofold: to investigate how Art Nouveau heritage is featured in the tourist mi-

lieu (Michalkó – Rátz 2008) and the marketing communication of the Réseau Art Nouveau Network's member cities, and to explore the possibilities of developing a stronger cooperation between the cultural sector representing this heritage and the tourism industry, in order to optimally capitalize on Art Nouveau as a resource in tourism development.

In this presentation, the focus will be on the comparative analysis of Vienna in Austria and Budapest in Hungary. The historic centres of both capital cities are included on the UNESCO World Heritage list as outstanding urban landscapes, due to their architectural richness that includes the creative contribution of the Art Nouveau movement. Research methods included content analysis of the official tourism websites of the two cities, personal observation, as well as semi-structured interviews (in person and online) with 25 representatives of the tourism sector between May 2021 and January 2022, focusing on the current challenges experienced by the tourism industry in successfully developing, promoting and selling Art Nouveau-themed services, as well as their expectations and recommendations for the cultural sector concerning a more efficient cooperation in the future.

Preliminary results suggest that while in Vienna the Art Nouveau heritage appears as a central theme both in the city's tourist milieu and its destination marketing communication, in Budapest the situation is rather controversial. On the one hand, examples of Ödön Lechner's distinctive architecture were included on the country's tentative World Heritage list in 2008, suggesting that they are considered to be of outstanding value for humanity, while on the other hand, Art Nouveau as a theme is not highlighted as a unique brand element in destination marketing, and the offer of related tourism services is also rather limited. The paper aims to explore the factors that explain these different approaches and to identify good practices that could be applied to tourism development based on Art Nouveau heritage.

MOUNTAIN TOURISM, A SUSTAINABLE ASSET FOR TOURISM DEVELOPMENT: CASE OF MOROCCO

Fatima Azzahra Reqadi

The mountains have been for a long time a strong attraction for visitors. With its fabulous panoramas, unique traditions and challenging sports activities, mountain tourism takes its place in rural and sustainable tourism. It can also play the role of a promoter of natural resources and intangible heritage. In order to develop this type of tourism, it is necessary to protect it first and reduce the negative environmental and social impact caused by nature and tourists.

AN INTANGIBLE ASSET AS A DRIVER OF TOURISM DEVELOPMENT: FROM AN INTANGIBLE ASSET TO A PLACE OF HERITAGE. THE CASE STUDY OF CREMONA (ITALY)

Raffaella Gabriella Rizzo

In 2012 the "Traditional Violin Craftsmanship in Cremona" was inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. In the city the link between the urban context and the artistic craftsmanship is witnessed by the Cultural District of Violin Making characterized by the so-called atelier effect. This high concentration of professionals in the field has led to the presence of several actors that plays a role in the handing down and dissemination of this art: The Consortium of Violinmakers "Antonio Stradivari" Cremona, the Italian Violinmaking Association, the Fondazione Museo del Violino Antonio Stradivari, the UNESCO office of the Cremona Municipality etc. It is now in progress the Safeguard Plan of the traditional violin craftsmanship of Cremona and its application to the UNESCO Creative Cities network. The research intends both to understand how the violin making supply chain moves between traditional and innovative aspects and to analyse how its dense cluster of institutions and professionals (about 150) could enhance musical tourism based on the desire of tourists to get in touch with the creativity of hand making musical instruments. Furthermore, it is necessary to understand how this aspect integrates with the other specificities (e.g. monumental and gastronomic) of the area to convey and strengthen its image. This in order to highlight how to promote this niche of cultural tourism in this period of great changes due also to the implementation of technologies. The work is carried on through qualitative and semi-structured interviews.

TRANSHUMANCE AS A FACTOR OF TOURISM SUSTAINABILITY

Raquel Rodrigues

Cláudia Seabra

Goals - Understand transhumance and what are the benefits and harms associate with it for the development of tourism. The main objective is to understand how this ancient practice can be used as a factor of tourism sustainability.

Methods - The interview and direct observation were the methodologies we used to empirically strengthen this work.

Results and Discussion - The Municipality of Castro Daire is investing in Transhumance, has already implemented some projects and others are under development related to this theme. However, for there to be cultural sustainability, it is necessary to preserve most of the cultural manifestations of a people. For that, we propose 4 tourist packages, which include all the information about transhumance, to make known to tourists what this practice was and, thus, preserve most of the traditions of transhumance.

Implications - It is considered that there is poor communication between tourist agents and political agents, which can have a negative impact on tourism in the municipality. It is concluded that the Castro Daire City Council should invest in greater dissemination of the Transhumance Route. That said, it is considered that the empirical model of this work can be applied in the other territories through which the route passes, to unite the territories in a topic so relevant to tourism, which can lead to an improvement in the offer of tourism in nature and cultural tourism.

SOUND AS INTANGIBLE HERITAGE: RECOVERING THE MANUAL RINGING OF BELLS IN CATALONIA, SPAIN

Guilherme Ferreira Rodrigues

Silvia Aulet

Maria Dolors Vidal Casellas

Sound has always been present in social space, constructing a relationship between the environment and people that permeates different cultures and places, forming a sound space that connects with the perception of these interactions. A sound that has been present in an intense way throughout the centuries is the sound of the bells made by the bell ringers manually. This sound is determined by a cultural practice that has been transferred for generations. The way of playing the manual ringing of bells, together with the different and specific features, characterized and belonged to every single community. The sound was characteristic of each community, and the community was determined by the sound.

However, with historical events and changes over time in people's sound sensitivity, many bell towers stopped ringing or were mechanized, so that manual ringing stopped being performed. With this research authors aim to value the community's sound recovery through the safeguarding of their manual ringing of bells. The study focuses on the Autonomous Community of Catalonia, in Spain, with the analysis of three different case studies: Badalona, Santpedor and Olot. For each case the specific context will be analysed, focusing on the actions done for the recovery on the manual ringing of the bells as part of the intangible cultural heritage and identity of each location.

To carry out this research, the methodological design is based on qualitative research characterized by participant field observation, semi-structured interviews and also, analysis of the literature review. This research is part of an innovative proposal in the tourism field to claim the importance of the senses in the tourist experience, beyond sight. The manual ringing involves a significant dose of creativity to assess the sound environment of a tourist destination, both on the part of the person who plays and the part of the listener (co-creation).

ELEARNING COURSES FOR TOURISM AND HERITAGE DURING A PANDEMIC: THE CASE OF "TOURISM MANAGEMENT AT UNESCO WORLD HERITAGE SITES (VOL. 3)"

Ilaria Rosani

Maria Gravari-Barbas

Silvia De Ascaniis

Lorenzo Cantoni

The tourism industry relies heavily on new technological advancements. Through them, hospitality and service businesses can do their operations, influence and predict future trends, visitors' demands, and create new experiences. Due to its characteristics - high staff turnover, seasonality, a delicate equilibrium of micro, small and medium enterprises as well as global business conglomerates - the tourism sector must adapt at the same pace of innovations in digital technologies in order to survive.

Education and training have been adopting digital media and Information and Communication Technologies (ICTs) extensively in instances where traditional face-to-face lessons are not possible or sustainable. Where learning activities happen online thanks to digital means, we speak of 'eLearning', which has shown to be beneficial in terms of cutting costs, offering time and space flexibility and, in the case of the tourism industry, in keeping tourism operators continuously updated, upskilled and engaged with industry and consumer trends.

With the outbreak of COVID-19 in 2020, the usefulness and flexibility of digital technologies for education and training have become even more apparent. Remote work or telecommuting have become an integral part of people's lives and workplaces. In many instances, eLearning proved to be the key element for an industry's survival - and in some cases success.

In this paper, the case of a particular type of eLearning phenomenon will be analysed: that of the so-called Massive Open Online Courses, or 'MOOCs'. The example of the third volume of a MOOC series dedicated to tourism and heritage, "Tourism Management at World Heritage Sites (vol. 3)", will be used to outline the characteristics of its learners, as well as to show the significance and relevance of eLearning for the tourism and heritage sector.

SOCIAL MEDIA AS MANAGEMENT TOOL: NEW OPPORTUNITIES TO LEVERAGE SUSTAINABLE HERITAGE DESTINATION DEVELOPMENT

Engelbert Ruoss

Andela Šormaz

The popularity of certain tourist spots on social media triggers unexpected trends leading to unsustainable tourism development, commodification, and other negative impacts such as cultural dissonance. The popularity is gained mainly due to the amplified dissemination of data through social media platforms. Dealing with these impacts can be especially challenging in heritage areas where nature and culture are essential elements for both locals and visitors.

The methodology developed to analyze the presence of tourist spots on social media allows to monitor, plan and control further destination development which is especially important in periods of uncertainty - e.g. Covid and post-Covid period. Quantitative analysis of the posts and reviews on Instagram, TripAdvisor, and Airbnb in the selected 13 parks, five World Heritage sites, and two UNESCO Biosphere Reserves in Switzerland has been conducted between April and October 2021. The analysis delivered tangible results on where visitors, tourism businesses, and attractions have been more or less active. Data collected from the three popular tourism-related social media platforms serve as a basis for the identification of potential over- and undertourism spots within large protected areas as well as a basis for monitoring during and after the pandemic.

Similarities such as geographical features allow for a comparison between the areas while the differences such as type of protected area and features of the landscape and culture show that the methods used can be easily transferred to various contexts and opportunities to study other sites and heritage areas. Social media analysis of large protected areas opens the field for other applications mainly with regard to adopting new site governance and management systems and visitor flow concepts in heritage destinations.

TOURISM DURING COVID-19 PANDEMIC: CHANGES IN TOURISM PATTERNS AND IMPACTS IN WORLD HERITAGE SITES IN CENTRE REGION OF PORTUGAL

Norberto Santos

Fernanda Cravidão

Claudete Oliveira Moreira

Portugal, as a competitive tourist destination, has tourism as one of the main responsible activities to raise exports and job creation.

The purpose of this paper focuses on the relevance of tourism for the Portuguese socioeconomic, giving attention to the impacts that COVID-19 pandemic crisis has caused, discussing the several measures that were taken and proposing forms to deal with this problematic situation.

The impacts are clear in the accommodation establishments, tourist attractions, transports, entertainment and catering. Some components of the tourism system are analysed to demonstrate the resilience of the system and the adaptive capacity. Temporal and spatial patterns, inside the Portuguese territory, are explored. The analysis dates back to 2000, focusing on the last three years (2019, 2020 and 2021). Special attention will be given to UNESCO World Heritage Sites of Centro region of Portugal, tendencies of visitors' attendance and strategies to management these tourist attractions during the three first years of the crisis are present.

In terms of methodology, this paper applies the case study technique, which provides tools to analyse the context of complex phenomena, encompassing geographically defined and temporally delimited realities. The results show that in Portugal domestic tourism increased. The proximity, the easier managing of a short stay, the safety, in the country, related with COVID-19 allowed the Portuguese to start sooner their tourist trips, with less pressure on resources and attractions. The fear of travelling combined with the extremely restrictive government measures imposed on the different economic activities have resulted in a sharp fall in all indicators of tourism activity.

SMART TOURISM MANAGEMENT IN COIMBRA

Norberto Santos

Claudete Oliveira Moreira

Carlos Cardoso Ferreira

Luís Silveira

The management of tourist destinations is of central importance in contemporary times. It presupposes the formulation of a strategy that considers the comparative advantages of destinations, the expectations of visitors, tourists, and local community, creating competitive advantages, in line with societal challenges. The main objective of the article is (after the inscription of the property Universidade de Coimbra – Alta e Sofia in the representative list of UNESCO World Heritage, which happened in 2013) to identify the challenges faced in terms of management to the tourist destination Coimbra. Regarding methodology, the Delphi technique is applied, following the quadruple helix model (public authorities, academia, private sector, and civil society), having been carried out three rounds. The main conclusions point to four major challenges: i) definition of positioning and priorities in various areas of activity; ii) city competitiveness; iii) attraction and dynamization of industry, commerce and business fabric; iv) the importance of the UNESCO property in the international projection of the city's image, thus enabling it to attract investors, students, tourists and residents and to serve as an anchor for the rehabilitation of the built heritage and tourist activity, while promoting multi-attraction and the dispersion of tourist demand throughout the territory.

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

Tiago Santos

Claudete Oliveira Moreira

Information and Communication Technologies (ICT) provide tourist attractions managers with tools that facilitate dialogue between visitors and tourists, before they reach their tourist attraction and after the visit. From March 2019 onwards all the components of the Portuguese tourism system dropped down due to the COVID-19 pandemic. The recent period of crisis has

led Portuguese UNESCO World Heritage Sites (WHS) to use social networks as a way to build and promote their image online, at relatively low costs, in order to present themselves to their markets and keep in touch. In Portugal, there are 17 UNESCO WHS that are part of the UNESCO Representative List. In 2014, the Portuguese World Heritage Network was created, aggregating government officials, management entities and strategic partners in order to achieve an overall responsible management of the UNESCO WHS. In this paper a content analysis was made, focusing on the use of social media by the four Portuguese UNESCO WHS, located in the Center region of Portugal that forms one brand, Património da Humanidade Centro de Portugal [WHS in the Center of Portugal, <https://www.patrimoniomundialdoporto.pt/en/>]: (i) Monastery of Santa Maria da Vitória, the Monastery of Batalha inscribed in 1983; (ii) The Templar Castle and the Convent of Christ in Tomar, inscribed in 1983; (iii) Monastery of Alcobaça inscribed in 1989, and (iv) University of Coimbra – Alta and Sofia, inscribed in 2013. The posts published by the official Facebook page of these four Portuguese UNESCO WHS, between March 2019 and December 2021 was tracked. For the content data treatment, the software ATLAS.ti was used. The results show the use of social media tools differentiate widely. This study demonstrates that digital technologies have a significant role to play in UNESCO WHS management, as they provide managers with huge opportunities for a better communication with visitors and tourists. In the digital age is crucial to improve digital communication strategies.

TOURISTS' AND RESIDENTS' LIFE QUALITY PERCEPTION AND BRAND IMAGE OF A UNESCO CITY – THE IMPACTS OF THE PANDEMIC

Cláudia Seabra

Carla Silva

Manuel Reis

Ana Caldeira

PURPOSE - Quality of Life and wellbeing are crucial aspects for tourism and hospitality due to its broad implications for society (Uysal, Berbekova, Kim, 2020). Also, past research is unanimous in considering that quality of life and its impact in tourism industry is a complex phenomenon involving several players: tourists, residents and stakeholders (Ramkissoon, 2020; Uysal, Berbekova, Kim, 2020). This study aims to measure the quality of life perceptions (QLP) (Jeon, Kang, & Desmarais, 2016) and its influence on the destination brand image,

based on the personality brand image model (Andereck & Nyaupane, 2010) both on the tourists' and residents' perspective. Also, it is our goal to evaluate the impact of COVID-19 pandemic in those perceptions.

METHODS - Data collection was made in a small town destination in the Center of Portugal - Coimbra considered as an important UNESCO city. The sample consists of more than 3500 valid questionnaires equally divided between residents and visitors. The questionnaires were collected online using a snowball sampling method in the second semesters of 2019 and 2021. To analyze the differences in QLP and Brand Image tourists and residents, a descriptive and Z tests have been conducted.

RESULTS AND DISCUSSION - The results prove that the Brand Image of Coimbra is mainly positive and improved after Covid-19 pandemic both for visitors and residents. However, QLP have dispersed answer, in fact, residents have a more negative QLP than visitors. Covid-19 pandemic impacted both positively and negatively QLP. One of the main attributes that contributes to the destination brand image is the perceived quality of life, however it is a subjective experience dependent on individuals' perceptions and feelings and it is a multidimensional and interactive construct covering many aspects of people's lives and environments, as concluded in past research (Andereck & Nyaupane, 2010; Ramkissoon, 2020). In parallel, place branding affects tourists and residents' perceptions towards a specific destination confirming past studies (Ramkissoon, 2020; Zenker, Braun, & Petersen, 2017). Considering these two variables, place branding must focus on quality of life of its residents to co-create destination marketing strategies and place brand equity (Cleave, Arku, Sadler, & Gilliland, 2016). Both perceptions are significant to the research on place branding and quality of life since these correlations could impact, the personality traits of a place given by its residents and tourists as stated on past research (Su, Huang, & Huang, 2018).

IMPLICATIONS - The study aims to contribute to the research on destination brand image and perceived quality of life and to support local tourist managers in order to create personality-based products and services associated with the destination, defined by its residents and tourists. Finally, the study is relevant as a way to promote social sustainability by comprehending how the quality of life of residents and the perceived quality of life by tourists is influenced by the effects of tourism consumption.

DATA MINING OF VISITORS' SPATIAL MOVEMENT PATTERNS USING GEOTAGGED FLICKR PHOTOS: THE CASE OF DISPERSED PLEČNIK'S ARCHITECTURAL HERITAGE IN LJUBLJANA

Gorazd Sedmak

Dejan Paliska

Aleksandra Brezovec

The aim of this study is to analyse the patterns and structure of spatial visitor behaviour in Ljubljana, focusing on the seven spatially dispersed attractions of Jože Plečnik's architectural heritage, recently inscribed on the UNESCO's World Heritage List. Meaningful incorporation of architectural heritage into the overall tourist experience of the city poses several challenges for DMOs - how to properly communicate with different segments of visitors, how to regulate uneven visiting times, and how to provide visitors with a comprehensive tourist experience and form "cumulative attractions". In the case of Ljubljana, these challenges are compounded by the spatial dispersion of the elements of the chosen attraction. The right decisions on these issues must be based on reliable information. Therefore, the objectives of our study were: to illustrate the spatial interactions between the seven Plečnik's architectural attractions in Ljubljana and their interaction with other tourist "hot spots", to investigate the movement patterns of visitors to the Plečnik attractions, and to identify specific visitor segments based on their movement patterns. To this end, Big Data analysis was performed on geotagged photos uploaded by visitors to the photo-sharing website Flickr. Spatial clustering and movement patterns were used along with visitors' socio-demographic information to achieve the objectives. The results show that Plečnik's attractions in the historic centre (or in the immediate vicinity) are part of a broader architectural and cultural attraction network, while more remote attractions appear to be less visited and isolated. The main contribution of this study is a better understanding of the behavioural patterns of dispersed visitors, their structure and the role of these attractions within the destination.

DIGITAL INNOVATION OF PLEČNIK'S CULTURAL HERITAGE IN LJUBLJANA

Neža Semič

In Ljubljana we pay special attention to the protection and preservation of our rich cultural heritage reaching from the prehistorical times. We believe that digital tourism experiences should be built on the richness of our cultural heritage. That is why in 2021 Ljubljana Tourism implemented the project of digital innovation of Slovenian architect Jože Plečnik's immovable cultural heritage in Ljubljana and the region of Central Slovenia. Plečnik's Ljubljana is considered to be one of the 20th century's most important total works of art. Architect gave Ljubljana a special character, therefore we always strive to preserve his unique heritage. Plečnik's Žale, Holy Garden cemetery, has been included in the list of European Heritage sites since 2007. In 2021, Ljubljana's landmarks designed by Jože Plečnik have been included in UNESCO's World Heritage List.

At Ljubljana Tourism, we digitalized Plečnik's monuments that are in the register of immovable cultural heritage and are inaccessible or more difficult to access for the public. The decision reaffirms our continuous efforts in bringing Plečnik's heritage closer to both Slovenians and foreign visitors, leisure as well as business guests and to facilitate the development of new digitally enriched unique tourist products, interwoven with the rich cultural heritage. We cooperated with the professionals from The Institute for the Protection of Cultural Heritage of Slovenia, Plečnik's House and from the Museum of Architecture and Design Ljubljana.

Project Digital innovation of Plečnik's cultural heritage in Ljubljana is an excellent example of heritage conservation, networking and development of innovative tourism products.

PROPERTIES WITH HERITAGE VALUE REQUALIFIED FOR TOURISM PURPOSES, IN PORTUGAL: THE TOURIST EXPERIENCE IN AN ACCOMMODATION CONTEXT

Pedro Vaz Serra

Cláudia Seabra

Properties with heritage value requalified for tourism purposes and enabled for accommodation, enhance in guests, by combining Culture and Heritage, a positively differentiating experience (Nuramin, Priyomarsono, Trisno, & Lianto, 2019).

Also, the union between History and Tourism generates contemporary meanings (Trinh and Ryan, 2016), being recognized by guests as fascinating places, with a sustained increase in stays (Gholitabar, Alipour, & Costa, 2018), being its architecture the main factor of satisfaction and motivation for revisiting, also in Portugal (Reinaldo, Ribeiro, Vareiro, & Santos, 2014).

We are facing resources, of structures, elements, and materials (Bright, Foster, Joyner, & Tanny, 2020), which configure the Heritage itself as a tourist experience (Rasoolimanesh, 2021).

However, contemporary technological development places us before a new reality (Buhalis, Harwood, Bogicevic, Viglia, Beldona, & Hofacker, 2019), where the relationship between decision-making and interaction processes is highlighted, as well as the stimuli and the nature of the tourist experience (Fesenmaier and Xiang, 2017) mediated by technology.

Social media and digital content stand out in this context as a vehicle for inducing value, for those who live, promote, and consume a tourist destination (Song & Yoo, 2016; Hua, Ramayah, Ping, & Hwa, 2017).

We pose a question: To what extent does the historical-patrimonial value of the accommodation influence the guest experience?

To obtain an answer, we intend to evaluate the satisfaction of the guest experience of an accommodation unit in a property with heritage value in Portugal, once the stay is over, using netnography (Mkono, 2016), through the comments made on the Booking.com platform regarding the selected unit and by selecting keywords.

We intend to draw implications and formulate useful recommendations, based on the empirical results, for the design, communication, and facilitation of the accommodation experience in heritage properties, which may contribute to the competitiveness and sustainability of accommodations and destinations.

EDUCATION AND HERITAGE: TEACHING THE TOURISM CURRICULUM FROM A COMMUNITY SUSTAINABILITY PERSPECTIVE IN SOUTH AFRICAN'S RURAL AND TOWNSHIP SCHOOLS

Thandeka Sibiyi

Based on the vision, mission, and objectives of the World Heritage Tourism, teaching the Tourism subject could be a useful and practical platform for schools, teachers, learners, and other stakeholders to contribute meaningfully and innovatively to sustainable development, policy and framework, stakeholders', and local community involvement as well as in tourism as a support for social and economic development.

Tourism is one of the elective subjects that are taught in the South African school curriculum. It teaches learners the activities, services and industries that deliver a travel experience to groups or individuals. It is charged with the study of expectations and behaviour of tourist, and the economic, social, and environmental impact of tourism on South Africa, which relates to sustainable and responsible tourism.

This paper wishes to explore two out of the nine topics addressed by the Tourism Curriculum; Domestic, regional, and international tourism, and Tourism attractions, regarding the schools' role in forging partnership and relationship with local communities in the generation and preservation of knowledge about local heritage sites that exist near schools. The curriculum could be one of the approaches that we use as a tool and strategy for innovatively managing local tourism. Such an initiative, if implemented well, could elevate local heritage sites, particularly those situated in rural areas and in townships of South Africa, to a world heritage status and recognition. Knowledge needs to begin at the bottom.

HERITAGE SITES AT RISK OF INVASIVE ALIEN PLANT SPECIES

Barbara Sladonja

Danijela Damijanić

Mirela Uzelac

Ida Linić

Danijela Poljuha

Climate change is one of the biggest challenges today and affects all regions worldwide. In addition to invasive species, it is one of the main drivers of biodiversity loss. Moreover, climate change increases the vulnerability of the habitat and reduces its resistance to biological invasions. At the same time, it favours the spread and establishment of more adaptable alien species. In addition to reducing biodiversity and compromising the natural heritage, invasive species also pose a threat to human structures such as cultural heritage sites. Those sites are often highly visited by people from different parts of the world, encouraging the spread of invasive species. Ancient buildings, archaeological sites and other historical remains are part of the valuable cultural heritage and should be preserved. However, invasive alien plant species present a risk to their conservation primarily due to the development of a strong root which then mechanically and chemically destroys the infrastructures. An example of such detrimental material impact is *Ailanthus altissima* (Mill.) Swingle, a tree native to subtropical areas that has invaded temperate areas due to global warming. Alien invasive plant species endanger Croatia's cultural heritage sites reducing their tourism value. This study presents examples of how invasive alien plant species disrupt the appearance and preservation of the tangible cultural heritage of Croatia. We hereby emphasize the need to implement a management action plan to eliminate invasive species in cultural heritage sites.

BULGARIAN UNESCO SITES DURING THE PANDEMIC COVID-19

Lyuba Stankova

For almost two years, the tourism sector has undergone profound changes. Tourism is changing and this is impacting the UNESCO destinations. In view of these changes and the post-crisis economic situation, these unique places have no other choice but to adapt. It now appears essential to question the organizational models of UNESCO sites, to rethink and reorient the actions that work for positive regional tourism economy and think about new strategies and solutions for more local and sustainable tourism, where the culture will have an important place.

How do the Bulgarian sites under the protection of UNESCO in these conditions?

The Republic of Bulgaria included in the list of world cultural and natural heritage seven cultural and two natural sites that are of exceptional value for humanity. Cultural sites are: Madara Horseman 1979, Boyana Church 1979, Kazanlak Tomb 1979, Old Nessebar 1983, Rila Monastery 1983, Rock Churches in the village of Ivanovo 1979, Thracian Tomb in the village of Sveshtari 1985. Natural sites are: Pirin National Park, 1983, Srebarna Biosphere Reserve 1983.

The presentation is part of the topic "World Heritage Sites in a Changing World". The research present innovation, creativity and change management during the pandemic Covid-19 period in the nine cultural and natural UNESCO sites in Bulgaria and the various cultural, economic and social challenges that characterize them today. How the destinations survive and are developed during the pandemic period? How they arrive to adapt to the challenges in the World? Are the technology play a crucial role in the tourism of the sites in response to the pandemic? Is the eTourism adopted and integrated as a tool during the covid pandemic? Are the sites visited by tourists during the pandemic? What are the tools for management of the Bulgarian World Heritage sites during the pandemic? In order to manage these sites, it's necessary to design adequate policies for sustainable development or strategic plans able to combine needs and requests. A major threat is the risk of transformation of practices.

This research is structured around few points: presentation of the sites (an analysis of their past, their current state, their tourist potential, the issue raised around the governance of the sites during the Covid pandemic and their possible futures), methodology applied (interviews, bibliographic research, a field study and observation) and the observed results (awareness, socio-cultural ef-

fects, monitoring of the transformation process). The data collection made possible to examine the national strategy with regard to the sites, their real tourist potential from an economic, environmental and tourist point of view. The scientific problem is obvious: governance difficulties during the pandemic. The hypothesis appeared during the work on the case studies: the heritage and cultural landscape as a representation of the evolution of the local population.

Between the conclusions we can mentioned: a common interest to engage collectively (awareness by site managers, understanding of the problem by professionals); tourism and cultural heritage as a possibility for the transformation of certain rural areas in Bulgaria; maturity of governance: governance is not a structure, it is about how to manage change; fragility of the cultural and natural landscape. The case studies shows us how the Covid pandemic could be catastrophic for the sites and how they must adapt to orient the transformation of the regional tourism economy towards more responsible growth. Research focused on change, adaptation, transformation of the Bulgarian Unesco destinations.

DIGITAL INNOVATION OF CULTURAL HERITAGE: AN OVERVIEW AND AN INSIDER'S REJECTION OF SLOVENIAN STORY OF SUCCESS

Matevž Straus

Tomilijaš

Urška Starc Peceny

From a tourism development point of view, cultural heritage presents an opportunity and a potential source of new digitally enriched interpretation and (tourism) experiences. Cultural heritage, as a starting point of sustainable tourism development, is characterized with deep roots in local culture and the life of local communities. It is a rejection of local, regional, national and cross-border identity and symbolic DNA, as well as relatively evenly dispersed across the country, thus "resisting" the agglomeration effects in tourism (leading to over-tourism, iconisation and over-commercialization/Disneyfication). Each registered object of immovable cultural heritage conveys a value and learning that could be interpreted digitally – and thus presented to new audiences in new engaging ways.

However, tourism management organizations are typically not engaged in the creation of new complex tourism products on cultural heritage and are even less incorporating new digital interpretation technologies. The sec-

tors of tourism (tourism providers, tourism destination management organizations) and cultural heritage (GLAM and regional offices of institute for heritage protection) have – despite having many touchpoints and common aims very seldom cooperated in co-creative processes. Moreover, digital interpretation technologies – such as Virtual Reality, Augmented Reality, holographic projections, video mapping, mobile and web apps – have not been common at leading tourist destinations, especially due to a lack of knowledge, skills and dedicated funding.

This was to be changed in 2019 with the Slovenian Ministry of Economic Development and Technology's mission to become the leading European country in digitally enriched experiences of tourism and thus combine tourism development with cultural heritage protection and interpretation aims. The goal was to develop new tourism products that take inspiration in cultural heritage, engage new audiences and stakeholders through digital and hybrid interpretation and thusly contribute to interpretation, awareness-raising and documentation of (immovable) cultural heritage.

The Ministry aimed to support leading tourism development organizations in conducting complex development, documentation and interpretation projects at the crossroad of cultural heritage and tourism. Such projects were envisioned to have direct results in tourism development, as well as indirect results in supporting creative and cultural industries, advancing the use of technology in cultural tourism and cultural heritage, contributing to 3D digitization goals and cross-sectorial cooperation at local levels.

Within the proposed paper, we wish to look back at the processes of "digital innovation of cultural heritage" across Slovenia. Being part of the Arctur d.o.o. team that has led trainings and workshops for leading tourist destinations at the beginning of the processes in 2019 and 2020 and implemented several of the projects as the main contractor, the author has insights and experiences worth summarizing, structuring and presenting to the wider publics.

The article will look at both the results of the projects, their quality and relation to existing tourist offer, as well as at the processes at leading tourist destinations, know-how and skill- set to conduct such projects.

In the final chapter, we take a look forward and envision needed next steps and actions/programmes/projects, in order to reach the mission.

AWARD-WINNING DIGITALIZATION OF CULTURAL HERITAGE IN MARIBOR, SLOVENIA

Jure Struc

Monika Jurišič Hlevnjak

Urška Rožič

The Maribor Tourist Board presents the process and successful results of the digital innovation of cultural heritage project. Heritage facility digitization, top virtual experiences and the ECTN first prize award are the project's peaks reflecting systematic, cooperative, and promotionally effective working process, with the initial objective to ensure perseverance and revival of historical treasures by the means of modern technologies.

Digital innovation of cultural heritage was a national project in 2020 and 2021 that was financially supported by the Slovenian Ministry of Economic Development and Technology. Applicants were the leading tourist destinations – within the Maribor - Pohorje tourist destination three partner institutions (the Maribor Tourist Board, the Maribor Regional Museum and the Sveta Trojica v Slovenskih goricah Municipality) prepared joint activities with an objective to upgrade tourist offer in the urban and rural area.

The first step of the project was a digitization with the production of 3D models of the following tourist sights: the Old Vine House, the Maribor Castle, and the monastery with church in Sveta Trojica. The second part of the project was oriented towards general (tourist) public, i.e., development of innovative digital experiences with the help of virtual reality headsets (in the Old Vine House), interactive table (in the Maribor Castle) and video mapping (on the façade of the church in Sveta Trojica).

On the 14th Conference for Cultural Tourism in Europe (held in October 2021 in Athens, Greece), the Maribor Tourist Board was awarded the 1st prize in the category "Digitalisation in Sustainable Cultural Tourism" for the digitalisation of the life story of Guinness record holder, the oldest vine tree in the world. In the Slovenian pavilion at Expo 2020 Dubai, the VR experience was one of the main channels for visitor engagement and raising awareness about Maribor – the city of unique local stories with global potential.

ESTABLISHING LOCAL SYNERGIES FOR PROMOTING CULTURAL HERITAGE VIA LOCAL ROUTES AND TRANSNATIONAL ITINERARIES: THE CASE OF QNEST BRANDING AND THE CONSEQUENT BENEFITS IN REGIONAL SUSTAINABLE DEVELOPMENT

Maria Styliou

Anna Trono

Dimitrios Salmas

Chrysostomos Stylios

The realization of a transnational network of participation and interaction among private and public stakeholders in the Adriatic and Ionian region gives the opportunity for the collective awareness for quality and sustainable tourism among different types of participants to be raised. Through the assessment of the joint and qualitative characteristics of the cultural, traditional, and environmental heritage of the Adriatic-Ionian region, the "Quality Network on Sustainable Tourism-QNeST" project attempted to develop a strategy for the finding of new high-quality tourism solutions, based on co-design processes between the members of a transnational network and using existing best practices on the most interesting features of community-based sustainable tourism. This approach included the exploitation of existing and new-designed routes and itineraries as an effective tool in promoting common cultural values and as a resource for enhancing and conserving cultural heritage. Identifying, selecting through branding procedures and linking together in a comprehensive manner, actors and economic operators of the fields of traditional handicrafts, environmental initiatives, traditions of the Mediterranean diet, accessible and well-being services, as well as tangible and intangible cultural assets, the conditions were created for an active participatory and consultation process to take place in order to increase the inclusiveness of stakeholders and reinforcement of the regional development.

Furthermore, the collaborative ICT platforms, which were implemented, acted as key players of change in the regional tourism industry. Feedbacks on platforms promoting the implemented initiatives improved the awareness of the Adriatic Ionian quality and sustainable tourism, highlighting the values inherent to a cultural route, which extend far beyond the touristic and economic aspects.

INTANGIBLE CULTURAL HERITAGE TOURISM AND EMPOWERMENT OF WOMEN - HUI MINORITY EMBROIDERERS IN NINGXIA HAR, CHINA

Ming Ming Su

Intangible cultural heritage, including oral traditions, performing arts, arts and crafts, are widely used for tourism. Engagement of vulnerable rural women in the demonstration and practices of such intangible cultural heritage for tourism is a strategy that can perpetuate, and even revive, aspects of local culture, while supporting and empowering rural women. Drawing from the empowerment theory, five dimensions of women's empowerment (economic, social, psychological, educational and political) are examined at multiple scales (self, family, community and society) in a Hui ethnic community in Haiyuan County, Ningxia Hui Autonomous Region, northwest of China. Hui embroidery has been practiced in Haiyuan County for centuries and is a form of cultural heritage that is deemed to have Hui minority characteristics. In addition, embroidery is a highly gendered practice and the practitioners of Hui embroidery are all women. Semi-structured interviews were undertaken with government officials, management staff of embroidery cooperatives and rural women. It is shown that tourism has significantly promoted the participation of rural women in Hui embroidery. The involvement of rural Hui women in embroidery tourism has not only advanced them economically but also provided feasible paths for social, psychological, educational and political empowerment to varying degrees. Through examining and assessing influences of cultural heritage participation on women's empowerment in a Chinese context, the study contributes to the theoretical advancement and measurement of women's empowerment, and provides practical implications to enhance the benefits of cultural heritage tourism to women participants.

SMART CITY BRANDING: KOTA MANADO

Carly Stiana Sumampouw

Magdalena Lestari Ginting

Ilynka Maria Aprilia Singal

The SDGs have seventeen areas of development priorities for country members of the United Nations. The eleventh goal of the SDGs is to build cities and settlements that are inclusive, safe, durable and sustainable. Thus, the concept of Indonesia's smart city branding

should be in line with the concept of a sustainable city in the SDGs.

Thirty-four provinces in Indonesia are divided into 98 cities and 416 districts. The Ministry of Communication and Information Technology of the Republic of Indonesia is the motor for implementing smart cities in Indonesia. Manado city becomes one of the first 100 smart cities in Indonesia implemented in 2017.

This article uses qualitative approach with exploratory research by observation-visiting Manado, relating with the people, meeting and interviewing government officials and tourism experts, then triangulating it with the topics covered in news available on internet. It can be inferred that the idea of smart city and city branding are considered more as a top-down policy from the central government. Policy makers and Manadonese tourism community work in isolation resulting "diversity in harmony" remains a slogan rather being promoted as solid brand.

The findings, diversity in harmony truly serves as DNA of Manado the city. However, smart city branding requires a collaborative effort from a visionary government, tourism community and certainly the inhabitants.

"SHOULD I STAY (IN SLOVENIA), OR SHOULD I GO (TO CROATIA)?" EXAMINING RECOVERY CHALLENGES THROUGH DOMESTIC TOURISM-PROXIMITY TOURISM LENSES

Tina Šegota

Miha Bratec

Undoubtedly, the COVID-19 pandemic has had a severe impact on people's everyday lives. Being restricted in mobility and asked to avoid any social contact due to the spread of the virus has severely affected modern tourism as we know it and offers an excellent opportunity to research the actions through the lens of innovation. The tourism and hospitality industry suffered severe financial loss, and governments and DMOs started investigating different recovery strategies. Some placed great hopes on domestic tourism, like Slovenia (Knežević Cvelbar et al., 2021), and some placed hopes on critical neighbouring emissive markets, like Croatia. The latter is known as proximity tourism (Jeuring & Haartsen, 2017), shown as incremental for recovering Croatian tourism during and post-pandemic.

Historically, Slovenians have been one of Croatia's most crucial emissive tourism markets (Šegota & Jančič, 2013). In the summer of 2020, almost 1 million Slove-

nians visited Croatia and accounted for 7,4 million overnight stays, representing 83% of Slovenian tourist activity in Croatia in the previous year. These numbers testify of Slovenian high preference for holidaying in the 'neighbourhood', which on the other hand hinders the recovery of domestic tourism.

Using the lenses of domestic tourism vs proximity tourism, we will examine and discuss recovery strategies of Slovenia and Croatia. The paper will start with the discussion of domestic tourism and proximity tourism literature, followed by looking into the recovery strategies of Slovenia and Croatia and subsequent results. In the former, the chapter will discuss the staycation vouchers offered to all Slovenian residents, while in the case of the latter, we will discuss the "The Vacation You Deserve Is Closer Than You Think" marketing campaign that was aired on the Slovenian market, among others. By looking into Slovenian tourist activity home and abroad in the years 2020 and 2021, we will discuss challenges and successes of each recovery strategy.

DIGITIZING THE FUTURE OF SUSTAINABLE TOURISM: THE MITOS ICT-BASED TOURISM PLATFORM

Antonis Theocharous

Petros Kosmas

Maria Panagopoulou

Constantinos Constantinides

Petros Giannoulis

Hristo Andreev

Charis Hadjipanayiotou

This paper presents an innovative ICT-based tourism platform as a best practice for use by destination managers and discusses the opportunities in destination management for applying ICT to Sustainable Tourism Development. The MITOS ICT-based platform is an integrated e-tourist guide developed by "Heraclitus" Research Center of the Cyprus University of Technology. Its vision is to collect and distribute information and suggestions to the demanding visitors who want to explore the natural and cultural heritage of Cyprus, enjoy local gastronomy, experience the authentic hospitality and get to know less promoted aspects of an island full of culture and tradition. The functionalities of MITOS can also be used by destinations to mitigate some of the negative impacts caused by tourism.

Countless religious monuments of great cultural value

scattered in all corners of the island, archeological sites in the cities and the countryside, imprints of past human productive activity, such as mines, that have now become part of the natural environment but also the beautiful folk tradition that has been preserved and enriched by the modern way of life are the main ingredients of an alternative guide for Cypriot Tourism. Cycling and walking routes, wetlands and bird watching spots, accessible shipwrecks and diving spots are highlighted and combined with the multiple relaxation and entertainment options offered by the island. Historical sights, wine routes, wineries and traditional product workshops are intertwined with oral history and connect the past with a creative present.

The paper draws to a preliminary conclusion that that innovative technologies and ICT-based platforms such as the MITOS e-platform advance Sustainable Development Goals (SDGs) at best in marginal ways. Of course, significant efforts are needed to make use of its potential for applying MITOS project outcomes that will lead a destination to Sustainable Tourism Development.

RETELLING HISTORY THROUGH ANCIENT-LIFE STORIES TO PROMOTE SUSTAINABLE CULTURAL TOURISM

Antonis Theochatous

Petros Kosmas

Maria Panagopoulou

Hristo Andreev

Petros Giannoulis

Face to Face: Meet an Ancient Cypriot (FF-MAC) is a project funded by the Cyprus Research and Innovation Foundation (RIF) and involves a consortium of academia, enterprises, governmental services, policy makers and societal stakeholders. The aim of the project is to increase the appeal and accessibility of cultural heritage for tourism through encounters with real individuals from the Cypriot past, based on bioarchaeological research leading to construction of osteobiographies, ancient life stories and visitor encounters with real, individual life stories from the past. The project involves an integrated intervention through research and technological-innovation activities for addressing important challenges in the relevant sector.

Recent research revealed that both the global financial crisis and the recent pandemic have affected Cyprus tourism. In this context the aim of the project is to as-

sist the tourism sector through transforming scientific research results (osteobiographies of ancient Cypriot individuals) into prototypes of tourism products, so that local tourism can enjoy a significant competitive advantage. To that end a primary research was conducted aiming to explore and segment the tourism market. The development of a new, attractive tourism product, which promotes cultural heritage, "retells" history and utilizes technological advances to enhance the tourism experience, should be based on primary and up-to-date data. Regarding the profile of the tourist interested in cultural tourism and the type of narrative, which makes archaeological research an enriching element of the tourist experience, special emphasis was given on the development of a branding strategy. Finally, although the elaboration of a branding strategy takes place in a context of instability, its main philosophy is to utilize FF_MAC project as an opportunity for a quality restart of Cyprus Tourism.

COVID-19 PANDEMIC AND NEW CHALLENGES FOR CULTURAL TOURISM AND CREATIVE INDUSTRIES MARKETS: THE RESPONSE OF ITALIAN GOVERNMENT

Anna Trono

The effects of the COVID-19 pandemic on Cultural Heritage tourism and Cultural and Creative Industries (CCIs) markets have been devastating. Along with the cultural heritage the CCI sectors were among the most affected by the COVID-19, which dealt a terrible blow to these industries, which employ million people, mostly young people.

Italy was in the West the first country after China to be severely hit by the Coronavirus pandemic but also the first to have introduced various economic measures designed to mitigate its impact. The COVID-19 crisis in Italy has affected the cultural life in of cities extraordinarily, with implications for the existing inequalities in terms of to citizens' access, participation and contribution to culture, access to public spaces, and the financial sustainability and the flow of cultural goods and services. The cultural and creative tourism was

one of the most affected by the Coronavirus emergency. The crisis posed a structural threat to the survival of many firms and workers involved in cultural and creative production, which includes major multinational companies with sustainable revenues, but also many small companies and freelance professionals, essential for the sector, which could face bankruptcy. To address this situation, a number of actions have been taken to support operators in the sector by Italian government and regional/local authorities.

The paper describes the COVID-19 emergency in Italy and the framework for state aid measures to support the economy in the Coronavirus crisis and, specifically, it refers to culture tourism as a sector that is particularly hit. It examines the measures taken by central and regional governments for bringing the cultural and creative sectors, which must stand ready to respond with all of its capacity for innovation, resilience and market repositioning.

THE GREATEST SPAS OF EUROPE – MODELS FOR REINVENTION OF SPA DESTINATIONS IN (POST)PANDEMIC TOURISM

Nataša Urošević

The paper will analyze the European best practice in heritage management of historic spa destinations, with emphasis on 11 famous spa towns which are recently inscribed on the UNESCO list as a transnational World Heritage Site. The Great Spas of Europe will be elaborated as models for reinvention of spa destinations in (post)pandemic tourism, characterized by a return to the nature and tradition of health and cultural tourism. The author combined archival and field research with interviews with key stakeholders and representatives of spa destinations, to investigate key factors of sustainability and success of the leading European spas. Successful models of transnational cooperation and networking used by The Great Spas of Europe were analyzed as good practice for Croatian historic spas too. The next step was comparative analysis of Croatian historic spas development and their most important current challenges. The purpose of this research is to use the European best practice in heritage management of historic spas as a model of sustainable valorisation and revitalization of Croatian historic spas. The main goal was to analyze how the recent global trends and very rich spa tradition as well as European networking could help in development of Croatian health and wellness tourism.

TOURISM PLANNING AND DESTINATION DEVELOPMENT IN URBAN HERITAGE DESTINATIONS: POST-COVID STRATEGIES IN BELGIAN AND DUTCH HISTORICAL CITIES

Dominique Vanneste

Bart Neuts

Confronted with some problems such as overtourism in the period before the pandemic, tourism stakeholders, especially from academia, started to forecast a 'new normal' in tourism from 2020 onwards. This developed into a dual thinking about 'business as usual' versus 'business as unusual'. The question remains: was this wishful thinking or is the idea really trickling down into (new) strategies and planning in urban heritage destinations? In May and June 2021, a number of Dutch and Belgian cities which have an interesting historical city center and attracting a considerable number of cultural tourists, were asked to reflect on what recently happened in practice, related to crisis management and short term actions as well as long term strategies for further development of the destination. Focus was on the impact of COVID-19 and on putting the narrative of the 'new normal' to the test.

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.

Irena Weber

Simon Kerma

In Lefebvre's spatial triad of spatial practice (space as perceived), representations of space (conceived space) and representational space (lived space), the architects, along with urbanists and planners are situated in the conceived space with the ability to »identify what is lived and what is perceived with what is conceived«. The way we live the heritage of the architect Jože Plečnik, whose works in Ljubljana have recently been added to the UNESCO World Heritage Sites, depends on how we perceive the space through our experience. While we have not conceived it, we have lived it by playing in the garden that was once shared among the master's house, the primary school and the church. In said garden the herbs and the bees contributed the ingredients of tea that was an integral part of the architect's hospitality. Plečnik's

tea, as a contemporary product is only partially based on the original recipe and raises particular questions of authenticity while the formally inaugurated Plečnik's porcelain tea cup intended as a heritage tourist souvenir didn't take while the coffee is currently been offered in his house. The house with the garden turned into museum is located in Trnovo, famous for its salad producers as well as the broken heart of Slovenian national poet Prešeren, the space of the countryside that is mere walking distance from the city castle, intertwining rural and urban with artistic expression in both architecture and poetry. We propose that the space is lived also through teaching contemporary neologisms such as »urbrural« and »rurbanity« (the urban-rural continuum) in an attempt to surpass the traditional binary oppositions in search of tourism sustainability. We live the space by engaging students in the performance on the Butcher's bridge as part of the European Heritage Days in which they created a dialogue among Plečnik, Benjamin, Lefebvre, and Simmel. The bridge that was originally designed by Plečnik and realised in completely different design by contemporary architects is now offered in form of a tourist app to be superimposed upon the existing one.

The proposed paper engages in spatial dialogues with Plečnik's house and the garden and with the bridge that was conceived but not lived through reflections of spacetime fluidity, tourist representations, the power behind heritage selection, and some potentially sparkling questions. Is something innovative just because it is an app? Is tea, when named, still tea even when it is coffee? Is Plečnik's Ljubljana still his in the context of touristic production of space?

CRITICS ON HERITAGE LAWS AND TOURISM POLITICS IN ETHIOPIA; MULTI-LAYERED DELPHI APPROACH

Hiyab Weldearegay

This research analyzed the substantive essence of the constitution of the Federal Democratic Republic of Ethiopian (FDRE) on mandate jurisdiction about heritage matters between Federal and State Governments; articulated the FDRE Proclamation No. 209/2000 on its Constitutional Permissibility, its validity against international declarations on the right of indigenous peoples regarding heritage self-determination, and on its potential negative effects in Ethiopian Tourism remuneration landscape. A five-phased Multi-layered Delphi Approach, with seven sub-panels to capture the interdisciplinary dimension of the discourse from seven academic dimensions, was used to contribute to the iterated-collec-

tive-intelligence-sourcing merits of this methodology. Accordingly, the constitution of the FDRE has been found to be predominantly responding to the national though it has elements of Unitarianism bias. The FDRE Heritage Proclamation No. 209/2000 is found to be constitutionally impermissible, not acceptable against international declarations, and has the potential to negatively affect heritage economics and Ethiopian Tourism remuneration landscape.

CLIMATE CHANGE RISKS MANAGEMENT STRATEGIES FOR THE WADDEN SEA WORLD HERITAGE: AN INTERDISCIPLINARY CONCEPTUAL APPROACH

Joachim Willms

The European Wadden Sea of the South-Eastern North Sea is the largest ecosystem of intertidal sand and mud flats in the world. This UNESCO world heritage site covers the Dutch, German and Danish parts of the Wadden Sea. It is a huge, mainly shallow and flat marine and coastal wetland ecosystem. It is home of a multitude of transitional habitats formed by tidal channels, sandy shoals, sea-grass meadows, mussel beds, sandbars, mudflats, salt marshes, estuaries, sand islands, transforming beaches and dunes. The Wadden Sea is home to numerous rare species, including marine mammals such as the harbour seal, grey seal and harbour porpoise.

The Wadden Sea is one of the last remaining post-glacial, intertidal ecosystems worldwide where natural transforming processes continue to function largely undisturbed. It is a very vulnerable, dynamic, constantly changing and transforming land- and waterscape mediating the systemic dynamics of the North Sea and the systemic dynamics of the coastal landscapes. And climate change is a major recent challenge and threat for this fragile environment and is providing more and more risks for the natural sustainability as well as for a sustainable development of (traditional) tourism in that area. A significant rise of sea level in the North Sea e. g. could lead to the disappearance of protecting barrier islands and the Wadden Sea as an iconic world heritage landscape. As the internal and external impacts of regional climate change provide unstoppable changes for the Wadden Sea risks awareness, risks mitigation and risks management strategies are necessary to manage a sustainable continuation of settlement and tourism on the protecting barrier islands and coastal fringes of the Wadden Sea.

An interdisciplinary conceptual approach is spanned regarding geographic, marine ecological, political, sociological, technological and economic issues in a complex

network of changes of the natural and cultural water- and landscapes of the Wadden Sea.

MULTISENSORY AND EMOTIONAL IMMERSIVE EXPERIENCE CREATION FOR TOURISM INNOVATION IN WORLD HERITAGE SITES OF CHINA

Chaozhi Zhang

Due to the impact of pandemic, technology is highly encouraged by China's government as an expected way to change the development model of tourism. In the past years, tourism products such as live performance based on audiovisual technology,

3D visual reproduction of traditional cultural stories based on holographic projection technology, cosplay of scripted game or story based on sound and light technology, witness the boom of tourism boom in world heritage sites. The presentation will introduce the series of tourism innovation based on new technology in World Heritage Sites in China, with the cases of the Forbidden City and Mogao Cave, to explore the factors that impact the visitors experience and willingness to pay for this immersive experience, the role of emotional experience is found to be the key elements of these innovation in the research.

RESIDENTS' RECOGNITIONS AND ATTITUDES TOWARDS HISTORIC AREA'S CONSERVATION AND DEVELOPMENT – TAKING QINGDAO ZHONGSHAN COMMERCIAL STREET AS AN EXAMPLE

Xiaolin Zang

Yufei Zhang

Xingtian Wang

Ang Sha

Heritage recognition is of great significance for residents to conserve heritage and participate in it. Residents as the main stakeholder and the ultimate user of heritage, their recognition towards the importance of heritage can impact their initiative in heritage conservation and their perceptions on tourism development.

Zhongshan Commercial Street was selected as an example because it was developed under the German and Japanese governance and became the most popular tourist destination in Qingdao. We wondered to what extent the negativeness of colonial pasts affects heritage evaluation of local residents in Qingdao. Therefore, this study explored, via a questionnaire survey and semi-structured interview, differences that residents recognize, value and use heritage in Zhongshan Commercial Street between 2016 and 2021. Heritage recognition was examined from historical, practical, valuable, emotional and behavioral dimensions in our research. We found that, first, residents valued heritage higher than 2016, but knew less detailed information about historic buildings. The re-movement of local residents may be the key reason for less interaction between people and heritage. Secondly, residents showed a significant positive attitudes towards heritage participation, however, the way to take part in heritage practice is very much limited and passively. Heritage conservation in China is mainly led by local governments or experts. The community involvement seems ritualized. Thirdly, results from the questionnaire also indicated that on one hand our respondents paid more attention to tourism development than before. On the other hand, emerging adverse environmental impacts were observed by some respondents as a price being paid for economic benefits. Lastly, with the strong place attachment, local residents tended to subtle rehabilitation rather than urban redevelopment. We concluded there is a narrative of East meets West, colonial past is potentially understood, interpreted and valued for contemporary purposes. In Zhongshan Commercial Street, German and Japanese remains are valued for their architectural value and considered as the sustainable attractiveness for tourism development.

DEVELOPMENT OF ONLINE RITUAL PRACTICE AS A SUSTAINABLE TOURISM RESOURCE: A CASE STUDY OF THE SOUL-SUMMONING RITUAL OF HANI PEOPLE IN YUNNAN, CHINA

Su Zhang

Intangible Cultural Heritage (ICH) is becoming a significant resource in developing heritage tourism by providing a unique selling point in the competitive tourism industry. With a growing pride in the country's rich traditions and huge investment in heritage preservation, China is actively engaged in the process of commodification of ICH to promote ICH as a tourism resource. Heritage tourism development has the potential to promote local economic development and can also positively influence the lives of local communities. Meanwhile, the sustainable development of heritage tourism depends heavily upon how local communities participate or support tourism development. Hence, a series of approaches have been undertaken by the Chinese government to encourage community participation in the heritization and tourism development process to improve their incomes, living standards and social status. This study investigates the participation approach in a Hani community in Yunnan, China. Residents, especially the ritual practitioners, living near a World Heritage Site known as the 'Hani Rice Terraces' were interviewed to explore their shared understanding of converting local soul-summoning rituals into a heritage tourism product. Within the metaphysical ontologies of the Hani people, the loss of souls from a plant or animal is perilous in that, plants, and animals (including humans) are seen to be more at risk of illness and/or even bad luck. In this respect, the Hani people perform soul-summoning rituals to maintain the 'health' and 'vitality' of both animal and plant subjects. As well as these ideas, this paper argues that soul-summoning rituals are a specific form of performed intangible heritage, which reinforce Hani ethnic identity and culture. During the research, we found that some of the ritual practitioners are conducting online ritual practices due to the requirements of the migrant workers. Some of the participants believed that the online practice can be developed into a sustainable tourism product since it is not limited by time and space. But some others worried about the process of commodification of the ritual will threaten its authenticity. Therefore, this paper explores the following research question: 1. How do online and offline ritual practices influence each other? 2. How do combinations of online and offline practices influence the local community? To date, the practitioner approach to understanding ICH as a sustainable tourism resource is rarely explored in the literature, thus this paper makes a valuable addition to the area of sustainable heritage tourism. Also, this paper examines the tense relationships that commodification generates with state discourse. This

research argued that although a series of approaches have been undertaken to promote community participation, the participation approaches in China are tyrannical participation approaches that the government has failed to meet the communities' demands while continuing to marginalise the vernacular voices. Having reviewed a case study of the Hani people in Zuofu Natural Village, Yunnan Province, this research reflects that the current participation approach does not bring socioeconomic benefits to residents and heritage practitioners, thus causing them not willing to participate in heritage conservation and tourism development, which finally threatening the sustainability of both heritage and tourism. Hence, this research calls for more attempts in heritage and tourism practices to solve the issues in the future.

VIVID IMAGINATION PROHIBITS VISITS? THE EFFECT OF IMMERSIVE TECHNOLOGIES ON VISITOR EXPERIENCE AND BEHAVIOR

Chunhui Zheng

Zengxiang Chen

Yuling Zhang

Yongrui Guo

The digital transformation of the tourism industry influences tourists' behavior. Grounded in dual-processing theory, this study developed a holistic framework to explain the underlying psychological mechanisms of virtual tourism. The study's overarching objectives were to: (1) examine how mental imagery processing (MIP) of sensory stimuli in virtual tourist attractions influence cognition (learning) and emotion; and (2) contribute to prior research that focused on the positive effect of MIP. This study aims to explore the potential negative impacts of MIP on future behavioral intention to visit actual tourist attractions. Two rounds of surveys in China show that MIP influenced cognition and emotion, which together may affect future visitation. MIP inspired a desire to visit through learning, although it also decreased interest due to negative emotions. The current study contributes to the virtual tourism literature and MIP theory, and suggests implications for the use of virtual technologies in tourism marketing.



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