

**Tourism and Cultural Landscapes:
Towards A Sustainable Approach**

FINAL PROGRAM



**12-16 June, 2016
Budapest, Hungary**





Tourism and Cultural Landscapes: Towards A Sustainable Approach

Budapest, Hungary, 12–16, June, 2016

Welcome

Welcome in Budapest, in one of the 8 World Heritage Sites of Hungary, in the touristic focus point of our country. We hope that during your stay here, you will make acquaintance with our country, with our people as well as with the representatives of about 30 countries taking part in the 4th international conference of our UNITWIN network.

We wish that your presentations will be successful and you will exchange the most recent achievements of your research field.

We also hope that in your free time and during the social programs you will acquire new knowledge about Hungarian customs, food, drinks, arts and architecture.

Hoping that these days will be memorable for you, we wish you a nice stay in Hungary.

TCL Organising Committee

Organizers

Foundation for Information Society



www.infota.org

Budapest Metropolitan University



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<http://www.metropolitan.hu>





Tourism and Cultural Landscapes: Towards A Sustainable Approach

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Partners





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Honorary Guest

We were greatly honoured by Professor Francesco Bandarin accepting our invitation and participate in the conference as its Honorary Guest but earlier this year he was called back by Irina Bokvova to the position of UNESCO Assistant Director-General for Culture in order to contribute in the establishment of measures for preserving heritage sites in war time. For this



reason, he is not able to appear in person but he has sent us a video message.

Francesco Bandarin, architect and planner, graduated in Architecture in Venice (1975) and in City and Regional Planning at the University of California, Berkeley (1977) and has pursued an academic career as Professor of Urban Planning at the University of Venice (IUAV) and a professional career as a consultant for international organizations in the field of Urban Conservation and Development.

He served as Director of the UNESCO World Heritage Centre from September 2000 to March 2011. In his capacity as Director of the World

Heritage Centre, he is the Secretary of the World Heritage Committee. In the past years he has actively supported the reforms promoted by the World Heritage Committee to streamline the implementation of the World Heritage Convention, and has successfully promoted partnerships with Governments, NGOs and the private sector for the protection of World Heritage sites. He has actively supported the creation of World Heritage related initiatives and institutions in different parts of the world, such as in China, South Africa and Europe. Mr Bandarin has led the development of a vast network of public private partnerships for World Heritage conservation, as well as the development of a series of regional category II centres in every part of the world.

He was appointed UNESCO Assistant Director-General for Culture in May 2010 and worked there until July 2014. He was Director of the Italian Special Projects Office for the Safeguarding of Venice and its Lagoon, and Director of Special Programmes for the 2000 Jubilee Preparations in Rome. He has written numerous specialized publications and articles, and co-authored “The Historic Urban Landscape: Managing in an Urban Century”, published in 2012.

Beside his UNESCO position he has been an Associate Professor in Urbanistic Technique and Planning of the University of Venice.





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Scientific Committee

Maria Gravari-Barbas	IREST, Université Paris 1 Panthéon-Sorbonne
Sébastien Jacquot	IREST, Université Paris 1 Panthéon-Sorbonne
Amwareswar Galla	Université de Split
Laurent Bourdeau	Laval Université -Quebec
Fiorella Dalari	University of Bologna at Rimini
Alessia Mariotti	University of Bologna at Rimini
Lia Bassa	INFOTA Research Institute; Budapest Metropolitan University
Yoel Mansfeld	University of Haifa
Mike Robinson	University of Birmingham
Jordi Juan Tresseras	University of Barcelona
Dolors Vidal Casellas	University of Girona
Lluís Mundet	University of Girona
Mohammed Aderghal	Université de Rabat-Agdal (Maroc)
Carmen Ramos	Universidad Nacional Tres de Febrero and Asociacion Amigos del Museo Nacional de Bellas Artes
Dominique Vaneste	Université de Leuven
Noel Salazar	Université de Leuven
Myriam Verbeke	Université de Leuven
Antonio Carlos Sarti	University Sao Paolo
Nuria Morère Molinero	Facultad de Ciencias del Turismo, URJC (Madrid)
Fernanda Cravidão	University of COIMBRA
Ales Gacnick	University of Primorska
Anna Trono	University of Salento
Lorenzo Cantoni	University of Svitzeaa Italiana
Abdoul Sow	Université Gaston Bergé Sénégal
Jocelyne Napoli	University of Toulouse
Melanie Smith	Budapest Metropolitan University
Ferenc Kiss	INFOTA Research Institute; Budapest Metropolitan University
Tamara Rátz	Kodolányi János University of Applied Sciences Institute of Tourism and Business Studies





Tourism and Cultural Landscapes: Towards A Sustainable Approach

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Organizing Committee

Dr. Lia Bassa managing director, INFOTA Research Institute
lecturer, Budapest Metropolitan University

Dr. Ferenc Kiss Vice-Rector of Research, Budapest Metropolitan University
R&D Director, INFOTA Research Institute

Tamás Köves assistant professor, Budapest Metropolitan University

GENERAL INFORMATION

Conference Venue

The conference will be held in the Budapest Metropolitan University, (H-1148, Nagy Lajos Király útja 1-9, Budapest, Hungary) between June 12-16, 2016.

Registration will be in the entrance hall of the main building (left from the entrance).

To reach the **Budapest Metropolitan University** in Budapest: take the Underground (Metro) red line M2 to Örs Vezér tér station. Then turn left and walk (Or you can take a tram for one stop to get there) as long as you see the round building with the inscription “Budapest Metropolitan University” (Budapesti Metropolitan Egyetem).

Round building (K) on the right and Main Building (F) on the left after entering.

Registration/Information: **Round Building Ground Floor**

Plenary sessions and one of the working sessions: **K 302**

Working session: **F 107**

Coffee Break: **F 105**

Room for discussions and working for participants: **K 303**



Round building
(K)



Main Building
(F)



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Official language

The official language of the conference is **English**.

Budapest Sightseeing

The Budapest Sightseeing tour will start from the University at 4 p.m. on Sunday. Please do register before taking the bus, the badge is required for the participation. English and French professional guidance will be provided. Expected arrival time back to the university is 7 p.m.

Opening Reception

The **Opening Reception** will be held in the **Hungarian National Museum**, (H-1088, Múzeum krt. 14-16, Budapest, Hungary) at 8.00 p.m. on 13 June, 2016.

It is located near Kálvin tér. It has a stop of Metro lines 3 (blue) and 4 as well as a tram stop of lines 47, 49. The Museum is for a 500 m walk in Múzeum körút from Metro station Astoria of line 2 (red).

Please use the main entrance of the Museum at the top of the stairs.

On-site Conference day in Hungarian Open Air Museum

On Tuesday, the conference will be moved to the Hungarian Open Air Museum in Szentendre. Buses will depart from the University at 8:30 a.m. Expected arrival back to the university is 6 p.m.

Please do not forget your badge, it is necessary for the participation and the free move in the Open Air Museum area, including the free use of the museum train line.

Gala Dinner

The **Gala Dinner** will be held on **Fortuna Boat Hotel*** & Restaurant**, (H-1137, Szent István Park, alsó rakpart, Budapest, Hungary) at 8.00 p.m. on 15 June, 2016.

The restaurant is located between the Margaret Bridge and the Árpád Bridge, next to the Margaret Island on the Pest side of the Danube river.

There are a lot of public transportation stops located in the neighbourhood: the trolleys 75 and 76 stop at the Szent István Park. The trams 2, 4, 6 stop at Jászai Mari tér (Pest side of Margaret Bridge), and the boat hotel is for about 200 meters north from there.





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From the University the easiest way is to take the Metro line 2 (red) at the Örs Vezér tere (5 minutes walk from the University). Change at Blaha Lujza tér (4th stop) to tram 4 or 6 on the surface towards Széll Kálmán tér. Travel to Jászai Mari tér (5th stop). Leaving the tram you will be facing north. The boat hotel is for about 200 meters north from there on the river bank.

Excursion to Pannonhalma

Millenary Benedictine Abbey of Pannonhalma and its Natural Environment

The first Benedictine monks settled here in 996. They went on to convert the Hungarians, to found the country's first school and, in 1055, to write the first document in Hungarian. From the time of its founding, this monastic community has promoted culture throughout central



Europe. Its 1,000-year history can be seen in the succession of architectural styles of the monastic buildings (the oldest dating from 1224), which still today house a secondary school and the monastic community. It has made tremendous development recently by establishing a new visitor centre, thus protecting the arboretum and nature around the institution. They have a winery and vineyards becoming more and more famous by their outstanding quality wine. The

herbal garden developed some years ago produces a great number of health care and curing products that can be tasted and purchased there. Pannonhalma is an excellent example how a World Heritage Site can preserve the environment, the past, the traditions and transmit it to the youth and tourists in the same time or consequently staying economically solid.

Program of the one day trip:

- Guided tour in the Abbey and the Arboretum
- Lunch in the school of the Abbey
- Visit the Herbal Garden with tasting lavender products
- Visit the Winery with wine tasting

Departure from the University at 8:30 a.m. Expected arrival at 5 p.m.

Participation fee: **50 EUR**, including transfers, entrance fees, lunch, refreshments, tastings,

You can book your seat at the Registration Desk on Monday at the latest.



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Using public transport

Tickets for public transport

Public transport in the city is well-organized. Trams, buses, trolley buses and metro trains operate without conductors. Tickets must be purchased in advance at metro stations or mainly at vendor machines at the metro, tram and bus stops where you can pay by bank card or cash (Hungarian Forints).

When using single tickets, a new ticket has to be validated at the beginning of each journey and this is done by inserting it into the slot in the small red or orange boxes situated at waist height near the doors of buses, trolleybuses and trams trains. Please note that on the subway system, these boxes are in the stations at the top of the escalator. The inspectors can ask for checking the tickets and passes on any vehicle and anywhere in the Metro system, including after you have got off – so please, remember to validate your ticket and keep it until you leave the station!

Budapest has an excellent night bus system. Make sure that you have a ticket; the transport company (BKK) has hired uniformed security guards who check for tickets in the bus stops. It's no problem if you don't have a ticket, since the security staff has them on sale all night - just pay and ride.

Taxis

Taxis can be fast and cheap in the city, especially late at night when there is limited public transportation. Taxis can be hailed on the street (use only yellow cars!), but it is cheaper to call ahead of time. Residents in Budapest rarely flag down taxis in the street and our advice is to always call one of the recommended companies.

- Base fare: HUF 450
- Price per minute: HUF 70
- Price per kilometre: HUF 280

The following are the phone numbers of reliable taxi firms charging fair rates, not 'tourist tariffs' (operators are English-speaking).

- Főtaxi: (+36-1) 222-2222 - the officially appointed taxi company to service the airport
- Citytaxi: (+36-1) 211-1111
- Budataxi: (+36-1) 233-3333
- Tele5 taxi: (+36-1) 355-5555
- Rádiótaxi: (+36-1) 377-7777





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REGISTRATION AT BUDAPEST METROPOLITAN UNIVERSITY

Registration Desk Opening Hours

June 12, 2016 Sunday	12.00 p.m.-04.00 p.m.
June 13, 2016 Monday	08.00 a.m.-06.00 p.m.
June 14, 2016 Tuesday	08.00 a.m.-09.00 a.m.
June 15, 2016 Wednesday	08.00 a.m.-03.00 p.m.

The Participants' Fee Includes

- entitlement for attending the presentations and workshops of the Conference,
- lunches on Monday, Tuesday and Wednesday
- coffee breaks on Monday, Tuesday and Wednesday
- Opening Reception
- Gala Dinner
- collection of abstracts, papers and other materials submitted to the Conference
- conference bag with maps and information materials
- Budapest sightseeing tour on Sunday afternoon
- participation in the on-site Conference day in Hungarian Open Air Museum
- transfer between the University and the Open Air Museum and museum train ticket
- certificate of presentation/attendance
- free WIFI access at the University

Programs with extra charge for Participants

- Full day excursion to the Millenary Benedictine Abbey of Pannonhalma, a UNESCO World Heritage Site

Accompanying Persons' Fee Includes

- Opening reception
- Gala dinner

Programs with extra charge for accompanying persons

- participation in the on-site Conference day in Hungarian Open Air Museum
- full day excursion to the Millenary Benedictine Abbey of Pannonhalma UNESCO World Heritage site
- touristic programs offered on-site





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The Organizer does not transmit any accommodation and breakfast services, however, offers the opportunity to the Participants of the Conference to receive special rates at hotels indicated on the web site.

Badge

Each participant and accompanying person receives a badge (name tag) at the registration. Important note: We kindly ask you to wear the badge during all the activities of the conference, unless you are not allowed to enter on the conference sites and venues.

Wifi

During the conference on the university site you will be able to use free WiFi. Access data will be provided on site.

Organizers phone

In case of emergency, you can call the organizers on the following number:

Lia Bassa

+36 30 902 1911



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PROGRAM OF THE CONFERENCE

Overview

Time	Sunday	Monday	Tuesday (in Szentendre)	Wednesday	Thursday
08.00-09.00		Registration	8.30 Leaving by bus		8.30 Leaving by bus for Pannonhalma Guided tour Abbey, Arboretum, Winery, Herbal garden Lunch incl. Returning by bus
09.00-10.50		Opening	Introduction of the site	Sessions	
10.50-11.15		Coffee Break	Coffee Break	Coffee Break	
11.15-12.40	Registration opens at 12.00	Sessions	Round Table on Intangible Heritage	Sessions	
13.00-14.00		Lunch	Lunch	Lunch / Poster section	
14.00-15.20		Sessions	Guided tour on the site, refreshment. Getting back to Budapest	Sessions	
15.20-15.45	Coffee Break	Coffee Break			
15.45-17.45	Budapest World Heritage Site guided tour	Hungarian World Heritage Sites	UNITWIN meeting only for Members	Closing session	
17.45-18.45					
20.00-21.00		Reception in the Hungarian National Museum	Dinner only for UNITWIN Members	Gala dinner on Fortuna Boat	
21.00-22.00					

Scientific Program
Additional excursion

Meals/Refreshments
Only UNITWIN members



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Tourism and Cultural Landscapes: Towards A Sustainable Approach

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PROGRAM OF THE CONFERENCE

1. day 12 June Sunday

12.00 a.m. – 4.00 p.m.

Registration at Metropolitan University Round Building, ground floor

4.00 p.m. – 7.00 p.m.

World Heritage Site Sightseeing Tour, Budapest

2. day 13 June Monday

9.00 a.m. – 10.50 a.m.

Room K302

OPENING CEREMONY

Chair person: Lia Bassa Dr. and Yoel Mansfeld Prof.

9.00 a.m.

Conference Opening

László Vass Dr.

Rector of the Budapest Metropolitan University

9.15 a.m.

Video message for the participants from **Francesco Bandarin**
Deputy Director General of Culture UNESCO

9.25 a.m.

Miklós Réthelyi Dr.

President

Hungarian National Commission for UNESCO - Aims and Actions

9.50 a.m.

Maria Gravari-Barbas Prof.

Head of UNITWIN Network "Culture, Tourism, Development"

The Historic Urban Landscape and the Iconic Building. A joint analysis of urban globalisation

10.30 a.m.

Ferenc Kiss Dr.

Vice Rector of Sciences, Budapest Metropolitan University

The Education of Information and Knowledge Management of Cultural Heritage



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10.50 a.m. - 11.15 a.m.

Room F105

Coffee break

11.15 a.m. - 12.40. a.m.

Topic 2

Room K302

Chair person: Melanie Kay Smith Dr.

11.15 a.m.

Zsolt Vasáros

Rudapithecus now! Synergie of
Cultural, Natural and Industrial
Heritage

11.35 a.m.

Dominique Vanneste Prof., Christophe Vandeputte

Geotourism and the underestimated
potential of 'ordinary' landscapes

11.55 a.m.

Tamara Ognjević

Suitcase full of Kaymak – Gastronomy
Tourism and Cultural landscape

12.15 a.m.

Ramon Serrat, Daniel Imbert-Bouchard Ribera

Signalling as a tool for landscape
understanding and tourism
development. The case of Catalonia

11.15 a.m. - 12.40. a.m.

Topic 6

Room F107

Chair person: Tamara Rátz Dr.

11.15 a.m.

Zeynep Karsavuran, Nilgün Güneş

The Profile of Degree Level Tourism
Curriculum in Turkey

11.35 a.m.

Krisztina Balázs-Bécsi

Cultural Heritage in Hungarian Public
Education

11.55 a.m.

Nadzeya Kalbaska Dr., Lorenzo Cantoni Prof.

UNESCO-enlisted Cultural landscapes:
their presence and presentation in
eLearning courses by National Tourism
Destinations

12.15 a.m.

Maurício Ragagnin Pimentel Prof., Roberto Verdum, Daniele Caron, Laura Rudzewicz, Janice M. S. Appel, João Luís Linck, Lucas M. Panitz

The fencing of a heritage: approaching
a landscape from its controversies

1.00 p.m. - 02.00 p.m.

Restaurant of Hotel Ében

Lunch break



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2.00 p.m. – 3.20 p.m.

Topic 4

Room K302

Chair person: Maria Gravari-Barbas
Prof.

2.00 p.m.

Anna Trono Prof.

Cultural landscape and sustainable tourism in rural areas. Case of study from Puglia region in Southern Italy

2.20 p.m.

Mónica Solorzano Gil Dr., Gabriel Michel Estrada

The railway heritage in Mexico and its role in the configuration of industrial and cultural landscapes

2.40 p.m.

Montserrat Crivillers Simon

Networking on the cultural landscape.
The Example of the European
Cemeteries Route in France and Spain

3.00 p.m.

Zeynep Karsavuran, Ece Ömüriş, Onur Dirlik

Well-being in Cultural Tourism: An
Explorative Study on Tourists'
Experiences

2.00 p.m. – 3.20 p.m.

Topic 2 and Topic 6

Room F107

Chair person: Jocelyne Napoli Dr.

2.00 p.m.

Divya Priyesh Shah

Interpreting the values of a cultural landscape: case: palakkad gap, India

2.20 p.m.

Susanne von der Heide Prof.

Keeping Cultural Identity: Challenges
and Threats to the Buddhist Cultural
Landscape of Mustang in Nepal

2.40 p.m.

Ivana Stevic, Zélia Breda Prof.

Design thinking as a tool for more
sustainable cultural heritage tourism
experience

3.00 p.m.

David Picard

Making Oenotourism Sustainable:
Experiences from Switzerland,
South-Africa, France, Portugal and
China

3.20 p.m. - 3.45 p.m.

Room F105

Coffee break



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3.45 p.m. – 6.45 p.m.

Hungarian World Heritage Sites

Room K302

Chair person: Ferenc Kiss Dr.

3.45 p.m.

Réka Virágos

World Heritage Management in Hungary

4.05 p.m.

Daniel Zsolt Kovacs

Budapest, including the Banks of the Danube, the Buda Castle Quarter and Andrassy Avenue

4.25 p.m.

Judit Szabadhegyi

Hollókő village- the living heritage

4.45 p.m.

Balázs Veress, Péter Gruber

The Aggtelek and Slovak Karst World Heritage Site

5.05 p.m.

Krisztina Albert

Tokaj Wine Region Historic Cultural Landscape: the challenge to gather territorial actors for a sustainable development and to increase awareness of their role in tourism

5.25 p.m.

Zsuzsa Tolnay

The potentials and challenges of heritage interpretation at the Hortobágy National Park - the Puszta World Heritage Site

5.45 p.m.

Attila Fersch

The Fertő/Neusiedler Lake Cultural Landscape world heritage site, as a good sample how to manage successfully a multi-sectoral common value

6.05 p.m.

Boldizsár Csornay Dr., Bernadett Mészáros

Pécs World Heritage Management and Tourism

6.25 p.m.

Ákos Pottyondy Dr.

1020 years old heritage - Pannonhalma and its environs



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Tourism and Cultural Landscapes: Towards A Sustainable Approach

12 - 16 June 2016

8.p.m.

Hungarian National Museum

Opening Reception

3. day 14 June Tuesday

8.30 a.m.

Start from Metropolitan University

9.15. a.m.

Arriving at Szentendre

Hungarian Open Air Museum, Szentendre

9.30 a.m. - 10.30 a.m.

Welcome and introduction of the Hungarian Open Air Museum

Miklós Cseri Dr.

Director General of the Hungarian Open Air Museum

László Felföldi Dr.

Representative of the Intangible Heritage Directorate

10.30 a.m. - 11.00 a.m.

Coffee break

11.00 a.m. - 12.00 p.m.

Roundtable discussion about the role of intangible cultural heritage

Moderator: Myriam Verbeke Prof.

Panel: Fiorella Dallari Prof., Melanie Kay Smith Dr., Miklós Cseri Dr., László Felföldi Dr.

1.00 p.m. - 2.00 p.m.

Lunch break

2.00 p.m. - 5.00 p.m.

Introduction of and walk in the Open Air Museum, refreshment

5.00 p.m. - 6.00 p.m.

Return to Budapest by Bus

6.00 p.m.

Planned arrival to Metropolitan University

from 6.00 p.m.

Free evening



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6.00 p.m. - 8.30 p.m.

UNITWIN meeting only for Members

9.00 p.m.

Dinner only for UNITWIN Members

4. day 15 June Wednesday

9.00 a.m. - 11.00 a.m.

Topic 2

Room K302

Chair person: Sébastien Jacquot Dr.

9.00 a.m.

Kiyoko Kanki

Borobudur as Cultural Landscape - 10 years of International Borobudur Field School activities with local initiatives

9.20 a.m.

Ana Mrda Dr., Bojana Bojanic Obad Scitaroci Prof.

Relationship between tourism and cultural landscape – a new sustainable development model

9.40 a.m.

Delio Colangelo Dr.

Cinematic representations of landscape: image creation and tourism in the city of Matera

10.00 a.m.

Jocelyne Napoli Dr.

The evolving role of transportation in attracting British Tourism to the South of France: a tourism and cultural regional case study

9.00 a.m. - 11.00 a.m.

Topic 3 and Topic 5

Room F107

Chair person: Anna Trono Prof.

9.00 a.m.

Melinda Harlov

Fertő/Neusiedlersee Cultural Landscape a compound landscape under a complex heritage category

9.20 a.m.

Elodie Salin Dr., Michèle Prats

Cultural landscapes: a promising category

9.40 a.m.

Mark Bailoni Dr.

World Heritage in danger and tourism stakes in Europe: global concerns for local planning conflicts

10.00 a.m.

Judit Grotte Dr.

A Case Study on Village Bikal – the first Theme park of Hungary



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10.20 a.m.

Alan Clarke Prof.

Stealing the Steel City: manipulating cultural landscapes

10.20 a.m.

**Egbert Van der Zee,
Dario Bertocchi,
Katarzyna Janusz**

Using Big Data to discover how the maturity of a heritage destination influences the use and attractiveness of urban cultural landscape. A case study of Antwerp, Bolzano and Kraków

10.40 a.m.

Simon Edelbutte Prof.

Recognition of industrial landscapes as sites of tourism: an achievement for the heritagization of the industry?

10.40 a.m.

Ivett Sziva Dr., Richard Zoltay

How to catch the critical Generation? – The interests, and travel needs of Generation Y during cultural travels

11.00 a.m. - 11.20 a.m.

Room F105

Coffee break

11.20 a.m. – 1.00 p.m.

Topic 2

Room K302

Chair person: Carmen Maria Ramos

11.20 a.m.

Raymond Aquino Macapagal

Native House Restorations and Rituals
Toward Community-Based Tourism in
the UNESCO World Heritage Batad Rice
Terrace Cultural Landscape

11.40 a.m.

Şevket Erşan, Aynur Çiftçi

Preservation Proposals for the Cultural
Landscapes in context of St.Ioannis
Theologos Monastery and the
surrounding vineyards

11.20 a.m. – 12.40 p.m.

Topic 5

Room F107

Chair person: Nuria Morere Prof.

11.20 a.m.

**Amelie Robert Dr.,
Jean Louis Yengué, Estelle Issa**

Representation of nature by tourists: a
method using the social networks. Case
study of Center Parcs

11.40 a.m.

Tamara Rátz

Discovering the Ripa Pannonica –
Innovation in interpretation and visitor
management at the Limes heritage
sites along the Danube



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12.00 a.m.

**Emre Sevim, İbrahim Zivrali,
Ü. Nurşah Cabbar**

A World Heritage Site: Diyarbakır under
the Shade of Conflicts

12.20 p.m.

Anahita Oyar Hossein

Revitalization of shiraz northern city-
garden with cultural landscape
approach

12.40 p.m.

Pascu Marioara

Saxon Settlements in Brasov- a
Declining Cultural Landscape?

12.00 a.m.

**Odete Paiva Prof., Cláudia Seabra,
José Luís Abrantes,
Fernanda Cravidão**

Cultural tourists: Authenticity
perception in World Heritage Historic
Centres

12.20 p.m.

**Sara Ferrari Dr., Gioia Zenoni Dr.,
Daniele Bursich Dr.**

Virtual paths for the enhancement of
archaeological landscapes: the "Via
Gallica" project

1.00 p.m. - 2.30 p.m.

Restaurant of Hotel Ében

Lunch break

2.00 p.m. - 2.30 p.m.

Poster section

Room F105

Mònica Molina

Museums for all: Co-creation in cultural tourism (Topic 2)

Lyuba Stankova

New Tools of Sustainable Tourism Education (Topic 6)

Chafia Latreche, Rouag Saffidine Djamila Prof.

Tourism and staging of landscapes in protected areas: Between conservation, use and
sustainable development, Case of El-Kala region in the North East of Algeria. (Topic 2)



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Tourism and Cultural Landscapes: Towards A Sustainable Approach

12 - 16 June 2016

2.30 p.m. – 4.30 p.m.

Topic 1

Room K302

Chair person: Alan Clarke Prof.

2.30 p.m.

Soazig Darnay

Geopark, a new UNESCO label for cultural landscapes? The example of Beaujolais vineyard

2.50 p.m.

Yoel Mansfeld

Cross-interpretation of Cultural Landscapes: The case of the Jesus and gospel trails

3.10 p.m.

**Odete Paiva Prof., Cláudia Seabra,
José Luís Abrantes,
Fernanda Cravidão**

Authenticity: From heritage to tourism

3.30 p.m.

Carmen María Ramos

Wine Landscapes: The Time Of The New World

3.50 p.m.

Sebastien Jacquot

Valparaiso on the World Heritage List: the touristification of an urban landscape

2.30 p.m. – 4.50 p.m.

Topic 4

Room F107

Chair person: Dominique Vanneste Prof.

2.30 p.m.

Melanie Kay Smith Dr.

Visitor Perceptions of Cultural Ecosystem Services in Landscape: The Challenges of Evaluation

2.50 p.m.

**Sofiane Messaoudi,
Youcef Chennaoui, Nadia Messaci**

The contribution of cultural landscapes in the building and the delimitation of territories. Case of cultural parks in Algeria

3.10 p.m.

**Constantinos Cartalis Prof.,
Panayotis Dimopoulos Prof.**

Cultural landscapes in Natura 2000 sites: a route through Europe in support of cultural tourism

3.30 p.m.

**Isabela Frederico,
Pedro Paulo Funari Dr.**

Cultural Landscapes, conservation and spirituality: tourism approach in a Brazilian study case

3.50 p.m.

**Silvia Aulet Dr., Lluís Mundet Dr.,
Dolors Vidal-Casellas Dr.**

Monasteries, gastronomy and landscape



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Tourism and Cultural Landscapes: Towards A Sustainable Approach

12 - 16 June 2016

4.10 p.m.

Nuria Morère Prof.

Landscape, Tourism and World Heritage
in Spain: the Guide Baedeker

4.10 p.m.

**Magnus Luiz Emmendoerfer Prof.,
Luana Emmendoerfer, Mary Sandra
Guerra Ashton**

Analysis of the Heritage Requalification
Process to the Recognition of a
UNESCO Creative City of Gastronomy

4.30 p.m.

**Vincent Andreu-Boussut Dr.,
Elodie Salin Dr.,
Céline Chadenas Dr.**

Sustaining natural heritage sites as
great tourist attractions: international
guidelines versus local contexts

4.50 p.m. - 5.15 p.m.

Room F105

Coffee break



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Tourism and Cultural Landscapes: Towards A Sustainable Approach

12 - 16 June 2016

5.15 p.m. – 6.45 p.m

Room K302

CLOSING CEREMONY

Chair person: Lia Bassa Dr.

5.15 p.m.

Topic summary reports in 5 minutes followed by 5 minutes Q&A.

Topic 1:

Yoel Mansfeld Prof.

Associative cultural landscapes - world Heritage and its changing inter-relationship between tangible and intangible

Topic 2:

Dominique Vanneste Prof.

Landscape (social, economic, cultural and ecological approaches, sustainability and role in tourism)

Topic 3:

Mark Bailoni Dr.

International policies and programmes, trans-boundary landscapes, the future of landscapes

Topic 4:

Melanie Kay Smith Dr.

Planning and managing landscapes including Cultural Ecosystem Services, individual and social well-being in relation to cultural tourism

Topic 5:

Tamara Rátz Dr.

The role of innovative technologies in landscape research, presentation, documentation, preservation

Topic 6:

Nadzeya Kalbaska Dr.

Awareness-raising, training and education, new tools, methods, assessment and quality objectives

6.15 p.m.

Closing by Maria Gravari-Barbas Prof.

6.30 p.m.

Next conference introduction by Fernanda Cravidão

8.00 p.m.

Gala dinner on Fortuna Boat



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Tourism and Cultural Landscapes: Towards A Sustainable Approach

12 - 16 June 2016

5. day 16 June Thursday

Optional whole day excursion to Pannonhalma (50€)

You can book your seat at the Registration Desk on Monday at the latest.

8.30 a.m.

Start from Metropolitan University

10.00 a.m.

Arriving at Pannonhalma

Millenary Benedictine Abbey of Pannonhalma and its Natural Environment

10:30 a.m. – 12:00 p.m.

Guided tour in the Abbey and the Arboretum

12:00 p.m. – 13:00 p.m.

Lunch in the school of the Abbey

13:30 p.m.– 15:00 p.m.

Visit the Winery with wine tasting

15:00 – 16:00

Visit the Herbal Garden with tasting lavender products

5.00 p.m.

Planned arrival to Metropolitan University



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