

Conference Announcement

8th UNESCO UNITWIN Conference 2024:

World Heritage as Resilience for Tourism Recovery

Sun Yat-sen University (Zhuhai Campus), Zhuhai, China
26 - 30 November, 2024

Background

During the 50th anniversary of the World Heritage Convention, UNESCO proposed the idea of taking World Heritage as a source of resilience, humanity and innovation in the next 50 years. However, why and how World Heritage matters for tourism resilience remain unclear.

Today, most World Heritage sites have witnessed the return of tourism. Yet, the ways in which some traditional communities weathered Covid-19's immense impact have most vividly demonstrated how heritage has served as a source of resilience and those lessons should not be forgotten. Specifically, recent practice and research have shown that traditional knowledge embedded in World Heritage increases the resilience of place. Echoing World Heritage as a source of resilience, humanity and innovation in the next 50 years as proposed by UNESCO, we argue that World Heritage as a concept and a collection of outstanding places is not only resilient on their own, but provides the answers to more resilient forms of tourism recovery.

Since 2010, the UNESCO UNITWIN Network "Culture, Tourism, Development" has been organizing biannual international conferences on the topic of world heritage and. This conference, will be organized by the UNESCO UNITWIN Network "Culture, Tourism, Development" and its member, UNESCO Chair on Sustainable Tourism in UNESCO Designated Sites.

Topics to be discussed:

- World Heritage is resilience: Conceptualizing World Heritage and resilience.
- Traditional knowledge and the resilience of World Heritage tourism
- Unmaking and transforming World Heritage tourism.
- Resilience of communities in and around World Heritage places
- Culture and resilience of heritage
- Livelihoods, World Heritage and tourism
- World Heritage, resilience and technologies and innovations
- Any other topics that resonate with the above-mentioned themes

Organizer:

- UNESCO UNITWIN Network “Culture, Tourism, Development”

Co-organizers:

- School of Tourism Management, Sun Yat-sen University
- Department of Tourism, Fudan University
- Macao University of Tourism
- UENSCO Chair on Sustainable Tourism in UNESCO Designated Sites
- Tourism Geography Committee, Geographical Society of China

Supporting Organizations:

- Jiangmen Municipal Bureau of Culture, Sports and Tourism
- Zhuhai Municipal Bureau of Culture, Sports and Tourism
- Kaiping Chikan Overseas Chinese Tourism Resort

Website:

- <https://www.unitwin2024.com/>

Table 1 Tentative Overall Programme

Date	Place	Activities
25th Nov 2024 Mon	SYSU Zhuhai campus	● Registration all day
26th Nov 2024 Tue	SYSU Zhuhai campus	<ul style="list-style-type: none"> ● Welcome & Opening ● Keynote speeches ● Roundtable discussion ● Parallel sessions ● Welcome dinner ● Night cruising along Zhuhai and Macao’s coast
27th Nov 2024 Wed	SYSU Zhuhai campus	<ul style="list-style-type: none"> ● Parallel sessions ● Roundtable discussion ● Parallel sessions ● UNESCO UNITWIN network business meeting
28th Nov 2024 Thu	Kaiping	<ul style="list-style-type: none"> ● Trip to World Cultural Heritage Site: Kaiping Diaolou and the Villages ● Trip to Chikan Ancient Town (a theme park-like tourist street transformed from a historic architectural complex) ● Round table discussion with local heritage managers and practitioners
29th Nov 2024 Fri	SYSU Zhuhai campus	<ul style="list-style-type: none"> ● Keynote speech ● Round table discussion

30th Nov 2024 Sat	Macao	<ul style="list-style-type: none"> ● Trip to World Cultural Heritage site: Historic Center of Macao ● Roundtable discussion with local heritage scholars and practitioners at Macao University of Tourism
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Registration day: Nov 25th, 2024, Monday, SYSU Zhuhai campus (From 8:30-18:00)

Day 1: Nov 26th, 2024, Tuesday, SYSU Zhuhai campus

- In the morning: From 08:30
- Welcome & Opening 20 mins
- Keynote speech (3 speakers) 1.5 h
- Coffee break 20 min
- Round table discussion (Topic to be confirmed) 1.5h
- In the afternoon: From 14:00
- Parallel sessions (3.5h)
- In the evening: Welcome dinner and night cruising (2.5 h)

Day 2: Nov 27th, 2024, Wednesday, SYSU Zhuhai campus: From 08:30

- In the morning:
- Parallel sessions 2 h
- Coffee break 20 min
- Round table discussion (Topic to be confirmed) 1.5h
- In the afternoon: From 14:00
- Parallel sessions (3.5h)
- In the evening: UNESCO UNITWIN network business meeting (1.5h)

Day 3: Nov 28th, 2024, Thursday, Fieldtrip to Kaiping

- From SYSU Zhuhai campus to Kaiping (2.5 h)
- Field trip to World Cultural Heritage Site: Kaiping Diaolou and the villages
- Field trip to Chikan Ancient Town (a theme park-like tourist street transformed from a historic architectural complex)
- Keynote speech and round table discussion with local heritage managers and practitioners
- Dinner at Chikan Ancient Town
- Return to SYSU Zhuhai campus

Day 4: Nov 29th, 2024, Friday, SYSU Zhuhai campus

- Keynote speech (3 speakers) 1.5h
- Round table discussion (Topic to be confirmed) 1 h

Day 5: Nov 30th, 2024, Saturday, Fieldtrip to Macao

- From SYSU Zhuhai campus to Macao (1.5h, including cross over the border)
- Field trip to World Cultural Heritage site: Historic Center of Macao
- Roundtable discussion with local heritage scholars and practitioners at Macao University of Tourism
- Return to SYSU Zhuhai campus

Table 2 Registration Fee

	Early Bird Rate (Until 15 Aug 2024)	Standard Rate (16th Aug- 30th Sep)	Last Minute Rate (from 1st Oct)
Delegates	2, 400 CNY (about 330 US \$)	2, 600 CNY	3, 000 CNY
UNESCO UNITWIN Members	2,100 CNY	2, 300 CNY	2, 800 CNY
Students	2,000 CNY	2,100 CNY	2, 600 CNY

Note: V.A.T. included in the prices.

Registration fee for Delegates, CTD Members and Students includes:

- ✓ Admission to all conference sessions
- ✓ The opening ceremony
- ✓ Coffee breaks and meals
- ✓ The closing ceremony
- ✓ The conference bag
- ✓ Book of abstract in a digital format
- ✓ Field trips

Registration payment linkage

<https://pay.sysu.edu.cn/app/#/qrcode-pay?range=7211&project=226>

- ✓ First open the payment linkage in browser
- ✓ Input the amount of registration fee (in CNY) you need to pay, your full name, and your email address, then further the payment
- ✓ Choose the “PayEase” payment platform, and you will be able to finish the payment via Visa or Mastercard (For step-by-step instruction, please see Appendix 1)

Visa application

- ✓ The conference includes a day trip to Macao, which means there will be a second entry into Mainland China when one returns to Zhuhai from Macao. Hence a double entry visa or multiple entry visa to Mainland China must be obtained in

advance (except citizens from countries that enjoy visa-free access to Mainland China).

- ✓ Mainland China visa is not valid for entry into Hong Kong or Macao (and vice versa), hence there is a need to apply for a Macao or Hong Kong visa if one plans to travel to Zhuhai via Macao or Hong Kong (except citizens from countries that enjoy visa-free access to Macao or Hong Kong). For citizens from countries that require a visa to enter Macao, please make sure that a Macao visa is obtained in advance so as not to miss the day trip to Macao. For Macao visa information, please refer to https://www.fsm.gov.mo/psp/eng/Service_Imm.html

Accommodation around SYSU Zhuhai campus

- ✓ High-end: Business King Room (~\$ 80 per night), e.g., Qingzhu Shuyuan Hotel
- ✓ Middle-level: Business King Room (~\$ 50 per night) e.g., Grand Nest Hotel
- ✓ Budget: Business King Room (~\$ 25 per night), e.g., City Comfort Inn Zhuhai University Town Tangjiawan Square
- ✓ Details of relevant hotels can be found via *trip.com* or *booking.com* and booked in advance by searching hotels around Sun Yat-sen University Zhuhai Campus.

Guide on traffic to SYSU Zhuhai campus from nearby airports (see Appendix 2)

- ✓ Hong Kong: Hong Kong International Airport
- ✓ Macao: Macau International Airport
- ✓ Guangzhou: Guangzhou Baiyun International Airport
- ✓ Shenzhen: Shenzhen Bao'an International Airport
- ✓ Zhuhai: Zhuhai Jinwan Airport

Key dates

- ✓ Deadline abstract submission: July 31, 2024
- ✓ Abstract acceptance letter: August 10, 2024
- ✓ Preliminary program online: August 30, 2024
- ✓ Deadline Presenters registration: September 15, 2024
- ✓ Final program online: October 1, 2024
- ✓ Close registration: October 15, 2024
- ✓ Deadline for full papers submission: December 31, 2024

Appendix 1 Registration payment instruction step-by-step

<https://pay.sysu.edu.cn/app/#/qrcode-pay?range=7211&project=226>

- ✓ First open the payment linkage in browser
- ✓ Input the amount of registration fee (in CNY) you need to pay, your full name, and your email address, then further the payment

旅游学院会议费

交费区间 第八届联合国教科文组织姊妹大学会议 8th UNESCO UNITWIN Conference

交费金额 ①Input the amount of registration fee (in CNY) you need to pay

数量 1

填写收据备注

开票信息 马上开票 延迟开票

个人 机构

名称: ③Input your full name

填写发票抬头

电子票开票通知

通知邮箱: ④Input your email address to receive personal invoice

共: ¥0.00 ⑤To pay

- ✓ Choose the “PayEase” payment platform, and you will be able to finish the payment via Visa or Mastercard

中山大学 收银台 SYSU Cashier 简体中文 | English

✓ 订单提交成功! 去付款吧~

请在 **29分40秒** 之内支付订单, 否则订单将失效!

商户名称: 中山大学收费平台 收费项目: 旅游学院会议费 订单详情

支付金额: **¥1**

第三方支付平台 Choose the "PayEase" payment platform

付款方式



② Finish the payment via Visa or Mastercard

信用卡信息

请提供您的信用卡信息，以便我们处理您的订单

信用卡卡号

有效期限月

有效期限年

CVV2/CVC2/CAV2/CID



名

姓

账单信息

账单地址应与您的信用卡一致，以便我们确认您的信息

街道地址

订单信息

• 订单号:

20240624-890002871-
DM180515959866393394E

订单总金额:

① Choose your language

- 简体中文
- English
- 简体中文
- 繁體中文
- Deutsch
- français
- español
- 한국어
- 日本語の言語
- italiano
- Русский

Appendix 2: Guide on traffic to SYSU Zhuhai campus from nearby airports

● Hong Kong: Hong Kong International Airport

(Note: please make sure you have a visa to Hong Kong or you are from countries with visa-free access to Hong Kong.)

Scheme 1(recommended): Direct MPV (operated by TIL Chinalink 环岛中港通) from Hong Kong airport to Hong Kong-Zhuhai-Macao Bridge (HZMB) Zhuhai Port

- ✓ Ticket can be bought at HK airport after one finishes all the entry procedures
- ✓ Price: 200 HKD
- ✓ Duration: approximately 1 hour

After finishing all the entry procedures at the HZMB Zhuhai Port, one can grab a taxi directly to the hotels around Sun Yat-sen University Zhuhai Campus. The trip covers a distance of around 20 kilometers. It is estimated to take 35-40 minutes and cost 35-45 RMB.

Scheme 2: Hong Kong City bus (B4) + the Hong Kong-Zhuhai-Macao Bridge shuttle bus (relatively cheap but can be time consuming)

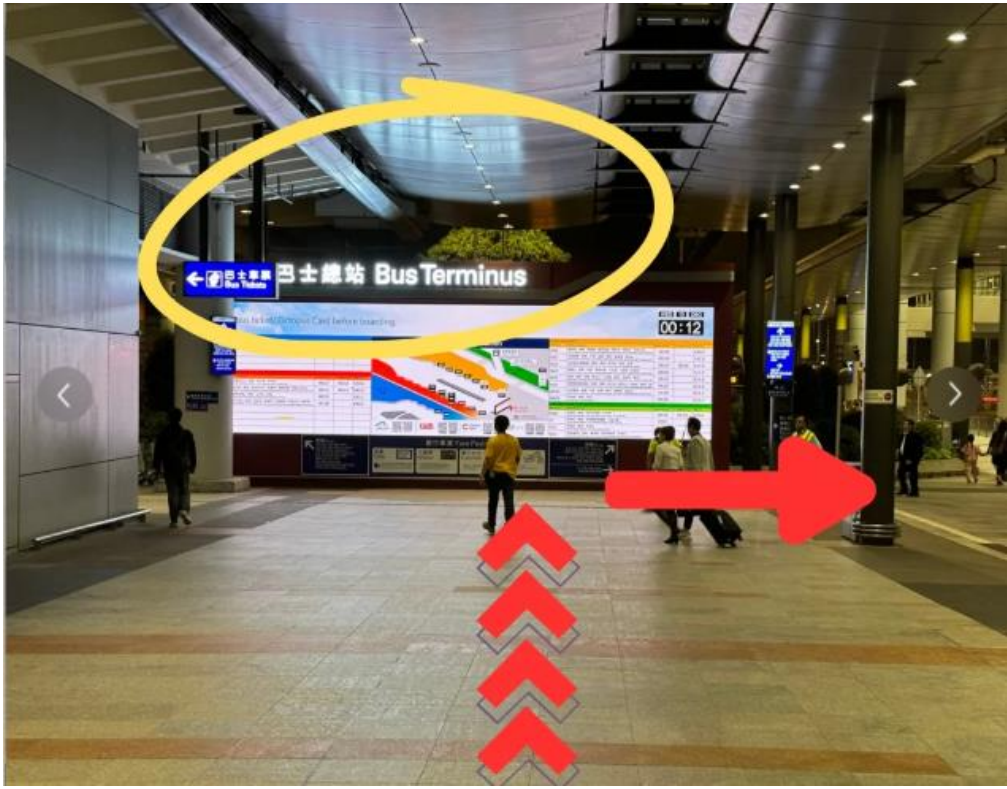
After finishing all the entry procedures, follow the airport signboards in the direction of "To City".



Next, follow the airport signboards in the direction of "Bus".



Find the bus terminal display screen, turn left to purchase a ticket. Please purchase a bus ticket to the Hong Kong-Zhuhai-Macao Bridge (HZMB) Hong Kong Port, turn right to cross the road and wait for the bus.





Locate the B4 bus stop sign and take the B4 bus to the Hong Kong-Zhuhai-Macau Bridge Hong Kong Port.



Upon arrival at the Hong Kong-Zhuhai-Macau Bridge Hong Kong Port, look for the signpost

directing to "To Zhuhai & Macao" until you find the self-service machine to purchase tickets for the Hong Kong-Zhuhai-Macao Bridge shuttle bus.

Take the Hong Kong Zhuhai Macao Bridge shuttle bus to reach the Zhuhai Port on the artificial island, which takes about 45 minutes.

Notes:

1. The B4 bus operates 24 hours a day. From 1:00 am to 5:30 am, it runs every 30 minutes, and every 15 minutes during the rest of the time.
2. The fare for the B4 bus is HKD 9.1, while the shuttle bus costs HKD 70. Please try to exchange for Hong Kong dollars in advance for ticket purchase. If you can't find a Hong Kong dollar exchange, you can ask the airport staff for help.

After finishing all the entry procedures at the HZMB Zhuhai Port, one can grab a taxi directly to the hotels around Sun Yat-sen University Zhuhai Campus. The trip covers a distance of around 20 kilometers. It is estimated to take 35-40 minutes and cost 35-45 RMB.

● **Macao: Macao International Airport**

(Note: please make sure you have a visa to Macao or you are from countries with visa-free access to Macao.)

Step 1: Take the shuttle bus to Gongbei border (拱北口岸) or Hengqin border (横琴口岸), which takes 15-20 mins and cost 40 HKD.

Step 2: Enter Zhuhai after finish the border crossing procedurals at Gongbei border or Hengqin border, then take a taxi to SYSU Zhuhai campus, which takes around 40 mins (40-50 RMB) and 60 mins (100-120 RMB), respectively.

● **Guangzhou: Guangzhou Baiyun International Airport**

Scheme 1(recommended): Grab a taxi

After landing at Baiyun Airport and completing the entry procedures, proceed to the online ride hailing waiting area.

Route: Starting from Guangzhou Baiyun International Airport, go directly to Sun Yat-sen University Zhuhai Campus. The whole journey is about 180 kilometers, most of which is highway.

Travel time: The estimated travel time is 2-2.5 hours, depending on the traffic conditions.

Cost: The estimated cost is between 200-400 RMB. The specific cost will fluctuate based on the vehicle type, road conditions, and time.

Scheme 2: Take the airport shuttle bus

Step 1: Arrive at the airport and complete the entry procedures

Step 2: Purchase bus tickets. Please follow the airport signage to purchase tickets to Zhuhai at any of the following locations:

- (1) Ticket vending machines at Gates A4 and A10 in Area A of Terminal 1
- (2) Ticket counters at Gates B5 and B12 in Area B of Terminal 1
- (3) T2 Terminal Transportation Center West Passenger Station

The price of a bus ticket is 106 RMB.

Step 3: According to the airport signs, go to the boarding location and take a bus to the Tangjia Station in Zhuhai City before getting off

You can choose any of the following boarding points:

- (1) Outside the door of A3-A5 in Zone A of Terminal T1
- (2) Outside the door of B10-B13 in Zone B of Terminal T1
- (3) T2 Terminal Transportation Center West Passenger Station

Step 4: Walk or take a taxi from Tangjia Station to Sun Yat-sen University Zhuhai Campus, covering a distance of 2.5 kilometers. It takes 5 minutes by car and 35 minutes by walk.

● **Shenzhen: Shenzhen Bao'an International Airport**

Step 1: Shenzhen airport to Jiuzhou Port in Zhuhai

Upon arrival at Shenzhen Airport and completion of immigration, follow the airport signs to take a shuttle bus from Gate 16 of Shenzhen Airport to the Shenzhen Airport Terminal. Purchase a ferry ticket from the self-service ticket machine or at a counter at the Shenzhen Airport Terminal for the journey from the Shenzhen Airport Terminal to Zhuhai Jiuzhou Port. Then, board the ferry to Zhuhai Jiuzhou Port.

Step 2: From Jiuzhou Port in Zhuhai to Sun Yat-sen University Zhuhai Campus

Take a taxi or ride-hailing service to the destination, covering a distance of approximately 14.5 kilometers, which will take approximately 25 minutes and is estimated to cost 30-40 RMB.

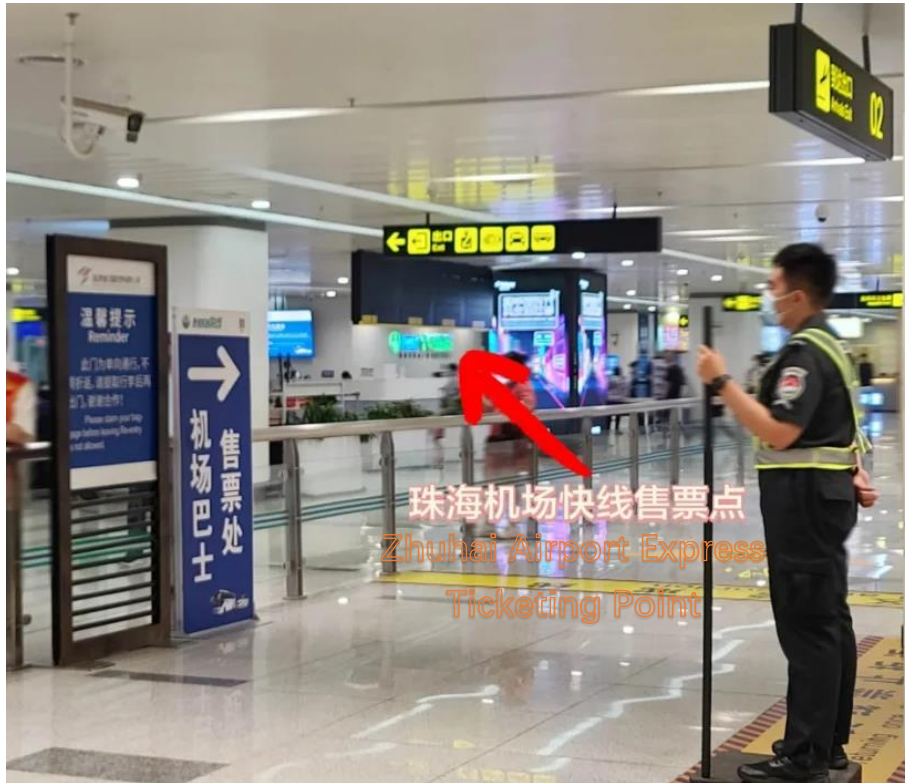
● **Zhuhai: Zhuhai Jinwan Airport**

Scheme 1 (recommended): Grab a taxi

After landing at Zhuhai Jinwan Airport, you will need to complete the entry procedures. Then, please proceed to the taxi waiting area. The journey from Zhuhai Airport to Sun Yat-sen University, Zhuhai Campus takes approximately 1 hour by car, covering a distance of about 55 kilometers. The estimated cost is between 150-200 RMB. The specific cost will fluctuate based on the vehicle type, road conditions, and time.

Scheme 2: Take the airport shuttle bus

Step1: Locate the Zhuhai Airport Express ticket office by following the "Exit" sign, and you will find the manual ticket counters and self-service ticket machines of Zhuhai Airport Express on your right.



Step2: After purchasing the airport shuttle bus ticket from Zhuhai Airport to Tangyi Hotel (Gangwan No.1 Bus Stop), please proceed to Exit 03 in the airport arrival hall. Upon exiting through the door marked 03, you will see a zebra crossing, and the boarding location is on the

right side of it.



Step3: After the bus arrives at Tangyi Hotel (Gangwan No.1 Bus Stop), get off and take a taxi to Zhuhai Campus of Sun Yat-sen University, which is 3 kilometers away and is expected to take 10 minutes.