



Advance Conference Notice

8th UNESCO UNITWIN Conference 2024:

World Heritage as Resilience for Tourism Recovery

China, Zhuhai, China

25 - 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

Table 1 Tentative Overall Programme

Date	Place	Activities
25th Nov 2024 Mon	SYSU Zhuhai campus	Registration
26th Nov 2024 Tue	SYSU Zhuhai campus	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	Parallel sessions Roundtable discussion Parallel sessions UNESCO UNITWIN network business meeting
28th Nov 2024 Thu	Macao	Drive to border and cross over to Macao (around 1.5h) Field trip to World Cultural Heritage site: Historic Center of Macao Roundtable discussion with Macao scholars and practitioners in the field of heritage tourism Light dinner in Macao
29th Nov 2024 Fri	Kaiping	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
30th Nov 2024 Sat	SYSU Zhuhai campus	Keynote speech Round table discussion Closing and departure

- Day 1 registration: Nov 25th, 2024, Monday, SYSU Zhuhai campus (From 8:30-18:00)

- Day 2: 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 1.5h
 - In the afternoon: From 14:00
 - Parallel sessions (3.5h)
 - In the evening: Welcome dinner and night cruising (2.5 h)

- Day 3: Nov 27th, 2024, Wednesday, SYSU Zhuhai campus: From 08:30
 - In the morning:
 - Parallel sessions 2 h
 - Coffee break 20 min
 - Round table discussion 1.5h
 - In the afternoon: From 14:00
 - Parallel sessions (3.5h)
 - In the evening: UNESCO UNITWIN network business meeting (1.5h)

- Day 4: Nov 28th, 2024, Thursday, 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 Macao scholars and practitioners of heritage tourism
 - Light dinner in Macao
 - Return to SYSU Zhuhai campus

- Day 5: Nov 29th, 2024, Friday, 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 6: Nov 30th, 2024, Saturday, SYSU Zhuhai campus
 - Keynote speech (3 speakers) 1.5h
 - Round table discussion 1 h
 - Closing (15 min)

Table 2 Registration Fee

	Early Bird Rate (Until 31st Jul 2024)	Standard Rate (1st August- 30th Sep)	Last Minute Rate (from 1st Oct)
Delegates	330 US \$	350 US \$	420 US \$
UNESCO UNITWIN Members	290 US \$	310 US \$	380 US \$
Students	270 US \$	290 US \$	360 US \$

Note: V.A.T. is 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

Accommodation around 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

Tentative key dates

- ✓ Formal conference call: March, 2024
- ✓ Deadline abstract submission: July 1, 2024
- ✓ Abstract acceptance letter: July 15, 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