



Tourism and Cultural Landscapes: Towards A Sustainable Approach

12 - 16 June 2016

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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Tourism and Cultural Landscapes: Towards A Sustainable Approach

12 - 16 June 2016

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. – 12.40 p.m.

Topic 5

Room F107

Chair person: Nuria Morere Prof.

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

11.20 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.

Şevket Erşan, Aynur Çiftçi

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

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

12.00 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.

Anahita Oyar Hossein

Revitalization of shiraz northern city-
garden with cultural landscape
approach

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

12.40 p.m.

Pascu Marioara

Saxon Settlements in Brasov- a
Declining Cultural Landscape?

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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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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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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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 Craividão

8.00 p.m.

Gala dinner on Fortuna Boat



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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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