First call for the 4th International Conference of the UNESCO UNITWIN Network “Culture, Tourism, Development”

TOURISM AND CULTURAL LANDSCAPES: TOWARDS A SUSTAINABLE APPROACH

Supported by Hungarian National Commission for UNESCO, ICOMOS Hungary, IFITT

13 - 17 June 2016, Budapest

Scope

The aim of our Conference is to fill these often used words like Tourism, Cultural landscapes, Sustainable Approach with contents, with actual meaning and experiences not restraining from concerns, solution ideas and best practice implementation reports.

The start and the end point is Man. All human beings of our days live in a rapidly changing, globalising, technically rushing world, where we want to stay connected to our well and long-time built relations: friends, family, home, town, forests, sea and sun.

It also embraces architecture, nature, traditions, arts and learning. The speed of vehicles can be used for the benefit of transportation, the opportunity to visit distant territories and what is included: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, geological and physiographical formations, works of man or the combined works of nature and man as the World Heritage Convention says.

Contact has already been established by the World Heritage and Sustainable Tourism Program identifying its vision as it follows: World Heritage and tourism stakeholders share responsibility for conservation of our common cultural and natural heritage of Outstanding Universal Value and for sustainable development through appropriate tourism management. It would be an honour and benefit for all of us, if numerous participants would share their proficient knowledge about this world wide important and relevant subject.
Budapest

Budapest is the buzzing capital of Hungary and one of the most popular tourism destinations in Europe. Consequently, tourism and catering is one of the crucial programmes in Hungary as well as in Budapest. This is also due to tourism's colourful, diverse nature and its human-centred view.

It has always had a beautiful sight with the green hills and elevations with statues and viewpoints on the Buda side, the Parliament House on the bank of the Danube and the numerous museums, parks, churches, historic buildings on the always busy flat Pest side, divided by the river Danube having various bridges over it and Margaret Island with its park, swimming pools, convent ruins, open air theatre, exclusive hotels lake, cycling path. Budapest has been a World Heritage Site in cultural category for nearly three decades; it is a town of natural healing warm water and spas with thermal hotels and karst caves providing all sorts of services for healthy life from breathing to nourishing the soul and body of the visitors. It is also a town with ancient monuments from the Roman, Medieval, Ottoman, Austro-Hungarian to Art-Nouveau architecture having a great number of cultural institutions organising festivals, sport events nearly all year round in the spectacular Opera House, various theatres, abundant galleries, museums, exhibition and concert halls. See: [http://visitbudapest.travel/guide/budapest-attractions/](http://visitbudapest.travel/guide/budapest-attractions/).

University of Applied Sciences, Budapest (BKF)

The institution was established in 2000, with state accreditation. It provides higher educational, adult educational and advanced vocational training courses of a high international and European Union standard in the field of applied communication and business sciences. In 2003, BKF becomes an accredited institution of adult education, and is entitled to operate as an ECDL (European Computer Driving Licence) training and exam Centre. In addition to this, the Languages Department of the College (functioning also as an official exam Centre for the TOEIC language exams) organizes specialized and general language courses. BKF established the Career Centre, in order to help students make a smooth transition to the labour market. The number of students studying at BKF increased to above 7,000. In 2009, Heller Farkas College of Economics and Tourism merged into Budapest College of Communication, Business and Arts. With this merger BKF became the largest private college in Hungary. Now Students can attend programmes in the fields of Business, Communication, Tourism and Arts in two faculties.

Foundation for Information Society

The Foundation for Information Society (ITA) established in 1998 together with INFOTA Research Institute working within its frameworks ([www.infota.org](http://www.infota.org)) aims at supporting the development of information technology in Hungary. In the spirit of its Founding Articles it wishes to support IT-focusing scientific activities and research, as well as IT centres involved in the matter, with special regard to the development of computer-infrastructure in Hungary. ITA's primary objective is to facilitate that application-centred understanding of information and knowledge management, its electronic data processing and information technology background together with the relevant human, organisational, legal, management and social scientific aspects, as well as that its interdisciplinary approach is adopted in Hungary. This is the basic concept that constitutes a framework for all research areas wherefrom individual research topics, analyses and projects aim to explore different elements.

Having a Cultural Heritage Research Centre, INFOTA has been working together with the other research groups of the Foundation combining directly their knowledge and the most recent developments in favour of projects, plans to develop and sustain the maintenance and preservation of our most outstanding touristic sights, museums, nature trails.

Main scientific topics:

- World Heritage and the changing inter-relationship between tangible and intangible
- Landscape and its social, economic, cultural and ecological approaches
- Landscape types (designed, organically evolved and associative cultural landscapes) and their sustainability and role in tourism
- Planning and managing landscapes including Cultural Ecosystem Services
- Individual and social well-being in relation to cultural tourism
• Innovative technologies applied in travelling
• The role of e-culture in landscape
  o research,
  o presentation (exhibitions, monuments, museums),
  o tourism (organising a tour, cultural routes, holidays),
  o documentation, digitisation,
  o preservation
• Awareness-raising, training and education, new tools, methods, assessment and quality objectives;
• International policies and programmes; transboundary landscapes; the future of landscapes

Papers:

English, Spanish interpretation projected on opening plenary session and the following afternoon in one working section.

Presentations are supposed to be 15 minutes long, leaving 5 minutes for discussions.

They will be collected, published with an ISBN number provided and delivered to participants electronically.

Students, PhD students are welcome mainly for presenting posters or 5-10 minute presentations at the pre-conference presentation day.

Submission of abstracts of presentations or posters (200 words): 15 December 2015.

Notification about acceptance: 01 February 2016.

Submission of the whole paper not later than 30 April 2016.

Other deadlines and prices:

- Early bird registration until 15 March 2016
- Registration deadline: 15 May 2016
- Late or on-site registration
- Registration for UNITWIN members**
- PhD and Students registration: 15 March 2016
- Registration fee for accompanying persons***
- Optional 1 day Excursion on 15 May 2016

* Registration fees (early bird, regular, PhD/Student) include the fees of all programs marked on Day 1, 2 and 3.

** Registration fee for UNITWIN members include the fees of all programs marked on Day 1, 2, 3 and 4.

***Registration fee entitles the accompanying persons to take part in the Opening Reception, Gala dinner and Sightseeing tour in Budapest.

Refunds policy:

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<th>Deadlines</th>
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<tr>
<td>Any time before 30 March 2016</td>
<td>Full refund minus 25% Processing Fee</td>
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<tr>
<td>On or after 1 April 2016 until 15 May 2016</td>
<td>Full refund minus 50% Processing Fee</td>
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<td>On or after 15 May 2016</td>
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Scientific Committee:
Members of UNESCO UNITWIN Network “Culture, Tourism, Development”
Professor Maria Gravari-Barbas, Director UNIVERSITÉ PARIS 1 PANTHÉON-SORBONNE
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University of Applied Sciences, Budapest BKF School of Tourism, Leisure and Hospitality
Dr. László Puczkó, Head of Institute
lpuczko@bkf.hu

Organising Committee:
Foundation for Information Society (INFOTA)
Dr. Lia Bassa Managing Director
bassa.lia@infota.org

Venue:
BKF buildings (See: http://bkf.hu/sajto/1007/kepek.html)
1148 Budapest, Nagy Lajos király útja 1-9.

Program draft:

Day 1: Registration
4.00 p.m. – 6.00 p.m. pre-conference student presentations, poster section
7.00 p.m. opening reception

Day 2: 9.00 a.m. – 11.00 a.m. Conference opening + 4 keynote speeches (hosting organisation, on World Heritage, tourism, education) simultaneous interpretation (English-Spanish) provided
11.00 a.m. – 11.30 a.m. Coffee break
11.30 a.m. – 1.00 a.m. Plenary session
1.00 p.m. – 2.00 p.m. Cold buffet lunch
2.00 p.m. – 4.00 p.m. 3 working sections (in one room simultaneous interpretation provided)
4.00 p.m. – 4.30 p.m. Coffee break
4.30 p.m. – 6.00 p.m. 3 working sections (in one room simultaneous interpretation provided)

Day 3: 9.30 a.m. – 11.00 a.m. 3 working sections
11.00 a.m. – 11.30 a.m. Coffee break
11.30 a.m. – 1.30 p.m. 3 working sections
2.00 p.m. – 3.00 p.m. Lunch break
3.30 p.m. – Sightseeing tour in Budapest by bus (140 persons)
8.30 p.m. – Gala dinner

Day 4: 9.30 a.m. – 12.00 p.m. UNITWIN workshop + Cold buffet lunch
Free program for the other participants (Optional visits will be organised)
2.00 p.m. – 4.00 p.m. Conference closing

Day 5: Optional: Whole day excursion to Millenary Benedictine Abbey of Pannonhalma and its Natural Environment – the more than 1000 year old abbey is still operational and has got a secondary school, an outstanding library, a vineyard with wine production and a herbal garden producing various health care items, teas based on traditional recipes of the monks. It is the most complex World Heritage Site of Hungary and its self-sustaining economic life is exemplary. Travelling by coach, lunch included for 50 euros/person.
Accommodation:

The organisers will provide the participants with hotel recommendations in various categories.

Travelling to and within Budapest:

The organisers will provide the participants with travelling recommendations in various categories.

You are kindly invited to participate and circulate the information among those interested in the subject.

Further information and an own webpage of the UNITWIN Cultural Landscape Conference will be soon available.

Your inquiries are welcome by dr. Lia Bassa bassa.lia@infota.org