

2nd UNESCO-ICCROM Asian Academy for Heritage Management Conference

Urban Heritage and Tourism: Challenges and Opportunities

1-3 December 2009

Heritage Studies Centre, Institute For Tourism Studies, Macao

CALL FOR PAPERS

The gardens in Suzhou, the temples of Kyoto, the mystical streets of Varanasi and the cobbled walkways of Macao are examples of historic urban areas that have long captivated and charmed travellers. Although the benefits, impacts, implications and consequences of tourism on cultural heritage have been much discussed, there are both persistent and emerging gaps in our knowledge of particular issues involved in achieving meaningful and sustainable approaches to heritage tourism in historic urban areas.

Hosted in Macao, a historic city currently experiencing intense urban development, this conference will explore these challenges as well as opportunities for tourism in historic urban areas. The conference will examine the relationship between the conservation and management of urban heritage and the development of cultural tourism. To better understand this relationship, we welcome contributions that:

- Analyze how conservation and tourism management relate to community development,
- Suggest how to revise the existing frameworks, theories and methodologies related to conserving and managing urban heritage, and
- Offer methods to develop new perspectives and approaches related to cultural tourism.

We encourage submission of papers that analyze best practice examples and case studies associated with one of the following conference themes from historic urban areas - including, but not limited to, UNESCO World Heritage Cities in Asia and beyond.

Conference Themes

The conference will be structured around the following four sub-themes within the contexts of historic urban areas:

- **Managing change in historic urban areas in the face of tourism development**
 - Heritage impact assessments – How can the impact of tourism development on the cultural values of an historic urban area be assessed? How can the findings of the assessment be incorporated in urban management decisions?
 - Application of the carrying capacity concept in urban heritage management – How can the 'Carrying Capacity' of an historic urban area be determined? How can this concept be applied in the management of historic urban areas?
 - Maintaining authenticity and integrity of historic urban areas – Can an historic urban area be developed without affecting its authenticity and integrity? If yes, what are the preferred ways of doing that? If not, how can negative impacts be minimised?

- Protection of intangible heritage and transmission of language, skills and trades – How can tourism development help protect and transmit intangible heritage?
- Visitor management frameworks and measures ensuring more effective urban heritage conservation and management – How can visitor management measures be applied in living historic urban areas? How can good visitor management contribute to effective conservation and management of urban heritage? What are the best examples of visitor management frameworks and/or measures in historic urban areas?
- **Adaptive re-use of urban heritage resources as hospitality venues**
 - Adaptation of heritage buildings as hospitality venues – What are the theoretical, technical and management issues related to adaptation of heritage buildings as hospitality venues?
 - Hotels, restaurants and other hospitality venues as examples of alliances between heritage and tourism – What are the best examples of such alliances?
- **Heritage interpretation: By whom? For whom?**
 - Application of new technology in heritage interpretation – How can new technologies be incorporated in heritage interpretation?
 - Involvement of host communities in heritage interpretation – What roles do host communities play in the interpretation of urban heritage? How can host communities be involved in the interpretation of urban heritage?
 - Interpreting places with 'difficult histories' – How should 'difficult histories' be explained/related? What are the best ways to tell 'contested stories'?
 - Contestation of appropriate approaches to urban heritage and negotiation among stakeholders – What happens when the key stakeholders of an urban heritage area disagree? How should we mediate controversies at urban heritage areas and facilitate negotiations amongst stakeholders? How should we decide which approach(es) to urban heritage a area should take?
- **Heritage tourism's contributions to host communities**
 - Supporting traditional businesses – How can we find ways to support traditional businesses in the face of 'modernity' and mass tourism development? What are the major challenges involved in supporting traditional businesses at urban heritage areas?
 - Revival of traditional crafts – Can we revive traditional crafts via tourism at urban heritage areas? If yes, how? What possible implications on urban heritage and host communities should we expect from such a revival of traditional crafts?
 - Capacity-building of host communities through urban heritage tourism – Do host communities at urban heritage places benefit from capacity-building initiatives by various international organisations? What are the best examples of capacity-building initiatives for host communities?

Language

The operating language of the conference is English. Simultaneous translation of the presented papers in Mandarin may be arranged.

Abstract submission

Abstracts should be no more than 300 words long and the author(s) should indicate which theme is the most suitable for the proposed paper. Submitted abstracts will be subject to a double-blind review process.

Abstract submission deadline: 31 March 2009

Notification of accepted abstracts: 15 May 2009

Full paper submission

Full papers of no more than 4000 words should be submitted by **31 July 2009**. Detailed submission requirements can be found at the conference website <http://www.ift.edu.mo/news/AAHM2009/>.

Conference Proceedings

All accepted papers are eligible for publication in the conference proceedings. However, only papers whose author (or, in case of co-authored papers, at least one of the authors) registers by **07 September 2009** will be included in the final publication.

Journal Publication

The Asia Pacific Journal of Tourism Research (APJTR), published by Routledge, will publish a Special Issue with selected conference papers. If you are interested in having your paper considered for inclusion in the Special Issue, please indicate your interest within an e-mail and submit the full paper to the conference e-mail address aahm2009@ift.edu.mo by no later than **15 July 2009**.

Registration

The registration deadline at a discounted rate is **31 August 2009** (AAHM members: US\$200; Non-members: US\$250). After that date, the registration fee will be US\$250 for AAHM members and US\$300 for non-members. Registration will be closed after 15 September 2009.

For enquiries, please e-mail to Conference Secretariat at: aahm2009@ift.edu.mo.

Conference website: www.ift.edu.mo/news/aahm2009