

# UNITWIN International Conference

November 23–27, 2026  
Bogotá, Colombia

Universidad Externado de Colombia, Bogotá

Emerging knowledge in the management of  
culture, heritage, World Heritage, and tourism:  
North-South dialogues

## INTRODUCTION

Critical schools of thought have influenced all areas of knowledge within the social sciences, creating new opportunities for analyzing and reflecting on alternative ways of understanding and narrating both the present and the past. These perspectives challenge power hierarchies, value systems, and the dominant frameworks used to interpret social realities. Critical approaches such as Postcolonialism, Decolonization, and Post-Westernism, among others, encourage diverse forms of dialogue between the Global North and South.

This context encourages reflection on the similarities and differences in how concepts such as authenticity, identity, interculturality, equity, social justice, power struggles, discrimination, and heritage representation are being rethought. It also explores how heritage is used to present and share specific worldviews, with tourism acting as both a means of perpetuating these narratives and as a tool for managing heritage.

These perspectives generate narratives and imaginaries that directly and indirectly influence culture and heritage, affecting how they are understood, represented, utilized, and commercialized. Consequently, this leads to socio-spatial dynamics around heritage sites, which can have either positive or negative impacts on the living environments of local communities.

Furthermore, locally based heritage in urban-rural frontiers and in rural areas becomes more important, because heritage can serve as a bridge between different cultural identities, fostering community engagement and social cohesion. Besides, in these territories, the preservation of traditional practices and local histories, is vital as a component of their identity and continuity.

This event aims to reinterpret the histories and narratives associated with culture and heritage. It seeks to develop new approaches for thinking about managing and utilizing heritage in tourism through a variety of scientific and academic approaches. These contributions will support the creation of emerging knowledge within ongoing North-South dialogues.

## SUB-THEMES

- 1 Theme 1: Postcolonialism, decolonization, and post-westernism in heritage and tourism
- 2 Theme 2: Emerging perspectives in heritage and tourism management.
- 3 Theme 3: Socio-spatial processes, narratives, imaginaries and their impact on the management of tourism places.
- 4 Theme 4: New heritage and locally based heritage in urban and rural areas
- 5 Theme 5: Other topics related to the themes of culture, tourism and development.

## CIENTIFIC COMMITTEE

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## THEMATIC AXES

### 1 Postcolonialism, decolonization, and post-westernism in heritage and tourism

New frameworks, theories, debates, and perspectives from the social sciences have influenced the understanding and knowledge of culture, heritage, and tourism, as well as the relationships linking them. These emerging approaches have redefined the connections between belief systems, the valuation, use, and appropriation of culture and heritage. They have sparked questions and reflections about how these concepts have been conceived, reinterpreted, and managed, recognizing them as elements charged with power, identity representations, and symbolism. The main focus of this thematic axis is to analyze the critical perspectives on the relationship between culture, heritage, world heritage and tourism

Decolonization is evident in the way contested heritages are perceived and the multiple conflicting values that heritage can embody, namely in relation to colonial heritage. These perspectives have emerged and strengthened as different interpretations of the past are recognized and reconstructed. Today communities increasingly assert their authority over their own cultural narratives and forms of heritage appropriation.

Understanding heritage as a social process allows us to embrace its ongoing transformation and the values associated with it. This perspective supports the democratization of heritage, besides it is essential to include local voices that articulate the multiple, often conflicting values associated. By embracing this multiplicity, we acknowledge that heritage is not static; rather, it is a dynamic construct that evolves with societal changes and diverse interpretations.

Furthermore, the way in which tourism benefits from and in many cases commodifies and manipulates heritage values have been widely questioned and critiqued. This reflection should be grounded in new theoretical debates that have prompted an epistemological shift in knowledge, opening a wide range of ways to view and interpret social realities and to re-signify the past.

For this reason, it is important to raise important questions as:

- How are the relationships (value, use, appropriation) between [World] heritage and locals structured through the lenses of critical knowledge perspectives?
- How are value hierarchies established in local, national, and world heritage under critical knowledge perspectives?
- How to understand heritage from critical knowledge perspectives?
- How to create dialogue around opposed or conflicting heritage?

## 2

### Emerging perspectives in heritage and tourism management

Historically, there has been a strong connection between cultural heritage and tourism. Heritage sites attract visitors to tourist destinations due to their recognition and the values they hold for both local communities and tourists. This relationship creates complex dynamics in managing both tourism and heritage, given the intricacies of their interplay. The way tourism and heritage interact is constantly evolving, leading to transformations, advantages, risks, and new interpretations. These aspects must be carefully considered in management strategies to protect and preserve cultural values while promoting the sustainable development of tourism.

The perspective of local communities has become increasingly important in the management of heritage and tourism. These communities play a crucial role in giving cultural heritage meaning and value through their ongoing interactions with it. Local residents are the ones who directly perceive the impact of tourism on their areas and its connection to heritage. Their insights and interpretations of these dynamics contribute to the development of new management approaches that address their needs and ensure the protection and preservation of their heritage.

This context raises several important questions:

- How are communities creating collaborative processes for managing their heritage and tourism?
- What are the emerging local perspectives on managing tourism and heritage based on lived realities?
- What role does tourism play in shaping the way local residents value their heritage?
- What are the acceptable boundaries and changes in management and interaction between tourism and cultural heritage?

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### Socio-spatial processes, narratives, imaginaries and their impact on the management of tourism places

Tourism has shown a remarkable ability to transform the social and spatial structures of the areas where it takes place. It generates new dynamics and impacts on local residents, leading to significant social, spatial, cultural, and economic changes. Once considered a marginal activity or merely an instrument to support cultural management in destinations, tourism has increasingly become a powerful tool for operationalizing the discourse of global competitiveness and economic growth.

The dynamics described have resulted in several issues, including conflicting uses of public space, increasing living costs, and the replacement of long-term residents with visitors, particularly in historic centers and areas traditionally occupied by deeply rooted social groups. This has also led to processes of gentrification, forced displacement, abandonment, and the replacement of traditional economic activities, among other challenges.

On the other hand, recent trends in contemporary tourism have significantly shaped how destinations are marketed and experienced. Tourists are increasingly motivated to visit places based on imagined experiences and social representations that resonate with the characteristics of the postmodern or hypermodern. Motivations for travel now extend beyond merely appreciating beauty; they also encompass themes such as war, death, the abject, and fear.

In response, tourism destination managers often aim to create new attractions and experiences that enhance these imaginaries by integrating traditional aspects with contemporary features. This leads to tension between residents who want to protect their local identity and their gradual acceptance of global architectural, commercial, and artistic influences being embedded and imposed on their territories.

This topic encourages reflection on these dynamics, which raise significant ethical questions about the effects and implications of these narratives and imaginaries in the management of tourist sites, as well as the profound socio-spatial transformations they bring about.

- How do new tourism imaginaries influence the processes of socio-spatial transformation in historic centers and traditional neighborhoods?
- In what ways do contemporary tourism narratives negotiate, reinforce, or blur local identities in the management of heritage destinations?
- What ethical challenges emerge in the production and promotion of tourism imaginaries that incorporate logics of competitiveness, marketing, social media, and other elements as part of the tourist experience?
- What responsible cultural and tourism management strategies can help mitigate the negative impacts of overtourism on residents' daily lives and other associated effects?

#### 4

### New heritage and locally based heritage in urban and rural areas

The recognition and preservation of local heritage must extend beyond traditionally valued historical and aesthetic elements to include the creation of new heritage. This perspective acknowledges that everyday objects and practices, often overlooked, can embody significant cultural meaning and contribute to the community's identity. Such inclusivity challenges narrow definitions of heritage and promotes a broader understanding. The main focus of this thematic axis is to analyze the constant creation of new heritage, the revalorization and new meanings and senses through locally based heritage in urban and rural areas.

Heritage in the urban-rural frontier and rural areas encompasses diverse perspectives, uses, and values that reflect the unique contexts of these environments. In urban-rural frontiers, heritage can serve as a bridge between different cultural identities, fostering community engagement and social cohesion. In contrast, rural areas often prioritize the preservation of traditional practices and local histories, viewing heritage as a vital component of their identity and continuity. In both context the locally based development seeks to align with the needs and expectations of local populations.

In the Latin American context, destinations frequently contend with significant challenges and issues (conflicts, wars, and terrorism) which undermine the social and cultural fabric of local communities. These issues are exacerbated by top-down patrimonialization efforts that often prioritize external authoritative narratives over authentic local identities. This collision between power and community-driven heritage marginalizes residents and threatens the preservation of cultural distinctiveness.

In the context of tourism, these narratives are crucial, as they not only attract visitors but also shape their understanding of local, national, and world heritage.

In this context, several key questions arise:

- How is the new heritage created?
- How is the locally based patrimonialization can be promoted?
- What is the role of heritage in urban-rural frontiers and in rural areas?
- How to avoid top-down patrimonialization and empower locals with their heritage?

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Other topics related to the themes of culture, tourism and development.

It is also considered vital to expand this focus on culture, tourism, and development.

## DATES FOR SUBMISSIONS

	Open abstract submission	September 1, 2025
	Deadline abstract submission	May 31, 2026

## PUBLICATION OPTIONS

Articles resulting from the research presented may be submitted to the following journals:

- Revista Turismo y Sociedad: All submitted articles must strictly comply with the evaluation requirements established by the journal. Undergoing this process is a mandatory and essential step to ensure editorial and scientific quality.

<https://revistas.uexternado.edu.co/index.php/tursoc>

## PRESENTATION OPTIONS



## CONTACT INFORMATION

If you have any question, you can contact us:



**Telephone:** (+571) 3537000 Ext. 1411; 1402; 1405.

**Email:** [unescountwinconference@uexternado.edu.co](mailto:unescountwinconference@uexternado.edu.co)



## Paper Presentation

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### Paper presentation

#### Guidelines for the presentation of long abstracts:

#### Long abstracts must fulfill the following criteria:

- Document language: Spanish or English
- Length: 800 to 1,000 words.
- Font size for the body of the text: Arial 11.
- Margins: 2,5
- Line spacing: Single
- Citations and references must adhere to APA style norms: [apastyle.apa.org](http://apastyle.apa.org)
- The long abstract must not contain tables, graphs, or photographs.
- The document must be presented in Word format.
- As an academic result, the long abstract needs to have citations and references (Apa 7th edition).

Anyone interested in participating by submitting papers to the Conference must present a long abstract which will be reviewed by the Scientific Committee for approval.

#### Document content:

- Title of the work in Spanish or English
- Name of the Author(s): Name of the institution of the authors, Correspondence and mail and Short Bio.
- Thematic axis to which it belongs
- Presentation option
- Key words in the original language and in English: maximum of five
- Objectives
- Theoretical grounds
- Relevance
- Methodology
- General findings
- Conclusion

The long abstracts must be sent via the following mail:  
[unescounitwinconference@uexternado.edu.co](mailto:unescounitwinconference@uexternado.edu.co)

## Posters

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### Posters

#### Guidelines for the presentation of short abstracts:

#### Short abstracts must fulfill the following criteria:

- Document language: Spanish or English
- Length: 500 to 8000 words.
- Font size for the body of the text: Arial 11.
- Margins: 2,5
- Line spacing: Single
- Citations and references must adhere to APA style norms: [apastyle.apa.org](http://apastyle.apa.org)
- The short abstract must not contain tables, graphs, or photographs.
- The document must be presented in Word format.

#### Guidelines for the presentation of POSTERS:

- Poster size: 0.80 m x 0.90 m.
- Font size: Title Arial 48, Authors Arial 34, Names of the Institutions involved Arial 28, Content Arial 28.
- Photos, graphs, and logos must conform to these dimensions.
- Presentation: Printed
- The images used in the poster must be free of copyright or of own authorship.

Anyone interested in participating by submitting poster presentations to the Conference must present a short abstract which will be reviewed by the Scientific Committee for approval.

#### Document content:

- Title of the work in Spanish or English
- Name of the Author(s): Name of the institution of the authors, Correspondence and mail and Short Bio.
- Thematic axis to which it belongs
- Presentation option
- Key words in the original language and in English: maximum of five
- Purpose
- Objectives
- Theoretical grounds
- Methodology
- General findings
- Conclusion.
- As an academic result, the short abstract needs to have citations and references (Apa 7th edition).

The short abstracts must be sent via the following mail:  
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## Atelier

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### Atelier

#### Guidelines for the presentation of short abstracts

Anyone interested in participating by submitting atelier proposal to the Conference must present a short abstract which will be reviewed by the Scientific Committee for approval. Acceptance of workshop proposals will be notified by 15 March 2026, at the latest.

#### Short abstracts must fulfill the following criteria:

- Document language: Spanish or English
- Length: 500 to 800 words.
- Font size for the body of the text: Arial 11.
- Margins: 2,5
- Line spacing: Single
- Citations and references must adhere to APA style norms: [apastyle.apa.org](http://apastyle.apa.org)
- The short abstract must not contain tables, graphs, or photographs.
- The document must be presented in Word format.

#### Document content:

- Title of the atelier in Spanish or English
- Name of the Author(s): Name of the institution of the authors, Correspondence and mail and Short Bio.
- Thematic axis to which it belongs
- Presentation option
- Key words in the original language and in English: maximum of five
- Introduction
- Purpose
- Objectives
- Methodology of the atelier
- Expected results and learnings

The short abstracts must be sent via the following mail:  
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## Talking circle

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### Talking circle

#### Guidelines for the presentation of short abstracts

Anyone interested in participating by submitting an Talking Circle proposal to the Conference must present a short abstract which will be reviewed by the Scientific Committee for approval. Acceptance of workshop proposals will be notified by 15 March 2026, at the latest.

#### Short abstracts must fulfill the following criteria:

- Document language: Spanish or English
- Length: 500 to 800 words.
- Font size for the body of the text: Arial 11.
- Margins: 2,5
- Line spacing: Single
- Citations and references must adhere to APA style norms: [apastyle.apa.org](http://apastyle.apa.org)
- The short abstract must not contain tables, graphs, or photographs.
- The document must be presented in Word format.

#### Document content:

- Title of the atelier in Spanish or English
- Name of the Author(s): Name of the institution of the authors, Correspondence and mail and Short Bio.
- Thematic axis to which it belongs
- Presentation option
- Key words in the original language and in English: maximum of five
- Introduction
- Purpose
- Objectives
- Methodology
- Expected results and learnings

The short abstracts must be sent via the following mail:  
[unescounitwinconference@uexternado.edu.co](mailto:unescounitwinconference@uexternado.edu.co)