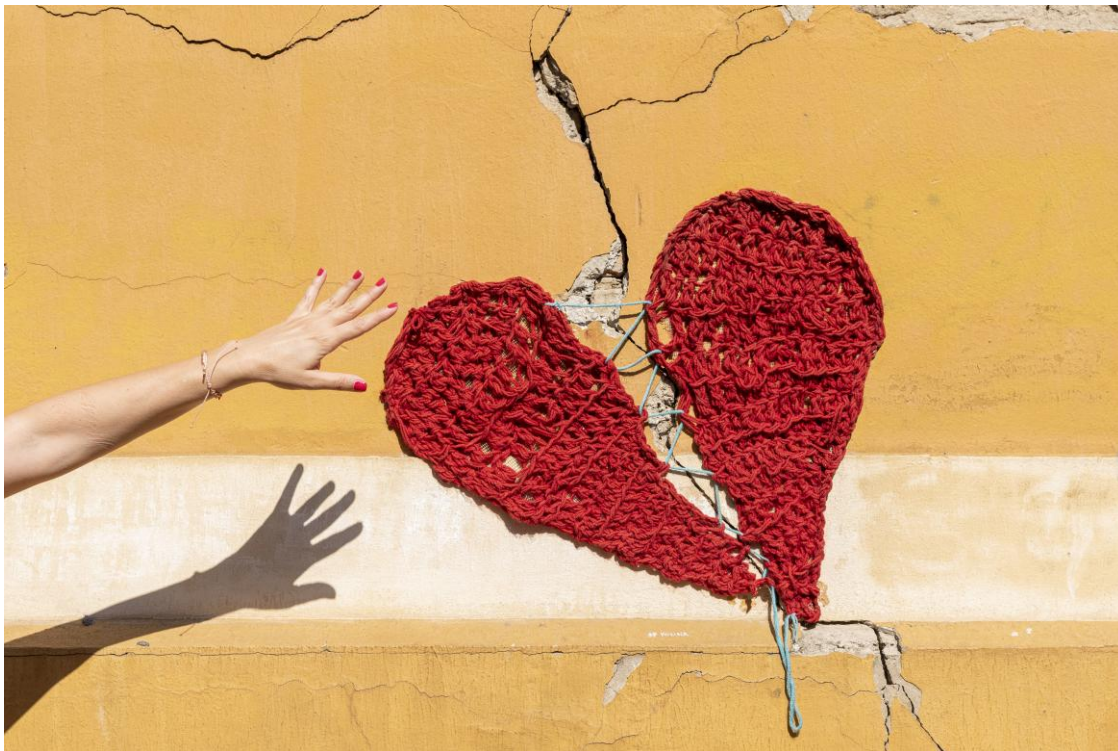


CULTURE, TOURISM AND WELL-BEING: FROM HERITAGE TO HEALING

Reimagining the cultural tourism experiences.

DATE: OCTOBER 22-23, 2026

**LOCATION: CROATIAN NATURAL HISTORY
MUSEUM, ZAGREB, CROATIA**



Installation by Ivona Martinčić, photo by Mary Crnković Pilaš

ORGANIZERS

- I. Institute for Development and International Relations (IRMO), Center for Sustainable Development Through Culture, Zagreb, Croatia
- II. Research Centre for Tourism, Sustainability and Well-being (CinTurs), Faro, Portugal
- III. Croatian Natural History Museum, Zagreb, Croatia

OVERVIEW

Tourism is increasingly being recognized not only for its economic impact but also for its potential to promote individual and collective well-being. **Culture, Tourism, and Well-being: From Heritage to Healing** conference seeks to explore how experiences in cultural tourism, through art, heritage, storytelling, emotional engagement, and design, can contribute to enhanced tourist and community well-being.

With growing interest in meaningful travel, we ask: How can cultural tourism support healing, empathy, and personal growth? How can destinations foster memorable, authentic, sustainable and transformational experiences? How might technology and artificial intelligence help (or hinder) these goals?

This conference invites interdisciplinary contributions that examine the intersection of **culture, tourism and well-being**.

SETTING

Zagreb, the capital and largest city of the Republic of Croatia, is the political, economic, and cultural center of the country. Located in the northwestern part of Croatia, the city is home to approximately 800,000 inhabitants and a growing number of international visitors.

With a history dating back to Roman times and urban development solidified in the Middle Ages, Zagreb offers a rich architectural and historical heritage. The city's urban structure reflects a blend of Central European and Mediterranean influences, visible in its 19th-century Austro-Hungarian city center, medieval Upper Town, and modern districts.

The city is home to a wide range of cultural institutions, including museums, theatres, galleries, cultural centers, and libraries, alongside multiple music, film, literary, and performing arts festivals that draw both local and international audiences. Zagreb is also gaining recognition for integrating culture into broader strategies for sustainable urban development and well-being-oriented tourism. This rich cultural environment significantly enhances residents' and visitors' quality of life, creating a valuable context for exploring the interconnections between culture, tourism and well-being.

CALL FOR PAPERS AND PROPOSALS

We invite academics, artists, cultural workers and tourism practitioners to propose a paper presentation on the following key themes:

Key themes (but not limited to):

- Designing for well-being in cultural tourism
- Emotional and sensory engagement in museums and heritage spaces
- AI and digital storytelling for meaningful tourism
- Cultural tourism in post-conflict or healing contexts
- Host and community well-being and sustainable cultural tourism
- Children and youth well-being in cultural tourism
- Slow travel, mindfulness, regenerative, restorative and transformative tourism
- Metrics and methodologies for measuring well-being outcomes in cultural tourism

We also invite prospective participants to suggest other innovative and provocative themes.

SUBMITTING AN ABSTRACT

We kindly ask prospective participants to **submit abstracts by January 1, 2026**, at latest on the following e-mail address: marta.sveb.dragija@irmo.hr

Required information:

- Name of the author(s)
- Position
- Organization/institution
- City
- Country
- E-mail address(es)
- Title of presentation
- Abstract (250 words)
- Short bio of presenter(s)

LANGUAGE

The official conference language is English.

PUBLICATION

All accepted submissions will be included in the conference book of abstracts (with ISBN). A selection of high-quality papers will also be published in the ***Journal of Tourism, Sustainability and Well-being*** (WoS ESCI).

COSTS

Conference participation is free of charge, no registration fees apply.

IMPORTANT DATES

1 November 2025 | Call for Papers Announced

1 January 2026 | Abstract Submission Deadline

1 February 2026 | Abstract Acceptance Notification

1 June 2026 | Full Paper Submission Deadline

1 July 2026 | Notification of Full Paper Acceptance

15 July 2026 | Registrations to Begin

CONTACT

Do not hesitate to contact us with any questions:

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