



UNIVERSITY OF
BIRMINGHAM

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BUSINESS
SCHOOL

euni
well European
University for
Well-Being

Advancing understanding of well-being tourism, drawing upon the European biocultural heritage Seminar 3

Welcome - Dr Emma Surman, University of Birmingham, UK

'Being Enterprising in Beautiful Landscapes: providing authentic visitor experiences and influencing change in protected landscapes'.

Prof. Rosalind Jones, Liverpool John Moores, UK will discuss the role of AONB (areas of outstanding natural beauty) partnerships and stakeholders in shaping the agenda for bio-cultural heritage tourism.

'Biocultural Heritage Tourism in North Devon UNESCO Biosphere Reserve: Lessons and Experiences'

Dr Ian Merrell (Newcastle University/University of Exeter) and Sarah Jordan (North Devon UNESCO Biosphere Reserve) will share their experiences of implementing Biocultural Heritage Tourism experiences including a discussion around implementing 'immersive experiences' with businesses around the concept of BCHT.

Thursday 9th June 2022, 9am-10.30am (BST)

Online via Zoom [please register for the event on Eventbrite using this link](#)