



Univerza v Mariboru

Fakulteta za turizem

Interreg



Co-funded by
the European Union

Slovenia – Croatia

InterWine

International Scientific and Professional Conference

TEDU26

CONFERENCE INFORMATION

TEDU26 Conference 2026

Wine and Heritage: Tourism Between Tradition and Innovation

International academic and professional conference, September 23–25, 2026, Brežice, Slovenia

Co-funded by the European Union – InterWine: Merging Cultural Heritage and Wine Tourism to Create a Sustainable Cross-Border Destination, Interreg Slovenia-Croatia, SIHR00295

Venue: University of Maribor, Faculty of Tourism, Trg izgnancev 1, 8250 Brežice, Slovenia

INTRODUCTION

The University of Maribor, Faculty of Tourism in partnership with regional and international stakeholders is organizing the international academic and professional conference "Wine and Heritage: Tourism Between Tradition and Innovation" (TEDU26) in Brežice, Slovenia, on September 23–25, 2026.

Wine has always been more than just a beverage. It is a cultural expression, an identity marker, a bearer of memory, and a driver of innovation. Through the centuries, wine has shaped the landscapes, economies, and social life of entire regions, interconnecting with religion, art, traditions, and community life. Today, in a world that is changing with unprecedented speed, wine tourism is changing, navigating between traditional practices and meanings and new visitor expectations and global dynamics.

The TEDU26 Conference explores how wine and heritage are connected in tourism and cultural development. It aims to understand how wine functions as a bridge between material and intangible heritage, between local practices and digital futures, and how these connections can contribute to sustainable and creative tourism development.

In recent years, the tourism and heritage sectors have undergone profound transformations due to climate change, digitalisation, changing consumer behaviour and needs, and changing perceptions of authenticity. At the same time, rural and wine-growing areas are reestablishing themselves as destinations of culture, well-being, and innovation.

This opens new questions:

- How is wine interpreted as heritage in the contemporary world?
- How are digital tools reshaping storytelling, experience design, and marketing?
- What is the relationship between wine tourism and authenticity and what is its relation to technological innovation?
- How can communities reclaim and reinterpret their wine culture as a living heritage?

The conference aims to contribute to a critical dialogue among researchers, heritage professionals, tourism experts, and policymakers. It welcomes both theoretical reflections and practical examples that show how wine tourism can combine cultural memory, sustainability and digital innovation in a unified vision for the future.

KEYNOTE SPEAKERS

The conference will feature keynote lectures by Dr. Marianna Sigala and Dr. Emanuela Panke focusing on wine tourism, cultural heritage, and tourism development.

	Dr Marianna Sigala Digital transformation, transformative tourism experiences, innovation and sustainable tourism futures, wine and food tourism		Dr Emanuela Panke Cultural heritage and wine tourism development, cultural routes of the Council of Europe (Iter Vitis), transformative tourism experiences, sustainable tourism futures, wine and food tourism, digital transformation and innovation in tourism
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CONFERENCE TOPICS

Wine, Identity and Destination Narratives

- The cultural, social, and symbolic meanings of wine in shaping place identity.
- Innovative approaches in wine tourism development and destination management.

- Integration of wine, gastronomy, and local traditions in tourism experiences.
- Cooperation networks and governance models for wine destinations.
- Case studies of successful wine regions and heritage-based storytelling.

Heritage, Memory and the Culture of Wine

- Wine as a form of intangible and living cultural heritage.
- Historical, archaeological, and religious dimensions of wine culture.
- Heritage landscapes and their preservation through tourism.
- Wine traditions as tools for community identity and collective memory.
- Interpretive strategies linking tangible and intangible heritage.
- Storytelling and creative reinterpretation of heritage in tourism.
- Music and wine.

Digital Futures and Innovation in Wine and Heritage Tourism

- Digital transformation in wine and heritage interpretation (AR/VR, immersive media).
- Smart tourism and data-driven innovation in destination development.
- Digital storytelling, social media, and influencer cultures in wine tourism.
- Branding and marketing heritage-based destinations in the digital age.
- The role of AI, creative technologies, and design thinking in tourism innovation.
- Challenges and opportunities for small producers and heritage institutions in the digital transition.

INFORMATION FOR AUTHORS

To participate in the conference as a speaker, authors may submit an abstract (up to 500 words).

Submissions should be made via the Online Form, which can be found at <https://www.ft.um.si/en/research/research/tedu26-conference/>. The abstract must clearly state the research objectives, methodology, main findings, and relevance to the conference theme.

Recommended structure: title, introduction, method, findings/discussion, conclusion, and keywords. Include author's name, institutional affiliation(s), and e-mail address.

Each author may submit and present up to two (2) papers. At least one author per paper must register for the conference to be included in the final programme.

Important Dates:

- Abstract submission deadline (extended): 31 May 2026
- Notification of acceptance: 17 June 2026
- **Registration deadline: 20 August 2026**
- Conference dates: 23–25 September 2026

There is no conference fee, but **registration is required**.

Contact:

TEDU26 Organising Committee, University of Maribor, Faculty of Tourism

conference.ft@um.si

RECOMMENDED HOTELS / APARTMENTS

Several events will take place in Brežice during the conference period, while September remains a popular time for visiting the destination and its thermal resorts. Participants are therefore strongly advised to book their accommodation as early as possible.

The accommodation options listed below are located either in the centre of Brežice or in the nearby settlements of Čatež ob Savi and Dobova. Participants staying outside the town centre should consider travelling to the conference venue by local bus, taxi or car.

Availability, prices, cancellation conditions and included services should be checked directly with the accommodation provider before booking.

Accommodation in Brežice town centre

These options are the most convenient for participants who would like to reach the conference venue on foot.

Option 1

MC Hostel Brežice

MC Hostel Brežice is located at Gubčeva ulica 10a, in a green area next to the town park. The hostel offers different types of rooms, including accommodation adapted for guests with reduced mobility. It is a practical hostel-style option for individual participants and groups and is located within the wider town centre.

10 minutes by foot, 2 minutes with car

<https://www.mc-hostel.si/>

Option 2

Apartma pri Gradu

Apartma pri Gradu is located at Cesta prvih borcev 10, on the same street as the Faculty and close to Brežice Castle. It offers spacious self-catering accommodation with Wi-Fi, air conditioning and a terrace. Its central location makes it one of the most convenient choices for conference participants.

5 minutes by foot, 2 minutes with car

Option 3

Guesthouse Pr'Šefu

Guesthouse Pr'Šefu is located at Prešernova cesta 17, near the Brežice bridge and the historic town centre. It offers air-conditioned rooms with private bathrooms and Wi-Fi, as well as free private parking, a terrace and an on-site hospitality offer.

13 minutes by foot, 4 minutes with car

<https://www.booking.com/hotel/si/guesthouse-pr-sefu.sl.html>

Option 4

Apartment VAZATAOR

VaZaTaOr Apartment Trg is situated at Trg izgnancev 15, in the historic centre of Brežice. It is a suitable option for individuals, couples or smaller groups who prefer private, self-catering accommodation within walking distance of the Faculty, restaurants and the main town attractions. They also have their own web site.

<https://www.vazataor-apartments.com/apartma-trg-brevice.html>

1 minute by foot

Accommodation in Čatež ob Savi and near Terme Čatež

Čatež ob Savi is located just outside Brežice. Participants staying in this area should plan a short journey to the Faculty by bus, taxi or car. Walking may be possible from some properties, but it is

not the most practical option when carrying luggage or attending early and evening conference activities.

Option 5

Gostilna Pension Les

Pension Les is a family-run guesthouse and restaurant in the centre of Čatež ob Savi. It offers rooms and apartments and is located close to both Brežice and Terme Čatež. A local bus stop is situated approximately 80 metres from the property, making it one of the more convenient options for participants without a car.

35 minutes by foot, 16 minutes by bus, 5 minutes with car

<https://www.pension.si/>

Option 6

Sobe ob Sotočju Budič

Sobe ob Sotočju Budič is located at Zagrebška cesta 9, near the confluence of the Krka and Sava rivers. The property offers double, triple and family rooms with private bathrooms, balconies, Wi-Fi, television and tea- and coffee-making facilities. Free parking and pet-friendly accommodation are also available.

33 minutes by foot, 4 minutes with car

<https://www.rooms-catez.com/>

Option 7

Prenočišče Pod Šentvidom

Prenočišče Pod Šentvidom is a smaller private accommodation at Čateška ulica 16. It offers comfortably equipped double rooms with private balconies and is approximately 1.5 kilometres from the Terme Čatež complex. It may be suitable for participants seeking a quieter and simpler accommodation option.

39 minutes by foot, 19 minutes by bus, 6 minutes with car

<https://sobe-svvid.com/ceniki/>

Option 8

Lux Living Apartments Budič

Lux Living Apartments Budič is located at Dvorce 1a, approximately 800 metres from Terme Čatež. The property provides spacious self-catering apartment accommodation with a

kitchen, living area and terrace. It is particularly suitable for participants travelling together or planning a longer stay.

46 minutes by foot, 25 minutes by bus, 6 minutes with car

https://www.bedroomvillas.com/property/lux-living-apartments-budi%C4%8D-near-terme-%C4%8Date%C5%BE/BC-5052220?gad_acct=4776899092&gad_source=1&gad_campaignid=23879468378&gbrai

Option 9

Hotel Čateški Dvorec

Hotel Čateški Dvorec is located at Dvorce 3, close to Terme Čatež and the A2 Ljubljana–Zagreb motorway. It offers hotel accommodation, a restaurant, terrace and private parking. Due to its location outside the centre of Brežice, travelling to the conference venue by car or taxi is recommended.

48 minutes by foot, 26 minutes by bus, 6 minutes with car

<https://www.cateski-dvorec.com/>

Option 10

Hotels at Terme Čatež

The Terme Čatež resort offers several hotel options, including Hotel Toplice, Hotel Terme and Hotel Čatež, together with apartments and other types of accommodation. This option is suitable for participants who would also like to use the resort's thermal, wellness and recreational facilities. A car, taxi or local bus is recommended for travelling between the resort and the conference venue.

1 hour by foot, 25 minutes by bus, 7 minutes with car

<https://terme-catez.si/en/>

Option 11

Spa & Wellness Hotel Paradiso

Hotel Paradiso is accommodation in Dobova. It is a modern four-star superior wellness hotel located at Selska cesta 15b in Dobova. The complex includes hotel accommodation, thermal pools, a wellness centre, restaurant, bistro and other leisure facilities. As Dobova is outside Brežice, this option is most suitable for participants travelling by car or prepared to use a taxi.

<https://paradiso.si/nastanitve/>

PUBLIC TRANSPORT

By plane

The airports most convenient for travelling to Brežice are:

- Zagreb Franjo Tuđman Airport – ZAG;
- Ljubljana Jože Pučnik Airport – LJU.

GoOpti (<https://www.goopti.com/en/>) provides pre-booked shared and private transfers, including door-to-door services. Participants can enter their airport, flight information and final accommodation address when requesting a transfer. Booking early is recommended, particularly when travelling at night, with a large amount of luggage or in a group. GoOpti states that both shared and private services are available and that passengers can select the preferred arrival or departure time.

If you want to share the ride, you can also use BlaBla App.

By bus

Brežice is connected with other Slovenian towns and nearby settlements by regional and local bus services operated by Nomago. Participants staying in Čatež ob Savi or near Terme Čatež should search for connections between Brežice, Čatež ob Savi and Terme Čatež. As evening, weekend and holiday services may differ, always check the current timetable shortly before travelling.

Check Nomago bus connections – <https://www.nomago.si/avtobusni-prevozi/mestni-promet/brezice>.

Nomago also provides an online journey planner for regional and intercity services within Slovenia.



By train

Brežice can be reached by train using services operated by [Slovenian Railways](#). When searching for a connection, enter Brežice as the destination. Participants travelling from Zagreb, Ljubljana or another international destination should check whether the selected connection stops directly in Brežice or requires a change, for example in Dobova or Zidani Most. The timetable may be affected by maintenance works or temporary operational changes, so passengers should check current travel notices before departure.

Check Slovenian Railways timetables – <https://potniski.sz.si/en/>.

Taxi in Brežice

Option 1

[City Taxi](#), telephone: +386 31 378 000

Option 2

Taxi Brežice (available 24/7), telephone: +386 69 302 300

Participants staying in Čatež ob Savi, Terme Čatež or Dobova are advised to arrange their taxi in advance, particularly for early-morning and evening journeys.

Other useful information

For information about attractions, restaurants, events, local experiences and mobility in the destination, visit:

Official destination website – Visit Brežice – <https://www.visitbrezice.si/en>.

The website includes information about the historic town centre, Brežice Castle, tourist information centres, accommodation, gastronomy and transport within the destination.

*** Please note that the conference organisers do not guarantee the availability, prices or quality of the listed accommodation. Reservations should be made directly with the selected provider. Participants are responsible for arranging and covering the cost of their accommodation and transport.**



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ABOUT THE CONFERENCE

The international conference TEDU26 is part of the activities of the **InterWine project** (*Combining cultural heritage and eno-tourism to create a sustainable cross-border destination*).

The conference is organised by:

Faculty of Tourism, University of Maribor

In partnership with:

- Zagreb County Tourist Board;
- Institute for Entrepreneurship, Tourism and Youth Brežice;
- Posavje Museum Brežice;
- Craft College Zagreb – Institution for adult education;
- Pušća Municipality;
- City of Velika Gorica.

Project Description & Goals:

The main objective is to strengthen the role of culture and sustainable tourism by developing a new joint tourism product that connects the rich cultural heritage and viticulture traditions of the cross-border region.

The project focuses on improving the destination's appeal and ensuring economic recovery through stakeholder capacity building.

Key Results:

The project will establish recognizable tourist routes between Slovenia and Croatia, create the "InterWine Manual" for future cooperation, and set up dedicated "InterWine spaces" in Velika Gorica, Pušća, and Brežice to promote local producers and heritage.

Total Project Budget and Financing:

1,383,080.02 EUR.

This project is co-funded by the European Union under the Interreg Slovenia-Croatia Programme from the European Regional Development Fund (ERDF).

