

# CultSense & ATLAS SIG Cultural Tourism Conference

Bridging Cultures through Travel: From theory to practice

Rotterdam, Netherlands

June 14-15, 2023



## Programme

### Tuesday, 13 June 2023

17.00 Informal drinks

*Brasserie Tines*

<https://www.brassrietines.nl>

### Wednesday, 14 June 2023

8.30 Registration

*Hall Theil Building*

9.15

Opening and welcome

*Theil CB3*

**Lénia Marques**, ESHCC, CultSense, ATLAS

**Pauwke Berkers**, ESHCC

**Greg Richards**, ATLAS SIG Cultural Tourism

**Joël Ferdinandus**, Rotterdam Partners

9.45

*Guest speaker 1: David Chapman*, WYSE Travel Confederation

*Theil CB3*

*Keynote presentation 1: Wil Munsters*

**Tourism as a Binding Agent between Cultures:**

**Intercultural Pitfalls and Educational Challenges**

*Chair: Melanie Smith*

10.45 Coffee break

*Hall Theil Building*

11.15 **Workshop Session 1**

|              | <b>Session 1A</b>                                                                                                                                               | <b>Session 1B</b>                                                                    | <b>Session 1C</b>                                                                               |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <b>Theme</b> | <i>From cultural appropriation to heritage inspiration</i>                                                                                                      | <i>Presentations and Cultural Bridging Games</i>                                     | <i>Educational Experiences 1</i>                                                                |
| <b>Room</b>  | <i>Theil Building CB-3</i>                                                                                                                                      | <i>Theil Building C1.2</i>                                                           | <i>Education Lab - Polak Building (side entrance)</i>                                           |
| <b>Chair</b> | <i>Mihai Tichindelean</i>                                                                                                                                       | <i>Maria Engberg</i>                                                                 | <i>Silvia Aulet</i>                                                                             |
| 11.15        | <b>Jim Butcher</b>                                                                                                                                              | <b>Greta Gervasio, Annemarie de Jong, Mathilda Liello, Quinty Mol, Hannah Rippen</b> | <b>Anabela Monteiro; António Mauritti</b>                                                       |
|              | Cultural appropriation: an exploration of its salience to tourism                                                                                               | Students Take the Floor: "Opening minds, Connecting People"                          | Challenge Based Learning (CBL) - the Case of Lourinhã City Council - Portugal                   |
| 11.45        | <b>Mildred Samukelisiwe Nkwanyana; Thandi Antonia Nzama</b>                                                                                                     |                                                                                      | <b>Karen Harris</b>                                                                             |
|              | Igniting cultural heritage tourism through culturally sensitive practices: The case of R66 Heritage Route in the Zululand District, KwaZulu-Natal, South Africa |                                                                                      | A South African Rainbow Rendition: conscientising cultural sensitivities among tourism students |
| 12.15        | <b>Hartwig Bohne; Irena Weber</b>                                                                                                                               |                                                                                      | <b>Hanna Guseff</b>                                                                             |
|              | Art-inspired afternoon teatime services bridging cultures                                                                                                       | Bridging Cultures Between Students in Higher Education and the Public Sector         |                                                                                                 |

12.45 Lunch

*Grand Café Siena (Tinbergen Building)*

14.00 **Workshop Session 2**

|              | <b>Session 2A</b>                                                                                                        | <b>Session 2B</b>                                                                                                                                           | <b>Session 2C</b>                                                                                                                                                          |
|--------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Theme</b> | <b>Heritage, peace and lifestyle migration</b>                                                                           | <b>Building bridges / Construindo pontes</b>                                                                                                                | <b>Educational Experiences 2</b>                                                                                                                                           |
| <b>Room</b>  | <b>Theil Building C1.1</b>                                                                                               | <b>Theil Building C1.2</b>                                                                                                                                  | <b>Education Lab - Polak Building (side entrance)</b>                                                                                                                      |
| <b>Chair</b> | <b>Claire Wallace</b>                                                                                                    | <b>Magnus Emmendoerfer</b>                                                                                                                                  | <b>Goretti Silva</b>                                                                                                                                                       |
| 14.00        | <b>Bianca Kluin; Ko Koens</b>                                                                                            | <b>Armindo dos Santos de Sousa Teodósio; Amanda Ribeiro Carolino; Frederico Dornellas Martins Quintão; Thiago Araújo da Silva; Magnus Luiz Emmendoerfer</b> | <b>Maria Engberg; Rosmeriany Nahana-Suomela</b>                                                                                                                            |
|              | Regenerating the heart and soul of Rotterdam-South: from no-go area to thriving quarter.                                 | Cultural sensitivity in tourist territories with environmental conflicts: challenges in Brumadinho/Brazil                                                   | Lessons Learnt and Ways Forward in Global Competence. International Students' Perspectives on Their Learning Journey at Novia UAS                                          |
| 14.30        | <b>Katalin Lorincz; Judit Marta Sulyok, Eszter Madarasz</b>                                                              | <b>Elias Mediotte; Magnus Emmendoerfer; Diana Gomez Bruna; María Velasco Gonzalez; Vânia Costa</b>                                                          | <b>Dominique Vanneste; Silvia Aulet Serrallonga</b>                                                                                                                        |
|              | Promoting Cultural Consumption and Enhancing Well-being in Hungary: Addressing Socio-Demographic and Spatial Disparities | Governança Multinível e Sustentabilidade: Estudo em Cidades Criativas da Gastronomia, na Espanha                                                            | Inter-cultural sensitivity and higher education tools to impact on future professionals. The case of COIL                                                                  |
| 15.00        | <b>Mohammadhossein Dehghan Pour Farashah; Tadeusz Marszał; Mariusz Lamprecht</b>                                         | <b>Alissandra Nazareth de Carvalho; Henrique Muzzio; Fernando Gomes de Paiva Junior</b>                                                                     | <b>Roos Gerritsma; Donagh Horgan</b>                                                                                                                                       |
|              | Extrinsic Value of Industrial Heritage: The Case of Textile Manufacturing in Yazd and Lodz                               | Economia criativa como mote propulsor do Turismo no Brasil: o caso de distrito de Santo Antônio do Leite, OP/MG e do bairro Bomba do Hemetério, Recife/PE   | The Urban Leisure & Tourism lab as a cultural bridge builder in Amsterdam and Rotterdam Sharing insights of an educational & research approach of regenerative placemaking |

15.30 Coffee break

*Hall Theil Building*

16.00 **Workshop Session 3**

|              | <b>Session 3A</b>                                                                                                   | <b>Session 3B</b>                                                                                                                          | <b>Session 3C</b>                                                                           |
|--------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <b>Theme</b> | <b>Arts, Gastronomy and Digital Practices</b>                                                                       | <b>Building bridges / Construindo pontes</b>                                                                                               | <b>Spiritual and Musical Journeys - with musical performance</b>                            |
| <b>Room</b>  | <b>Theil Building C1.1</b>                                                                                          | <b>Theil Building C1.2</b>                                                                                                                 | <b>Education Lab - Polak Building (side entrance)</b>                                       |
| <b>Chair</b> | <b>Thandi Nzama</b>                                                                                                 | <b>Magnus Emmendoerfer</b>                                                                                                                 | <b>Edgar Tarrés</b>                                                                         |
| 16.00        | <b>Marisa P. De Brito; Licia Calvi; Kristel Zegers</b>                                                              | <b>Ana da Cruz Alcântara Campos Vieira; Marcos Eduardo Carvalho Gonçalves Knupp</b>                                                        | <b>Raquel Vasconcelos Ferreira</b>                                                          |
|              | The case of Blind Walls Gallery Breda: cultural sensitiveness through visual arts                                   | Pós - mineração em Congonhas/MG: o turismo criativo como alternativa de desenvolvimento sustentável                                        | “Viagens na Nossa Terra”: reflexions and storytelling about traveling and bridging cultures |
| 16.30        | <b>Matilde Ferrero</b>                                                                                              | <b>Thiago Chagas de Almeida, Magnus Luiz Emmendoerfer; Marcos Eduardo Carvalho Gonçalves Knupp</b>                                         | <b>Marisa Ponce de León; Raquel Vasconcelos Ferreira</b>                                    |
|              | Art and Gastronomy in Emerging Tourism Practices. Cultural Challenges in the Field of Food and Wine                 | Turismo de base comunitária na governança territorial para o desenvolvimento local sustentável                                             | Dialogue between Worlds: The beginning of an intercultural journey through Music            |
| 17.00        | <b>Irene Pinto</b>                                                                                                  | <b>Carolina Lescura de Carvalho Castro Volta; Regiane Martins Faustino; Rafaela Julia da Silva; Marcos Eduardo Carvalho Inçalves Knupp</b> | The panel includes musical performance                                                      |
|              | A resilience planning approach for the reappraisal of the inner areas of Calabria region through digital innovation | Distrito Criativo – um estudo de caso sobre passagem de Mariana – MG                                                                       |                                                                                             |

17.30 Guided Walk

*Meeting point Hall Theil Building*

Optional My Rotterdam Story – A local from Rotterdam - Guided Walk with **Annette van Ham**  
 A “Rotterdammer”, will take a small group from the conference venue to the restaurant, sharing her story about the city, especially prepared for this occasion.  
 Registration at the desk. Limited places available.

19.00 Dinner

**91 Spices**

<https://91spices.nl>

# Thursday, 15 June 2023

9.00 Registration *Hall Theil Building*

9.30 *Guest speaker 2: Magnus Emmendoerfer, UNESCO Chair* *Theil CB-3*  
*Guest speaker 3: Meghann Ormond, Migrantour Utrecht*  
*Keynote presentation 2: Emily Höckert, ARCTISEN*  
**Cultural Sensitivity in Arctic Tourism**  
*Chair: Greg Richards*

10.45 Coffee break *Hall Theil Building*

## 11.15 Workshop Session 4

|              | <b>Session 4A</b>                                                                              | <b>Session 4B</b>                                                                                        | <b>Session 4C</b>                                                                         |
|--------------|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <b>Theme</b> | <b>Values and Engagement</b>                                                                   | <b>Cities and Travelling</b>                                                                             | <b>Educational Experiences 3</b>                                                          |
| <b>Room</b>  | <b>Theil Building CB-3</b>                                                                     | <b>Theil Building C1.6</b>                                                                               | <b>Education Lab - Polak Building (side entrance)</b>                                     |
| <b>Chair</b> | <b>Greg Richards</b>                                                                           | <b>Emine Timuçin</b>                                                                                     | <b>Karen Harris</b>                                                                       |
| 11.15        | <b>Stephen Shaw; Roger Bennett; Rita Kottaz</b>                                                | <b>Virgil Nicula; Simona Spânu; Cosmin Tileagă</b>                                                       | <b>Simon de Wijs; Andrew Shaw; Olaf Ernst</b>                                             |
|              | Disruptive art and cultural sensitivity in heritage attractions                                | The cultural barometer of Blaj and its implications for tourism                                          | Urban Life & Placemaking - Living in the city                                             |
| 11.45        | <b>Luana Silva; Fernando Gomes de Paiva Júnior</b>                                             | <b>Elham Cheraghi; Rudolf Wawrzyniec</b>                                                                 | <b>Goretti Silva; Maria José Brito; Mariana Oliveira; Carlos Fernandes</b>                |
|              | Cultural values linked to the public promotion of creative tourism                             | Bridging Foreign Tourists-Local Communities; case of Spiritual Event of Qalishuyan Kashan                | Erasmus Mobility - a Path to Sensitise Young Travellers                                   |
| 12.15        | <b>Naomi Oosterman; Camila Malig Jedlicki</b>                                                  | <b>Hermínia Sol</b>                                                                                      | <b>Adalberto Dias de Carvalho</b>                                                         |
|              | From “universal values” to “cultural sensitivity”: Engaging with communities in heritage sites | Preventing Empire from Striking Back: contemporary travel literature’s path towards cultural sensitivity | Adventure, Encounter and Interculturality: Challenges for a Responsible Tourism Education |

12.45 Lunch *Grand Café Siena (Tinbergen Building)*

14.00 **Workshop Session 5**

|              | <b>Session 5A</b>                                                                                                                     | <b>Session 5B</b>                                                                                                 | <b>Session 5C</b>                                                                             |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>Theme</b> | <i>Across Generations</i>                                                                                                             | <i>Intangible heritage and Creative tourism</i>                                                                   | <i>Technology as cultural bridge</i>                                                          |
| <b>Room</b>  | <i>Theil Building C1.6</i>                                                                                                            | <i>Theil Building C2.1</i>                                                                                        | <i>Theil Building C2.6</i>                                                                    |
| <b>Chair</b> | <i>Jim Butcher</i>                                                                                                                    | <i>Dolors Vidal Casellas</i>                                                                                      | <i>Mildred Samukelisiwe Nkwanyana</i>                                                         |
| 14.00        | Claire Wallace; Stephanie Garrison                                                                                                    | Guilherme Ferreira Rodrigues; Maria Dolors Vidal Casellas; Silvia Aulet                                           | Frederike van Ouwerkerk                                                                       |
|              | Bridging Generations? Cultural Tourism and the Silver Economy                                                                         | Rituales y prácticas en el paisaje sonoro. El toque manual de campanas como patrimonio cultural inmaterial        | The use of location- based games to bridge the gap between cultures and tourists              |
| 14.30        | Ekaterina Shebanova; Jose Antonio Donaire; Tara Duncan                                                                                | Maria Dolors Vidal Casellas                                                                                       | Puspita Ayu Permatasari; R.K. Kuwandy; L. Cantoni                                             |
|              | 'Now' and 'Future': experience of lifestyle migrants from Russia during an on-going military confrontation between Russia and Ukraine | De la gestión cultural a la gestión del turismo cultural. Ejercicio docente.                                      | Unveiling the Hidden Meanings: Using AI to Build a Batik Recognition Tool within a Mobile App |
| 15.00        | Laia Encinar-Prat; Jordi Arcos-Pumarola; Nayra Llonch-Molina                                                                          | Alissandra Nazareth de Carvaho; Mônica de Fátima do Sacramento Galissa; Carolina Lescura de Carvalho Castro Volta | Emine Timuçin; Zeynep Tatlı                                                                   |
|              | The role of historical heritage in bridging peace among Ukrainians and Russians                                                       | Análise do Bordado Tradicional de Ouro Preto enquanto Patrimônio Imaterial e sua Relação com o Turismo Criativo   | Using Digital Stories in Virtual Museums: Literature Review                                   |

15.30 Coffee break

*Hall Theil Building*

16.00 **Video Competition Showcase**

*Theil Building C1.6*

16.30 **Emerging debates on Cultural Sensitivity**

*Theil Building C1.6*

17.00 **Closing**

*Theil Building C1.6*