



Tourism and intangible heritage: challenges and new perspectives

Organized by

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SCOPE

Cultural tourism demand is growing towards exceptional experiences where the tourist has an active and central role. Thus, beyond the contemplation of monuments and unique historical sites, the immersion in the local culture is an increasing request. This way, Intangible Cultural Heritage (ICH) has become an appreciated asset for tourist destinations, considering that representations of rituals, festivities, gastronomic offers and other elements of the ICH add value to the tourist experience and enhance the visitors' connection to the place. Nevertheless, the use of ICH in tourism is still an object of study under construction, according to the recent literature. The "touristization" of intangible heritage resources is a double-edged contemporary phenomenon. On the one hand, the commodification of ICH can lead to a critical perspective of the concept of authenticity, or to the communities' sentiment of expropriation of its traditions. On the other hand, tourism can also enable the preservation of traditions, festivities, gastronomy, etc., of communities that, otherwise, would not have the resources to ensure their transmission. Case studies of tourism management of ICH are essential to understand the coexistence of social practices related to ICH, along with economic interests and a political will, embodied in strategies that have been developed to respond to the tourism demand of certain areas. This special session aims at analyzing both the challenges that conveys the association of tourism with ICH and, at the same time, the new perspectives that it offers, for example in terms of cultural and economic sustainability. The papers presented in this special session will analyze the social, political and economic impacts interrelated with the use and promotion of ICH as a tourist attraction.

TOPICS OF INTERESTS

- The promotion of tourism through intangible heritage
- The impacts of the transformation of the ICH into a tourism product on its authenticity
- The participation of the community in the tourism system based on intangible heritage.
- Policies for the management of intangible heritage

SUBMISSIONS OF PAPERS

Submitted abstracts should be between 250 and 350 words. Abstracts must be submitted no later than August 20th 2020 both to: Dr. Yadur N. González Meza yadurg@hotmail.com and Dr. Alexandra Georgescu Paquin alexandra.georgescu@cett.cat. For further inquiries regarding conference fees, conference program, and registration forms, please visit <https://iatour.org/icot2020/>.

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