

La Dra. Dolors Vidal-Casellas, directora de la Càtedra de Gastronomia, Cultura i Turisme Calonge i Sant Antoni, va entrevistar als diferents responsables de les Universitats europees que van assistir a les jornades de treball Cultsense que es van organitzar el passat 23-23 i 24 de Setembre a la Universitat de Girona.

**Alexandra Correia - Instituto Politécnico de Viana do Castelo (Portugal)**

*P: Me gustaría hablar del proyecto Cultsense, desde tu perspectiva, ¿cuáles serían los resultados?*

Alexandra: I think it has to be related to the real impact that we will achieve. For me, if we can actually sensitize young people and we are expecting to do that, they will influence other, that for me its ambitious but at the same time can be a real impact of the project. So, I think this can make a difference for us as researchers and also for students that we are dealing with. Because according to our experience dealing with students, we can understand they are quite interested and they are aware of these topics as well. So, they are more interested and more worried with the future of tourism as well. So, they also have the need or the feeling that they have to do things differently. So, in the long term I think it could be the real impact also of the project.

I think we can incorporate this but I also have the feeling that we would have to update on different times or different years because times are changing and what can be appealing to pass the message on the students nowadays or in the near future may change in the long term. So we will need to keep and involve an evolution or involving perspective on the developing of materials as well. We will have an important pace but I think even after the project I think we will have the need to keep up the work and keep updating the materials. So it could still be relevant and updated to the students.

## **Silva Goretti - Instituto Politécnico de Viana do Castelo (Portugal)**

*P: Desde tu óptica, ¿cómo definirías tu aportación al proyecto? ¿Y cual es la parte más interesante?*

Silva: The beginning of this project was very appealing because we were interested on the world focused in cultural aspects of tourism experience and developing, learning to for the students and for the future travellers, that became more responsible on the way they behave on local cultures and this is very important aspect in terms of sociability. This is relevant aspect in general and if we can continue this project to raise awareness on young people if we can help to be more responsible when they travel and influence other people as well, I think the project will have a great impact on the tourism development in general. The project was appealing for this aspect in particular, how we can contribute to the perspective of tourism development.

*P: A nivel turístico, hay formaciones que tienen poca parte de cultura si crees que sería interesante hacer un periodo de inmersión de los estudiantes de turismo en estudiar la cultura.*

I think its fundamental for tourism students to understand that tourism is a phenomenon that involves a lot of aspects, but one of the most relevant is culture aspects because we travel in order to understand large contact of cultures. The tourism education needs to focus of this culture aspects from the perspective of local development and also the perspective of how travellers can influence and change those cultures and how tourism should adapt to local cultures. Tourism business has the need of respect also local community and local cultures and involve this communities is fundamental.

## **Greg Richards - Breda University (Países Bajos)**

*P: ¿Cuál ha sido la parte más interesante de este proyecto europeo?*

Greg: It has been interesting being in this project meeting because I think one of the emerging issues from this project is that you can use culture as a meaning to bringing tourist closer to the local and also

bringing locals closer to the tourist by creating shared understandings of culture, sensitizing the tourist to locals but also helping local people understand the culture to tourist then hopefully you will get a better experience for the tourist to enjoy culture and also less friction between tourist and the people that they visit.

Visiting Girona again after many years is very interesting because in the mean time we publish the book, small cities will join it. And looking around Girona I can see many elements of this culture late development project that we describe in other places. So, Girona is being very successful at using culture as a driver not just for economy but also for making culture reaches with other places. So, we discovered that people are now coming from Barcelona to Girona for theatre for example. So, the unusual culture first field in Catalunya has been reversed through the development of culture in Girona. So, its being very interesting learning how about Girona has been developing over the last few years.

Traditional cultures or local cultures for me are two different things because traditions culture in the past has been associated with popular culture, historic tradition, etc. But local cultures involve different influences and also involves the mixing of influences from different places. So, we have a mix here of what comes from the past from tradition but also influence of current culture trends and we have a mixing, in particular, locations of different cultures or influences as well. So, for me the local culture that there is now is different from the traditional image of traditional culture which as you said is linked to the past.

**Lénia Marques - Erasmus University Rotterdam (Países Bajos)**

*P: ¿Cómo nace el proyecto Cultsense?*

Lénia: El proyecto Cultsense nació de la idea que hay de la mucha tensión entre turistas y locales. Nosotros lo que queremos es sensibilizar a la gente, sobre todo a la juventud, que son los futuros profesionales para que comprendan que todos podemos ser turistas y que todos podemos ser locales y recibir gente en los sitios en que vivimos. Por eso es muy importante, comprender estos locales, sitios en que vivimos y

transmitir estas ideas, valores que tenemos y que sea una abertura para otra gente. Que no sea solamente la nuestra. Entonces hablamos también de un dialogo intercultural que es necesario para que la experiencia turística pero también la experiencia de vivir en un sitio sea mucho mejor y buena para todos, con una buena calidad de vida.

*P: ¿Cual es tu valoración de este grupo de trabajo europeo?*

Lénia: La coocreacion en diferentes niveles. El primer nivel es entre el equipo que está trabajando, todos esos materiales, esa temática. Somos un equipo muy diverso, de 5 universidades europeas por ahora, pero trabajamos con una red también internacional y queremos en el futuro trabajar y colaborar con más gente y con otros compañeros académicos. Esto es una parte. Otra es con la industria, porque cuando hablamos de cultura, cuando hablamos de turismo tampoco no podemos hablar solo de académicos y estudiantes, es necesaria que haya una relación a la industria. Entonces, estamos intentando, poco a poco, colaborar y cocrear estas temáticas e integrar la colaboración y las ideas de las personas que trabajan en turismo y cultura, y las necesidades también. El proyecto también solo tiene un año por ahora, y tenemos 2 años mas para trabajar esa parte. Y la última parte, que es para nosotros la central es la coocreacion con los estudiantes. Nuestros estudiantes de turismo y cultura y de ocio, que trabajan con estas temáticas y que trabajaran en el mundo , no solamente en nuestros países, para que sean gente y profesionales sensibilizados cuando viajen como turistas pero también como profesionales que serán y que tengan esta abertura de mente y comprensión entre diferentes personas en el mundo.