

ICIM 2019 International Conference on Interculturalism and Multiculturalism

28-30 | 03 | 19, ISCAP-P.PORTO



www.iscap.pt/cei

ICIM'19 International Conference on Interculturalism and Multiculturalism ISCAP-P.PORTO, 28-30 March 2019

The dynamic world that we live in thrives on a multi and intercultural plasticity. As we inhabit complex and ever-changing societies, we need to recognize the multilayered meanings of movement, exchange and communication, as well as the particularities of social, political, economic, and cultural relationships, while enhancing our human abilities of understanding the other and her/his identity.

Reaching towards this goal, the Centre for Intercultural Studies works to provide theoretical and practical spaces for dialogue and multiple recognition. Consequently, this International Conference on Interculturalism and Multiculturalism (ICIM 2019) aims to create a wide-ranging space for the debate of ideas, concerns and work methods on the contemporary intercultural journey. This approach to the diversity and to the transits implied in the concept of 'intercultural' opens new paths to examine the motivations, characteristics and conventions of cultural interactions in their perpetual movement, devoid of spatial or temporal borders, in a dangerous but stimulating indefinable of limits.

With a sound eleven year-old record of international conferences and publications, the Centre for Intercultural Studies has got the venue, the know-how, a recognized academic tradition in the field, an active team, and the will to attract researchers from all over the world to Porto, Europe's best destination.

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has made use of this proactive and interactive channel of distribution to advertise its most important cities (A Coruña, Lugo, Ourense, Pontevedra, Santiago de Compostela and Vigo).

For this reason, linguistic accessibility to these websites is essential in order to make it more expedient for tourists to purchase touristic products and services. Precisely, translation becomes a crucial activity determining the successful reception of the wonders described on line. This paper will demonstrate how a set of maps included in these sites have been made "tourist-friendly" through translation by discussing six examples (one per each of the above-mentioned cities) of what tourists will see/read when dealing with this visual information.

Rebeca Cristina López González is currently a full-time Research Lecturer at the University of Vigo, Spain (Translation and Linguistics Department). Her education and working experience includes a B.A. in Translation and Interpreting granted by the University of Vigo, Galicia, Spain. She is a certified Legal Translator since 2003, and obtained a B.A. in Education as well as a Masters Degree in Secondary Compulsory Education, O and A level, vocational school and teaching foreign languages in 2004. She obtained her PhD in translation in 2015 (cum laude). Her fields of interest are, among others, the translation and research of Audiovisual Translation, the translation of Literature and Folklore, Children's Literature and cultural aspects regarding Translation.

Manifestações de turismo cultural em destinos de média dimensão: as perspetivas da autenticidade na valorização das tradições

Dália Liberato, Daniela Ferreira & Pedro Liberato (ESHT, P.PORTO)

A cultura local e as tradições que caracterizam um destino e a sua comunidade assumem uma enorme relevância na atração de turistas a um determinado destino. Isto deve-se ao facto de os turistas se interessarem, cada vez mais, em conhecer os estilos de vida e tradições das comunidades visitadas. O presente estudo tem como objetivo principal investigar a importância da autenticidade das tradições e da cultura local, num destino de média dimensão, pela análise do papel da cultura local autêntica na valorização da experiência turística e posteriormente na satisfação. A investigação aborda o caso específico da festa da Sra. da Agonia em Viana do Castelo, por ser um evento que invoca as tradições da cidade, avaliando a autenticidade da festa nas quatro principais perspetivas (objetiva, construtiva, existencial e pós-moderna). Relaciona, numa fase posterior, a avaliação da experiência turística e as intenções comportamentais face ao destino, concluindo sobre as relações existentes entre as diferentes vertentes (autenticidade, experiência e satisfação).

Foi aplicado um inquérito por questionário a visitantes e turistas na festa da Sra. da Agonia, em agosto de 2018. Os resultados obtidos no estudo empírico, enquadram-se na perspetiva de Richards (2011) que considera estratégica e determinante, a ligação estabelecida entre a autenticidade e a experiência turística, materializada através do turismo criativo baseado em "experiências participativas e autênticas que permitem aos turistas desenvolver o seu potencial e habilidades criativas através do contacto com pessoas locais e sua cultura", "garantindo a imersão em momentos históricos, com detalhada informação" (Domínguez-Quintero et al., 2018).

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