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TURISMO E PATRIMÓNIO COLONIAL ENCONTRO DE CULTURAS

CONGRESSO INTERNACIONAL

<https://tourismheritage.wixsite.com/2026>

Keynotes

Mike Robinson
Nottingham Trent University - England

Juan Pérez
Universidad Las Palmas - Spain

Maria José de Freitas
ICOMOS ISCSBH - Portugal

ORGANIZAÇÃO

CHAM - Centro de Humanidades: Universidade NOVA Lisboa e Universidade dos Açores

ARTIS - Instituto de História de Arte, Universidade Lisboa

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EDITORIAL

Cultural heritage is one of the defining references of contemporary life, while tourism represents a far-reaching phenomenon of the global society that the twenty-first century has inherited. Cultural motivation leads many tourists to travel to places once belonging to the former European colonial empires, with the aim of experiencing a transcultural heritage born of a hybrid legacy that takes on singular forms. It follows that heritage tourism associated with colonial legacies enables not only the enjoyment of leisure travel, but also a multi-secular historical understanding, whilst constituting a privileged means of dialogue and empowerment between visitors and hosts.

As tourism is a global phenomenon with a structural weight in the national GDPs of many countries, the balance between recreational travel and the safeguarding of a discursive resource – whose rereadings and reappropriations reflect prevailing political power – has proved fragile and volatile. Subject to strategies of transition, adaptation, maintenance and reformulation, colonial heritage constitutes a means of constructing culture and defining identities, a facilitator of tourism's integration into history – becoming part of it –, and a powerful instrument of multilateral cooperation and rapprochement between countries that share a temporarily common past.

This tension between memory and cultural attraction, between the weight of a frequently painful past and the economic and identity-forming potential of tourism, runs as a thread throughout the contributions gathered in this issue. Researchers from different countries and disciplinary

backgrounds – from architecture to anthropology, from postcolonial studies to tourism management – examine cases situated in Africa, Latin America, Asia and Europe, offering a necessarily plural and comparative overview of the ways in which different societies negotiate, appropriate and reinterpret their colonial past within the contemporary tourism context.

Juan Santana-Perez and Maria José de Freitas, guest authors of this thematic issue, address questions of considerable relevance within the heritage context. Whilst the former examines the challenges of sustainable tourism in the Macaronesian archipelagos, proposing strategies for the preservation of tangible and intangible heritage in light of UNESCO and Council of Europe guidelines, the latter, President of the ICOMOS International Scientific Committee on Shared Built Heritage, analyses colonial architecture as a living archive of power and cultural exchange, comparing cities across different continents to identify points of convergence between colonial heritage and tourism.

In the European context, Maria João Castro provides a historical overview of Portuguese colonial tourism, from steam passenger liners to the contemporary repercussions of what has been termed memory tourism, highlighting the political intentions underlying the legitimisation of tourism in the colonies.

Cândida Cadavez analyses how the Estado Novo regime (1933-1974) instrumentalised colonial representations to construct its propaganda network, particularly within spaces of tourism and leisure, drawing on Benedict Anderson's concept of "imagined communities".

With regard to Asia, Amita Kanekar and Joaquim Rodrigues dos Santos examine the touristic evolution of Hindu temples in Goa, marked by a unique fusion of architectural influences, analysing how Goa's integration into India has gradually transformed this transcultural heritage.

Thành Thúc examines the transformation of colonial-era buildings in Ho Chi Minh City, from symbols of French colonial domination to tourist attractions integrated into contemporary urban identity, arguing that their strategic commodification facilitates a narrative of historical continuity.

It is precisely this diversity of perspectives and geographies that lends this issue its thematic coherence and critical scope, inviting the reader to reflect upon the multiple meanings that colonial heritage may assume when placed in the service of - or in tension with - tourism.

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