

Macau in Perspective Series: Interpreting the ICH story through value co-creation - A tourism perspective sharing



(Photo: Adelina Chan)

- Date:** 11 August 2022 (Thursday)
- Time:** 7:00pm - 8:30pm
- Speaker:** Dr. Vicky Chen
- Venue:** Online Media - Zoom
- CPD Points:** 1.5 CPD credit hours
- Language:** English
- Fee:** Free admission (limited to 300 participants)
- Registration:** <https://member.hkicon.org/events/20220811/>

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About the CPD Talk:

The consumption of cultural resources has expanded from fixed tangible heritage towards movable intangible forms of culture, such as events, festivals, dance and music. The importance of intangible cultural heritage (ICH) is not only in its cultural manifestation but also in the social and economic value of the transmission of the culture and tradition for communities or particular social groups. Cultural festivals with live performative components are increasingly attractive for tourists to experience a distinctive cultural facet of a place. The interpretation of ICH story is the co-efforts from various stakeholders including the event organizers, performers, and government authorities. Even tourists are encouraged to co-create their own experience through their active participation in constructing the destination experience. In this talk, Dr. Chen will elaborate the co-creation process of the ICH interpretation from the tourism perspective using the ICH items in Macao.

About the Speaker:



Dr. Vicky Chen is a full-time lecturer at Macao Institute for Tourism Studies (IFTM). Prior to joining IFTM, she worked as a research assistant in School of Hotel & Tourism Management, The Hong Kong Polytechnic University and a programme coordinator in the Architectural Conservation Programmes (ACP) in The University of Hong Kong where she involved in various tourism, heritage and conservation related projects. Dr. Chen also had practical experience in both UNESCO Bangkok and UNESCO Beijing assisting with the projects of UNESCO Asia-Pacific Awards for Cultural Heritage Conservation and UNESCO - Mercedes-Benz Funds-in-trust Project on the Conservation and Management of World Heritage Sites in China. She used to have practical training experiences in various organizations including Center of Ethnic and Folk Literature and Art Development, Ministry of Culture and Tourism, P.R.C., Beijing, China and The Conservancy Association Centre for Heritage, Hong Kong. She is a professional member of the Hong Kong Institute of Architectural Conservationists (HKICON).