

Offering authentic travel experiences and genuine cultural exchanges

Principal Researcher:

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Academic Units:
NOVA FCSH

Main Scientific Area:
Humanities

Types of Impact:
Cultural

SDGs:
4, 11, 15 and 17

SDGs Targets:
T4.4; T11.4; T15.5 and 17.14

"TravelconT, The Crossroads of Contemporary Travel in Postcolonial Tourism" is a collective project whose objective is to map and reflect on tourist traffic from the point of view of Memory Tourism, placing it within a critical discourse whose importance rests on an interdisciplinary methodological approach and research enhancing cross-border value and with a pluricontinental emphasis, transforming tourism into an engine for knowledge, responsible use and principally a driving force for new altruistic behaviours. In one word: commitment. How? Through the creation of a Tourist Alliance Route based on Portuguese colonial cultural heritage, empowering local communities while deeply engaging visitors. This project embodies responsible and regenerative tourism, creating meaningful, intercultural connections that benefit both hosts and guests.

Tourism today is a powerful tool for building culture and shaping identities, serving as a bridge between history and modern-day journeys. One of the most compelling forms of tourism is cultural tourism, which reimagines colonial

> The collective project "TravelconT" uses colonial heritage to foster intercultural dialogue and awareness.

> TravelconT encourages sustainable practices and a deeper understanding of history and creates meaningful connections between tourists and historically significant sites.

> TravelconT sets a new standard for ethical, transformative tourism.

heritage as a distinctive resource, fostering a renewed dialogue between nations that once shared intertwined histories. The Tourist Alliance Route is designed to leverage this heritage as a catalyst for cultural rapprochement, offering an opportunity to build a more altruistic, enlightened society grounded in the lessons of the past.

Centered around an innovative route this initiative highlights lesser-known destinations, offering authentic experiences and genuine cultural exchanges. These locations, tied to the Portuguese empire, are carefully selected for their historical significance and potential to provide memorable, transformative experiences. Examples include Príncipe Island, Namibia, Zanzibar, and Sri Lanka—places that not only serve as legacies of the past but also as vibrant settings for immersive local realities that broaden travelers' perspectives.

A key feature of the project is its foundation in co-creation with local authorities and institutions. This collaboration ensures tourism becomes a positive force for transformation, enriching both tourists and residents in a sustainable, holistic manner. Through initiatives like educational workshops and heritage preservation, the project aims to empower local communities, developing their skills while fostering cross-cultural understanding.

Ultimately, the Tourist Alliance Route serves as a model of responsible tourism, promoting memory tourism as a means of shaping more enlightened mindsets. By fostering a deeper understanding of the past and encouraging sustainable travel practices, the project not only preserves heritage but also catalyses thoughtful, lasting change in the way we approach travel and cultural exchange.

"Project of choice for Memory Tourism based on historical, cultural and natural heritage to promote true travel experiences".

Filipe Nascimento, President of the Regional Government of Príncipe Island



Project website: <https://www.fchsh.unl.pt/arttravel/>

