



CIN  
TURS  
WEBI  
NARS  
2023

**ONLINE VIA ZOOM**

Attendance is free  
but registration  
is mandatory:  
[cintursinfo@ualg.pt](mailto:cintursinfo@ualg.pt)

**9 FEB**  
**17h00** PM  
Lisbon Time

ENLINO

## Greg Richards

Breda University and Tilburg University, The Netherlands

### The Curatorial Turn in Tourism

This presentation analyses the turn towards curation in tourism as the latest phase in the development of the experience economy and the information society. As the recent volume *Rethinking Cultural Tourism* (Richards, 2021) outlines, the production and consumption of culture by tourists has shifted from modernist modes of contemplation to postmodern playfulness and contemporary modes of cocreation. This development has been accompanied by an increase in the supply of cultural phenomena available for tourist consumption, as well as an avalanche of new cultural information via digital media. To navigate the increasingly complex cultural landscape, tourists are relying not only on the digital organisation of knowledge through AI and smart tourism, but also the personal selections made by a new class of tourism intermediary – the curator. This presentation examines the shift of the curator from the museum to the mainstream in the 'curatorial turn', and analyses the consequences of this turn for tourism consumers and producers.

Reference:

Richards, G. (2021). *Rethinking Cultural Tourism*. Cheltenham: Edward Elgar.