

What Can We See?

Cultural Tourism and the International Visitor Experience

Professor Debra Kelly
WestFocus Knowledge Exchange Fellow
University of Westminster

International Visitor Project

- University of Westminster
- London's leading museums and galleries
- Knowledge exchange
- Conception and evolution

Project Scope and Context

- Focus groups:
 - France; Germany; Spain; Russia;
 - Hong Kong; Arab Gulf States
- Linguistic and cultural expertise
- Concept of intercultural communication

Sample Findings

- Negative messages and current dissatisfaction
- Translation and cultural expectations
- Cultural sensitivities and insecurities

The Way Forward

- Challenge assumptions
- Be a “generous host” and a “cultural inspiration”
- Share experiences and knowledge
- Develop communication protocol