



usitat

CULTURAL IDENTITY



INTRODUCTION OF CULTURAL IDENTITY



Cultural identity

Culture is beliefs, norms, behaviors, and values that a given group of people deem acceptable. Identity is about knowing what is acceptable and true for yourself. We form a cultural identity when we subconsciously interpret and incorporate signals from the world around us into our own identity.

Cultural heritage and cultural environments are an important part of cultural tourism. Museums, cultural routes, churches, handicrafts, living heritage and cultural landscapes are content that is widely of interest to international tourists. In cultural tourism, regional and local cultural resources are produced, valuing tourism products and services for local and non-regional people and offering them on business grounds. The goal is to create experiences and opportunities to get to know cultural resources, learn from them or participate in them. In this way, the construction of people's identity, understanding and appreciation of both their own and other cultures is strengthened.

What exactly is a country's cultural identity? Usually you immediately think of what you already know about a certain country. For example, when people think of Italy, they quickly think of spaghetti, cappuccino and fast cars, and in Finland they think of snow and Santa Claus. But these are just some subjects of the identity of those countries. There is so much more to an identity. You can think of history, culture, language, norms & values, sports and so on. In this chapter you will discover the cultural identity of Finland, Italy (with a focus on two of its regions, Liguria and Veneto), Malta and the Netherlands with fun assignments.

Have fun learning!



DISCLAIMER



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

