



MACAU

CULTURAL MAPPING COURSE MODULE

LOCAL CULTURE & LIVING HERITAGE IN TAIPA VILLAGE & ST. LAZARUS QUARTER

1-month extracurricular module for 40 graduate students in Heritage Management at the Institute for Tourism Studies (IFT). Students met once a week and worked in groups through a series of guided exercises, lectures and field visits to identify 25 sites of significance in each neighbourhood. They then documented each of the sites through interviews and photographs.

A purpose-driven learning experience working towards a real product: the task was to create a two-hour walking itinerary that highlighted the uniqueness of place, published in the form of a smartphone application and an illustrated map. Students also collaborated with local NGO's to host a pop-up exhibition in St. Lazarus and a scavenger hunt in Taipa Village.

6-STEP PARTICIPATORY MAPPING PROCESS

"I SIGNED UP FOR THIS COURSE BECAUSE IT LOOKED MANAGEABLE AND FUN AND WE GOT TO WORK ON A REAL PRODUCT FOR TOURISTS THAT COME TO MACAU"

- Calvin Wong, year 4 student, IFT

- 1 **REVEAL** neighbourhood narrative
- 2 **MAP** sites that matter
- 3 **CREATE** content worth sharing
- 4 **DESIGN** artist map
- 5 **SHARE** in the community
- 6 **CONNECT** tech-savvy audience



OUTPUT



“AN OPPORTUNITY TO APPLY THEIR SKILLS IN A REAL-LIFE SITUATION AND DEEPEN THE UNDERSTANDING OF THEIR OWN LIVING ENVIRONMENT”

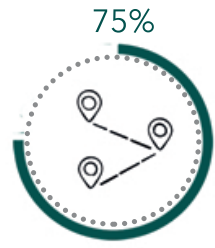
- Sharif Shams Imon, Assistant Professor, Institute for Tourism Studies

IMPACT



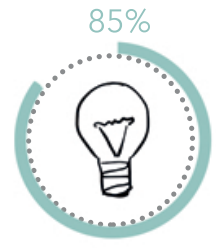
INTERDISCIPLINARY COLLABORATIONS

Combining skills in writing, photograph, design and presentation culminating into a real product.



COMMUNITY CONNECTIONS

Communicating with citizens from all walks of life to document oral history in heritage districts.



CULTURAL UNDERSTANDING

Deepening understanding of concepts of tangible and intangible heritage and value of place.

40 graduate student participants in de module

5,000 copies of neighbourhood maps distributed

2 maps of different neighbourhoods: St. Lazarus Quarter & Taipa Village

66 beyond-the-classroom community encounters

154 local community members taking part in the St. Lazarus pop-up exhibition

120 participants in the Taipa Scavenger Hunt

55+ tangible and intangible cultural assets mapped

HK\$ 25,000 social capital unlocked through local sponsorship

53,000 downloads of iDiscover App

Collaborative Partnership

Funded by

Duration

Budget



Oct 2014

US\$7,500