

DSOTT

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OPPORTUNITIES AND THREATS | 2023

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BOOK OF ABSTRACTS



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WELCOME

The motto of DSOTT'2023 is to combine Science, Industry, and Governance and enhance the work produced by outstanding researchers and professionals around the world in Tourism. Diversity is one of the main topics and we want tourism to be a point of convergence. We believe that tourism is more than a transversal area to the activity sectors.

Sustainability is a current issue and represents a matter of survival for the planet and, therefore, for human beings. If we don't start applying sustainability in every action of our lives, the planet will fight back and will show us how things must be done. We must move from message to action. We must be sustainable.

We believe in the power of knowledge. We want to help build tacit and explicit knowledge and share it through networks. True sharing is only valid if it involves all stakeholders. The objective of DSOTT'23 is to unite the reflection of academia, the savoir faire of professionals who work every day in the operation and the public entities that know the challenges of the market like no one else. We want to see them share their experiences, their studies, their opinions, and reflections.

Therefore, DSOTT '2023 is different from other scientific events. It will be a congress that unites Science – through the excellent research carried out in academia, and Industry – bringing together the best professionals from the various areas of the tourism market. The union between Science and Industry has never made so much sense. The current pandemic has shown that the two are inseparable. Also, this Congress will include a Workshop for young researchers. We would like to replicate the concept of 'Paper Hackathon', which intends to foster new collaborations through an innovative hackathon format. The main goal is to create writing collaborative papers and share research tips through the participants. The University of Coimbra (UC) will be the stage where for this congress.

There are two reasons behind this choice. The University of Coimbra, founded in 1290, is the oldest university institution in Portugal and one of the oldest in Europe and is also the most sustainable institution in Portugal and the 21st in the world, according to the third edition of The Times Higher Education Impact Rankings 2021. The hosts of this conference will be the University of Coimbra, Europeia University, Regional Entity – Turismo do Centro and CEGOT – Centre of Studies in Geography and Spatial Planning.

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Special Sessions

Sessões Especiais

Accessible Tourism and Human Diversity, Chair Andreia Moura, Eugénia Devile, Susana Mesquita and Susana Lima

Challenges for tourism in coastal areas: Sustainability, climate change and spatial planning, Chair João Jorge

Co-creation in Tourism, Chair Sofia Almeida

Co-creating sustainable rural tourism experiences- integrating nature, landscapes, heritage, visitors and locals, Chair Elisabeth Kastenholz, Maria João Carneiro and Mariana Carvalho

Coopetition, Cooperation and Competition in Tourism, Chair Adriana Fumi Chim-miki and Rui Costa

DMOs' Information Systems as focal points for Smart Destinations, Chair João Vaz Estêvão

Eco-Tourism Challenges, Chair Emese Panyik

Effectiveness of tourism destinations – integrating cognitive neuroscience techniques in tourism and hospitality, museology, museography, and tourism experiences, Chair Eunice Lopes, Lucília Cardoso and Eunice Duarte

Environmental Sustainability, Chair Dália Liberato and Mónica Oliveira

Events, animation, and leisure, Chair Anabela Monteiro

Food Tourism, Sustainability and Marketing, Chair Alicia Orea-Giner and Francesc Fusté-Forné

Gastronomy Challenges and Trends, Chair Cristina Barroco and Suzanne Amaro

Human Capital in Tourism and Hospitality Sector, Chair Vânia Costa and Andreia Moura

Nature and adventure tourism – innovation, sustainability and tourist experience, Chair Francisco Silva, Tiago Lopes and Mário Silva

Road Based Tourism (Routes) – Product/ Destination Diversity, Development and Sustainability, Chair Carlos Cardoso Ferreira, Cláudia Almeida, Rosário Borges and Alexandre Guedes

Sustainable Tourist Behaviour: Consumer Behaviour, Chair Medéia Veríssimo, Marília Durão, Fiona Bakas and Makhabbat Ramazanova

Transports and Tourism, Chair Cláudia Almeida and Vânia Costa

Tourism Education, Chair Manuel Salgado

Women in Tourism: Taking Social Sustainability and Gender Equality Forward, Chair Alexandra Pereira



Plenary Sessions

Sessões Plenárias

Keynote Speakers



Alessandra Priante is the Director for Europe at the UNWTO, the UN agency that promotes sustainable and responsible tourism globally. Previously she was the Chief of multilateral international relations (UNWTO, OECD and EU) and tourism policy for the Ministry of Agricultural, Food, Forestry and Tourism Policies of Italy. She has also actively participated in the research and analysis work behind the preparation of the National Strategic Plan for Tourism 2017-2022. She is a first-degree business graduate at the top Italian business university, Università Luigi Bocconi, and holds the Executive MBA at Luiss Guido Carli University and an International Master in Audiovisual Management. As a firm believer in the importance of international networks and in the power of lobbying, she has created, has been part of and at times initiated various international think tanks and represented Italy in international and European Institutions devoted to culture. In line with her academic preparation and research attitude, Alessandra has published numerous sector publications and books and teaches culture management and international audio-visual analysis at some of the major Universities in Italy for post-graduate students.



Alfonso Vargas-Sánchez is Full Professor of Business Administration at the Spanish University of Huelva since 2001 (until his retirement on September 30, 2022). He has led its Research Group on Tourism for 14 years, as well as the Iberian Circle of Business Economics (network of border Spanish and Portuguese Universities) for 10 years. He has also been the founder and editor-in-chief of ENLIGHTENING TOURISM: A PATHMAKING JOURNAL for 12 years, listed in Scopus. In 2011, he was made a member of the Andalusian Academy of Regional Science, where still serves. His main research interests are in the disciplines of Strategic Management and Tourism Management, both in companies and destinations, having mainly devoted his attention in recent years to tourism governance and the application of the circular economy in this industry. He has carried out academic activities in different Universities and higher education institutions around the world, on the five continents.



Ana Cristina Beatriz studied at Escola Superior de Hotelaria e Turismo de Lisboa and completed her degree in Hotel Management at Universidade Lusófona, also studied Tourism Planning and Development and completed a specialization course in Financial and Hospitality Management at Cornell University in Itaka, USA. She has a vast experience in hotel management, having been assistant manager of Heritage Hotels Lisbon and manager of two wine tourism hotels, Quinta de Catralvos and Monte da Charca. She was invited by the Portuguese Tourism Office and became the Ambassador of the Hotel and Tourism Schools of Portugal. More recently, she founded AB&C Hospitality, a consulting firm specializing in wellness and sustainability, which became the current ABC Sustainable Luxury Hospitality, specializing in the materialization of hotel projects focused on the Wellness & Healing segment.



Carlos Costa is Full Professor (Professor Catedrático) at the Department (School) of Economics, Management, Industrial Engineering and Tourism (DEGEIT) of the University of Aveiro, and Tourism Expert at the European Commission. He is Editor-in-Chief of the Journal of Tourism & Development (Revista de Turismo e Desenvolvimento) (SCOPUS), and Associate Editor of Journal of Destination Marketing Management (SCOPUS), and Journal of Hospitality and Tourism Management (SCOPUS). He is also Senior Advisor of Tourism Review (SCOPUS). He holds a PhD and MSc in Tourism Management (University of Surrey, UK), and a BSc in Urban and Regional Planning (University of Aveiro, Portugal). Carlos is the leader of the PhD Tourism Programme of the University of Aveiro and is also vice-coordinator of the Tourism Research Centre of the University of Aveiro (included in GOVCOPP and evaluated by the Portuguese Government with 'Very Good'). He is also Scientific Coordinator of the "idtour-unique solutions" - tourism start up company (private sector) based at the University, responsible for the transference of knowledge and innovation to the tourism sector. Carlos is involved in a number of national and international tourism projects. He also works as consultant for Portugal's National Agency of Accreditation (A3Es), National Foundation for Science and Technology (FCT), and for the Cyprus Agency of Quality Assurance and Accreditation in Higher Education (CYQAA). He is also President of the Portuguese National Tourism Platform.



Daisy Fan is a Principal Academic in Tourism and Hospitality at Bournemouth University Business School, UK, specialising in tourist behaviour, social contact, active ageing and social sustainability. She is a Ph.D. graduate of the Hong Kong Polytechnic University and worked in a hotel consulting company in Hong Kong prior to her academic career. Since 2015, she has published more than 40 articles in high impact journals, including *Tourism Management*, *Journal of Travel Research*, *Annals of Tourism Research*, *International Journal of Contemporary Hospitality Management*, *International Journal of Hospitality Management* and *Journal of Business Research*. She also leads/participates in various projects funded by prestigious external funders, such as the British Academy. She won the Best Paper of the Year awarded by *Journal of Hospitality & Tourism Research*, 2019 and the Thea Sinclair Award for Journal Article Excellence, awarded by Sage Publishing and *Tourism Economics* in 2020. She is also an Associate Editor for *Tourism Review* and the Managing Editor of the *Journal of Quality Assurance in Hospitality & Tourism*.



Fabio Carbone is researcher in tourism, cultural heritage and peace, and senior lecturer at the University of Northampton (UK). Visiting professor in several European and Middle Eastern universities. Organizer of international scientific events, author of several scientific papers and co-editor of the book "Role and Impact of Tourism in Peacebuilding and Conflict Transformation". Global ambassador of the IIPT-International Institute for Peace through Tourism, and IIPT special envoy to Iran. Collaborator of several multilateral projects for the promotion of tourism as a vehicle of peace and intercultural dialogue.



Gonçalo Rebelo de Almeida, 48 years old, graduated in law from the Lusíada University of Lisbon in 1997 and father of 3 children. He joined the Vila Galé Group in 1996 in the legal department. Throughout his career, he has held positions in different departments ranging from legal, purchasing, marketing and sales, information technology and human resources. He was responsible for the launch of various products and services within the group which include: loyalty program, web sites, mobile applications, ERP Vila Galé, Vila Galé Academy and Vila Galé Staff program. Currently he assumes the functions of CEO/administrator of the group.



Hugo Teixeira Francisco is Co-founder and Chief Marketing Officer at Portugal Green Travel, DNA Travel & Events and Foge Comigo por Portugal. Invited Assistant Professor at Polytechnic Institute of Leiria - Higher School of Tourism of Peniche. Trainer at the Turismo de Portugal Digital Academy and Coimbra School of Hospitality and Tourism. Specialist in the Tourism and Hospitality sector, with more than 20 years of experience in the sector.



Luis Araújo is the President of Turismo de Portugal (Portuguese National Tourism Authority) since February 2016. He is also President of ETC – European Travel Commission since September 2020 and President of NEST – Tourism Innovation Center in Portugal. He has a degree in Law. Board Member at Group Pestana responsible for the Hispanic America hotels operations Argentina, Venezuela, Colombia and Cuba. He was also Head of Development for the same Continent and Head of Sustainability since the creation of the department in 2009. From 2001 to 2005 he worked for the Brazilian branch of the company where he was successively Board's Associate for New Projects in Brazil, Board Member and Vice President for the Group Pestana in South America, with responsibility for New Business Development and Area Operations. He served the Portuguese Government as Head of the Cabinet of the Portuguese Secretary of State for Tourism between 2005 and 2007.



Marianna Sigala is Professor at Sheffield Hallam University, UK. She previously held the position of the Professor of Tourism and the Director of the Centre for Tourism & Leisure Management at the University of South Australia (2015 – 2021). She has also been an academic staff at the University of Strathclyde and Westminster University (UK), and the University of the Aegean and University of Piraeus (Greece). Her academic credentials are combined with her professional experience in the tourism industry. Her interests include services and experience management, Information and Communication Technologies (ICT) in tourism and hospitality, as well as wine tourism. She is a widely published and multi-awarded authority: nine books, numerous papers in academic journals, and (keynote) presentations in international conferences. She has a long record of leadership and participation in international research projects funded by various entities such as the E.U., the Council of Europe and the Department of Foreign Affairs and Trade, Australia. She is a past President of EuroCHRIE and a past member of the executive board of ICHRIE and IFITT. She currently serves at the executive board of CAUTHE. She is the co-editor of the Journal of Service Theory & Practice, and the Editor-In-Chief of the Journal of Hospitality & Tourism Management. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education. Since 2020, Professor Sigala is also appointed as Research Fellow of CAUTHE.



Miguel Moital is a Principal Academic in Events Management in the Department of Sport & Events Management, Bournemouth University Business School, UK. He is an experienced educator teaching topics related to consumer behaviour, marketing and new product development in events. He has published more than 30 journal articles in international academic journals including *Tourism Management*, the *International Journal of Contemporary Hospitality Management*, *Psychology & Marketing*, *The Service Industries Journal* and *Event Management*. He is the Founder and Chief Content Developer of the Dissertation Academy YouTube channel, which features unique tips and tools to help students fast track the development of their dissertation.



Norberto Nuno Pinto dos Santos is a geographer and researcher in Tourism and Leisure. Full Professor at the University of Coimbra, he is part of the Department of Geography and Tourism of the Faculty of Arts. He is the coordinator of the research group Tourism, Heritage and Territory, of the Centre of Studies in Geography and Spatial Planning (CEGOT), and is a member of its Board of Directors, and a member of the Scientific-Technical Council of the Sustainable Tourism Observatory of the Centre of Portugal. He coordinates the Tourism section of the Department of Geography and Tourism and is Director of the PhD in Tourism, Heritage and Territory. He is also Manager, at the University of Coimbra, of the UNESCO/Unitwin Chair Culture, Tourism and Development, based at the University of Paris 1, Panthéon-Sorbonne.



Nuno Leal holds a master's degree in Tourism Management and Planning and is currently pursuing a doctoral program in Tourism at the University of Aveiro. His main research interest is related to the theme of accessibility and inclusion in tourism, on which he has already published some works at both national and international levels. In this context, as a doctoral student in tourism, he was part of the scientific research team of the ACTION project - "Accessible tourism: Co-creation of Tourism experience through Web-based Intelligent System." Professionally, Nuno Leal has embraced the role of lecturer at ISCIA, teaching the course on sustainability and accessibility in tourism. He also serves as a director and tourism consultant in a consulting company, as well as a consultant for Accessible Portugal, a non-profit association whose mission is to promote accessible and inclusive tourism in Portugal. In this last association, he has actively participated in projects such as "TUR4all," "AccessTUR," "InclusiveTUR," and "Algarve For All," whose main objectives are linked to the qualification and promotion of the tourism offer in Portugal.



Patrícia Araújo is CEO in the companies Vertiriva Lda [Viseu, PT], Domínio Vivo Lda [Porto, PT], Agência para o Desenvolvimento Sustentável Lda [Viseu, PT], Bestcenter Global Lda [Viseu, PT], Bestcenter Nordeste Ltda [Juazeiro do Norte, BR]. Specialist in Sustainable Development Management in Tourism and Marketing Management. Patrícia created the brands [®] Bestcenter and Biosphere Portugal, under which she develops several tools and capacity building interventions (consulting and/or training) to support management and business strategy in the tourism sector, as well as programs for the creation and structuring of sustainable tourism products, implementation of sustainable development plans in companies and Tourism Destinations and Certification of Destinations and Tour Operators, through the international brand Biosphere Responsible Tourism. She is a member of the Technical Council of the Ibero-American Network of Sustainable Destinations. She is a guest lecturer at the Polytechnic Institute of Viseu. She has a degree in Journalism and a Master in Communication and Marketing. She finds her inspiration in stars, nature and people. She is part of two informal collaborative networks that support community work and reflection on the role of people in organizations. Finally, she is an independent member of CEN (National Strategic Council) of PSD, Coordinator of the Thematic Section of Economy and Business of Viseu District and member of the National Thematic Group of Tourism.



Pedro Colaço is the CEO and President of GuestCentric Systems, which he Co-Founded in October 2006. He boasts a proven track record of driving successful product development, marketing, sales and channel management efforts in the global market. In 2018, Pedro led the acquisition of Great Hotels of the World, a global sales and marketing hotel representation company for upscale independent hotels specialising in business travel and the MICE market. To support local hotels and economic recovery during the Covid-19 crisis in 2020 in Portugal (home to Guestcentric's EMEA headquarters), Colaco led the launch of Small Portuguese Hotels, a national soft brand that is now represented by over 250 independent hotels nationwide. As a creative, critical, and multi-lingual thought leader in the hospitality, travel and technology landscape, Prior to his current role, Colaco was Vice President of Product Management and Marketing at Corvil, a software start-up funded by Apax Partners and Cisco Systems. During his tenure at Corvil he built a global Product Management and Marketing organization to support a sales team of over 60 professionals focused on the financial industry in New York City and London. As a multi-lingual advisor and thought leader, Pedro speaks five languages and has lived in four countries throughout his career.



Yoel Mansfeld is a Full Professor of Tourism Planning & Development at the Department of Geography and Environmental Studies, University of Haifa, Israel. He holds BA and MA (with distinction) from the University of Haifa, Israel and a PhD from the London School of Economics (LSE), University of London, UK. His main areas of academic interests include sustainable tourism, cultural tourism; cultural routes; tourism and security; socio-cultural impacts of tourism development; community-based tourism; and religious tourism. Since 2001, he has been the Program Leader of a MA program on "Tourism Planning and Development". Yoel Mansfeld is the founder and former Head of the University of Haifa's Centre for Tourism, Pilgrimage & Recreation Research (CTPRR). He is also one of the founding members of the European Cultural Routes Universities Network (ECRUN) established by the Council of Europe's European Institute for Cultural Routes. Yoel Mansfeld is also an active member of the UNESCO-UNITWIN network on Culture, Tourism & Development. And a scientific committee member at AEPJ – European Association for the preservation and promotion of Jewish cultural heritage. He has published extensively in Tourism, Geography and Hospitality Journals and authored, co-authored and co-edited several books on tourism and security, consumer behaviour and crisis management.



Chairwomen

Chairwomen



Ana Gonçalves is a senior lecturer at the Estoril Higher Institute for Tourism and Hotel Studies where she teaches in the scientific areas of Arts, Humanities and Foreign Languages and Tourism and Leisure. She holds a PhD (with a European title) in Literary and Cultural Studies (2013) and a post-doc in Geography (2019) and she has been a researcher at the Centre of Geographical Studies, Associated Laboratory of TERRA, IGOT-ULisboa, in the TERRiTUR – Tourism, Heritage and Space research group, since 2013. She is also a Collaborator at CiTUR – Centre for Tourism Research, Development and Innovation. She has presented more than 90 talks at international conferences and she is the author and co-author of more 50 publications, including the book *Reinventing a Small, Worldly City: The Cultural and Social Transformation of Cardiff*, published by Routledge in 2017. She has been the recipient of more than 20 grants, awards and special mentions awarded by renowned institutions and she has been appointed as an external expert for different research projects and calls. Her research interests include urban cultural studies, cultural geography, tourism and leisure, the commons, and intergenerationality.



Ana Margarida Passos is currently Vice-Rector of the European University for Research, Academic Model and Careers. She has a PhD in Social and Organizational Psychology with specialization in Organizational Behavior from ISCTE - Instituto Universitário de Lisboa and an aggregation in Management in the specialty of Human Resources and Organizational Behavior, obtained in the same University. She was Dean of the Faculty of Social Sciences and Technology at the European University from April 2021 to September 2022. Her research focuses mainly on the study of leadership and the cognitive, affective, and motivational processes that contribute to the adaptation and effectiveness of teamwork over time. She was Principal Investigator of several research projects funded by the Foundation for Science and Technology (FCT) and the European Union. She has been participating in several international research networks such as INGRoup Network and EURAM - European Academy of Management.



Linda Pereira is a senior partner and CEO of International Consultancy Advantage Consultants. In addition to her long and respected career as one of the most influential voices in the Meeting Industry, she is also the Executive Director of CPL Meetings & Events. Linda Pereira is internationally respected as a speaker, writer and teacher, having been invited as a speaker in over 143 cities on every continent. She is also the only woman invited as a speaker at a national event in Saudi Arabia, where she is currently a strategic consultant for the business tourism sector. She is also a guest lecturer at three International Universities where she teaches Strategic Events Management. She is also a guest lecturer at Coimbra Business School, Catholic University of Lisbon, ISCSP and Lusófona University. Linda was recently voted one of the Global 100 women leaders and was recently appointed Secretary General of the Observatory for the Future of Humanity. She has been a gender parity campaigner for over 30 years and is on the board of the Portugal-India and Portugal-Netherlands Women's Chamber. She is currently the President of the Women's Economic Forum in Portugal.



Rita Machado is VP Sales & Marketing, Great Hotels of the World, a renowned representation brand for independent upscale hotels around the world. Rita's focus is on generating sales for the member hotels. Following several years in management consulting she moved into hotel Sales and Marketing – both in small independent hotel chains and in larger, more entrepreneurial international groups. Both provided her with valuable insights into the reality of luxury and upscale independent hotels, in which she passionately believes. Fluent in five languages, she lived, studied and worked in several countries before settling in her native Portugal. Her academic background is in Management and Tourism Planning, furthered by Strategic Marketing post-graduate studies. Today, Rita also lectures in the Hospitality Masters and Post-Graduate programmes at Lisbon's ISCTE university. Passionate about consumers and trends, Rita believes that companies like Great Hotels of the World need to stay ahead of the curve, in order to provide true added value to member hotels – providing them with new opportunities in different markets and segments, under a valuable umbrella brand of like-minded, unique properties.



Program

Programa

Day one – May 31, 2023 (Wednesday)

09:23	Registration Welcome Drink
10:00	Open Session Director of the Faculty of Arts & Humanities, University of Coimbra Albano Figueiredo Women Research Network founders Cláudia Seabra, Rita Peres, Sofia Almeida and Susana Mesquita
10:23	Research and Trade Roundtable Marianna Sigala Sheffield Hallam University Miguel Moital Bournemouth University Pedro Colaço CEO Great Hotels of The World Hugo Teixeira Francisco CEO DMC Green Travel
12:30	Lunch in the Cultural Center D.Dinis
14:00	Parallel Sessions
14:00	Hackathon Share, Brainstorm & Collaborate
16:03	Institutional Roundtable Alessandra Priante WTO, Diretor of the Regional Department Europe Luís Araújo Turismo de Portugal Norberto Santos Cátedra da Unesco Carlos Costa Plataforma Nacional de Turismo
17:23	Opening Ceremony Rector of Coimbra University Amílcar Falcão Secretary of State for Tourism, Commerce and Services Nuno Fazenda President of Turismo de Portugal Luís Araújo President of Tourism of the Center Pedro Machado Mayor of Coimbra José Manuel Silva Director of the Faculty of Arts and Humanities, Coimbra University Albano Figueiredo Dean of the Universidade Europeia Hélia Gonçalves Pereira President of the Estoril Higher Institute for Tourism and Hotel Studies (ESHTE) Carlos Brandão Director of CEGOT - Center for Geography and Spatial Planning Studies Fantina Tedim
18:23	Gastronomic moment with music
20:23	Dinner offered by Turismo do Centro de Portugal (Hotel Vila Galé)



Day two – June 01, 2023 (Thursday)

08:23	Registration Welcome Drink
09:23	Research and Trade Roundtable Yoel Mansfeld University of Haifa Daisy Fan Bournemouth University Ana Cristina Beatriz Authentic Hospitality Wellness Projects Gonçalo Rebelo de Almeida Presidente Grupo Vila Galé
11:23	Parallel Sessions
11:23	Show Cases: Industry Rota do Românico Dark Sky® Alqueva The F.O.R.K ALSGlobal Quinta Chão do Rio
13:00	Lunch in the Cultural Center D.Dinis
14:23	Parallel Sessions
14:23	Hackathon "Work & Write"
16:23	Parallel Sessions
18:23	Gastronomic moment with music
20:00	Gala dinner in Quinta das Lágrimas



Day three – June 02, 2023 (Friday)

08:23	Registration Welcome Drink
09:23	Research and Trade Roundtable Fabio Carbone University of Northampton Alfonso Vargas-Sánchez University of Huelva Patrícia Araújo Biosphere Nuno Leal Accessible Portugal
11:23	Parallel Sessions
11:23	Show Cases: Industry ABC Hospitality Vila Galé Green Stays Aldeias Históricas Portugal NTN
13:00	Lunch in the Cultural Center D.Dinis
14:23	Parallel Sessions
14:23	Hackathon Presentation of final projects
15:45	Closing Session
16:30	Technical visit "Heritage and Sustainability"



Detailed Program

Programa Detalhado

Day one – May 31, 2023 (Wednesday)

09:23

Registration | Welcome Drink

10:00

Open Session

Director of the Faculty of Arts & Humanities, University of Coimbra | **Albano Figueiredo**
Women Research Network founders | **Cláudia Seabra, Rita Peres, Sofia Almeida and Susana Mesquita**

10:23

Research and Trade Roundtable

Marianna Sigala | Sheffield Hallam University
Miguel Moital | Bournemouth University
Pedro Colaço | CEO Great Hotels of The World
Hugo Teixeira Francisco | CEO DMC Green Travel

12:30

Lunch in the Cultural Center D.Dinis

14:00 - 16:00

Parallel Sessions

Parallel Sessions I

Management I - *Chair Maria Del Pilar Pascual Fraile*

STAKEHOLDERS' COLLABORATION TO CREATE DESTINATIONS' RESILIENCE IN A POST-CRISIS SCENARIO

María Del Pilar Pascual-Fraile; María Del Pilar Talón-Ballesteros; Teresa Villacé-Molinero; Samantha Chaperon

SUSTAINABILITY ON INSTAGRAM: AQUA VILLAGE HEALTH RESORT & SPA CASE STUDY

João Caldeira Heitor; Mariana Marques; Helena Pimentel

IMPACT OF PERCEIVED CO-CREATION ACTIVITIES ON BRAND IMAGE AND PURCHASE INTENTION - CASE: EA GAMES & Z GENERATION

Tija Vranesevic; Miroslav Mandic; Tihomir Vranesevic

THE ROLE OF LOCAL COUNCILS: TOURISM-RELATED ENTREPRENEURIAL LIFESTYLE MIGRATION IN THE ALGARVE

Filipa Perdigão; Kate Torkington; Sandra Rebelo; Susana Conceição

Management II - *Chair Zulmira Montenegro*

PSYCAP, SELF-LEADERSHIP E SATISFAÇÃO NO TRABALHO NA ÁREA DO TURISMO EM PORTUGAL

Sandra Teixeira

COIMBRA DESTINO TURISTICO INTELIGENTE

Ginés Rodriguez

ASSESSING THE EFFECT OF VISUAL STIMULATION OF POTENTIAL WINE TOURISTS OBSERVING PROMOTIONAL WINE ROUTE VIDEOS AND IMPLICATIONS ON DIGITAL MARKETING - AN EYETRACKING STUDY

Mario Neves; Elisabeth Kastenholz; Diana Cunha; Pedro Bem-Haja; Isabel Santos

HOW CAN INDUSTRIAL TOURISM CONTRIBUTE TO INNOVATION AND SUSTAINABILITY?

Zulmira Montenegro; Jorge Marques; Cristina Sousa

THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE TOURISM INDUSTRY: A SYSTEMATIC REVIEW BASED ON THE PRISMA METHODOLOGY

Cláudia Ribeiro De Almeida; Célia Ramos; Henrique Henrique

Geography - *Paulo Nossa*

O PAPEL DA IMAGEM NA ESTRATÉGIA DE PROMOÇÃO TURÍSTICA DAS CIDADES: UM ESTUDO BASEADO NA REDE DAS CIDADES CRIATIVAS DA UNESCO

Rúben Pinhal; Ana Estima; Paulo Duarte

POLÍTICAS DE SUSTENTABILIDADE APLICADAS AO TURISMO DA CIDADE DE COIMBRA: A VISÃO DE RESIDENTES E VISITANTES

Filipe Costa



ANÁLISE COMPARATIVA DOS SISTEMAS DE GOVERNANÇA DOS GEOPARQUES ESTRELA E NATURTEJO EM PORTUGAL

María Cristina Osorio Sánchez; António Sérgio Araújo De Almeida; João Paulo Jorge

RISK PERCEPTIONS IN AN URBAN DESTINATION: TOURISTS VS TOURISM WORKERS

Andreia Pereira; Cláudia Seabra; Ana Caldeira

OVERTOURISM IN EUROPEAN CITIES – RESULTS OF SYSTEMATIC LITERATURE REVIEW

Michał Żemła

TOURISM AND SOCIAL INNOVATION: A REVIEW OF PAST RESEARCH FOR REFLECTING ON FUTURE PATHWAYS

Andreia Moura; Joana Lima

SISTEMAS PRODUCTIVOS AGROPECUARIOS Y SU RELEVANCIA PARA EL DESARROLLO SOSTENIBLE EN LOS GEOPARQUES MUNDIALES DE LA UNESCO AROUCA Y TERRAS DE CAVALEIROS (PORTUGAL)

Leslie Berenice Marquez-Rosado; José-Luis Palacio-Prieto; Artur Sá; Emmaline Rosado-González

Tourism I - Chair Alexandra Vieira

ANÁLISE DOS IMPACTOS DO TURISMO NO ARQUIPÉLAGO DOS AÇORES

Cláudia Faías; Cláudia Seabra1; Ana Caldeira1; Maria Batista

REDES COLABORATIVAS NA EDUCAÇÃO, MUSEOLOGIA E INTERPRETAÇÃO CULTURAL

Elsa Ramos; Paula Proença

AVALIAÇÃO DA IMAGEM DE UM DESTINO COM BASE NOS COMENTÁRIOS DO TRIPADVISOR: O CASO DA REGIÃO CENTRO

Ana Rita Fachada; Celeste Eusébio; Maria João Carneiro; Elisabeth Kastenholz; Ana Maria Caldeira; Ana Catarina Gomes

O PAPEL DA MATERIALIDADE NAS MARCAS TERRITORIAIS POR REPRESENTAÇÃO: UMA AGENDA DE PESQUISA

Giovana Goretti Feijó De Almeida; Paulo Jorge Dos Santos Almeida

PLACE BRANDING E ECONOMIA SOLIDÁRIA EM TERRITÓRIOS PERIFÉRICOS: O CASO DA MARCA AÇORES

Mariana Miranda

ARQUEOLOCI – DA INVESTIGAÇÃO ARQUEOLÓGICA ÀS VIAGENS POR ESTÓRIAS E MEMÓRIAS

Patrícia Machado; Alexandra Vieira

Tourism II - Chair Fernanda Leite-Pereira

OCUPAÇÕES FORMAIS NO TURISMO EM PERÍODO ANTERIOR E POSTERIOR À COVID-19: CONSIDERAÇÕES PARA O BRASIL

Marklea Da Cunha Ferst; Rubia Silene Alegre Ferreira

WORD-OF-ART: A NOITE ESTRELADA DE VINCENT VAN GOGH COMO CONDICIONANTE DA IMAGEM DE DESTINO DE SAINT-RÉMY-DE-PROVENCE

Tiago Borlido; Elisabeth Kastenholz; Eduardo Camilo

O PAPEL DO PEQUENO-ALMOÇO NA SELEÇÃO, SATISFAÇÃO E INTENÇÃO DE REGRESSO NA HOTELARIA

Filipa Brandão; Rui Costa; Fernanda Leite-Pereira

EXPERIÊNCIA DE VISITAS A SÍTIOS E LUGARES PATRIMONIAIS PELO ENFOQUE DA AUTENTICIDADE E PLACE ATTACHMENT

Maria De Fátima João; Elizabeth Abreu

MODELO DE AÇÃO INTEGRADA DO TURISMO ÉTNICO INDÍGENA NO MUNICÍPIO DE BARRA DO CORDA (AMAZÔNIA LEGAL MARANHENSE, BRASIL)

Síria Emerenciana Nepomuceno Borges; Cláudio José Braga Rocha; Estevão Negreiros

PRODUTO TURÍSTICO ÉTNICO INDÍGENA: “CAUIRÉ IMANA, O CACIQUE REBELDE” (BARRA DO CORDA, AMAZÔNIA LEGAL MARANHENSE, BRASIL)

Síria Emerenciana Nepomuceno Borges; Francinayra Morais Dos Santos; Hélio Viana De Sousa

Tourism III - Chair Filipa Mata

A CASE STUDY OF CULTURAL INTELLIGENCE AND ENGAGEMENT IN HERITAGE TOURISM

Germana Torres; Cláudia Seabra; Ana Caldeira

MYSTICAL AND ESOTERIC TOURISM IN SINTRA

Ana Rita Gonçalves; Tiago Lopes

SUSTAINABLE HOSPITALITY: AN OVERVIEW OF THE CHALLENGES FOR IMPLEMENTING SUSTAINABILITY

Diana Ferreira; Miguel R. Clemente

THE ROLE OF CERTIFIED TOUR GUIDES AS STAKEHOLDERS IN THE PLANNING AND MANAGEMENT OF TOURIST DESTINATIONS: THE PORTUGUESE CASE

Filipa Mata; Francisco Silva; Luis Miguel Brito

EMPOWERING WELLNESS WORLDWIDE; A CRITICAL ANALYSIS OF GLOBAL WELLNESS INSTITUTE GWI.

Farhad Nazir; Jeetesh Kumar; Qasim Ali Nisar

Tourism IV - Chair Rita Peres

IDTUR- ONLINE DESTINATION IMAGE OF THE WESTERN REGION OF PORTUGAL

Ana Sofia Figueiredo; Ana Elisa Sousa; Anabela Elias; Daniela Amorim1; Paulo Almeida

STREET ART AND NON-URBAN GEOGRAPHIES: AN UNDERRATED INNOVATIVE TOOL FOR TOURISM PARTICIPATORY GOVERNANCE AND BOTTOM-UP DEVELOPMENT?

Carlo Guadagno

MACHINE TRANSLATION AND COMMUNICATION IN TOURISM

Inês Carvalho; Montserrat Iglesias; Carolina Azevedo Menezes; Michelle Moraes; Gorete Dinis; Paulo Marques



EXPLORING HALAL TOURISM DESTINATION ATTRIBUTES IN PORTUGAL: PERCEPTIONS AND BEHAVIOURS OF TOURISM AGENTS TOWARDS A NON-MUSLIM DESTINATION

João Domingues; Sofia Almeida

360º Sustainability: reinventing the touristic offer, creating innovation with value, with a circular approach of sustainability

João Ramos

Hackathon | Share, Brainstorm & Collaborate

16:03

Institutional Roundtable

Alessandra Priante | WTO, Diretor of the Regional Department Europe

Luís Araújo | Turismo de Portugal

Norberto Santos | Cátedra da Unesco

Carlos Costa | Plataforma Nacional de Turismo

17:23

Opening Ceremony

Rector of Coimbra University | **Amílcar Falcão**

Secretary of State for Tourism, Commerce and Services | **Nuno Fazenda**

President of Turismo de Portugal | **Luís Araújo**

President of Tourism of the Center | **Pedro Machado**

Mayor of Coimbra | **José Manuel Silva**

Director of the Faculty of Arts and Humanities, Coimbra University | **Albano Figueiredo**

Dean of the Universidade Europeia | **Hélia Gonçalves Pereira**

President of the Estoril Higher Institute for Tourism and Hotel Studies (ESHTE) | **Carlos Brandão**

Director of CEGOT - Center for Geography and Spatial Planning Studies | **Fantina Tedim**

18:23

Gastronomic moment with music

20:23

Dinner offered by Turismo do Centro de Portugal (Hotel Vila Galé)



Day two – June 01, 2023 (Thursday)

08:23

Registration | Welcome Drink

09:23

Research and Trade Roundtable

Yoel Mansfeld | University of Haifa

Daisy Fan | Bournemouth University

Ana Cristina Beatriz | Authentic Hospitality Wellness Projects

Gonçalo Rebelo de Almeida | Presidente Grupo Vila Galé

11:23-13:00

Parallel Sessions

Parallel Sessions II

Tourism V - *Chair Ana Cosmelli*

RESIDENTS' ATTITUDES TOWARDS CULTURAL EVENTS: THE ROLE OF SOCIAL SOLIDARITY

Maria João Carneiro; Maria Pimenta; Celeste Eusébio

UNDERSTANDING THE POTENTIAL FOR GEOTOURISM IN PROTECTED AREAS: A DELPHY STUDY

Ana Cosmelli; Carlos Cardoso Ferreira

THE IMAGE AND IDENTITY OF A DESTINATION THROUGH NARRATIVES OF INDUSTRIAL HERITAGE: SÃO JOÃO DA MADEIRA, PORTUGAL, CASE STUDY

Tania Guerra; Pilar Moreno; Sérgio Araújo

THE ROLE OF INCLUSIVE SELF-GENTRIFICATION IN SUSTAINABLE TOURISM: A CASE OF THE ANCIENT TEA PLANTATIONS OF JINGMAI MOUNTAIN IN PU'ER CITY, CHINA

Xiaoguang Qi; Yulong Li; Jin Hooi Chan

SPECIFICITIES AND REALITIES OF OUTDOOR FOOD AND BEVERAGES CONSUMPTION IN SERRA DA ESTRELA REGION: THE ROLE OF "TABERNAS" IN GOUVEIA AND SEIA

Óscar Cabral; Elsa Ramos

Tourism VI - *Chair Ana Sofia Duque*

MUSEUMS, HERITAGE AND LUXURY TOURISM. BRANDING THROUGH CO-CREATION OF VALUE IN A DESTINATION. PROPOSAL FOR A CONCEPTUAL FRAMEWORK THROUGH THE APPLICATION OF STEAKHOLDER THEORY

Gerasela Clementina Gaman; Laura Fuentes Moraleda; Nuria Morere Molinero

EXPERIENCING KING'S LANDING: UNDERSTANDING GAME OF THRONES FANDOM CONSUMPTION IN DUBROVNIK AND CÁCERES

Ana Sofia Duque; Tina Šegota

JAPANESE INCOME TOURISM. THE PORTUGUESE LUXURY HOSPITALITY MANAGEMENT STRATEGY (BEFORE AND AFTER COVID-19)

Paula Tavares De Carvalho; Elizabeth Reis

EMOTIONAL SOLIDARITY IMPACTS IN TOURISTS AFFECTIVE DESTINATION IMAGE FORMATION

Dora Gomes; Alcina Gaspar; Elisabeth Kastenholz

A COMPREHENSIVE APPROACH TO TRANSFORMATIVE EXPERIENCES IN THE ACADEMIC TOURISM

Dina Amaro; Ana Maria Caldeira; Cláudia Seabra

THE CONTRIBUTION OF TOURISM PRODUCTS TO ECONOMIC GROWTH: THE CASE OF THE PENEDA-GERÊS NATIONAL PARK, PORTUGAL

Sara Fernandes; Vânia Costa

Tourism VII - *Chair Susana Mesquita*

BOOSTING ACADEMIC TOURISM THROUGH TRANSFORMATIVE TRAVEL EXPERIENCES

Dina Amaro; Ana Maria Caldeira; Cláudia Seabra

VAULE CHOICE BEHIND THE HERITAGE--A CASE STUDY ON THE IMPERIAL ZHONGDU CITY OF MING DYNASTY IN FENGYANG

Sheng Liu

FLOURISHING FOR WINE TOURISM BUSINESSES

Caroline Morrow

AZORES ALL IN BLUE CASE STUDY: EVALUATION OF THE TOURIST OFFERS IN THE AZORES FOR FAMILIES WITH CHILDREN WITH ASD AND ITS IMPACT ON THE WELL-BEING AND EMOTIONAL REGULATION OF THE CHILD

Rita Conde; João Lopes; Tania Botelho; Pilar Mota



Tourism VIII - *Chair Luís Silveira*

IMPLICATIONS OF COVID 19 IN CULTURAL VISITORS PROFILE OF HERITAGE CITIES: INPUTS FROM COIMBRA, PORTUGAL

Inês Dias; Susana Lima; Ana Rita Teixeira; Eugénia Devile

CROSS-GENERATIONAL TRAVEL INTENTIONS: A STUDY DURING THE PANDEMIC

Giuseppe Aliperti; Aurkene Alzua-Sorzabal; Basagaitz Guereño Omil; Ana Maria Cruz Naranjo

A REVIEW OF CULTURAL AND SOCIAL REPRESENTATIONS OF ISLANDS: IMPLICATIONS FOR ISLAND DESTINATION MARKETING

Andreia Carvalho; Maria João Carneiro; Elisabeth Kastenholz

A POST-PANDEMIC VIEW OF THE SOCIOCULTURAL SUSTAINABILITY OF TOURISM IN CENTRAL HISTORIC DISTRICTS OF LISBON AND BARCELONA

Jordi Arcos Pumarola; Vahid Ghasemi; Maria Del Pilar Leal Londoño; Paulo Marques; Marcelo Oliveira; Luis Mota

WHAT ARE THE CRITERIA USED BY DMCS TO IMPROVE THE USAGE OF ARTISANS AND SMALL PRODUCERS?

Pedro Cebola; Sofia Almeida

NETWORKING FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM DESTINATIONS: A PROPOSAL FOR THE TERRITORIES OF SERRA DO BUSSACO, PORTUGAL

Jéssica Batista; Susana Lima

Tourism IX - *Chair Cláudia Faias*

PLACE ATTACHMENT: O CASO DO ARQUIPÉLAGO DOS AÇORES

Cláudia Faias; Cláudia Seabra; Ana Caldeira; Maria Batista

O DESENVOLVIMENTO DO TURISMO CRIATIVO EM REDE E A EXPERIÊNCIA DA REDE NACIONAL DE EXPERIÊNCIAS E TURISMO CRIATIVO - RECREIA E CREATOUR

Larissa Almeida; João Paulo Silva; Fiona Eva Bakas

RITUAL, MAGIA E ESPIRITUALIDADE: TURISMO CRIATIVO EM TERRA DE MIRANDA

Germana Torres; Norberto Santos

TURISMO CRIATIVO COMO CATALISADOR DE CULTURA REGENERATIVA: CONTRIBUIÇÕES DO ESTUDO DE CASO DO PLANO DE TURISMO CRIATIVO DO RECIFE - PE

Larissa Almeida; Fabrício Casarejos; Jéssica Maria Bertoli

CAMINHAR PARA ALÉM DO ÓBVIO ITINERÁRIOS CULTURAIS EM BAIROS PERIFÉRICOS DE LISBOA

Daniela Pereira; Vítor Ambrósio; Miguel Brito

Show Cases: Industry - *Chair Ana Paula Pais*

Rota do Românico

Dark Sky® Alqueva

The F.O.R.K

ALSGlobal

Quinta Chão do Rio

Lunch in the Cultural Center D.Dinis

Parallel Sessions

Parallel Sessions III

Special Session Co-Creation in Tourism - *Chair Sofia Almeida*

UM OLHAR SOBRE AS EXPERIÊNCIAS DE COCRIAÇÃO NA ROTA VINHOS DA CAMPANHA GAÚCHA, BRASIL

Priscila Chiattonne; Cláudia Seabra; Cristiane Berselli

PROJETO DE UMA PLATAFORMA DE COLABORAÇÃO E/OU COCRIAÇÃO: UMA APLICAÇÃO AO SETOR DO TURISMO

Ângelo Marujo; Bruno Afonso; Inês Martins; Lisandro Pires; Sílvia Fernandes

O FOCO NA INOVAÇÃO E NA SUSTENTABILIDADE EM EMPREENDIMENTOS TURÍSTICOS DA REGIÃO DOURO

Maria Lúcia Pato; Maria Manuel Leguissimo

THE SMART TOURISM EXPERIENCE IN THE CONTEXT OF ACCOMMODATION IN PROPERTIES WITH HERITAGE VALUE

Pedro Vaz Serra; Cláudia Seabra; Ana Caldeira

13:00

14:23 - 16:30



Special Session Transports and Tourism - *Chairs Vânia Costa & Cláudia Almeida*

SURVEY OF HAKONE TOURISM MAAS "EMOT"

Junko Matsuzaki Carreira

PUBLIC POLICIES IN RAIL TOURISM AND RAIL HERITAGE: THE FONDAZIONE FS ITALIANE

André Pires

TRANSPORT AND TOURISM: A SYSTEMATIC LITERATURE REVIEW AND BIBLIOMETRIC ANALYSIS

Vânia Costa; Cláudia Ribeiro De Almeida

THE ROLE OF ECOPATHWAYS IN THE SUSTAINABILITY AND PRESERVATION OF THE RAILWAY HERITAGE

Eunice Duarte; Eunice Lopes; Lucília Cardoso

THE VISITORS' PERCEPTIONS THROUGH TRIPADVISOR: THE NATIONAL RAILWAY MUSEUM (PORTUGAL)

Germana Torres; Paulo Carvalho

DYNAMICS OF A SUN AND BEACH DESTINATION AFTER 25 YEARS OF LOW-COST CARRIERS' OPERATION

Cláudia Ribeiro De Almeida; Vânia Costa

EXPLORING THE CONCEPTUALIZATION OF THE "FLIGHT EXPERIENCE" OUTCOMES"

Vida Nejabati; Nelson Matos; Eugénia Ferreira

Special Session Tourism Education I - *Chair Manuel Salgado*

ANÁLISE DA OFERTA FORMATIVA EM TURISMO NAS INSTITUIÇÕES DE ENSINO SUPERIOR PÚBLICO EM PORTUGAL (1º CICLO)

Cláudia Ribeiro De Almeida; Ana Isabel Renda

ENSINO SUPERIOR EM HOTELARIA, TURISMO E LAZER E AS ASSIMETRIAS REGIONAIS NAS ESCOLAS VOCACIONADAS EM PORTUGAL

Cristina Manuela Silva Rodrigues; Rafaela Filipa Gomes Silva; Paula Cristina Pires; Manuel António Brites Salgado

ENSINO SUPERIOR EM GESTÃO HOTELEIRA: ANÁLISE COMPARATIVA DE ESTUDOS DE CASO

Rafaela Silva; Manuel Salgado; Luís Correia

ANÁLISE DA OFERTA FORMATIVA DE MESTRADOS E DOUTORAMENTOS EM TURISMO NAS INSTITUIÇÕES DE ENSINO SUPERIOR EM PORTUGAL

Ana Isabel Renda; Cláudia Ribeiro De Almeida

AVALIAÇÃO E ACREDITAÇÃO NO ENSINO SUPERIOR PORTUGUÊS: O CASO DA ÁREA HOTELARIA, TURISMO E LAZER

Fernando Florim De Lemos; Manuel Salgado

PARCERIAS ESTRATÉGICAS NO CONTEXTO DE INSTITUIÇÕES DE ENSINO SUPERIOR E OS STAKEHOLDERS: O ESTUDO DE CASO DO TURISMO E HOSPITALIDADE DA ESTH/IPG

Fernando Florim De Lemos; Ricardo Guerra; José Alexandre Martins; Manuel Salgado

PLANEJAMENTO DE ROTEIROS DE TURISMO PEDAGÓGICO

Rosaline Oliveira

Special Session Nature and Adventure Tourism - *Chairs Francisco Silva & Tiago Lopes*

MAPEAMENTO DO PATRIMÓNIO GEOLÓGICO DO TERRITÓRIO TURARQ: GESTÃO GEO-TURÍSTICA E A CRIAÇÃO DE ITINERÁRIOS TEMÁTICOS

Hugo Gomes; Marco Martins; Anícia Trindade; Douglas Cardoso; Eduardo Ferraz; Sara Garcês; Luiz Oosterbeek

POTENTIAL OF GREEN COMMUNITY-BASED TOURISM ACTIVITIES IN KLONG LAT NOTE, RANONG PROVINCE, THAILAND

Tatsanawalai Utarasakul; Walaiporn Phonphan; Nitinarth Charoenpokaraj; Talisa Niemmanee

PRELIMINARY STUDY ON ASSESSMENT OF WATER CARRYING CAPACITY FOR SURF SCHOOLS: CASE STUDY OF PENICHE

João Paulo Jorge

CANYONING IN PORTUGAL: SUPPLY AND BUSINESS MODELS

Francisco Silva; Tiago Lopes; Mário Silva; Joel Pereira

SEA RECREATIONAL ACTIVITIES IN THE WEST REGION OF PORTUGAL - THE COMMUNICATION GAPS BETWEEN OFFICIAL AND UNOFFICIAL TOURIST ENTITIES

Igor Araújo; Daniela Amorim; Anabela Elias; Ana Sousa; Paulo Almeida

Special Session Coopetition, Cooperation and Competition in Tourism - *Adriana Fumi Chim-miki & Rui Costa*

INTERNET OF THINGS (IOT) IN COLLABORATIVE TOURISM CONSUMPTION

Vasco Santos; Bruno Sousa; Rui Carvalho; Rita Peres

ARE MANAGERS AND CUSTOMERS ON THE SAME PAGE? MISMATCHES OF VIEW ON CRITICAL SUCCESS FACTORS IN HOTEL INDUSTRY

Rui Augusto Costa; Adriana Fumi Chim-Miki; Ana Filipa Maia

VALUE-CREATION AND APPROPRIATION BY COOPETITION IN TOURISM NON-PROFIT ORGANIZATIONS

Rosa Maria Batista-Canino; Adriana Fumi Chim-Miki; Sílvia Sosa-Cabrera

WINE TOURISM AND ITS RELATIONSHIP WITH THE OBJECTIVES OF SUSTAINABLE DEVELOPMENT

Pedro Gustavo Jaski; Luiz Carlos Da Silva Flores

MEASURING TOURISM DESTINATION COMPETITIVENESS: THE CASE STUDY OF THE WEST REGION (CENTER OF PORTUGAL)

Mariana Vieira; Anabela Elias-Almeida; Daniela Amorim; Ana Sousa; Paulo Almeida

SUSTAINABILITY AND TOURISM PLANNING: A STUDY OF NATIONAL TOURISM PLANS OF THE 27 EU COUNTRIES

Ana Sofia Duque; Maria Lúcia Pato



DRIVERS TO TOURISM COOPERATION WILLINGNESS: THE MODERATING ROLE OF BUSINESS ASSOCIATIONS

Adriana Fumi Chim-Miki; Rui Augusto Da Costa

Special Session Effectiveness of Tourism Destinations I - Chairs Eunice Lopes, Lucília Cardoso & Eunice Duarte

EXPERIÊNCIAS MULTISSENSORIAIS ASSOCIADAS À ÁGUA: UMA VIA PARA O DESENVOLVIMENTO TURÍSTICO DOS BLUE SPACES

Mónica Brito; Luís Silveira

A IMPORTÂNCIA DO COMBOIO PARA O MUSEU DO CÔA

Aida Carvalho; Eunice Duarte

O COMPORTAMENTO DO CONSUMIDOR EM TURISMO: A ESCOLHA DO DESTINO TURÍSTICO REDE ALDEIAS HISTÓRICAS DE PORTUGAL

Paula Reís; José Rodrigues; Sara Nunes; George Ramos; Ana Balão

NEUROSCIENCE OR NEUROMARKETING APPLIED TO TOURISM: A MIXED-METHOD SYSTEMATIC REVIEW ON NEUROTOURISM

Lucília Cardoso; Rui Silva; Giovana Almeida; Filipa Campos; Luis Lima Santos1; Arthur Araujo

NEUROMARKETING AND ARCHAEOLOGY DESTINATIONS' BRAND POSITIONING: TOWARDS A CONCEPTUAL FRAMEWORK

Marco Martins; Anícia Trindade; Douglas Cardoso; Eduardo Ferraz; Hugo Gomes; Sara Garcês; Luiz Oosterbeek

Hackathon | "Work & Write"

16:23 - 18:30

Parallel Sessions

Parallel Sessions IV

Special Session Accessible Tourism and Human Diversity - Chairs Andreia Moura, Eugénia Devile, Susana Mesquita & Susana Lima

A IMPORTÂNCIA DA PARTICIPAÇÃO NA ADEQUAÇÃO DO ESPAÇO URBANO PARA O TURISMO ACESSÍVEL: UM PERCURSO NO CENTRO HISTÓRICO DE GUIMARÃES

Neuza Silva; Maria Caldeira; Flávio Nunes

HOW DIVERSE IS THE ACCESSIBILITY LEVEL OF PORTUGUESE TOURISM SUPPLY IN TERMS OF STAFF SKILLS? EVIDENCE FROM A SEGMENTATION STUDY

Celeste Eusébio; Maria João Carneiro; Elisabeth Kastenholz

PROMOTING THE DEVELOPMENT OF INCLUSIVE TOURISM IN THE AZORES ISLANDS: THE CASE OF FAMILIES WITH CHILDREN WITH AUTISM SPECTRUM DISORDER (ASD)

Rita Conde; Suzana Caldeira; Isabel Rego; Tânia Botelho; Osvaldo Silva1; Áurea Sousa; Carlos Rodrigues; Pilar Mota

PUBLIC POLICIES IN ACCESSIBLE TOURISM: UNIVERSAL EFFECTIVENESS MEASUREMENT MODEL

Marklea Da Cunha Ferst; Sara Joana Gadotti Dos Anjos

RURAL TOURISM EXPERIENCES OF PEOPLE WITH VISUAL DISABILITIES IN RURAL DESTINATIONS: A QUALITATIVE ANALYSIS OF ITS NATURE AND DIMENSIONS

Ana Gomes; Celeste Eusébio

HOW CAN CO-CREATION IN MUSEUMS BE BOOSTED IN THE CASE OF PEOPLE WITH SENSORY IMPAIRMENTS?

Susana Mesquita; Ana Caldeira; Maria João Carneiro

THE EVALUATION OF PHYSICAL AND ATTITUDINAL ACCESSIBILITY APPLIED TO THE TWO DESTINATIONS: PORTO AND VILA NOVA DE GAIA

Susana Mesquita; Elvira Vieira; Ana Pinto Borges; António Lopes De Almeida

Special Session Co-Creating Sustainable Rural Tourism Experiences - Chairs Elisabeth Kastenholz, Maria João Carneiro & Mariana Carvalho

TURISMO RURAL RESILIENTE E REGENERATIVO: O CASO DA ALDEIA DE TRAVANCINHA

Rafaela Silva; Elisabeth Kastenholz; Manuel Salgado

COCRIAÇÃO DE EXPERIÊNCIAS TURÍSTICAS EM PAISAGENS ARQUEOLÓGICAS - O CASO DO FESTIVAL DA PRÉ-HISTÓRIA E SABERES TRADICIONAIS

Hugo Gomes; Marco Martins; Douglas Cardoso; Eduardo Ferraz; Sara Garcês; Luiz Oosterbeek; Anícia Trindade

THE ROLE OF THE LOCAL COMMUNITY IN SUSTAINABLE TOURISM DEVELOPMENT: CASE STUDY OF THE MUNICIPALITY OF CUBA, ALENTEJO

Maria Luísa Rocha; Maria Do Rosário Borges

COMMUNITY INVOLVEMENT WITH PEOPLE, PLACE AND WINE AS DETERMINANTS OF TOURISM SUPPORT IN WINE DESTINATIONS

Elisabeth Kastenholz; Maria João Carneiro; Celeste Eusébio; Paulo Duarte

VISITORS' ENGAGEMENT IN CO-CREATIVE FOOD & WINE EXPERIENCES IN TWO PORTUGUESE WINE REGIONS

Mariana Carvalho; Elisabeth Kastenholz; Maria João Carneiro

EXPLORING THE ROLE OF LIFESTYLE MIGRANT ENTREPRENEURS IN THE CREATION OF SUSTAINABLE RURAL TOURISM ACTIVITIES IN THE ALGARVE

Kate Torkington; Filipa Perdigão Ribeiro; Karijn Nijhoff; Susana Conceição

LOCAL TOURISM CLUSTER AS A TOOL FOR PROMOTION OF CRAFTED AND ECOLOGICAL PRODUCTS IN RURAL AREA: CASE FROM BELARUS

Valeria Klitsounova; Pavel Tatur; Darya Puka

NATURAL RESOURCES CONSERVATION STRATEGIES FOR THE DESIGN OF TOURISM ROUTE FOR EXPERIENTIAL COMMUNITY-BASED AGRO TOURISM IN BAN NAI WONG, RANONG PROVINCE, THAILAND

Tatsanawalai Utarasakul; Nitinarth Charoenpokaraj; Talisa Niemmanee



Special Session Challenges for Tourism in Coastal Areas - *Chair João Jorge*

O IMPACTO DAS MUDANÇAS CLIMÁTICAS NO TURISMO: ESTUDO DE CASO DA ALTERAÇÃO DA LINHA DE COSTA NO PARQUE NATURAL DA LITORAL NORTE

Sara Silva; Jorge Novais; Saulo Folharini; Tiago Marques; António Vieira; António Bento-Gonçalves

APLICAÇÃO DE DRONES E SIG NA MONITORIZAÇÃO DAS ALTERAÇÕES COSTEIRAS E AVALIAÇÃO DOS SEUS IMPACTOS PARA O TURISMO LOCAL - O CASO DE OFIR, ESPOSENDE

Jorge Novais; Sara Silva; Saulo Folharini; Tiago Marques; António Vieira; António Bento-Gonçalves

TURISMO DE CRUZEIROS E DESENVOLVIMENTO SUSTENTÁVEL: O CASO DA REGIÃO DE LISBOA, NUMA PERSPETIVA DA OFERTA

Nuno Ricardo Dias; Carlos Costa; José Sancho Silva

ANÁLISIS DE LA GESTIÓN MARINO-COSTERA EN EL CARIBE MEXICANO: OPORTUNIDADES PARA LA IMPLEMENTACIÓN DE INSTRUMENTOS DE POLÍTICA DE MARES Y COSTAS

Oscar Frausto

IDENTIFICACIÓN DE LOS ASUNTOS CLAVE EN LA POLÍTICA DE COSTAS DE QUINTANA ROO, MÉXICO

Mónica Ariadna Chargoy Rosas; Oscar Frausto Martínez; Celene Milanés Batista; Juan Alfredo Cabrera Hernández

INTEGRATED INTERVENTION IN THE ALGARVE COASTAL CULTURAL HERITAGE. FOR THE SUSTAINABILITY OF CACELA VELHA

Cristina Tété Garcia; Delminda Moura; Ana Ramos; José Barbieri; João Silva; Filipe Ribeiro; Valente Maria João

UNDERSTANDING THE EFFECTS OF COASTAL CLIFF RECESSION AND DEGRADATION ON SUSTAINABLE USE THROUGH THE APPLICATION OF NATURE-BASED SOLUTIONS IN COASTAL VILLAGES OF THE RIONEGRINA COAST (PATAGONIA, ARGENTINA): COMMUNITY SURVEY AND KNOWLEDGE CO-PRODUCTION

Carlos Paredes Bartolome; Alberto Tomás Caselli; María Sonia Medina-Salgado; Luis Iglesias Martínez; José Eugenio Ortiz Menéndez; Rogelio De La Vega Panizo; Ricardo Castedo Ruiz

MOTIVATION AND BARRIERS TO ADOPTION OF CIRCULAR ECONOMY IN TOURISM AND HOSPITALITY: PERSPECTIVES FROM COASTAL DESTINATIONS IN EUROPE

Jin Hooi Chan; Angelo Sciacca; Sonal Hukampal Singh

Special Session Gastronomy Challenges and Trends I - *Chairs Cristina Barroco & Suzanne Amaro*

AUTENTICIDADE, PAISAGENS ALIMENTARES E MARCA DOS DESTINOS: UMA REFLEXÃO NO CONTEXTO DO TURISMO GASTRONÓMICO

Susana Marques; Sandra Simões; Ana Paula Pais; Vera Margarida Cunha

A SUSTENTABILIDADE DOS TERRITÓRIOS DE MONTANHA PELA VIA DO PATRIMÓNIO GASTRONÓMICO

Ricardo Ricardo Jorge Da Costa Guerra; Manuel Salgado; Paula Pires

A INTEGRAÇÃO DE ROBÔS NA RESTAURAÇÃO: VANTAGENS E DESVANTAGENS

Ana Catarina Monteiro; Cristina Barroco; Suzanne Amaro

PERFIL SENSORIAL DE AZEITES VIRGEM EXTRA DO NORTE DE PORTUGAL: PROPOSTA DE UMA CARTA DIGITAL

José Silva; Bebianna Monteiro; Josefina Salvado; Manuel Salvador Araújo

SUSTAINABLE ORGANIZATIONAL PRINCIPLES AT CULINARY EVENTS OF EUROPE AND NORTH AMERICA

Bence Csapody; Melinda Jaszberenyi

UNESCO CREATIVE CITIES OF GASTRONOMY - A LITERATURE REVIEW

Vasco Coelho; Rui Costa; Cristina Barroco

Special Session Road-Based Tourism (Routes) - *Chairs Carlos Cardoso Ferreira, Cláudia Almeida, Rosário Borges & Alexandre Guedes*

O VALOR ESTRATÉGICO DA ESTRADA NACIONAL 2 PARA O TURISMO: ESTUDO DE CASO SOBRE IMAGEM PROJETADA

Catarina Frias; Carlos Cardoso Ferreira; Sérgio Guerreiro

DADOS MÓVEIS NA QUANTIFICAÇÃO E QUALIFICAÇÃO DA AFLUÊNCIA DE VISITANTES NOS CONCELHOS DA N2 NO ALENTEJO: ESTUDO EXPLORATÓRIO

Maria Do Rosário Borges; Jaime Serra; Noemi Marujo; Joana Lima

A IMPORTÂNCIA DO TURISMO INDUSTRIAL NO DESENVOLVIMENTO DOS TERRITÓRIOS: O CASO DA REGIÃO CENTRO DE PORTUGAL

Ana Rita Fachada; Celeste Eusébio; Maria João Carneiro

AN EXAMINATION OF THE LAYERS OF BUSINESS PLACE IDENTITIES RESULTING FROM THE CREATION OF A ROAD TOURISM ROUTE: AN EXPLORATION OF THE WILD ATLANTIC WAY

Ziene Mottiar; Theresa Ryan

TOURISM PROFILE AT EN2 ROAD: A PRELIMINAR STUDY

Sandra P. Cruz; Cláudia Ribeiro De Almeida

SPACE-TIME ANALYSIS OF TOURIST DEMAND ON THE NATIONAL ROAD 2 (EN2): AN EXPLORATORY STUDY OF LOCATION-BASED SOCIAL NETWORKS

Carlos Ferreira; Jorge Rocha

Special Session Food Tourism, Sustainability and Marketing - *Chairs Alicia Orea-Giner & Francesc Fusté-Forné*

ESTUDO SOBRE O MODO DE ALIMENTAÇÃO DOS PASTORES DA SERRA DA ESTRELA - UMA OPORTUNIDADE PARA A (RE)DESCOBERTA DAS RELAÇÕES GASTRONÓMICAS ENTRE OS PRODUTOS ENDÓGENOS?

Óscar Cabral; Elsa Ramos



BOOSTING SUSTAINABLE FOOD CHOICE WITH CARBON LABELS IN TOURISM DESTINATION RESTAURANTS – A FIELD EXPERIMENT

Marie Nowak; Jonas Nordström; Maria Lexhagen

EXPLORING GENDER DIFFERENCES IN SHARING FOOD EXPERIENCES ON SOCIAL MEDIA NETWORKING

Pimsuporn Poyoi; Lluís Coromina; Ariadna Gassiot Melian

FOOD TOURISM AND STORYTELLING – A CONCEPTUAL FRAMEWORK

Marco Martins; Ricardo Guerra; Lara Santos; Luisa Lopes

AN AUTOETHNOGRAPHIC STUDY OF THE FOOD TOURISM EXPERIENCE

Alicia Orea-Giner; Francesc Fusté-Forné

Special Session Tourism Education II – Chair Manuel Salgado

NEW PERSPECTIVES ON SOCIAL AND CROSS-CULTURAL SKILLS DEVELOPMENT IN CURRICULA IN TOURISM AND HOSPITALITY IN IRELAND

Fernanda Lima Rabelo; Denise O'leary; Theresa Ryan; Deirdre Quinn; Ruth Craggs; Ziene Mottiar; Rachelle O'brien

CULTURAL TOURISTS' MOTIVATIONS AT HISTORIC EUROPEAN UNIVERSITIES

Inês Almeida; Luís Silveira

ASSESSING THE IMPACTS OF A VIRTUAL EXCHANGE ABOUT SUSTAINABILITY IN RECENT TOURISM GRADUATES

Paula Fonseca; Maria De Lurdes Martins

DEVELOPING A TOOLKIT FOR EXPERIENTIAL LEARNING IN TOURISM: A WORK IN PROGRESS

Sandra Vasconcelos; Carla Melo; António Melo; José António Silva; Bebiana Monteiro

TOURISM AND HOSPITALITY EDUCATION: PERSPECTIVES ON ENGAGEMENT AND EMPOWERMENT – A CONCEPTUAL MODEL

Marco Martins; Eunice Lopes; Ricardo Guerra

Special Session DMO's Information Systems as Focal Points for Smart Destinations – Chair João Vaz Estêvão

SISTEMAS DE INFORMACIÓN E INTELIGENCIA DE NEGOCIO EN DESTINOS TURÍSTICOS INTELIGENTES: UNA VISIÓN IBEROAMERICANA

Jennifer Caroline Soares; Josep Antoni Ivars-Baidal

SUSTAINABLE SMART DESTINATIONS: A CASE STUDY FOR THE IMPLEMENTATION OF A REGIONAL-BASED TOURISM INTELLIGENCE SYSTEM

Jaime Serra; Rosário Borges; Joana Lima; Noémi Marujo

VISIT PORTUGAL IN TIMES OF #COVID-19: CRISIS COMMUNICATIONS AND DESTINATION IMAGE REPAIR

Mariana Casal-Ribeiro; Rita Peres; Inês Boavida-Portugal

TOURISM INTELLIGENCE THROUGH THE USE OF NEW TECHNOLOGIES

Daniela Alvares; Luciano Paula; Aline Rezende

THE METAVERSE AND ARCHAEOLOGICAL TOURISM IN TURARQ'S PROJECT

Douglas Cardoso; Marco Martins; Anícia Trindade; Eduardo Ferraz; Hugo Gomes; Sara Garcês; Luiz Oosterbeek

SMART TOURISM ECOSYSTEM: FROM CONNECTIVITY TO VALUE CO-CREATION

Pedro Vaz Serra; Cláudia Seabra; Ana Caldeira

18:23

Gastronomic moment with music

20:00

Gala dinner in Quinta das Lágrimas



Day three – June 02, 2023 (Friday)

08:23

Registration | Welcome Drink

09:23

Research and Trade Roundtable

Fabio Carbone | University of Northampton

Alfonso Vargas-Sánchez | University of Huelva

Patrícia Araújo | Biosphere

Ana Garc | Accessible Portugal

11:23 – 13:00

Parallel Sessions

Parallel Sessions V

Special Session Eco-Tourism Challenges- *Chair Emese Panyik*

CHILDREN'S ECOTOURISM EXPERIENCE IN THE HUNGARIAN PUSZTA

Tamara Rátz; Zsuzsanna Hajduk

TURISMO ARQUEOLÓGICO E O ECOTURISMO: FORMAS DE INTEGRAÇÃO EM TERRITÓRIOS DE BAIXA DENSIDADE DEMOGRÁFICA

Sara Garcês; Marco Martins; Anícia Trindade; Douglas Cardoso; Eduardo Ferraz; Hugo Gomes; Luiz Oosterbeek

DISPONIBILIDADE A PAGAR PELA VISITA A UMA ÁREA PROTEGIDA: CASO DE ESTUDO DAS RESERVA NATURAL DAS BERLENGAS

Rui Alves; Alexandra Mendes; João Vasconcelos

THE ROLE OF ECOTOURISM AND COMMUNITY DEVELOPMENT FOR SUSTAINABILITY IN THE COASTAL ZONE OF LAUTEM MUNICIPALITY, TIMOR-LESTE

Feliciano Céu; Zélia Breda; Filomena Cardoso Martins; Isabel Pinho

LOCAL IDENTITY IN IMPLEMENTING SUSTAINABLE TOURISM GOALS (EXAMPLE OF YOUNG GENERATION OF POLES)

Agnieszka Niezgodna; Ewa Markiewicz; Matylda Awedyk

VISITORS' ATTITUDES TOWARDS NATURE BOARDWALKS IN SOCIAL MEDIA

Emese Panyik; António Pinheiro

Special Session Sustainable Tourism Behavior I - *Chair Chairs Medéia Veríssimo & Makhabbat*

Ramazanova

A PERCEÇÃO DE QUALIDADE DE VIDA NA CIDADE DE COIMBRA: A VISÃO DE RESIDENTES E VISITANTES

Filipe Costa

RESIDENTS PERCEPTIONS ON THE SOCIO-ECONOMIC TOURISM IMPACTS – THE CASE OF ALENTEJO

Joana Lima; Jaime Serra; Maria Do Rosário Borges; Noémi Marujo

PRO-CIRCULARITY CONSUMER BEHAVIOURS: A TOURISM FRAMEWORK PROPOSAL BASED ON A SYSTEMATIC LITERATURE REVIEW

Ana Gomes; Celeste Eusébio; Margarita Robaina

O TURISMO DE SAÚDE E BEM-ESTAR NA SERRA DA ESTRELA: UMA ANÁLISE DAS MOTIVAÇÕES E DO PERFIL SOCIOECONÓMICO DA PROCURA TURÍSTICA

Margarida Mota; Paulo Nossa

Special Session Gastronomy Challenges and Trends II - *Chairs Cristina Barroco & Suzanne Amaro*

GASTRONOMY AS INTANGIBLE CULTURAL HERITAGE AND A TOOL FOR TOURISM DEVELOPMENT: PERCEPTIONS OF RESIDENTS

Makhabbat Ramazanova; Isabel Vaz De Freitas

GASTRONOMIC IDENTITY AS A DESTINATION ATTRACTION FACTOR: THE CASE OF "MUSEU DO PÃO"

Cristina Manuela Silva Rodrigues; Rafaela Filipa Gomes Silva; Ricardo Jorge Da Costa Guerra; Manuel Salgado; Paula Cristina Pires

GASTRONOMIC TRADITIONS AND CIRCULAR ECONOMY IN THE RESTAURANT INDUSTRY: A BIBLIOMETRIC REVIEW

Carla Melo; Andreia Moura; Eugénia Devile; Vânia Costa; António Melo

GASTRONOMIC ROUTES AND CERTIFIED PRODUCTS: AN ANALYSIS TO THE TOURISTIC OFFER OF MADEIRA AND AZORES ISLANDS

Maria De Lurdes Martins; Sofia Duque; Cristina Barroco

COMPETITIVENESS AND SUCCESS FACTORS OF MIDDLE EASTERN CUISINE IN BUDAPEST, HUNGARY

Tamara Ratz; Emese Schütz



Special Session Women in Tourism I - *Chair Alexandra Pereira*

TOURISM ENTREPRENEURSHIP AND EMPOWERMENT: INSIGHTS FROM IRANIAN WOMEN

Fatemeh Bagheri; Maria Manuela Martins Guerreiro; Sarasadat Makian; Zahed Ghaderi

TOURISM PUBLICATION PATTERNS DURING THE COVID-19 PANDEMIC: A BIBLIOMETRIC STUDY

Alexandra Pereira; Vitor Sá

THE INCORPORATION OF GENDER IN TOURISM RESEARCH: A BIBLIOMETRIC ANALYSIS BETWEEN 2010 AND 2021

Sara Larrabure; Agustin Cocola-Gant; Eduardo Brito-Henriques; Margarida Queirós

WOMEN TRAVELING ALONE: HOW THEY DESCRIBE THEIR EXPERIENCE?

Andreia Pereira

THE INFLUENCE OF HUMAN RIGHTS RESPECT ON TOURIST'S DESTINATION CHOICE

Maria Isabel Marques; Alexandra Matos Pereira

Special Session Effectiveness of Tourism Destinations II - *Chairs Chair Eunice Lopes, Lucília Cardoso & Eunice Duarte*

RAIL TOURISM AND GASTRONOMY IN PORTUGAL

Fernando Vasques Felizardo1; Eunice Duarte

RAILWAY TOURISM - MOTIVATIONS, EXPERIENCES AND ATTRACTIVENESS WHEN VISITING A DESTINATION

Miguel Esteves; Eunice Duarte; Eunice Lopes

THE INFLUENCE OF TOURISM ON THE CARBON FOOTPRINT OF LONG-DISTANCE TRAINS OF COMBOIOS DE PORTUGAL

Eunice Duarte; António Guerner Dias; Paulo João Nascimento

TOURISM AND MUSEUMS: AWARENESS OF HERITAGE ENHANCEMENT

Eunice Lopes; Eunice Duarte; Lucília Cardoso

RAILWAY TOURISM AS A STRATEGY FOR LOCAL DEVELOPMENT

Eunice Duarte; Filipe Santos

Special Session Events, Animation and Leisure - *Chair Anabela Monteiro*

TURISMO AUTOMÓVEL E MOTOTURISMO: ANÁLISE COMPARATIVA ENTRE EVENTOS MOTORIZADOS

Ana Graça; Jorge Umbelino; Nuno Marques Da Costa

FACTORS INFLUENCING THE RESIDENTS' ATTITUDES TOWARDS REENACTMENT EVENTS: THE CASE OF MEDIEVAL JOURNEY IN THE LAND OF SANTA MARY

Maria Inês Carvalho; Celeste Eusébio; Maria João Carneiro

CULTURAL EVENTS AND THEIR IMPACT ON CITY'S DYNAMIC: THE CASE OF PERLIM - THE BIGGEST CHRISTMAS THEME PARK IN PORTUGAL

Cátia Coelho; Ana Estima

FESTIVALS AND COMMUNITY COHESIVENESS: EXPLORING THE CHALLENGE OF MICRO-COMMUNITIES AT THE BIG SCREAM HALLOWEEN FESTIVAL, DUBLIN

Theresa Ryan; Ruth Craggs; Ziene Mottiar

TOWARDS SUSTAINABILITY IN EVENTS. A REVIEW OF FOOD WASTE MANAGEMENT

Maria Torrejón Ramos; Marta Ortiz-De-Urbina-Criado; Maria-Sonia Medina-Salgado; Sara Alonso-Muñoz

Show Cases: Industry - *Chair Pedro Machado*

ABC Hospitality

Vila Galé

Green Stays

Aldeias Históricas

Portugal NTN

Lunch in the Cultural Center D.Dinis

Parallel Sessions

Parallel Sessions VI

Special Session Environmental Sustainability - *Chairs Dália Liberato & Mónica Oliveira*

ECONOMIC SUSTAINABILITY THROUGH NETWORKS: THE CASE OF FAVAIOS VILLAGE

Daniela Meneses; Costa Carlos; Fernanda A. Ferreira

SUSTAINABLE SMART TOURISM MANAGEMENT. CULTURAL, POLITICAL, AND EDUCATIONAL IMPACT OF THE UNESCO PROPERTIES IN THE TOURISM. UNESCO WORLD HERITAGE SITES IN PAKISTAN AND PORTUGAL

Farhad Nazir; Norberto Santos; Luís Silveira

13:00

14:23 - 16:30



THE POTENTIAL OF AROMATIC AND MEDICINAL PLANTS (AMPS) AS A SUSTAINABLE TOURISM PRODUCT

Arminda Do Paço; João Capucho; Vítor Moutinho; Henrique Espinosa

TOURISM AND THE SOCIOECONOMIC IMPLICATIONS OF CLIMATE CHANGE ON THE DEVELOPMENT OF DESTINATIONS

Eunice Lopes

SUSTAINABLE TOURISM: A LITERATURE REVIEW OF APPLIED MODELS

Isabel Loureiro; Vânia Costa; Alexandra Malheiro

Special Session Human Capital in Tourism and Hospitality Sector - Chairs Vânia Costa & Andreia Moura

CAPACITY DEVELOPMENT IN TOURISM

Rogelio Jr Flores; Carlos Costa

TALENT MANAGEMENT IN THE TOURISM AND HOSPITALITY SECTOR: A BIBLIOMETRIC ANALYSIS

Sara Pereira Campinho; Vânia Costa; Maria Do Rosário Mira; Andreia Moura; Sílvia Raquel Pereira; Goretti Silva; Susana Silva; Isabel Sofia Loureiro

ARE MANAGERS AND CUSTOMERS ON THE SAME PAGE? MISMATCHES OF VIEW ON CRITICAL SUCCESS FACTORS IN HOTEL INDUSTRY

Rui Augusto Costa; Adriana Fumi Chim-Miki; Ana Filipa Maia

WHAT DO SERVICE EMPLOYEES GET IN INTERNAL BRANDING? AN EXAMINATION OF EMPLOYEE EMOTIONAL EXHAUSTION AS BRAND AMBASSADORS

Kexin Yuan; Lina Xiong

MASTERING FOREIGN LANGUAGES: ITS IMPORTANCE TO TOURISM AND HOSPITALITY SECTOR IN THE PORTUGUESE CONTEXT

Vânia Costa; Sílvia Raquel Pereira

Special Session Women in Tourism II - Chair Alexandra Pereira

MULHERES E TURISMO NO BRASIL: ANÁLISE DO CONTEXTO DAS ESTRUTURAS DE GOVERNANÇA LOCAL

Fábia Trentin; Sara Larrabure; Cláudia Moraes

EMPREENDEDORISMO FEMININO NO TURISMO: UM ESTUDO EXPLORATÓRIO NAS TERRAS DE BASTO

Sandra Brás; Isabel Borges; Catarina Mota; Sónia Leite; Kelly Pereira

Special Session Sustainable Tourism Behavior II - Chairs Medéia Veríssimo & Makhabbat Ramazanova

INDUCING RESPONSIBLE BEHAVIOUR IN ARCHAEOLOGICAL SITES - A CONCEPTUAL FRAMEWORK

Sara Garcês; Marco Martins; Anícia Trindade; Douglas Cardoso; Hugo Gomes; Luiz Oosterbeek; Eduardo Ferraz

ARCHAEOLOGICAL TOURISM EVENTS AS TRANSFORMATIONAL TRAVEL INDUCER

Marco Martins; Anícia Trindade; Douglas Cardoso; Eduardo Ferraz; Hugo Gomes; Sara Garcês; Luiz Oosterbeek

SUSTAINABLE TOURIST ATTITUDES IN URBAN DESTINATIONS: THE CASES OF PORTO AND LISBON

Medéia Veríssimo; Makhabbat Ramazanova; Marília Durão; Fiona Bakas

Hackathon | Presentation of final projects

Closing Session

Technical visit "Heritage and Sustainability"

15:45

16:30

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MANAGEMENT

OC - (15) - STAKEHOLDERS' COLLABORATION TO CREATE DESTINATIONS' RESILIENCE IN A POST-CRISIS SCENARIO

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Proposal and Originality

One of the most used strategies to create destinations' resilience during or after a crisis is based on the collaboration of all the tourism stakeholders (Chan et al., 2020). Destination Marketing Organizations (DMOs), as responsible for the promotion of destinations, should be incorporated into these collaborative alliances (Kuščer et al., 2022).

This study analyses an innovative co-op marketing campaign developed by Tourspain- the National Spanish Tourism Organization, six Spanish Regional or Local Tourism Organizations and Expedia and TripAdvisor (April-July 2022).

Methodology

This research was constructed with a qualitative analysis, through 9 in-depth semi-structured interviews with the managers of the design or the implementation of the co-op campaign in the 9 tourism organizations involved in it.

Results and Implications

During the COVID-19 crisis, the collaborative marketing strategies aimed at the creation of destinations' resilience were based on affective motivations and health safety messages. The participation of residents through DMOs social media campaigns was valued to improve destinations' image (Liu-Lastres & Cahyanto, 2021).

Currently, these strategies had a triple objective- boosting travel intention, improving destinations' images and brands, and facing the new crises arising in the post-COVID-19 era. Destinations' resilience is not a priority in the short-term.

Research Limitations

Findings can be applied to this specific time and campaign. Future research can study recovery co-op marketing campaigns for destinations' resilience in the long term.

References Version APA 6th or 7th Edition

Chan, C.-S., Nozu, K., & Zhou, Q. (2020). Tourism Stakeholder Perspective for Disaster-Management Process and Resilience: The Case of the 2018 Hokkaido Eastern Iwate Earthquake in Japan. *Sustainability*, 12(19).

Kuščer, K., Eichelberger, S., & Peters, M. (2022). Tourism organizations' responses to the COVID-19 pandemic: an investigation of the lockdown period. *Current Issues in Tourism*, 25(2), 247–260.

Liu-Lastres, B., & Cahyanto, I. P. (2021). Exploring the host-Guest interaction in tourism crisis communication. *Current Issues in Tourism*, 24(15), 2097–2109.

OC - (73) - SUSTAINABILITY ON INSTAGRAM: AQUA VILLAGE HEALTH RESORT & SPA CASE STUDY

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Proposal and Originality

O objeto de análise do artigo é a unidade hoteleira Aqua Village Health Resort & SPA, uma estrutura hoteleira de luxo que se anuncia como sustentável, com forte ligação ao ambiente, recursos endógenos e hídricos. Esta unidade, distinguida, em 2019, como o melhor resort de águas termais do mundo, nos “Haute Grandeur Global Excellence Awards”, pretende ser o primeiro resort português autossuficiente em 2025. É importante perceber se o resort está a utilizar o Instagram como ferramenta de comunicação para promover, online, as suas práticas.

Methodology

Os autores usaram a netnografia, analisando 89 postagens do Instagram durante 6 meses (junho e dezembro de 2022), para verificar os tipos de publicações e as reações, bem como avaliar o seu conteúdo em termos de sustentabilidade. A análise das publicações é complementada com 170 questionários.

Results and Implications

Os resultados permitem analisar a comunicação online desta unidade hoteleira, via Instagram, e servem para elencar algumas sugestões. A pesquisa permite verificar que os posts focam maioritariamente a integração da água no resort. É um tema importante e relacionado às questões de sustentabilidade. No entanto, a questão ambiental não é tão focada nas postagens do Instagram. Na verdade, não há quase nada sobre questões práticas de sustentabilidade ambiental. Também é importante que as estações estejam de acordo com a estratégia de comunicação do hotel.

Research Limitations

A amostra da pesquisa poderia ter sido maior. Porém foi possível compreender o que as postagens do Instagram evocam em quem as vê, sendo possível ser considerado indicativo.

References Version APA 6th or 7th Edition

Kapoor, P., Balaji, M., Jiang, Y. & Jebarajakirthy, C. (2022). Eficácia de influenciadores de mídia social de viagens: um caso de hotéis ecologicamente corretos. *Journal of Travel Research*, 61 (5), 1138-1155, <https://doi.org/10.1177/00472875211019>

Schorn, A., Vinzenz, F. & Wirth, W. (2022). Promovendo a sustentabilidade no Instagram: como divulgações de patrocínio e apelos a benefícios afetam a credibilidade de influenciadores pecadores. *Jovens Consumidores*, 23 (3), 345-361, DOI 10.1108/YC-07-2021-1355

OC - (248) - IMPACT OF PERCEIVED CO-CREATION ACTIVITIES ON BRAND IMAGE AND PURCHASE INTENTION - CASE: EA GAMES & Z GENERATION

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Proposal and Originality

Paper intends to find out a possible impact of perceived co-creation activities on brand image and purchase intention among generation Z in industry of video games presented by EA Games company.

Primary research was conducted. Respondents were members of the generation Z. Sample was n=146. Data analysis - SEM (structural equations model) is conducted by SMART-PLS (software with graphical user interface for variance-based structural equation modeling method).

Methodology

1. existing literature reviewed
2. research instrument designed- structured survey questionnaire
3. non-probabilty sample - convenience sampling - n= 147 students, online data collection
4. data analysis - SEM with SMART-PLS (partial least squares path modeling)

Results and Implications

Based on results it can be stated that enhanced brand image explains higher purchase intention for co-created products and that dimensions of co-creation positively influence brand image through two distinct pathways: co-production and value in use; which implicates that main purpose of the study was reached.

Additionally, study finds that co-creation activities impact the consumers' perception of brand image, more for users than nonusers of the brand's products.

Research Limitations

1. study with only one product category
2. one generation was used as a sample
3. respondents were from two universities in one country
4. method is only of exploratory nature

References Version APA 6th or 7th Edition

Ranjan, K. R., & Read, S. (2016). Value co-creation: Concept and measurement. *Journal of the Academy of Marketing Science*, 44(3), 290–315. <https://doi.org/10.1007/s11747-014-0397-2>

Sallam, M. A. (2014). The Effects of Brand Image and Brand Identification on Brand Love and Purchase Decision Making: The Role of WOM. *International Business Research*, 7(10), p187. <https://doi.org/10.5539/ibr.v7n10p187>

OC - (129) - THE ROLE OF LOCAL COUNCILS: TOURISM-RELATED ENTREPRENEURIAL LIFESTYLE MIGRATION IN THE ALGARVE

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Proposal and Originality

The aim of this paper is to identify and analyse local public policies and measures endorsed by municipalities that can provide economic, legislative, and operational support for businesses operating in the tourism service sector. These businesses are owned and run by Lifestyle Migrant entrepreneurs (LMEs) who have moved to the rural areas of the Algarve region in Portugal. This paper is part of the FCT-financed research project T-rELMA (Tourism-related Entrepreneurial Lifestyle Migration in the Algarve).

Methodology

Semi-structured interviews were conducted with the heads of tourism or business of the municipalities (Algarve), with three aims: understand their awareness of LMEs; examine their impacts on the community, 3) investigate the support provided by municipalities.

Results and Implications

Although it is often claimed that entrepreneurship can play a key role in the sustainable socioeconomic development of rural areas, evidence from interviews shows that there are still challenges that need to be addressed. These include a lack of knowledge about local LMEs, a lack of data on their businesses, and a lack of departments and specific measures to support migrants settling and starting their businesses. It is crucial for all stakeholders, including public and private enterprises, local populations, and tourists, to work together to cooperate in achieving this goal.

Research Limitations

More interviews could have been conducted with heads of the 'juntas de freguesia' who are closer to the demands and needs of the local rural communities.

References Version APA 6th or 7th Edition

- Clemente, S. (2020). Mundo rural e biodiversidade: a territorialização das políticas públicas de desenvolvimento rural em Portugal. In Marafon, G.F. & Costa, E.M (org.). *Cidade e Campo: Olhares de Brasil e Portugal*, Rio de Janeiro: EDUERJ.
- Eimermann, M. & Kordel, S. (2018). Inter. lifestyle migrant entrepre. in two New Immigration Destinations: Understanding their evolving mix of embeddedness. *J. Rural Stud.*, 64, 241-52.
- Stone, I. & Stubbs, C. (2007). Enterprising expatriates: lifestyle migration and entrepreneurship in rural southern Europe. *Entrep. Reg. Dev.*, 19:5, 433-50.

OC - (112) - PSYCAP, SELF-LEADERSHIP E SATISFAÇÃO NO TRABALHO NA ÁREA DO TURISMO EM PORTUGAL

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Proposal and Originality

Os estabelecimentos hoteleiros e as agências de viagens têm características que se convertem em desafios à gestão de colaboradores. Nestas áreas é elevada a exigência em relação ao trabalho e ao profissionalismo. Foi no âmbito destas organizações turísticas, que se estudaram constructos que, geralmente, têm sido apontados como positivamente influenciadores dos resultados organizacionais, mas ainda pouco estudados no turismo: o PsyCap, a self-leadership e a satisfação no trabalho. O objetivo da investigação foi analisar as relações existentes entre estes três constructos.

Methodology

O modelo de análise abrangeu diversas técnicas estatísticas. Entre outras, aplicaram-se as técnicas de correlação, regressão linear, Teste T e ANOVA. Com o inquérito por questionário obteve-se uma amostra de 390 diretores (235 de estabelecimentos hoteleiros e 155 de agências de viagens).

Results and Implications

Os resultados obtidos evidenciam que os valores médios das três variáveis em estudo são relativamente elevados. Mais ainda, foi possível verificar que o PsyCap e a self-leadership têm influência nos níveis de satisfação no trabalho. Para além disso, constatou-se a existência de um relacionamento positivo, bidirecional, entre o PsyCap e a self-leadership. Verificou-se ainda, uma influência positiva do PsyCap em todas as dimensões da self-leadership. Uma ideia geral é que as três variáveis são fatores importantes para a gestão. Apresentam-se contribuições teóricas e práticas.

Research Limitations

Uma das limitações deste estudo diz respeito ao tamanho de amostra. O facto de os dados serem obtidos por autoavaliação divide opiniões sobre ser, ou não, uma limitação.

References Version APA 6th or 7th Edition

Teixeira, S. (2021). *PsyCap, Self-leadership e Satisfação no trabalho na Área do Turismo em Portugal* [Tese de doutoramento]. Repositório Institucional da Universidade de Aveiro. https://ria.ua.pt/bitstream/10773/30945/1/Documento_Sandra_Teixeira.pdf

OC - (54) - COIMBRA DESTINO TURISTICO INTELIGENTE

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Proposal and Originality

La propuesta de este proyecto se basa en la innovación de la oferta turística para la interpretación del patrimonio cultural de Coimbra apostando por la digitalización de servicios culturales, su mapa turístico y su contenido histórico-artístico, envuelto en una aplicación móvil que incluiría:

1. La venta de entradas para los museos y centros de la Cámara Municipal, sus horarios de funcionamiento y precios.
2. Un mapa turístico interactivo mediante la geolocalización y uso de códigos QR.
3. Ruta por la ciudad amurallada con contenido en realidad aumentada e storytelling.

Methodology

Los sistemas operativos serían iOS y Android, un diseño de estándares abiertos, entendimiento, basado en W3C - Mobile Web Best Practices y con los criterios nivel AA. Su diseño de navegación será en base carrusel y con elasticidad para la adaptación del tamaño de la pantalla del dispositivo.

Results and Implications

Para la obtención de buenos resultados es importante la participación de la Cámara Municipal de Coimbra y una empresa externa con experiencia en el sector informático.

Resultados esperados:

1. Disminución del uso del papel
2. Aumento de la satisfacción de los visitantes.
3. Aumento de las visitas en los servicios culturales municipales.
4. Aumento de la accesibilidad lingüística.
5. Aumento del entendimiento de la historia de la ciudad y su valorización.
6. Referente en innovación cultural de los recursos turísticos.

Research Limitations

- Dificultades económicas.
- Falta de información sobre la arquitectura de los tramos y/o edificios perdidos.
- Falta de consenso público-privado.

References Version APA 6th or 7th Edition

Amores, JR (2021). *PLIEGO DE PRESCRIPCIONES TÉCNICAS* .

<https://sede.ubeda.es/documentos/A9136035D3AD1346A9954AB354FD54F5.pdf>

De Salamanca, C. (datos sem). *PLIEGO DE CONDICIONES TÉCNICAS PARA LA REALIZACIÓN DEL CONTRATO DE "SERVICIO DE CREACIÓN DE UNA APLICACIÓN MÓVIL ORIENTADA A PROMOCIONAR EL TURISMO EN LA* .

Obtido 13 de diciembre de 2022, de https://salamanca.es/es/perfil-del-contratante/articulo/descargar/853_55e1794cacc0ae7f4262cebc5b3ed4f3

OC - (53) - ASSESSING THE VISUALIZATION PATTERNS OF POTENTIAL WINE TOURISTS OBSERVING PROMOTIONAL WINE ROUTE VIDEOS AND IMPLICATIONS ON DIGITAL MARKETING – AN EYETRACKING STUDY

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Proposal and Originality

In a context of increasing interest in wine tourism and need to find best ways to promote wineries and wine regions online to potential visitors, this study tries to assess the effect of visual promotional material on participants of a laboratory study (N=32), confronted with promotional videos of wine tourism in Portugal's Central Region. Eyetracking of promotional material has been largely used in marketing, but is rarely found in tourism research, although it permits assessing attention-generating stimuli whose use may substantially improve tourism marketing.

Methodology

Participants were invited (in a convenience + snowball approach) to a laboratory study, where they watched promotional wine tourism videos, being subjected to eyetracking to assess relevant image elements. Additionally, a questionnaire assessed consciously remembered image elements.

Results and Implications

Results suggest that the analyzed promotional videos had a positive effect on the image of the portrayed destination, with nature and landscape standing out triggering positive emotions, while also apparently excited and happy people attracted observers' attention. The image of a tourist destination depicting a more holistic experience of places and people ends up capturing more attention than focusing on particular aspects linked to the wine product, such as bottles or barrels. A corresponding use of most arousing and positively remembered experience elements is recommended.

Research Limitations

The study is limited in sample size and make-up, but acceptable in laboratory context. A wider range of potential visitors (e.g.more nationalities) would be interesting.

References Version APA 6th or 7th Edition

This work was financially supported by the research unit on Governance, Competitiveness and Public Policy (UIDB/04058/2020)+(UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia

Chamboko-Mpotaringa, M., & Tichaawa, T.M. (2021). Tourism digital marketing tools and views on future trends: A systematic review of literature. *AJHTL*, 712– 726.

Dos Santos, R., Oliveira, J. H. C. de, Rocha, J. B., & Giraldi, J. D. M. E. (2015). Eye Tracking in Neuromarketing: A Research Agenda for Marketing Studies. *International Journal of Psychological Studies*, 7(1).

Wu, G., & Liang, L. (2020). Examining the effect of potential tourists' wine product involvement on wine tourism destination image and travel intention. *Current Issues in Tourism*, 0(0), 1–16.

OC - (128) - HOW CAN INDUSTRIAL TOURISM CONTRIBUTE TO INNOVATION AND SUSTAINABILITY?

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Proposal and Originality

This article aims to explore the potential of industrial tourism for regional development and show how it can be seen as an innovative and sustainable product.

The article also allows the analysis of the different strategies of firms and regions on industrial tourism, contributing to strengthening the existing literature on the subject by providing a conceptual framework that allows understanding of how strategies can be developed for firms and regions to benefit from Industrial Tourism, and how it can be seen as a strategic factor for their competitiveness.

Methodology

We searched the Scopus database, 266 articles were located, available in the Scopus database between 1996 and 2022, ending with a total of 32 articles selected and considered for the SLR. Research question: how can IT contribute to innovation and sustainability in companies and territories?

Results and Implications

IT as an innovative factor promoting diversification with new services and helping industrial operators rethink how to create business value through service innovation; developing new opportunities and developing new ways of recruiting for companies.

IT can contribute to greater sustainability by diversify the economy and halt the depopulation; ensures the sustainable development of tourist areas and improves the quality of life of residents; build a sustainable relationship with society; show environmental integrity; promote local economic regeneration, among others.

Research Limitations

This study's limitations are related mainly to the scope of the analysed articles, as it was based exclusively on scientific journals written in English, Spanish or Portuguese.

References Version APA 6th or 7th Edition

Custódio, M. M., & dos Santos, F. B. (2020). The European union's policy in tourism: Cultural tourism and the sustainability of industrial heritage in integration. *Brazilian Journal of International Law*, 17(3), 202-221.

Elkington, J. (1994). Towards the sustainable corporation: Win-win-win business strategies for sustainable development. *California management review*, 36(2), 90-100.

Denyer, D., & Tranfield, D. (2009). In *Producing a systematic review*. The SAGE handbook of organizational research methods.

OC - (169) - THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE TOURISM INDUSTRY: A SYSTEMATIC REVIEW BASED ON THE PRISMA METHODOLOGY

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Proposal and Originality

Artificial Intelligence is beginning widespread in the most basic and common day-to-day tasks. With this enhanced technology, the tourism industry could see a significant advance in operations support and customer service. This research explores a systematic literature review of the potential applications, benefits, and limitations of artificial intelligence (AI) in the tourism industry. It will examine how AI technologies are being used in the industry, the state of the art, and case studies of successful practices.

Methodology

The study explores the potential applications and benefits of Artificial Intelligence in tourism management operations and guest interaction. This study is based on a systematic literature review of articles published in academic journals between 2014 and 2023, using the PRISMA Method. With search made in Scopus and Web of Science. After screening titles, abstracts, and full texts, 74 articles were included

Results and Implications

Based on the systematic literature review about artificial intelligence in the tourism industry is expected to reveal possible results and limitations regarding efficiencies and cost savings for tourism businesses, personalization and customization of services and recommendations based on business data that AI can analyze, and enhancing customer experiences with chatbots and virtual assistants powered by artificial intelligence or other applications.

Research Limitations

Due to the object of the study being very recent, the number of available scientific articles may not be sufficient to draw strong conclusions and a deeper analysis of the subject.

References Version APA 6th or 7th Edition

Citak, J., Owoc, M. L., & Weichbroth, P. (2021). A note on the applications of artificial intelligence in the hospitality industry: Preliminary results of a survey. *Procedia Computer Science*, 192, 4552–4559. <https://doi.org/10.1016/j.procs.2021.09.233>

Doborjeh, Z., Hemmington, N., Doborjeh, M., & Kasabov, N. (2022). Artificial intelligence: a systematic review of methods and applications in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 34(3), 1154–1176. <https://doi.org/10.1108/IJCHM-06-2021-0767>

GEOGRAPHY

OC - (41) - O PAPEL DA IMAGEM NA ESTRATÉGIA DE PROMOÇÃO TURÍSTICA DAS CIDADES: UM ESTUDO BASEADO NA REDE DAS CIDADES CRIATIVAS DA UNESCO

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Proposal and Originality

Information about destinations is acquired on social networks, where photography plays an important role. This study aims to verify how social media, more specifically Instagram, can be used to promote the city's brand and destination image.

A qualitative approach will be adopted, that will rely on content analysis of content provided by city councils and published on the municipalities Instagram, in order to observe whether the projected image is in line with the image promoted on those platforms. This will show relevant information for the development of tourism strategies.

Methodology

To achieve the objectives of the study, a qualitative approach will be applied, through content analysis that will allow a comparison between what cities intend to project and what they are promoting on social networks.

The study includes in its sample the UNESCO Creative Cities Network.

Results and Implications

Since this is an ongoing study, it is expected that the results will make it possible to analyze how cities are using social networks to promote the destination image and the city branding, as well as to verify which tools, elements, and actors may have intervention in the promotion of destination image.

Also, it will allow to realize a comparison between what images cities are projecting and what they are promoting on Instagram.

Research Limitations

Due to the fact that this is a study based on the UNESCO Creative Cities Network, mainly in the Portuguese cities of this network, the results cannot be generalized to other cities.

References Version APA 6th or 7th Edition

Tugores-Ques, J., & Bonilla-Quijada, M. (2022). A touristic tale of four cities on instagram. *Journal of Vacation Marketing*, 17. <https://doi.org/10.1177/13567667221078246>

Deng, N., & Liu, J. (2021). Where did you take those photos? Tourists' preference clustering based on facial and background recognition. *Journal of Destination Marketing and Management*. <https://doi.org/10.1016/j.jdmm.2021.100632>

OC - (61) - POLÍTICAS DE SUSTENTABILIDADE APLICADAS AO TURISMO DA CIDADE DE COIMBRA: A VISÃO DE RESIDENTES E VISITANTES

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Proposal and Originality

O conceito de desenvolvimento sustentável aplicado ao turismo funciona sobretudo como uma estratégia para a procura de uma integração saudável entre o uso turístico, melhoria das condições de vida das comunidades locais e preservação do meio ambiente. Assim, este estudo, surge com o objetivo de perceber qual é a importância que residentes e visitantes da cidade de Coimbra atribuem às políticas de sustentabilidade, de um modo geral, mas também à adoção destas políticas na cidade de Coimbra.

Methodology

Aplicação de um inquérito por questionário, aplicado através da plataforma *LimeSurvey*, sendo a técnica de amostragem utilizada a não probabilística por conveniência.

Durante um mês foram recolhidas um total de 440 respostas válidas (236 de residentes e 204 de visitantes).

Results and Implications

Dada a importância que a sustentabilidade assume nos dias de hoje seria de esperar que existisse um consenso nas respostas de residentes e visitantes, o que, acabou por não se verificar na íntegra, visto que, os visitantes apresentam uma visão muito mais crítica sobre as políticas de sustentabilidade que vigoram na cidade de Coimbra. Os resultados do estudo permitem aos decisores políticos que adotem medidas que permitam melhorar os índices de sustentabilidade da cidade, nomeadamente que permitiam que Coimbra se torne um destino considerado sustentável.

Research Limitations

Uma das principais limitações encontradas foi a dificuldade de obter respostas de residentes que não fossem estudantes, o que acaba por influenciar um pouco os resultados.

References Version APA 6th or 7th Edition

Costa, F. P. (2022). *Estratégia para o Turismo de Coimbra: uma visão sustentável para a cidade dos estudantes* [Tese de Mestrado não publicada]. Faculdade de Letras da Universidade de Coimbra.

Ruschmann, D. V. M. (1999). *Turismo e Planeamento Sustentável – A Proteção do Meio Ambiente*. Campinas: Papirus Editora.

Turismo de Portugal. (2021). *Plano Turismo +Sustentável 2020-2023*.

OC - (113) - ANÁLISE COMPARATIVA DOS SISTEMAS DE GOVERNANÇA DOS GEOPARQUES ESTRELA E NATURTEJO EM PORTUGAL

María Cristina Osorio Sánchez¹; António Sérgio Araújo De Almeida¹; João Paulo Jorge¹

1 - Instituto Politécnico de Leiria

Proposal and Originality

The Naturtejo Geopark shares territory with three protected areas and the Tagus/Tajo Internacional Biosphere Reserve and the Estrela Geopark with the Serra de Estrela Natural Park. Pursuing common goals, each of them has its own governance model. Therefore, is proposed a comparative analysis of the governance systems through the respective characterization of strategic lines, such as: governance systems, conservation of the natural and geological heritage, communication, education, tourism, review of the implementation process and evolution of these Geoparks in Portugal.

Methodology

The research methodology is based on an exploratory descriptive analysis done through bibliographic research and interviews to the representatives of the management bodies and local authorities.

Results and Implications

The two governance systems are different and both meet the objectives of the (GGPs). It was found that the primary challenges facing the Governance of the Naturtejo Geopark is in reconciling agreements due to the administrative structure of Intermunicipal for-profit company, it is recommended to consider a restructuring proposal to avoid conflicts of interest in the future. It was observed that the different stages of development of both geoparks have an impact in the updating of the computer systems as tools for geotourism, in the case of the Naturtejo Geopark can be improved.

Research Limitations

The lack of interviews with all local stakeholders, the lack of visits to the territory, due to the summer of 2022 there were forest fires in the Geopark Estrela.

References Version APA 6th or 7th Edition

- Brilha, José. (2015). *Inventory and Quantitative Assessment of Geosites and Geodiversity Sites : a Review*. <https://doi.org/10.1007/s12371-014-0139-3>
- Gordon, J. E. (2019). Geoconservation principles and protected area management. *International Journal of Geoheritage and Parks*, 7(4), 199–210. <https://doi.org/10.1016/j.ijgeop.2019.12.005>
- Zouros, N., & Valiakos, I. (2010). Geoparks Management and Assessment. *Bulletin of the Geological Society of Greece*, 43, 965–977. <https://doi.org/10.12681/bgsg.11262>

OC - (55) - RISK PERCEPTIONS IN AN URBAN DESTINATION: TOURISTS VS TOURISM WORKERS

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Proposal and Originality

In the urban context, several factors may trigger tourists risk perceptions, such as the large volume of people, traffic, crime rates, beggars and homeless among others. Even if they are cross-cutting problems in cities tourists can be more susceptible to risk, potentially conditioning their consumer behaviour. On the other hand, tourism workers may have a different view of the same destination. But are they aware of the constraints that tourists identify? This work compares physical risks perceived by tourists and tourism workers in Lisbon to identify differences and commonalities.

Methodology

The study used a qualitative approach through semi-structured interviews made to tourists and tourism workers in the center of Lisbon, between February 2022 and January 2023. Both audiences were asked about perceived physical risks at the destination. The total sample consisted of 25 interviews and the data were later transcribed, analyzed.

Results and Implications

First, both audiences consider Lisbon a safe destination. Tourists identified different perceived physical risks, such as road safety, mobility, and petty crime. Tourism workers have a more favourable opinion, but they are aware of growing problems that could increase the risk perception of tourists in this destination. As practical implications, the study reinforces the fundamental role of tourism workers, since they bridge visitors and the tourist offer and their experience could be crucial to improve destination perceived safety.

Research Limitations

As limitations, it is essential to point out that this is a qualitative research and that there is always a high degree of subjectivity.

OC - (9) - OVERTOURISM IN EUROPEAN CITIES – RESULTS OF SYSTEMATIC LITERATURE REVIEW

Michał Żemła¹

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Proposal and Originality

Overtourism is among the most important and thoroughly researched phenomena in contemporary tourism. With the constantly and rapidly increasing number of publications, modern expertise about this phenomenon is becoming more and more complete. However, in most publications, the phenomenon of overtourism is perceived as uniform and incidentally, differences between cities, and nature-based resorts are deliberated. This paper searches for details of where and how overtourism is captured in European cities on the basis of a significant pack of contemporary research.

Methodology

The systematic literature review method was used to find the cities in Europe that are the most searched for in the context of overtourism (135 papers in the Scopus database). The cities most commonly associated with overtourism and the most typical problems for particular cities were detected.

Results and Implications

Barcelona and Venice are the cities most often associated with overtourism by far. Other cities were mentioned less frequently. Barcelona, Venice, and Dubrovnik were researched as cities facing problems with cruise ship-generated overtourism. Venice, Dubrovnik, and Florence are with a significant heritage whose economies are dependent on tourism. Barcelona and Berlin are places with some previous problems with local real estate market. In many other cities (Poznań, Salzburg, Porto, or Rotterdam), some threats of the development of overtourism in the future were detected.

Research Limitations

Systematic literature review is limited to the papers published in journals indexed in Scopus. Usually, the research in a city was conducted by researchers based in the city.

References Version APA 6th or 7th Edition

Goodwin, H. (2017). *The challenge of overtourism. Responsible tourism partnership*. Working paper 4.

Koens, K., Postma, A., & Papp, B. (2018). Is overtourism overused? Understanding the impact of tourism in a city context. *Sustainability*, 10 (12), 4384.

Milano, C. (2018). Overtourism, social unrest and tourismphobia. A controversial debate. *PASOS: Revista de Turismo y Patrimonio Cultural*, 16(3), 551-564.

Żemła, M. (2020). Reasons and Consequences of Overtourism in Contemporary Cities—Knowledge Gaps and Future Research. *Sustainability*, 12 (5), 1729.

OC - (9) - OVERTOURISM IN EUROPEAN CITIES – RESULTS OF SYSTEMATIC LITERATURE REVIEW

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Goodwin, H. (2017). *The challenge of overtourism. Responsible tourism partnership*. Working paper 4.

Koens, K., Postma, A., & Papp, B. (2018). Is overtourism overused? Understanding the impact of tourism in a city context. *Sustainability*, 10 (12), 4384.

Milano, C. (2018). Overtourism, social unrest and tourismphobia. A controversial debate. *PASOS: Revista de Turismo y Patrimonio Cultural*, 16(3), 551-564.

Żemła, M. (2020). Reasons and Consequences of Overtourism in Contemporary Cities—Knowledge Gaps and Future Research. *Sustainability*, 12 (5), 1729.

OC - (68) - TOURISM AND SOCIAL INNOVATION: A REVIEW OF PAST RESEARCH FOR REFLECTING ON FUTURE PATHWAYS

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Proposal and Originality

Social innovation isn't a new concept. However, when applied to tourism, there is few research conducted (Alegre & Berbegal-Mirabent, 2016; Partanen, 2022; Wirth, Tanner & Mayer, 2022). This study aims to contribute to the increase of knowledge in this field, by analysing scientific studies that have been carried out so far. In short, it is our aim to analyse what has been researched on tourism and social innovation, looking at the concepts and dimensions analysed, as well as the adopted methodologies, identifying lines of reflection and some paths for future research.

Methodology

A bibliometric analysis was carried out using SCOPUS database, from 1960 to 2023, and searches were performed using the term “social innovation” AND tourism, as keywords. Results were restricted to “Articles” using as only source “Journals”. Results were analysed using a content analysis.

Results and Implications

The changes in societies' values and tourism motivations, volatility of economic markets, “sustainability concerns” and increase in business competitiveness, reinforce the importance of social innovation. Thus, identifying and understanding the ways in which tourism and social innovation are/may be related, is of vast interest to academics and all tourism stakeholders. This study gives visibility to the scientific data already collected and adds an evolutionary and relational analysis to this theme. And may serve as a guide for future investments, public and private.

Research Limitations

The scope is restricted to two keywords and its search is limited to only one database. It seems relevant to get a more in-depth picture, considering a more widen or broaden scope.

References Version APA 6th or 7th Edition

Alegre, I.& Berbegal-Mirabent, J. (2016). Social innovation success factors: hospitality and tourism social enterprises. *IJCHM*, 28(6), 1155-1176. <https://doi.org/10.1108/IJCHM-05-2014-0231>

Partanen, M. (2022). Social Innovations for Resilience-Local Tourism Actor Perspectives. *Tourism Planning & Development*, 19(2), 143-163. <https://doi.org/10.1080/21568316.2021.2001037>

Wirth, S., Tanner, M. B. & Mayer, H. (2022). Social innovations in tourism. *Tourism Geographies*, 1-19. <https://doi.org/10.1080/14616688.2022.2155697>

OC - (100) - SISTEMAS PRODUCTIVOS AGROPECUARIOS Y SU RELEVANCIA PARA EL DESARROLLO SOSTENIBLE EN LOS GEOPARQUES MUNDIALES DE LA UNESCO AROUCA Y TERRAS DE CAVALEIROS (PORTUGAL)

Leslie Berenice Marquez-Rosado¹; José-Luis Palacio-Prieto¹; Artur Sá²; Emmaline Rosado-González²

1 - UNAM; 2 - UTAD

Proposal and Originality

Esta investigación se basa en identificar y discutir las características, componentes y flujos que conforman los Sistemas Productivos Agropecuarios (SPAs) y su interacción con las estructuras de gestión de los Geoparques Mundiales de la UNESCO (GMUs) estudiados. Se consideraron las dimensiones sociales, económicas, ambientales y culturales de cada territorio, permitiendo esbozar un modelo narrativo de la sostenibilidad de los SPAs y sus actores, que ayudan a simplificar las interrelaciones con los GMUs, pudiendo contribuir para la toma de decisiones de manejo territorial

Methodology

Se utilizaron métodos cuantitativos y cualitativos para consulta de fuentes bibliográficas, colecta de bases de datos, elaboración de cartografía, modelación de interacciones, análisis SWOT, aplicación de entrevistas y/o encuestas, y procesamientos estadístico y analítico.

Results and Implications

Al modelar los SPAs y su interacción dentro de los GMUs, se identificó el rendimiento de los servicios ecosistémicos, así como su contribución al desarrollo sostenible local. En este sentido, se identificó también el papel que desarrollan los actores de los SPAs en la sostenibilidad local, teniendo en cuenta la influencia cultural, así como el contexto social, económico y ambiental a la hora de elegir las técnicas y productos implementados. Esto permite comprender la cadena y procesos productivos en todas sus fases para identificar oportunidades de optimización.

Research Limitations

En el contexto portugués, este es un trabajo significativo, sin embargo, a escala mundial serían necesarios más territorios y datos para tener una muestra representativa.

References Version APA 6th or 7th Edition

FAO (2001). *Sistemas de Producción Agropecuaria y Pobreza: Cómo mejorar los medios de subsistencia de los pequeños agricultores en un mundo cambiante*. M. Hall. 58p.

Geopark Arouca (2022). Documentación. Geoparque Arouca, Portugal. Recuperado de <http://aroucageopark.pt/es/explorar/que-ver/pueblos-tradicionales/> el 01/10/22.

Geopark Terras de Cavaleiros (2013). Documentación. Geoparque Terras de Cavaleiros, Portugal. Recuperado de <https://www.geoparkterrasdecavaleiros.com/es/content/documentaci%C3%B3n> el 01/10/22.

TOURISM

OC - (23) - ANÁLISE DOS IMPACTOS DO TURISMO NO ARQUIPÉLAGO DOS AÇORES

Claudia Faias¹; Claudia Seabra¹; Ana Caldeira¹; Maria Batista²

1 - Universidade de Coimbra; 2 - Universidade dos Açores

Proposal and Originality

Esta pesquisa baseia-se na premissa de que os impactos sociais do turismo sentidos pelos residentes em tempos difíceis podem influenciar o seu apoio ao desenvolvimento do turismo. Enquanto a literatura evidencia uma série de estudos recentes sobre a perceção do impacto turístico nos residentes (Charag et al., 2020; Gannon et al., 2020; Suess et al., 2020), existe uma lacuna na forma como a perceção dos residentes numa época de crise pode influenciar as suas atitudes em relação ao apoio à indústria do turismo. O arquipélago dos Açores será o foco da pesquisa.

Methodology

Pretende-se fomentar a combinação da dinâmica do mercado, stakeholders, turistas, residentes, agentes e prestadores de serviços. Recorreu-se à análise de fontes primárias e secundárias, dados estatísticos do SRE, do INE e do TP e de artigos científicos publicados.

Results and Implications

Com este trabalho de investigação, pretendemos contribuir para a otimização das estratégias e políticas a ser implementadas nos Açores no âmbito do turismo, tendo por base as necessidades de residentes, turistas e stakeholders. Pretende-se gerar *inputs* para a melhoria da gestão dos impactos do turismo e para o planeamento turístico do destino, que de forma integrada considerem a qualidade de vida e o apego ao lugar. As entidades públicas e privadas, bem como a comunidade da RAA terão ao seu dispor informação que lhes permitirá criar *outputs* que potenciem a perceção de qualidade de vida.

Research Limitations

A amostra correspondeu a cerca de 60% do universo, o que pode causar algum enviesamento dos resultados. A dispersão geográfica e a diversidade das empresas são desafios a gerir.

References Version APA 6th or 7th Edition

Castanho, R.; Couto, G.; Pimentel, P.; Carvalho, C., Sousa A. (2020b). Territorial Management and Governance, Regional Public Policies, and their Relationship with Tourism. A Case Study of the Azores Autonomous Region. *Sustainability*, 12.

Garau-Vadell, J. B.; Gutierrez-Taño, D. & Diaz-Armas, R. (2018). Economic crisis and residents' perception of the impacts of tourism in mass tourism destinations. *Journal of Destination Marketing & Management*, 7, 68–75

OC - (59) - REDES COLABORATIVAS NA EDUCAÇÃO, MUSEOLOGIA E INTERPRETAÇÃO CULTURAL

Elsa Ramos¹; Paula Proença^{1,2}

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Proposal and Originality

O estudo analisa o projeto desenvolvido pelo Instituto Politécnico Guarda, UC animação turística e organização eventos, em parceria com o Museu da Guarda e a Associação Hereditas da Guarda. O objetivo é sensibilizar os alunos e *stakeholders* a olhar para a cidade Guarda nos dias de hoje através da animação, eventos criativos e património cultural material e imaterial. A importância de redes colaborativas, museologia, educação e interpretação cultural. As recriações cronológicas, tipológicas e as ferramentas interpretativas permitem ao participante desenvolver o seu imaginário.

Methodology

A abordagem metodológica utilizada é mista, através da aplicação de um questionário, na análise bibliográfica e na observação direta do evento.

Results and Implications

A análise mista e o desenvolvimento do evento, ofereceu um leque de leituras em diferentes perspectivas, permitindo aos visitantes oportunidade de enriquecer o seu conhecimento cultural. O estudo seguiu o método de análise de conteúdo, citações e notas de campo. Os resultados fornecem orientações e estratégias aos *stakeholders* públicos e privados, contribuindo para o conhecimento e novos desafios, com a realização do I evento implementaram-se ferramentas estratégicas inovadoras de atração, promoção, divulgação e participação na candidatura a Capital Europeia da Cultura.

Research Limitations

A delimitação do objeto de investigação, apesar da riqueza do produto turístico encontra-se em desenvolvimento na sua organização em rede.

References Version APA 6th or 7th Edition

Baldan, M. (2022). Educação, História e Museus: Reflexão sobre o ensino de história. *SÆCULUM - Revista de História* 27 (46). João Pessoa, 306-326, jan./ jun. 2022, ISSN 2317-6725.

<https://doi.org/10.22478/ufpb.2317-6725.2022v27n46.62074>

Barrio-Tellado, M.J. & Herrero-Prieto, L.C. (2022). Analysing productivity and technical change in museums: A dynamic network approach. *Journal of Cultural Heritage*, (53) 24-34.

<https://doi.org/10.1016/j.c.ulher.2021.10.007> 1296-2074/

OC - (70) - AVALIAÇÃO DA IMAGEM DE UM DESTINO COM BASE NOS COMENTÁRIOS DO TRIPADVISOR: O CASO DA REGIÃO CENTRO

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Proposal and Originality

Apesar da imagem dos destinos ser um constructo amplamente analisado na literatura do marketing turístico (Kastenholtz, 2002), poucos estudos utilizam os comentários de visitantes no *TripAdvisor* para avaliar esta imagem (Guo et al., 2021). Além disso, não se conhecem estudos sobre esta temática na Região Centro (RC) de Portugal. Devido à relevância que as redes sociais assumem na atualidade como fonte de informação para viagens turísticas (Litvin et al, 2008), este estudo avalia a imagem cognitiva da Região Centro de Portugal com base nos comentários de visitantes no *TripAdvisor*.

Methodology

Foi analisado o conteúdo de 5 095 comentários (português, inglês, espanhol e francês) sobre atrações turísticas da RC realizados na plataforma *TripAdvisor*, entre o período de janeiro de 2020 a julho de 2022, com o objetivo de identificar as dimensões mais positivas e negativas da imagem.

Results and Implications

Os resultados obtidos evidenciam claramente que os visitantes têm uma imagem muito positiva da RC (93% dos comentários são positivos), destacando-se as atrações culturais, naturais e a qualidade de serviço como os aspetos mais positivos. No entanto, apesar de apenas 7% dos comentários serem negativos, eles evidenciam problemas que devem ser resolvidos, principalmente ao nível das vias de acesso, preço, qualidade de serviço, horários e informação turística. Os resultados revelam também diferenças de acordo com o tipo de atração e com o mercado que deixou comentários.

Research Limitations

Apesar dos contributos relevantes deste estudo, a análise foi realizada apenas aos comentários das atrações e num horizonte temporal limitado.

References Version APA 6th or 7th Edition

Este trabalho foi apoiado pela unidade de investigação em Governança, Competitividade e Políticas Públicas (UIDB/04058/2020)+(UIDP/04058/2020), financiada por fundos nacionais através da Fundação para a Ciência e a Tecnologia I.P.

Guo, X., Pesonen, J., & Komppula, R. (2021). Comparing online travel review platforms as destination. *Information Technology & Tourism*, 23, 159–187.

Kastenholz, E. (2002). The Role and Marketing Implications of Destination Images on Tourist Behavior: The case of Northern Portugal.

Litvin SW, Goldsmith RE, Pan B (2008) Electronic word-of-mouth in hospitality and tourism management. *Tourism Management* 29(3): 458–468.

OC - (72) - O PAPEL DA MATERIALIDADE NAS MARCAS TERRITORIAIS POR REPRESENTAÇÃO: UMA AGENDA DE PESQUISA

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1 - CiTUR, Politécnico de Leiria

Proposal and Originality

Proposta – O objetivo é analisar as marcas territoriais e suas materialidades a partir da categoria “marcas territoriais por representação”, contida no modelo de classificação TRbrand proposto por Almeida & Cardoso (2022).

Originalidade - O valor do estudo está no uso da abordagem dos estudos culturais na compreensão das marcas territoriais por representação. Não se encontrou estudos anteriores sobre “marca territorial por representação” Assim, este estudo busca fornecer insights que ajudarão a contribuir para o desenvolvimento regional e do turismo de cidades, regiões e países

Methodology

Através do método de abordagem dos estudos culturais, usei-se à análise crítica da pesquisa na discussão das marcas territoriais por representação para investigar 10 marcas territoriais, analisando o manual de identidade visual das marcas de países, cidades e regiões.

Results and Implications

Resultados - As marcas que usam a materialidade do território estão identificadas com o desenvolvimento turístico das cidades, regiões e países.

Implicações práticas – A compreensão desta categoria de marca implica ainda na gestão, distribuição e marketing dos destinos.

Implicações sociais – O fragmento material contido na marca territorial cria um Storytelling visual com o intuito de fomentar o turismo.

Implicações teóricas – O aprofundamento da categoria *marca territorial por representação* traz insights valiosos para pesquisadores, estudantes do turismo e áreas afins.

Research Limitations

Uma das restrições é ao acesso do manual de identidade ou brand book, sendo utilizado somente aqueles que estão disponíveis na internet, ou que não são muitos.

References Version APA 6th or 7th Edition

Almeida, GGF, & Cardoso, L. (2022). Discussões entre Marca de Lugar e Marca Territorial no Desenvolvimento Regional – Uma Proposta de Modelo de Classificação para Marca Territorial. *Sustentabilidade*, 14, 6669.

Anholt, S. (2010). Definições de place branding–Trabalhando para uma resolução. *Place Branding Public Dipl.*, 6, 1–10.

Kavaratzis, M. (2005). *Place Branding: Uma Revisão de Tendências e Modelos Conceituais*. Springer: Cham, Suíça, 5, 329–342.

OC - (89) - PLACE BRANDING E ECONOMIA SOLIDÁRIA EM TERRITÓRIOS PERIFÉRICOS: O CASO DA MARCA AÇORES

Mariana Miranda¹

1 - Lilia Gonsalves Pinto

Proposal and Originality

A Marca Açores, criada por iniciativa do poder público açoriano, em 2015, propõe um selo guarda-chuva que reúne 180 empresas locais num mesmo portfólio. O selo pode ser concedido a produtos alimentícios, culturais e serviços turísticos açorianos. A marca pretende o fortalecimento da economia do arquipélago com ações coletivas de promoção e distribuição, em oposição aos conglomerados transnacionalizados e gestões públicas verticalizadas. A ação representa uma aposta na cooperação local, com políticas públicas de participação popular e estratégias contra o over-turismo.

Methodology

Contaremos com uma análise documental e análise semiótica de conteúdo midiático das camoanhas da Marca Açores. Inicialmente exploratória, ela apresentará o cenário cultural e econômico da região, adentrando a análise documental da Marca e seu alinhamento ao Plano Estratégico dos Açores.

Results and Implications

Alicerçada na premissa da sustentabilidade social e ambiental, a marca enfrenta desafios quanto a ferramentas de participação popular nestas políticas públicas e na transmissão destes valores na mídia. Teremos aqui um diagnóstico inicial sobre o desenvolvimento da Marca Açores nos meios de comunicação e seus possíveis impactos na autonomia, na topofilia e no desenvolvimento econômico sustentável das comunidades do arquipélago. Além de um prognóstico a cerca da hipótese de replicação desta estratégia em demais territórios periféricos em desenvolvimento.

Research Limitations

A pesquisa fará a análise de peças divulgadas de 2015 a 2022, mas não tem acesso aos bastidores desta construção e acessará apenas documentos institucionais de acesso público.

References Version APA 6th or 7th Edition

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OC - (149) - ARQUEOLOCI – DA INVESTIGAÇÃO ARQUEOLÓGICA ÀS VIAGENS POR ESTÓRIAS E MEMÓRIAS

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Proposal and Originality

Com uma riqueza cultural única, simbiose entre o património arqueológico e uma paisagem ímpar, Trás-os-Montes e Alto Douro carece de rotas ou circuitos arqueológicos aglutinadores que elevem o Arqueoturismo a impulsor da valorização do património cultural.

O projeto ArqueoLoci visa difundir o turismo arqueológico, a partir da diversidade de sítios identificados e valorizados, e suscitar debate e trabalho em rede. Na região, almeja-se a criação de rotas que articulem os sítios e fomentem a promoção integrada do legado arqueológico e das mais-valias do território.

Methodology

Investigação arqueológica, análise dos recursos turísticos e exploração do território - para favorecer a criação ou melhoramento das experiências e a definição dos critérios de seleção dos sítios e estratégias de interpretação patrimonial a adotar.

Results and Implications

Interpretar e reconhecer o passado como ativador de experiências co-criativas no presente, permite desenhar e implementar um produto/serviço turístico-cultural sustentável que potencie o desenvolvimento económico da região.

Subjazem à valorização turística de sítios arqueológicos a investigação científica e consequente produção de conteúdos; os programas de preservação, conservação e restauro, para manutenção e prevalência das estruturas; a gestão turístico-cultural e fruição pública dos bens através de rotas e circuitos arqueológicos.

Research Limitations

O número reduzido de sítios arqueológicos com condições de visita, a baixa densidade populacional e a falta de transportes condicionam a criação de rotas arqueológicas.

References Version APA 6th or 7th Edition

Lacerda, M. (2001). Interpretação de monumentos e sítios. (IPPAR, Ed.) *Revista Estudos e Património*, N.º 1.

Lacerda, M.; Barata, M. F. (2013). Estruturas de Acolhimento e Interpretação - Programas Itinerários Arqueológicos do Alentejo e Algarve. (IPPAR, Ed.) *Revista Estudos e Património*, N.º 1.

Macleod, N. (2013). Cultural routes, trails and the experience of place. Em R. Greg, & M. Smith, *The Routledge Handbook of Cultural Tourism* (pp. 369-375). New York: Routledge.

OC - (159) - OCUPAÇÕES FORMAIS NO TURISMO EM PERÍODO ANTERIOR E POSTERIOR À COVID-19: CONSIDERAÇÕES PARA O BRASIL

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1 - UNIVERSIDADE DO ESTADO DO AMAZONAS

Proposal and Originality

A presente pesquisa apresenta o panorama dos empregos formais em decorrência da atividade turística no Brasil em período anterior e posterior à crise sanitária da Covid-19. Durante séculos a sociedade se deparou com inúmeros problemas ambientais que estavam além de seu controle, dentre os quais se encontram as pandemias virais, que causam uma desordem significativa em diferentes dimensões da vida humana, com desdobramentos nas esferas social, econômica e cultural, entre outras (Neves, 2021; SaundersHastings & Krewski, 2016). O coronavírus reforçou essa realidade.

Methodology

Para dar resposta ao objetivo proposto se faz uso de informações em séries temporais, provenientes do banco de dados do Radar de Turismo, do Ministério do Turismo (MTur), em período relativo de 12/2006 a 12/2015, bem como das estatísticas do emprego formal do turismo, do Núcleo de Estatística de Atividades no Turismo (NEAT-USP), com horizonte temporal referente ao período de 2020 a 2022.

Results and Implications

Por meio dos dados, no período de 12/2006 a 12/2015, o estado de São Paulo apresentava a maior quantidade de empregos formais no País, seguido do Rio de Janeiro, Minas Gerais e Bahia. No total de ocupações destas atividades para o País, ocorreu aumento de 47,64% em 12/2015 quando comparado ao período de 12/2006. Na linha de tempo referente à crise na saúde iniciado em 2020, as ocupações de alimentação e alojamento foram os que se movimentaram nos melhores níveis de ocupação até o período de 12/2022..As demais atividades foram visivelmente penalizadas na depressão sanitária estabelecida.

Research Limitations

Informações obtidas no Radar do Turismo (Ministério do Turismo) e das estatísticas do emprego formal no turismo do Núcleo Estatístico de Atividadesno Turismo (NEAT-USP).

References Version APA 6th or 7th Edition

NEVES, Christopher Smith Bignardi et al. Os impactos da covid-19 nas viagens de turistas brasileiros: conjuntura e perspectivas na eclosão e na expansão da pandemia no Brasil. Turismo: Visão e Ação [online]. 2021, v. 23, n. 1.

RADAR do TURISMO. Informação estratégica do Turismo no Brasil. Boletim Mensal, Ano I, N. I, Brasília, 2022.

Núcleo de Estatística de Atividades no Turismo (NEAT – USP). Emprego no turismo: atividades características do Turismo. PPGTUR, São Paulo, 2022.

OC - (140) - WORD-OF-ART: A NOITE ESTRELADA DE VINCENT VAN GOGH COMO CONDICIONANTE DA IMAGEM DE DESTINO DE SAINT-RÉMY-DE-PROVENCE

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Proposal and Originality

Como as marcas, a arte é representacional e pode acrescentar valor a economias regionais, constituindo em marketing de destinos potencial praticamente inexplorado. Com efeito, no que diz respeito às relações entre obra artística e imagem do destino, a literatura da área é notoriamente deficiente. Considerando a importância da imagem para o comportamento do turista e para a competitividade e sustentabilidade do destino, sobretudo na sua dimensão social, este artigo explora a importância que as qualidades semióticas de uma pintura têm na formação da imagem de destino (*word-of-art*).

Methodology

Analisando o caso d'A *Noite Estrelada* (de Vincent Van Gogh), principiou-se por uma análise semiótica da obra. É discutida a influência da obra na imagem do município francês onde foi pintada (Saint-Rémy-de-Provence), com base numa análise de respostas a um inquérito de turistas (N=215).

Results and Implications

Ainda que a análise semiótica ilustre o simbolismo e valor excecional da obra e do imaginário a ela associada, uma comparação com os resultados dos inquéritos indica que as qualidades semióticas da obra têm uma influência reduzida na atual imagem do destino. Não obstante, a figura de Van Gogh é um cartão de visita do município, e é mencionado por mais de metade dos inquiridos. Isto leva-nos a concluir que a utilidade de uma obra para o marketing de destinos se conecta mais com a sua fama, bem como com o carisma do artista, do que com o seu conteúdo semiótico concreto.

Research Limitations

Estudos futuros podem analisar a influência de outras pinturas do artista realizadas em Saint-Rémy-de-Provence, como a série *Oliveiras*.

References Version APA 6th or 7th Edition

Borlido, T., & Kastenholz, E. (2023). Word-of-art: The relationship between destination image and art. *European Journal of Tourism Research*, 33. <https://doi.org/10.54055/ejtr.v33i.2422>

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OC - (125) - O PAPEL DO PEQUENO-ALMOÇO NA SELEÇÃO, SATISFAÇÃO E INTENÇÃO DE REGRESSO NA HOTELARIA

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Proposal and Originality

Esta investigação tem como objetivo principal avaliar a importância que os hóspedes atribuem ao pequeno-almoço no processo de escolha do hotel, na sua satisfação e fidelização, bem como analisar a percepção dos gestores hoteleiros sobre este tema. Trata-se do primeiro estudo que analisa, de uma forma comparativa, as perspetivas dos turistas e dos gestores relativamente ao valor do pequeno-almoço no âmbito da intenção comportamental dos hóspedes. Conceptualmente, o trabalho enquadra-se na relevância do comportamento e satisfação do consumidor no marketing hoteleiro.

Methodology

Trata-se de uma abordagem quantitativa, na qual foram aplicados dois inquéritos por questionário: um dirigido aos hóspedes de hotéis (n=626) e outro dirigido a gestores de hotéis localizados em capitais Europeias (n=112).

Results and Implications

Nomeadamente para os hóspedes europeus, o pequeno-almoço está entre os 3 principais atributos na escolha de um hotel. A informação online sobre o pequeno-almoço influencia a classificação do pequeno-almoço e a intenção de regresso. A maioria dos gestores reconhece o pequeno-almoço como importante para o processo de escolha dos hóspedes. O pequeno-almoço é valorizado pelos hóspedes do hotel quando estes viajam e os gestores devem apostar de forma mais significativa na comunicação com os hóspedes atuais e potenciais, com base nas características deste atributo.

Research Limitations

As limitações resultam do número reduzido de gestores de hotéis que responderam ao questionário. bem como, o viés de memória nas respostas dos hóspedes.

References Version APA 6th or 7th Edition

Leite Pereira, F., Brandão, F. & Costa, R. (2022). The role of breakfast in hotel selection, satisfaction, and intention to return: a two-fold approach looking at guests and managers' perspectives, *GeoJournal of Tourism and Geosites*, 44(4), 1472–1481. DOI: <https://doi.org/10.30892/gtg.44435-967>

Leite Pereira, F., Brandão, F. & Costa, R. (2019) Role of breakfast in hotel selection: systematic review, *International Journal of Culture, Tourism, and Hospitality Research* 13(2), 204-217. DOI: 10.1108/IJCTHR-03-2019-0048

OC - (203) - EXPERIÊNCIA DE VISITAS A SÍTIOS E LUGARES PATRIMONIAIS PELO ENFOQUE DA AUTENTICIDADE E PLACE ATTACHMENT

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1 - Universidade de Coimbra

Proposal and Originality

Este artigo insere-se no âmbito dos estudos do turismo patrimonial, com foco da análise da confiança recebida e apego ao lugar. Este trabalho tem como objetivo contribuir para a literatura do turismo, para melhor compreender os fatores cognitivos e afetivos para as decisões dos turistas de viajar para esses locais, suas experiências durante a visita e intenção comportamental após a visita.

Methodology

Aos visitantes foi aplicado um questionário em diversos meios de comunicação digital, como e-mail, redes sociais etc. A pesquisa é empírica e quantitativa, com variáveis incluídas no modelo de investigação proposto para o contexto.

Results and Implications

Os resultados revelaram uma significativa e alta entre percebida e apego ao lugar, assim como, a influência da inteligência cultural na conexão da confiança sentida. É notório que as motivações das viagens e imagem do destino vão além dessas relações, mas ao analisar-las de forma integrada e com perfis diferentes de turistas após a visita a sítios patrimoniais percebe-se que a garantia interfere nestas dimensões, principalmente no Place Attachment. Essa pesquisa contribui em estratégias de promoção de marketing adequadas.

Research Limitations

Estudos incipientes sobre turismo patrimonial.

OC - (251) - MODELO DE AÇÃO INTEGRADA DO TURISMO ÉTNICO INDÍGENA NO MUNICÍPIO DE BARRA DO CORDA (AMAZÔNIA LEGAL MARANHENSE, BRASIL)

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Proposal and Originality

À exemplo do que ocorre em Barra do Corda, município da área da Amazônia Legal Maranhense, com expressiva população indígena Guajajara, o turismo étnico no Brasil tem sido implantado como uma realidade de desenvolvimento econômico sustentável (Borges & Santos, 2022). Nesta perspectiva, para analisar a gestão o turismo étnico na referida localidade, apresenta-se a efetivação de um modelo integrador entre a pesquisa acadêmica, a participação das comunidades indígenas e a intervenção logística e financiadora do setor público.

Methodology

Pelo método de estudo de caso e de instrumentos descritivos da realidade, a pesquisa verificou a implementação do modelo de gestão turística indígena em Barra do Corda, a partir das variáveis e implicações da pesquisa acadêmica, participação dos indígenas e interferência de setores públicos.

Results and Implications

O tripé operacional do modelo de gestão turística de Barra do Corda, ancorado num diagnóstico de potencialidades e respaldado por consultorias acadêmicas e participação das comunidades indígenas no processo decisório de escolhas dos atrativos turísticos, resultou em um conjunto de ações, dentre as quais se destacam: Lei de cooficialização da língua Tenetehara-Guajajara (Machado, 2020); implantação de placas sinalizadoras bilíngues; readequação da infraestrutura nas áreas turísticas indígenas; inclusão no guia turismo municipal das rotas cachoeiras/áreas indígenas.

Research Limitations

A própria permanência da característica integradora do modelo de gestão turística; a dificuldade de financiamento; e a espetacularização turística da cultura indígena.

References Version APA 6th or 7th Edition

Borges, S. E. N., Santos., & Santos, F. R. (2022). Roteiro turístico étnico indígena: “Cairé Imana, o Cacique Rebelde” (Barra do Corda, MA). In: *II Seminário Nacional de Humanidades do IFMA* (p. 75-79), Barra do Corda, MA.

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OC - (252) - PRODUTO TURISTICO ÉTNICO INDÍGENA: “CAUIRÉ IMANA, O CACIQUE REBELDE” (BARRA DO CORDA, AMAZÔNIA LEGAL MARANHENSE, BRASIL)

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Proposal and Originality

A complexidade das variáveis que envolve o turismo, exige a elaboração dos chamados produtos turísticos, definidos como um conjunto de bens e serviços consumidos pelos turistas e população local a partir de uma determinada experiência disponível no território. Com esta constatação, apresenta-se um produto turístico étnico, construído a partir do Conflito do Alto Alegre de 1901 (Cruz, 1982), evento histórico que marcou contraditoriamente a paisagem natural e arquitetônica da cidade de Barra do Corda, assim como as experiências de alteridade entre os indígenas e não indígenas.

Methodology

Sob os fundamentos metodológicos de pesquisa documental e de campo e enfoques da Nova História cultural Indígena foi possível definir os componentes principais que integram o produto turístico étnico intitulado de “*Cairé Imana, o Cacique Rebelde*”.

Results and Implications

Como a prática bem sucedida do turismo necessita de um conceito organizacional de funcionamento, o resultado apresentado é a elaboração das quatro (04) componentes principais que compõe o produto turístico étnico “Cairé Imana, o Cacique Rebelde”: 1. Temática e pesquisa; 2. Parceria com o setor público e privado; 3. Roteirização (Borges & Santos, 2022); e 4. Oferta de bens e serviços. A configuração implicada na ordenação destes componentes reorienta a linguagem comunicativa do turismo para a compreensão histórica do Conflito de 1901 sob os parâmetros pedagógicos de alteridade.

Research Limitations

O entendimento que Conflito de 1901, violento e traumático, pode ser interpretado pela linguagem turística sem atingir pejorativamente os sujeitos históricos envolvidos.

References Version APA 6th or 7th Edition

Borges, S. E. N., Santos., & Santos, F. R. (2022). Roteiro turístico étnico indígena: “Cairé Imana, o Cacique Rebelde” (Barra do Corda, MA). In: *II Seminário Nacional de Humanidades do IFMA* (p. 75-79), Barra do Corda, MA.

Cruz, O. (1982). *Cairé Imana, O Cacique Rebelde*. Brasília: Thesaurus.

OC - (239) - A CASE STUDY OF CULTURAL INTELLIGENCE AND ENGAGEMENT IN HERITAGE TOURISM

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1 - FLUC; 2 - CEGOT

Proposal and Originality

Research on the impact of cultural intelligence and engagement in heritage tourism presents a literature gap. Such reveals an opportunity to address how they affect the visitor's global satisfaction while gaining insight into its role in society and the economic flow. The analysis displays the constructs scientific importance combining legacy, culture, and societies in the promotion of humanity's awareness in the follow-up of COVID-19 and the course of migration reality

Methodology

We explore the quantitative methodology approach designed through an online questionnaire and assess the theoretical constructs through statistical analyses that resort to parametric tests such as Chi-square, One-Way ANOVA, and Pearson's Correlation Coefficient.

Results and Implications

It revealed exciting insight into cultural intelligence's (CI) impact on engagement (E) in cultural heritage destinations, showing that high CI correlates to a positive influence on adaptation and E, and positively affects the E in tourists' global satisfaction. In addition, the research demonstrates that CI promotes interpersonal relationships, personal development, and the achievement of common goods or goals. All combined play an important role in contemporary tourism, global cohabitation, and the international economy.

Research Limitations

The sample distribution, temporal testing, and data collection demonstrated the need for upcoming research. It is likewise crucial to gather international participation.

References Version APA 6th or 7th Edition

Ang, et al. (2007). Cultural Intelligence: Its Measurement and Effects on Cultural Judgment and Decision Making, Cultural Adaptation and Task Performance. *Management and Organization Review*, 3(3), 335–371

Frías-Jamilena, et al. (2018). Antecedents and consequences of cultural intelligence in tourism. *Journal of Destination Marketing & Management*, 8, 350-358

Ramalu, S. & Subramaniam, C. (2019). Cultural intelligence and work engagement of expatriate academics: The role of psychological needs satisfaction. *International Journal of Cross Cultural Management*, 19(1), 7-26

OC - (27) - MYSTICAL AND ESOTERIC TOURISM IN SINTRA

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Proposal and Originality

Mystical and Esoteric Tourism (MET) is an understudied tourism product with development potential in destinations with specific identity and resources. Its market is closely associated with the search for spirituality, self-knowledge and self-improvement in practices, beliefs and rituals seen as alternative. The destination Sintra was chosen as a case study because it is full of mystical and esoteric elements to be discovered, and the possibility of tourism affirmation in terms of the identity and image of the destination.

Methodology

Firstly, the state of the art was examined and a benchmarking analysis was developed. Afterwards, the characterization of Sintra destination and the inventory of its resources were carried out. Subsequently, 10 semi-directive interviews were applied to four groups.

Results and Implications

A conceptual approach was established around this product, which was framed under cultural tourism, establishing a difference with the segment of religious tourism. At the level of this case study, results assert that Sintra has important mystical-esoteric resources and that there is a relevant potential for development. However, to do so, it would be necessary to invest in this product and to ensure careful planning, with the involvement of various stakeholders, including specialists and the local community.

Research Limitations

The presented approach needs confirmation with further studies, as it was not possible to characterize the profile of consumers, nor to interact with the local community.

References Version APA 6th or 7th Edition

Benur, A. M., & Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, 50, 213–224.

Câmara Municipal de Sintra (2015). Modelo de desenvolvimento territorial de Sintra. DM-APG.

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UNWTO & ETC (2011). *Handbook on Tourism Product Development*. Madrid: World Tourism Organization & European Travel Commission.

OC - (110) - SUSTAINABLE HOSPITALITY: AN OVERVIEW OF THE CHALLENGES FOR IMPLEMENTING SUSTAINABILITY

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Proposal and Originality

The hospitality industry faces several challenges related to implementing measures and practices to enhance the operation of the industry and reduce its impact on sustainability. This work proposes to provide an overview of the current state of sustainability in the hospitality industry, analyzing the various challenges that hotels face. The challenges are to be identified, and their importance on the sustainability of the hospitality industry is to be discussed, including the benefits and disadvantages for hotel management.

Methodology

The research question is what sustainability challenges the hospitality industry faces? During the research, relevant literature will be explored in pertinent literature to the tourism industry. It will be evaluated, synthesized, and compared to provide new sources of information.

Results and Implications

The proposed work pretends to discuss the importance of sustainability in the hospitality industry, including the benefits for hotels and the impact on the environment. And examine various solutions that are available to address sustainability challenges in the hotel industry, including technological solutions, best practices, and certification programs.

Research Limitations

A previous knowledge of the challenges faced by the hospitality industry will originate a focus on the issues of resource management.

References Version APA 6th or 7th Edition

Cozzio, C. (2019). The concept of sustainability in hotel industry: Current dominant orientations and future issues. *International Journal of Sustainable Development*, 22 (1/2), 61.

Legrand, W., Sloan, P., & Chen, J. S. (2013). *Sustainability in the Hospitality Industry* 2nd Ed. Routledge.

Melissen, F. (2018). *Improving Sustainability in the Hospitality Industry*. Routledge.

Pereira, V., Silva, G. M., & Dias, Á. (2021). Sustainability Practices in Hospitality: Case Study of a Luxury Hotel in Arrábida Natural Park. *Sustainability*, 13 (6), 3164.

OC - (116) - THE ROLE OF CERTIFIED TOUR GUIDES AS STAKEHOLDERS IN THE PLANNING AND MANAGEMENT OF TOURIST DESTINATIONS: THE PORTUGUESE CASE

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Proposal and Originality

It is possible to appoint the tour guides as a critical element of the destination's network of stakeholders, as well as one that serves as a mediator among many others who are also part of said network. The tour guides' active role as stakeholders in the planning and management of tourist destinations ought to be examined. This study focuses on the Portuguese case and aims to grasp in which ways the certified Portuguese tour guides articulate with the stakeholders who are responsible for the planning and management of Portugal as a tourist destination.

Methodology

After a review of literature, questionnaires were planned and aimed at the Portuguese certified tour guides. It was possible to secure a confidence level of 95% and a 5% margin of error. Seven interviews were then planned and aimed at stakeholders encompassed in different levels of planning.

Results and Implications

There are both inherent and external obstacles respecting the tour guides' participation in the planning and management of destinations. Regardless of the obstacles, it is patent that there is an interest from both the tour guides and the other stakeholders in a broader and more active participation in the aforementioned process in Portugal. After having identified hindrances to a more active role as stakeholders, this study has set out measures that may be used to overcome said obstacles, benefiting not only these professionals, but the other stakeholders and the destination.

Research Limitations

The undertaken interviews were aimed at one stakeholder per each level of the planning and management process in Portugal, representing a small fraction of said stakeholders.

References Version APA 6th or 7th Edition

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OC - (10) - EMPOWERING WELLNESS WORLDWIDE; A CRITICAL ANALYSIS OF GLOBAL WELLNESS INSTITUTE GWI.

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Proposal and Originality

Travel results in physical and mental impacts. Crowds, delays, airport checks, and other travel inconveniences result in stress, especially when combined with jet lag, poor sleep, and missed exercise routines. The Global Wellness Institute (GWI) defines wellness as actively pursuing activities, choices, and lifestyles that promote holistic health (GWI, 2018). GWI, founded in 2014, issues news releases about wellness activities worldwide. However, there is an undermining of academic analysis of GWI news contents, particularly in the pre- and post-pandemic phases.

Methodology

The GWI website has been consulted as the primary data source. A total of 81 news published by GWI between 2014 and 2021 were selected and examined. On the NVivo 12 interface, patterns of thematic analysis were followed to derive themes from the transcripts of these press releases.

Results and Implications

The findings supported GWI's philosophy of empowering the global industrial and academic sectors on wellness, as well as its integration with tourism. From news sources, five dimensions of GWI have emerged: *stakeholder collation and partnership; pluralistic sightedness; statistical and research resilience; wellness internationalization; non-commercial agenda; and contextual adaptations*. This study has significance for the state's institutions, industries, and academia and provides these sectors with the dimensions and approaches necessary to tap the wellness sector.

Research Limitations

Firstly, a single website is examined. Secondly, the qualitative approach is used. Thirdly, during a limited time span of 2014–2021, 81 news sources were selected and analyzed.

References Version APA 6th or 7th Edition

Global Wellness Institute. (2018). Global Wellness Economy Monitor, January 2017. The Global Wellness Institute. Retrieved from <https://globalwellnessinstitute.org/industry-research/>.

OC - (121) - IDTUR- ONLINE DESTINATION IMAGE OF THE WESTERN REGION OF PORTUGAL

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Proposal and Originality

It is proposed with this study to analyze the Image of Online Tourist Destination, projected, and perceived, of the Western region of Portugal. Based on the Baloglu model (1999), the research aims to understand how cognitive and affective factors result in the projection of an online tourist image. Thus, the originality is based on the analysis of content, not only generated by the National Tourism Organizations, but also by digital creators, integrating the dimension of tourist projection by agents and perception of products by consumers.

Methodology

The mixed methodology is used, integrating the analysis of available information, digital platforms (blogs, social networks) and content generated in each variable, obtaining a perception of the projected and perceived image that most define the Western Region.

Results and Implications

It is expected: (i) that the perceived online image will meet the image projected by the agents with tourist responsibilities of the Western Region; and (ii) to realize which tourist resources most characterize and differentiate the image of the Destination West. It is also intended to identify gaps that may exist between the projected image and the perceived image, so that they can, in the future, be corrected by the respective tourist agents.

Research Limitations

The search may have limitations for collecting data online; lack of affective and cognitive information for creating an online destination image; outdated websites or blogs.

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OC - (139) - STREET ART AND NON-URBAN GEOGRAPHIES: AN UNDERRATED INNOVATIVE TOOL FOR TOURISM PARTICIPATORY GOVERNANCE AND BOTTOM-UP DEVELOPMENT?

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Proposal and Originality

This work seeks to explore, conceptually and experimentally, street art's role in tourism as both heritage and ephemeral public art form, and as a democratic tool for strengthening territories and communities. Debating the urban polarisation of street art's discourses, I aim to address present limited geographies (mainly urban) from which the phenomenon is investigated, considering the broader frame of non-urban areas. The goal is to understand, both theoretical and practical, street art potential in participatory public co-design and sustainable bottom-up rural development.

Methodology

Mainly qualitative, the research is based on an extensive comparative international literature review of street art as a multifaceted subject, analysing participatory methods and approaches to apply innovative and inclusive co-designing techniques in tourism governance and development.

Results and Implications

With an international scope, this research is a section of my main PhD project (FCT funded), which wants to investigate the relevance of participatory practices/policies in preventing or reducing tourism's negative footprint. It has, therefore, broader scientific (e.g. is an emerging topic in tourism, it supports the growing literature of critical interdisciplinary studies in tourism) and societal (e.g. it challenges the *status-quo*, it focuses on marginal territories, it aims to empower communities and reinforce local self-reliance through bottom-up approaches) objectives.

Research Limitations

The research, conceptual/experimental, is primarily focused on non-urban areas and aims to test innovative participatory methods which depend on socio-political factors.

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Duedahl, E. (2021). Co-designing emergent opportunities for sustainable development on the verges of inertia, sustaining tourism and re-imagining tourism, *Tourism Recreation Research*, 46:4, 441-456 | | Merrill, S. (2015). Keeping it real? Subcultural graffiti, street art, heritage and authenticity, *International Journal of Heritage Studies*, 21:4, 369-389 | | Mubi Brighenti, A. (2010). At the Wall: Graffiti Writers, Urban Territoriality, and the Public Domain. *Space and Culture*, 13(3), 315-332 | | Smith, L. (2006). *Uses of Heritage* (1st ed.). Routledge

OC - (164) - MACHINE TRANSLATION AND COMMUNICATION IN TOURISM

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Proposal and Originality

This article uses Communication Accommodation Theory to explore how machine translation will change communication in the tourism context. We focus on communication in the hotel sector from the perspective of hotel front-office employees and general managers. This is the first study to approach this topic in the tourism field to the best of authors' knowledge.

Methodology

In-depth interviews were carried out with 7 international experts in tourism, translation, machine translation, linguistics, machine learning and a machine translation business representative. Interviews were also carried out with 24 hotel front-office staff in Barcelona and Lisbon.

Results and Implications

The results reveal experts' and front-office staff perceptions of the benefits and limitations of communication mediated by automatic translation devices and apps. Although they recognize the benefits of automatic translation, they also point out its limitations. This study contributes not only to the Communication Accommodation Theory, but also to tourism scholarship. It is the first study to explore the nexus between tourism, machine translation, and consequences for intercultural communication.

Research Limitations

This is a qualitative study; hence, results should not be generalized to the population.

References Version APA 6th or 7th Edition

Giles, H., Coupland, N., & Coupland, J. (1991). Accommodation theory: Communication, context, and consequence. *Contexts of Accommodation: Developments in Applied Linguistics*, 1–68.

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Vieira, L. N., O'Sullivan, C., Zhang, X., & O'Hagan, M. (2022). Machine translation in society: insights from UK users. *Language Resources and Evaluation*.

OC - (105) - HOW TO DEVELOP HALAL TOURISM IN A NON-MUSLIM DESTINATION: THE CASE OF PORTUGAL

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Proposal and Originality

The concept of Halal Tourism has recently emerged in scientific literature. Moreover, it has become one of the most promising segments in the travel industry attracting attention worldwide. In 2021, it is estimated that the world's 1.9 billion Muslims spent the equivalent of US\$ 2 trillion and generated US\$ 102 billion of outbound travel revenues for the Tourism sector or 11% of the total outbound market. Historically linked to Islam, Portugal is not a Muslim tourist's first choice for travel, as the country lacks adequate infrastructure, certification, and awareness by stakeholders.

Methodology

The Methodology consists of Qualitative research method based on face-to-face in-depth interviews with various tourism economic agents from different types of businesses related to the Tourism industry and other relevant institutions. Furthermore, a Netnography was also performed which help to further understand Portugal Hotels conditions to receive and attract these types of consumers.

Results and Implications

Results suggest that portuguese tourism agents and institutions have zero to almost no knowledge towards Halal Tourism, its defenition or market size. Moreover, the same study suggests that Portugal does not have sufficient aereal connectivity to outbound Halal Tourism Markets or is prepared to fulfil this market religion derived needs. Finaly, the present document points further development guidelines and strategies to help boost Halal Tourism in Portugal, mainly using our ambassadors in other markets, promoting aerial connectivity, and promote our cultural similarities.

Research Limitations

Main limitations are the lack of literature related to this topic, unawareness of tourism agents about halal tourism, and the fact that it only considers the suply perspectives

References Version APA 6th or 7th Edition

Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/j.tmp.2015.12.008>

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El-Gohary, H. (2016a). *Halal tourism, is it really Halal?* - *ScienceDirect*. <https://www.sciencedirect.com/science/article/abs/pii/S2211973615001038>

OC - (56) - 360º SUSTAINABILITY: REINVENTING THE TOURISTIC OFFER, CREATING INNOVATION WITH VALUE, WITH A CIRCULAR APPROACH OF SUSTAINABILITY.

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Proposal and Originality

The aim of this paper is to investigate on, how a sustainable approach will add value for the creation of an unique proposal, targeted to the Travel Agencies and Tour Operators market, in order to exceed the customers expectations.

The departure point is the sustainability concept and evolution, crossed with the identified touristic trends and the innovation processes, enhanced by the big pandemic shift, and the required adaptations that the players needed to make. From there it analyses the importance of reinforcing with a cultural dimension the stablished pillars of sustainability.

Methodology

A literature review of key concepts of the theme is made, followed by a case study presentation of a DMC strategic options that has a sustainable approach on the basis of their proposal of value. Then it's made the discussion of the case study in accordance of the presented literature review and finally the conclusions are exposed

Results and Implications

The results of the case study will be presented with a combination of quantitative and qualitative approaches, using the real numbers that where obtained, but also with a critical analysis of the presented data, emphasising the key factors of success and relating them to the identified touristic trends and innovation approach that is based on a sustainability, with a strong drive towards the cultural heritage of the local communities and territories. This approach will show that the cultural dimension gains it space on the sustainability concept.

Research Limitations

This research has the limitation that only analysis one case study and it lacks more quantitative data on the demand side to understand the most valued features in an offer.

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Kim, W. C., & Mauborgne, R. (2005). *A Estratégia Oceano Azul*. Harvard: Harvard Business School Press / Actual Editora.

OC - (51) - RESIDENTS' ATTITUDES TOWARDS CULTURAL EVENTS: THE ROLE OF SOCIAL SOLIDARITY

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Proposal and Originality

Cultural events became a key element in tourism destinations' development and competitiveness. Residents have a key role in many cultural events, namely because they may interact with visitors during these events. However, the effect of emotional solidarity of residents towards visitors has been widely neglected in the research on cultural events. Therefore, the aim of this study is to analyse the effect of various factors, including emotional solidarity of and residents' perception of cultural events' impacts on residents' attitudes towards these events.

Methodology

A questionnaire survey was carried out among residents of Guimarães (Portugal) in 2020 (n=458). Principal component analyses and multiple regression analyses were undertaken to analyse the effect of factors, such as emotional solidarity, on residents' attitudes towards cultural events.

Results and Implications

Results show that various factors such as the attachment with the event, participation in the event, sociodemographic profile, emotional solidarity and residents' perceptions of impacts of cultural events affect the residents' attitudes supporting the development of the events. Emotional solidarity of residents towards visitors attending the events led residents to have a higher willingness to support the development of these events.

Research Limitations

Although this study was carried out in an important cultural tourism destination, it was carried out during the COVID-19 pandemic in a small geographical area of Portugal.

References Version APA 6th or 7th Edition

Funding: This work was financially supported by the research unit on Governance, Competitiveness and Public Policy (UIDB/04058/2020)+(UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia

Li, X., & Wan, Y. K. P. (2016). Residents' support for festivals: Integration of emotional solidarity. *Journal of Sustainable Tourism*, 25(4), 517-535. Doi: 10.1080/09669582.2016.1224889

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OC - (52) - UNDERSTANDING THE POTENTIAL FOR GEOTOURISM IN PROTECTED AREAS: A DELPHI STUDY

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Proposal and Originality

Geoparks are a worldwide success, but when they emerged there already were protected areas. A Delphi study was conducted to identify the potential benefits of implementing geotourism projects in natural protected areas (PA) with the potential for it. This study is the starting point of a deeper analysis on the diverse approaches to geotourism, aiming at understanding what new and different values geoparks have been able to bring, when compared to PA.

Methodology

An international Delphi study with 2 rounds was conducted aiming at identifying experts consensus in i) the advantages and disadvantages of geoparks as a model for the development of geotourism at a national level, and ii) the potential benefits of developing geotourism in protected areas.

Results and Implications

An international Delphi study with 2 rounds was conducted aiming at identifying expert's consensus on the potential benefits of developing geotourism in protected areas. 140 experts were invited. 24 experts accepted the invitation. 11 participated. Round 1 consisted in one open question. The results were analyzed and Round 2 consisted of a questionnaire e-mailed to the participants.

Research Limitations

This research needs to deepen the different approaches to geotourism in geoparks and PA and to validate the Delphi results with other complimentary research methods.

References Version APA 6th or 7th Edition

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OC - (78) - THE IMAGE AND IDENTITY OF A DESTINATION THROUGH NARRATIVES OF INDUSTRIAL HERITAGE: SÃO JOÃO DA MADEIRA, PORTUGAL, CASE STUDY

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Proposal and Originality

This paper will explore industrial identity contributions to the image projection of a destination that uses local testimonies and narratives as a differentiating practice. It contributes to the enrichment of previous museum studies, mainly considering narratives that rely on locals' collective memory, offering evidence of its impact on a destination image. This work also adds new perspectives to the representation and interpretations of heritage (tangible and intangible) with particular emphasis on industrial remains.

Methodology

This paper consists on a case study using an exploratory research through direct observation approach. It analysed photographs, testimonies and representations of collective memory created from the industrial practices of the Hat and Shoe museums of S. João da Madeira, Portugal.

Results and Implications

The findings in this study acknowledge the advantages of showing history through personal narratives as an essential part of community engagement and sense of belonging.

For science, this research enriches the understanding of the industrial identity role in shaping destination images, it provides management insights into effective community engagement practices and techniques. Policymakers can use the findings to develop strategies for promoting destinations that celebrate their industrial identity.

Research Limitations

One of the major limitations of this research was due to the lack of validation by experts through further measurement instruments.

References Version APA 6th or 7th Edition

Almeida, A.S.A. (2018). Building tourism experience through identity decomposition - between local emancipation and international integration. *Revista Lusófona de Estudos Culturais*, 5(2).

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Liu, Yi & Cheng, Jieyu. (2016). Place Identity: How Tourism Changes Our Destination. *International Journal of Psychological Studies*. 8. 76.

OC - (103) - THE ROLE OF INCLUSIVE SELF-GENTRIFICATION IN SUSTAINABLE TOURISM: A CASE OF THE ANCIENT TEA PLANTATIONS OF JINGMAI MOUNTAIN IN PU'ER CITY, CHINA

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Proposal and Originality

Rural gentrification is an under-research area but is increasingly important as it is driven by tourism and large-scale agricultural development. This research aims to understand the interplay of various gentrification agents in a rural setting and the challenging impacts induced by complex and nuanced issues of the resultant indirect displacement. Particularly, it examines the rise of self-gentrifiers, locals who benefit from tourism and agricultural gentrification, and reflect on how self-gentrification could be encouraged to be more inclusive by the local government.

Methodology

We conducted 12 months of ethnography fieldwork at Jingmai World Heritage Site in China, taking fieldwork notes, photographs, and videos, and conducting interviews with local stakeholders. The total volume of textual data is about 400 thousand words. We input all data into NVivo for coding.

Results and Implications

We find that state-led gentrification brings potential large-scale population displacement and over-commodification of the Indigenous culture, and self-gentrification has a deficiency of endogenous capabilities. We propose a new concept of “inclusive self-gentrification”, a consultative approach to avoid direct and indirect displacements and thereby contribute to social cohesion. It could be achieved if the local government occasionally consults the Indigenous cultural/political elites, ritual experts and economic-inferior tea farmers before a decision is made.

Research Limitations

Rural gentrification in tourism is highly context-bound. A more general testing of the concept of “inclusive self-gentrification” in other cultural setting is encouraged.

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Chan, J. H., Iankova, K., Zhang, Y., McDonald, T., & Qi, X. (2016). The role of self-gentrification in sustainable tourism: Indigenous entrepreneurship at Honghe Hani Rice Terraces World Heritage Site, China. *Journal of Sustainable Tourism*, 24(8-9), 1262-1279.

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OC - (167) - SPECIFICITIES OF "TABERNAS" AS OUTDOORS PLACES OF FOOD AND BEVERAGES CONSUMPTION IN SERRA DA ESTRELA REGION: THE CASE OF GOUVEIA, SEIA AND FORNOS DE ALGODRES

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Proposal and Originality

The consumption of food, beverages, and the practice of commensality' acts in Portugal happened, in a certain period of history, in the so-called "tabernas". Following an historic legacy, these premises were a place of leisure, conviviality and sociability mostly for popular class men. In the Serra da Estrela region, namely Gouveia, Seia and Fornos de Algodres counties they served mainly low-cost alcoholic drinks but also some snacks ("petiscos"), informally prepared and influenced by local terroir and ingredients availability, while providing secondary convenience services.

Methodology

Bibliographic review, archives documentary research, questionnaire and oral information collection.

Results and Implications

Mainly in the 60 and 70s of the 20th century, "tabernas" were important F&B businesses for the local communities in the sense that they constituted a hub for local development and social interconnection. Food and beverages weren't only an expression of identity but also a place that contributed to local development through food and gastronomic bonds. Although being part of the formal economy since they had to be registered, their produce was very informal. Those Portuguese "tascas" reside in the Portuguese regional and collective imagery in a moment of their recuperation.

Research Limitations

The lack of official information regarding the registration of "tabernas" at the Municipalities and their data.

References Version APA 6th or 7th Edition

Salvado, J. et al, 2019, *Gastronomia de Taberna & Storytelling: Saberes e Sabores Que Reforçam a Identidade Cultural do Território*, Revista Portuguesa de Estudos Regionais nº 50, pp. 65-84

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OC - (168) - MUSEUMS, HERITAGE AND LUXURY TOURISM. BRANDING THROUGH CO-CREATION OF VALUE IN A DESTINATION. PROPOSAL FOR A CONCEPTUAL FRAMEWORK THROUGH THE APPLICATION OF STEAKHOLDER THEORY

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1 - UNIVERSIDAD REY JUAN CARLOS

Proposal and Originality

The paper proposes a theoretical framework that, based on existing research on three key concepts in the tourism (museums and cultural tourism, luxury tourism and destinations and branding), explains the Co-Creation of value of the destination through external and internal interconnected Stakeholders. In addition, a secondary objective of the study is to identify Stakeholders who contribute to the Co-Creation of value in a destination, using as a basis the Five-Step Process (Bunn et al, 2002), for a better understanding of who the Stakeholders of a particular organization are.

Methodology

In-depth analysis of literature around: museums and heritage, luxury tourism and destinations and brand, and the development of a conceptual framework to explain the Co-Creation of destination's value, taking as a case study Madrid, based on the Multi Stakeholder Co-Creation Process Model .

Results and Implications

The study analyzes three interrelated concepts in tourism whose results culminate in the proposal of a conceptual model that:

Allows to understand how cultural heritage of the destination can create value for brand consolidation in a specific niche: luxury tourism

Identifies Stakeholders for Co-Creation of value that contribute to the construction of trademark and destination's personality (Kumar, V., Kumar Kaushik, A., 2017), and variables to establish Stakeholder's role in relation to the Co-Creation of value and branding of the destination, and the connections between these

Research Limitations

Considering that it is a theoretical work, it is necessary to expand the study with in-depth interviews and/or focus-group.

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Bunn, MD , Savage, GT y Holloway, BB (2002), "Análisis de partes interesadas para innovaciones multisectoriales", *Journal of Business & Industrial Marketing* , vol. 17 núm. 2/3, págs. 181-203. <https://doi.org/10.1108/08858620210419808>

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OC - (231) - EXPERIENCING KING'S LANDING: UNDERSTANDING GAME OF THRONES FANDOM CONSUMPTION IN DUBROVNIK AND CÁCERES

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1 - CEGOT; 2 - ESTGV-Polytechnic of Viseu; 3 - Greenwich Business School, University of Greenwich, London, UK; 4 - Faculty of Tourism, University of Maribor, Brežice, Slovenia

Proposal and Originality

Game of Thrones (GoT) is one of the most successful TV series. It was filmed in many locations some of which were transformed into film tourism destinations. The TV series' impact is undisputable on many different levels, e.g. from attracting tourists to increasing tourism revenues.

We wish to understand the offer of tourist experiences related to the GoT in Dubrovnik and Cáceres. These cities represent King's Landing, one of the most famous filming sets. Secondly, we aim to compare the tourist experience in both locations to understand the role of GoT in visitors' consumption of places.

Methodology

We will use netnography to gain insight into the tourist experiences. By underpinning the research in an interpretative paradigm, we will analyze narratives from visitors posted on TripAdvisor and Civitatis about the offered film tours. Also, we will use a summative content analysis.

Results and Implications

For this study, the testimonies of tourists who visited the cities mentioned above and participated in tourist experiences related to GoT will be analyzed.

Through research on two leading platforms offering tourist experiences (Tripadvisor and Civitatis), it was possible to verify that only two tourist experiences were found in the Spanish city of Cáceres. Both are walking guided tours related to GoT.

In the case of Dubrovnik, it was possible to identify more than two dozen experiences, including walking tours, escape rooms, and car and boat excursions.

Research Limitations

The study's main limitation concerns the size and the different levels of tourism development of the two cities under investigation.

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Tkalec, M., Zilic, I. & Reher, V. (2017) The effect of film industry on tourism: Game of Thrones and Dubrovnik. *International Journal of Tourism Research*, 19(6): 705-714. <https://doi.org/10.1002/jtr.2142>

OC - (8) - JAPANESE INCOME TOURISM. THE PORTUGUESE LUXURY HOSPITALITY MANAGEMENT STRATEGY (BEFORE AND AFTER COVID-19)

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Proposal and Originality

This study examines the strategy of luxury hotels operating in Portugal, identifying the factors behind the differences between Japanese and Chinese customers' satisfaction with hotel attributes. Expectations of hotel hospitality are influenced by personal factors. Compared with Western, Asian tourists prefer the basic and practical aspects of service. In Portugal, the Asian market has been seen as predominantly Chinese, but Chinese and Japanese customers are pleased by different attributes.

Methodology

A mixed methods four-steps approach is used: literature review; "booking.com" content analysis of 1.354 Chinese and Japanese hotel guests' comments and interviews to five top hospitality managers/expert (Qualitative: Grounded Theory, NVivo); survey of 187 managers (Quantitative:SEM).

Results and Implications

This study contributes to the understanding of Japanese culture and Japanese tourists' satisfaction with hotel attributes. Significant differences of satisfaction with hotel attributes are found between Japanese and Chinese guests. The study proposes a strategic plan based on the four balance scorecard model dimensions (customer, processes and procedures, people development and finance) to direct the Portuguese luxury hotel strategy to conquest and meet the expectations of Japanese tourists.

Research Limitations

The main limitation is the number of do-not-know answers by hotel managers, which reduced the survey sample size and the statistical model validity.

References Version APA 6th or 7th Edition

Soifer, I., Choi, E. K., & Lee, E. (2021). Do Hotel Attributes and Amenities Affect Online User Ratings Differently across Hotel Star Ratings? *Journal of Quality Assurance in Hospitality and Tourism*, 22(5), 539–560.

Sukhu, A., Choi, H., Bujisic, M., & Bilgihan, A. (2019). Satisfaction and positive emotions: A comparison of the influence of hotel guests' beliefs and attitudes on their satisfaction and emotions. *International Journal of Hospitality Management*, 77(July 2018), 51–63.

OC - (14) - EMOTIONAL SOLIDARITY IMPACTS IN TOURISTS' AFFECTIVE DESTINATION IMAGE FORMATION

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Proposal and Originality

The role played by residents in tourism competitiveness between destinations has been widely acknowledged by academia. However, few studies explore the impact tourist-resident interaction has in shaping the destination image, particularly in terms of Emotional Solidarity. This factor is represented by the variables “Sense of being welcome” and “Emotional Closeness and Sympathetic Understanding”. This study seeks to understand the impact Emotional Solidarity has on the construction of the Affective Image of the Destination.

Methodology

An online questionnaire was applied (N=394) to tourists, in order to analyse questions to assess the role of residents' presence and of their interaction with tourists and the tourists final image about the destination. The collected data were analysed using multiple linear regression models.

Results and Implications

This study results suggest that ‘Sense of being welcome’ (emotions tourists feel when welcomed by residents) has a positive effect on ‘Affective Destination Image’. In turn, ‘Emotional Closeness and Sympathetic Understanding’ (empathy and affective bonds experienced by tourists and residents) do not show a significant impact on ‘Affective Destination Image’. Given the influence of residents in the formation of the Affective Image and its importance in endorsing a destination, it is recommended to include residents as an essential element of destination management and branding.

Research Limitations

Sample size and limited literature on emotional solidarity restrict results. Future research may add qualitative insight and try new scales to assess this construct.

References Version APA 6th or 7th Edition

This work was financially supported by the research unit on Governance, Competitiveness and Public Policy (UIDB/04058/2020)+(UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia.

Joo, D., Tasci, A. D. A., Woosnam, K. M., Maruyama, N. U., Hollas, C. R., & Aleshinloye, K. D. (2018). Residents' attitude towards domestic tourists explained by contact, emotional solidarity and social distance. *Tourism Management*, 64, 245–257

Stylidis, D. (2022). Exploring Resident–Tourist Interaction and its Impact on Tourists' Destination Image. *Journal of Travel Research*, 61(1), 186–201

OC - (22) - A COMPREHENSIVE APPROACH TO TRANSFORMATIVE EXPERIENCES IN THE ACADEMIC TOURISM

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Proposal and Originality

This study addresses the call for expanding research on two fields: transformative tourist experiences, based on the different approaches identified in the literature and considering the increased demand for highly customized and meaningful experiences that can be life-changing for tourists; academic tourism, a significant alternative type of tourism, with specific features, that has been increasing over the last decades.

Thus, this study aims to provide a comprehensive overview of the transformative experiences, targeted to academic tourism.

Methodology

Given the lack of research in this context, this study will be exploratory in nature.

Based on the qualitative research method using individual in-depth semi-structured interviews, a comprehensive transformative travel experiences scale, and a conceptual framework will be proposed.

Results and Implications

This study provides key insights for educational and tourism stakeholders to design and develop new strategies for transformative travel experiences, targeted to academic tourists.

Thus, transformative travel achievements, triggers, processes, and outcomes are identified, allowing those stakeholders to provide customized experiences focused on academic tourist success, supporting them to achieve their desired results, as well as on their well-being and self-actualization, encouraging their personal and behavioural changes.

Research Limitations

This study is qualitative and exploratory in nature, rather than a quantitative study. Survey data or even a longitudinal study may be necessary to seek additional evidence.

References Version APA 6th or 7th Edition

Soulard, J., McGehee, N., & Knollenberg, W. (2020). Developing and Testing the Transformative Travel Experience Scale (TTES). *Journal of Travel Research*, 004728752091951.

Tasci, A. D. A., & Godovykh, M. (2021). An empirical modeling of transformation process through trip experiences. *Tourism Management*, 86, 104332.

Teoh, M. W., Wang, Y., & Kwek, A. (2021). Conceptualising co-created transformative tourism experiences: A systematic narrative review. *Journal of Hospitality and Tourism Management*, 47, 176–189.

OC - (95) - THE CONTRIBUTION OF TOURISM PRODUCTS TO ECONOMIC GROWTH: THE CASE OF THE PENEDA-GERÊS NATIONAL PARK, PORTUGAL

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Proposal and Originality

Tourism and tourism products are a key instrument in regional economic development. The tourist destination of the Peneda-Gerês National Park (PGNP), classified by UNESCO as a World Biosphere Reserve, stands out for its landscapes, natural beauty and the traditions and customs of the small villages that compose it. Given the growing importance of this destination in Portugal, this study aims to identify the determinants of satisfaction with the destination, as well as to assess the importance of tourism products as a tool for regional economic development.

Methodology

In addition to the theoretical framework, a quantitative methodology was adopted, a questionnaire survey applied to PGNP visitors in 2021, having 176 visitors as participants. For analysis of the results were used statistical techniques, inferential and factorial analysis.

Results and Implications

The results of this research allow the conclusion that tourism has contributed positively to the development of the destination. The results highlight that the PGNP is a destination with growing popularity and sought after by visitors with a taste for nature. The determinants and degree of visitor satisfaction with the destination and tourism products were identified. The study allows tracing a socio-demographic profile of the visitors, mostly women, of Portuguese nationality, aged between 24 and 35 years, married or living together and have visited the PGNP more than 5 times.

Research Limitations

The main limitations of this study are the sample size and the impossibility of analysis of temporal evolution, the questionnaire survey was applied at one point in time.

References Version APA 6th or 7th Edition

Benur, A. M., & Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, 50, 213–224. <https://doi.org/10.1016/j.tourman.2015.02.005>

Romão, J., & Nijkamp, P. (2018). Spatial impacts assessment of tourism and territorial capital: A modelling study on regional development in Europe. *International Journal of Tourism Research*, 20(6), 819–829. <https://doi.org/10.1002/jtr.2234>

Xu, J. B. (2010). Perceptions of tourism products. *Tourism Management*, 31(5), 607–610. <https://doi.org/10.1016/j.tourman.2009.06.011>

OC - (24) - BOOSTING ACADEMIC TOURISM THROUGH TRANSFORMATIVE TRAVEL EXPERIENCES

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Proposal and Originality

The focus on academic tourism as a sustainable and alternative type of tourism can be a valuable contribution to increase competitiveness of tourism destinations. In turn, transformative travel experiences can boost academic tourism by providing highly customized, memorable, and meaningful experiences that can enhance strong emotional ties with a destination. Thus, addressing a research gap, this study aims to analyse the transformative experiences of academic tourists, and their effect on the tourist's perceived safety, place attachment and behavioural intentions.

Methodology

Based on an extensive literature review, a quantitative analysis will be selected, using a questionnaire survey carried out on academic tourists in order to analyse the impact of transformative experiences on academic tourists' place attachment, perceived safety and behavioural intentions

Results and Implications

From a comprehensive overview of transformative experiences, this study is willing to contribute to the knowledge of that kind of experience through model constructs and relationships. The model proposed is expected to allow for theoretical and practical advancements in this domain and serve empirical studies. Data collection and analysis for the model validation will be suggested.

Research Limitations

This study addresses a research gap by reviewing transformative travel experiences, tourists perceived safety, and place attachment in the academic tourism context.

References Version APA 6th or 7th Edition

Tasci, A. D. A., & Godovykh, M. (2021). An empirical modeling of transformation process through trip experiences. *Tourism Management*, 86, 104332.

Wang, Y.-C., Liu, C.-R., Huang, W.-S., and Chen, S.-P. (2019). Destination Fascination and Destination Loyalty: Subjective Well-Being and Destination Attachment as Mediators. *Journal of Travel Research*, 004728751983977.

Xie, C., Zhang, J., and Morrison, A. M. (2020). Developing a Scale to Measure Tourist Perceived Safety. *Journal of Travel Research*, 004728752094610

OC - (43) - VAULE CHOICE BEHIND THE HERITAGE--A CASE STUDY ON THE IMPERIAL ZHONGDU CITY OF MING DYNASTY IN FENGYANG

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Proposal and Originality

The Imperial Zhongdu City of the Ming Dynasty is different from other famous sites in big cities of China; it is in a developing area of central China. This heritage site has been destroyed by the change of dynasties and cultural revolution. The Zhongdu City is receiving more attention and being developed faster now due to the participation of government, scholars, and community. Which group is the deciding power for the inheritance and what is the mechanism? At different times and under different management entities, the value of Zhongdu City is different.

Methodology

Context analysis helps us understand the history of the Imperial Zhongdu City of the Ming Dynasty. Data analysis allows us to understand the resources invested in heritage preservation and development choices. Discourse analysis from different groups helps us identify the value choices of heritage.

Results and Implications

Under the special national conditions of China, the value choice of the government determines the value and development of heritage. This unfinished capital city from the 14th century is a model for China's famous Forbidden City in Beijing and relates to the value choice of superior power. This research reflects the value choice of heritage and helps us understand some operations about the management of heritage in China.

Research Limitations

The choices of officials have a great impact on the value of heritage, and the changes in those power holders make it difficult for us to form a general overview.

References Version APA 6th or 7th Edition

Liu Yi, & Lei Yaoli. (August 2012). Research on Protection Strategies of Ancient City Sites Based on Heritage Values. *Architecture&Culture*. 088-089.

Rodney Harrison (2013). *Heritage: Critical Approaches*. New York: Routledge.

Zhou Mengke, & Zhao Huijun. (November 2017). Review on the Research of Ming Zhongdu. *Research on Heritage and Preservation*. 125-129.

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OC - (204) - FLOURISHING FOR WINE TOURISM BUSINESSES

Caroline Morrow¹

1 - Bannikin Travel & Tourism

Proposal and Originality

Agritourism businesses have opportunity to push sustainability via business modelling, because they sit at the intersection of the tourism and agricultural industries. This research explores how Flourishing Business Modelling tools (3RM) can be adapted for wineries to improve their sustainability. How can wine tourism drive sustainability? (e.g., support sustainable agriculture, rural community development, rural employment, etc.); Do wineries have unique needs and characteristics that must be considered when developing business planning tools and processes?

Methodology

Case study research applying 3RM to business planning with 3 European wineries, in Spain, France, and Portugal. Post-business planning reflection exercises, interviews, literature review, document scan. Adaptations suggested to 3RM to support sustainable business planning for wineries.

Results and Implications

Tourism businesses can drive flourishing. Bannikin Travel & Tourism and Edward James Consulting are developing business modelling resources based on Flourishing Enterprise Strategy Design Method. Project will result in a strategic design service to be rolled out across Canada by the national tourism organization to drive sustainability in tourism. This sub-research project will result in reference models, related materials, and recommended methodologies for wineries to build sustainability into their business plans. Potential to scale to destination-level intervention.

Research Limitations

Winery case studies not randomly selected. Researcher has worked with them in past or been referred. Learnings may be contextual to the specific cases and not generalizable.

References Version APA 6th or 7th Edition

The research project described is underway, with results expected in early May 2023. As such, the submission is a project plan. The research constitutes a Masters thesis project. If accepted to DSOTT, an updated abstract will be provided before the conference.

The academic literature review not yet undertaken. Will focus on agritourism business modelling, wine tourism business modelling, sustainable business modelling, and the relationship between wineries and sustainability.

OC - (188) - AZORES ALL IN BLUE CASE STUDY: EVALUATION OF THE TOURIST OFFERS IN THE AZORES FOR FAMILIES WITH CHILDREN WITH ASD AND ITS IMPACT ON THE WELL-BEING AND EMOTIONAL REGULATION OF THE CHILD

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Proposal and Originality

Research on tourism aimed at families with children with ASD is still limited, despite the growing interest. Studies have focused on characterizing the difficulties and tourist needs of this population (e.g., Freund et al., 2019) and there is no empirically validated information on the most appropriate responses and tourist products (Conde et al., submitted). So, the present study intends to describe the tourist products developed in the Azores specifically to meet the needs and preferences of this population and to evaluate the experience of families and their impact on children.

Methodology

A case study was adopted using a mixed methodology, being the most indicated for evaluating new practices. A questionnaire was developed to evaluate and to obtain a detailed description of the experience of families and the impact on the child of each phase of the trip and of each activity

Results and Implications

Families positively evaluate their experiences and identify greater emotional well-being in the child and in the family itself. The positive impact is particularly emphasized in activities that include a therapeutic component or the presence of a health professional specializing in child development and/or ASD. So, families especially value the articulation of leisure and recreation activities with the stimulation and promotion of the child's development. The inclusion of health professionals in tourist companies can be a competitive advantage

Research Limitations

Little variability of participants. It is necessary to obtain greater variability in family characteristics - country of origin, gender, age, and ASP level of the child

References Version APA 6th or 7th Edition

Freund, D., Chiscano, M., Hernandez-Maskivker, G., Guix, M., Iñesta, A., & Castelló, M. (2019). Enhancing the hospitality customer experience of families with children on the autism spectrum disorder. *International Journal of Tourism Research*, 21(5), 606–614. <https://doi.org/10.1002/jtr.2284>

Conde, R., Caldeira, S., Rego, I., Mota, P., Botelho., Silva, O., & Sousa, A (submitted). Article Title: Inclusive tourism and Children with Diagnostic of Autism Spectrum Disorders (CwDASD): a systematic review of the literature. Under review in *European Journal of Tourism Research*.

OC - (234) - THE IMPORTANCE OF THE CLEAN & SAFE SEAL IN TRAVEL DECISION-MAKING BY THE PORTUGUESE, DURING AND AFTER THE COVID-19 PANDEMIC.

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1 - Instituto Politecnico de Portalegre

Proposal and Originality

COVID-19 had a very negative effect on the tourism sector worldwide, however, the hygiene and safety measures adopted by different countries allowed the travel and tourism sector to recover 21.7% in 2021. understand the attitudes and behaviors of tourists in a context of insecurity caused by COVID-19 and their perception with regard to the certification by the Clean & Safe seal of the services they attended, and compare these attitudes and behaviors with those verified after the context of insecurity have been overtaken.

Methodology

Two questionnaires were carried out at different times, in 2020-21 and 2022-23, on social networks and by email, with a total of 370 responses having been obtained, mostly from female individuals, and from the Alentejo region. Univariate and bivariate analyzes were used to analyze the data.

Results and Implications

The results of the first questionnaire show that the existence of the stamp influenced the choice of services, especially restaurants and hotels, with respondents being almost unanimous in their opinion on the need to maintain the stamp. However, the results of the questionnaire applied in the post-pandemic period showed that the Clean & Safe stamp has been losing relevance in the context of tourist travel decisions in Portugal. This study contributes to increasing knowledge about the importance of health labels in the choice of destinations and implementation of public policies.

Research Limitations

The limitation of the study is that it used a snowball and convenience sample. The sample is not very large and reflects only the opinion of the Portuguese

References Version APA 6th or 7th Edition

Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of business research*, 117, 312-321.

Kaushal, V., & Srivastava, S. (2021). Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India. *International journal of hospitality management*, 92, 102707.

Jafari, K., Özduran, A., & Saydam, M. B. (2021). Hospitality and tourism industry amid COVID-19 pandemic: voices from small Mediterranean town. *International Hospitality Review*, (ahead-of-print).

OC - (152) - IMPLICATIONS OF COVID 19 IN CULTURAL VISITORS PROFILE OF HERITAGE CITIES: INPUTS FROM COIMBRA, PORTUGAL

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1 - Polytechnic Institute of Coimbra (ESEC); 2 - CITUR; 3 - UNICID; 4 - IEETA; 5 - GOVCOPP

Proposal and Originality

The potential of cities classified as UNESCO World Heritage Sites (WHS) to attract tourists is huge as destinations combining culture-related facilities with a cosmopolitan atmosphere, creative and attractive lifestyles (Adie&Hall, 2017; Tracz&Bajgier-Kowalska, 2019). The heritage city of Coimbra has become a popular tourist destination mainly due to its historic university. The aim of this paper is to analyze implications of covid 19 in the cultural tourists profile, though the case of Coimbra.

Methodology

A visitor survey was applied in two phases, in the same inquiry points of Coimbra. The first took place in March and April of 2019, resulting in 646 useable questionnaires, and the second in March and April of 2022, with 223 valid questionnaires.

Results and Implications

The study evidenced some differences in the cultural tourist profile in the pre and post pandemic periods. This helps to better understand the profile of visitors of WHS, and in particular those visiting Coimbra, contributing to readjust the city tourism marketing and planning strategies, to overcome possible crisis scenarios like that triggered by Covid 19. Ultimately, this may contribute to improve visitor experiences establishing a parallel with other WHS with similar characteristics.

Research Limitations

Data was collected in March and April in the two study phases, 2019 and 2022, with a different number of questionnaires which limited some conclusions that could have been drawn.

References Version APA 6th or 7th Edition

Adie, B.A. and Hall, C. M. (2017). Who visits World Heritage? A comparative analysis of three cultural sites, *Journal of Heritage Tourism*, 12, 1, 67-80.

Marujo, N., Serra, J. and Borges, M. (2013). Turismo cultural em cidades históricas: a cidade de Évora e as motivações do turista cultural, *Revista de investigación en turismo y desarrollo local*, 6, 14, 1-10.

Tracz, M. and Bajgier-Kowalska, M. (2019). Profile of Tourists Visiting Cultural Heritage Cities: Comparative Study of Selected Cities in Central Europe, *Geographia Polonica*, 92, 4, 455-468.

OC - (211) - CROSS-GENERATIONAL TRAVEL INTENTIONS: A STUDY DURING THE PANDEMIC

Giuseppe Aliperti¹; Aurkene Alzua-Sorzabal¹; Basagaitz Guereño Omil¹; Ana Maria Cruz Naranjo²

1 - Universidad de Deusto; 2 - Kyoto University

Proposal and Originality

Cross-generational studies in the context of risk communication has long been recognised as necessary and under-investigated. Our study aimed to fill this research gap. Based on the theory of Tourism Consumption Systems and the Generational Theory, American tourists' intention to visit Japan has been analysed. We focussed on elements that may influence international tourists' risk perception and destination choice during the emergency. Originality. Results highlight the prominent role of social influence, especially for the Gen Y, in contrast with previous studies.

Methodology

A survey was conducted to obtain a representative sample of American individuals from Gen Y and Gen X. Structural equation modelling (SEM) and multi-group SEM were used to model the underlying structures and test the behavioural variations among groups.

Results and Implications

Findings. Findings reveal that Gen Y and Gen X have different behavioural patterns. Practical implications. Behavioural similarities among tourists indicated certain predictability regarding their behaviours, which can help manage and control tourism flows after the COVID-19 pandemic. Managerial implications include a suggestion for risk communication to generate compensatory-approaches during the travel decision process of the two groups of tourists.

Research Limitations

The explorative nature of the study and the relatively small sample size means caution should be exercised when seeking to generalise the results.

References Version APA 6th or 7th Edition

Main references:

Gurău, C. (2012). A life-stage analysis of consumer loyalty profile: Comparing generation X and millennial consumers. *Journal of Consumer Marketing*, 29(2), 103–113.

Lepp, A., & Gibson, H. (2003). Tourist roles, perceived risk and international tourism. *Annals of Tourism Research*, 30(3), 606–624.

Li, X., Li, X. R., & Hudson, S. (2013). The application of generational theory to tourism consumer behavior: An American perspective. *Tourism Management*, 37, 147-164.

OC - (29) - A REVIEW OF CULTURAL AND SOCIAL REPRESENTATIONS OF ISLANDS: IMPLICATIONS FOR ISLAND DESTINATION MARKETING

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Proposal and Originality

Islands have always inspired human imagination, being associated with heroic journeys, myths, mysteries, and sacred quests, being often romanticised as ideal places of escape from ordinary life. Many studies have assessed island destination image, but only little attention has been paid to the social and cultural representations of islands and their role in island destination image formation. The purpose of this paper is to review research on the social and cultural meanings of islands and discuss practical implications for destination marketing.

Methodology

An extensive content analysis of articles, books and chapters on island destinations reveals categories of social and cultural meanings assigned to islands over the centuries. Documents were identified via Scopus, and other online platforms permitting access to relevant academic content.

Results and Implications

Islands are generally perceived as unique places, marked by a pristine environment, exotic wildlife, remoteness, being often associated with a romantic idyll. However, islands also face challenges, with several negative image elements observable, namely associated with isolation, scarce resources, and vagaries of weather. Both attractive dimensions and those revealing islands' vulnerability, visible in social representations, should be considered in destination image assessment, reflecting destination marketing potential as well as challenges.

Research Limitations

Limitations of this review relate to the little research on social representations of islands, particularly island destinations, in the academic literature.

References Version APA 6th or 7th Edition

Funding: This work was financially supported by the research unit on Governance, Competitiveness and Public Policy (UIDB/04058/2020)+(UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia.

Baldacchino, G. (2005). Editorial: Islands — Objects of Representation. *Geografiska Annaler: Series B, Human Geography*, 87(4), 247–251. <https://doi.org/10.1111/j.0435-3684.2005.00196.x>

Gillis, J. R. (2005). Islands of the mind: how the human imagination created the Atlantic world. *Choice Reviews Online*, 42(11), 42–6639. <https://doi.org/10.5860/choice.42-6639>

OC - (37) - A POST-PANDEMIC VIEW OF THE SOCIOCULTURAL SUSTAINABILITY OF TOURISM IN CENTRAL HISTORIC DISTRICTS OF LISBON AND BARCELONA

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1 - Universidade Europeia; 2 - CETT - Universitat de Barcelona; 3 - CITUR

Proposal and Originality

After two years in which many cities in Europe went from a situation of “overtourism” to that of “zero tourism”, and as the number of tourists rebounds to pre-pandemic levels, a reassessment of the perceptions of stakeholders in urban destinations is clearly warranted. Integrated in a larger project, the objective of this specific paper is to present an up-to-date view of the sociocultural sustainability of tourism in the central historic districts of Lisbon and Barcelona considering the perspective of collective social agents and possible consequences of the COVID-19 pandemic.

Methodology

A qualitative research approach comprising, in a first stage, analysis of secondary source information (2021 Census; information about Santa Maria Maior, Lisbon; Barri Gòtic, Barcelona); in a second stage, semi-structured interviews with representatives from collective social agents.

Results and Implications

The study is expected to yield an up-to-date view of the sociocultural sustainability of tourism in central historic districts of Lisbon and Barcelona in this post-pandemic phase based on the triangulation of secondary source information and the perception of collective social agents (namely from local public administration, companies, associations, cooperatives, and special places of social interaction). The expectation is that this can, in the future, be used for an improved management of these and other urban areas facing the pressures of tourism.

Research Limitations

Integrated in a larger project, the study is expected to be complemented in the future by a close analysis of the perception the sociocultural impacts of tourism by residents.

References Version APA 6th or 7th Edition

- Hall, C.M., Gössling, S., & Scott, D. (2015). Tourism and sustainability: An introduction. In C.M. Hall, S. Gössling, & D. Scott. (Eds.), *The Routledge handbook of tourism and sustainability* (pp. 1-12). Routledge.
- Koens, K., Postma, A., & Pap, B. (2018). Is overtourism overused? Understanding the impact of tourism in a city context. *Sustainability*, 10(12), 4384.
- UNWTO. (2018). *“Overtourism”? Understanding and managing urban tourism growth beyond perceptions*. UNWTO.

OC - (104) - WHAT ARE THE CRITERIA USED BY DMCS TO IMPROVE THE USAGE OF ARTISANS AND SMALL PRODUCERS?

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Proposal and Originality

Social sustainability is increasingly a concern. There is a need to preserve material and immaterial resources for more years, to reach new generations of tourists. The purpose of this paper is to understand the selection criteria of DMC Tour Operators in choosing suppliers for the creation of luxury experiences. There is an attempt to understand how to make better use of artisans and small producers, allowing the longevity of their techniques and perpetuating their knowledge for the future.

Methodology

Collection of primary data will be through semi-structured interviews, applied to sales directors of DMC Tour Operators in Portugal. The data will be analysed through MaxQDA, to support a qualitative research.

Results and Implications

On the one hand, the results will contribute to the maintenance of these professions, allowing the prosperity of the local communities where these artisans live, in addition to allowing the longevity of the unique techniques and knowledge of these arts. On the other hand, they allow upscale tourists to continue to benefit from indigenous experiences and to interact with local resources under supervision. Collecting this information could be useful to perpetuate these professions, which are at risk.

Research Limitations

Representativeness of the data applies to the reality in Portugal. For a more comprehensive view it will be necessary to apply this analysis at an international level.

References Version APA 6th or 7th Edition

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OC - (175) - NETWORKING FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM DESTINATIONS: A PROPOSAL FOR THE TERRITORIES OF SERRA DO BUSSACO, PORTUGAL

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Proposal and Originality

Tourism is increasingly seen a key activity to strengthen sustainable development of inland territories. Cooperation between private and public agents through structured networking is fundamental in this process, reinforcing values, traditions and social relations, generating financial benefits and taking advantage of human capacities of local inhabitants. The aim of this study is to discuss the relevance of creating a network with stakeholders of the territory of Serra do Bussaco as to reinforce its sustainable development and competitiveness as a tourist destination.

Methodology

Data collection was based on a qualitative methodology, in two stages: 1) identification of the territory's tourism potential; 2) interviews with key stakeholders of the three municipalities involved.

Results and Implications

It is expected that the results of this study puts in evidence the potential of networking in the Serra do Bussaco territory for the destination sustainable development. Subsequently, it is projected that the results obtained will make possible to carry out a proposal for the territory that aims to make the destination a sustainable tourist destination.

Research Limitations

Although the studied territory is relatively small, the number and diversity of stakeholders can limit networking development potential.

References Version APA 6th or 7th Edition

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OC - (25) - PLACE ATTACHMENT: O CASO DO ARQUIPÉLAGO DOS AÇORES

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Proposal and Originality

O bem-estar geral e a qualidade de vida dos residentes exigem uma compreensão mais profunda, com o intuito de determinar estratégias de gestão. O turismo bem planeado pode ter um contributo significativo para a satisfação, qualidade de vida e bem-estar dos turistas e das comunidades, para a solidez de operadores e intermediários e, assim, contribuir para a qualificação territorial, com critérios de sustentabilidade.

A investigação tem como objetivo principal analisar o *place attachment* dos players, ou seja, o vínculo emocional entre a pessoa e o lugar..

Methodology

Os dados quantitativos recolhidos por inquérito, foram objeto de análise estatística. A investigação está relacionada com o estudo dos *players* do mercado e o vínculo ao lugar. Análise de fontes primárias e secundárias, como dados do turismo de Portugal e de artigos científicos publicados.

Results and Implications

Através desta pesquisa, pretendemos contribuir para a compreensão dos efeitos e impactos do place attachment no destino turístico. Após tratamento dos dados recolhidos pretende-se gerar *inputs* para a otimização da gestão dos espaços e melhoria da qualidade de vida de turistas, residentes e stakeholders. Será disponibilizada informação que permitirá adequar as medidas a implementar com o intuito de potenciar os objetivos a atingir com vista a uma modelo de destino turístico sustentável.

Research Limitations

A amostra correspondeu a cerca de 55% do universo, o que pode causar algum enviesamento dos resultados. A dispersão geográfica pode causar desafios nesta investigação.

References Version APA 6th or 7th Edition

Woosnam, K. M., Aleshinloye, K. D., Ribeiro, M. A., Styliadis, D., Jiang, J., & Erul, E. (2018). Social determinants of place attachment at a World Heritage Site. *Tourism Management*, 67, 139–146. <https://doi.org/10.1016/j.tourman.2018.01.012>

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OC - (236) - O DESENVOLVIMENTO DO TURISMO CRIATIVO EM REDE E A EXPERIÊNCIA DA REDE NACIONAL DE EXPERIÊNCIAS E TURISMO CRIATIVO – RECRRIA E CREATOUR

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Proposal and Originality

Turismo criativo é baseado nos recursos criativos locais e em atividades de pequena escala, promovendo o desenvolvimento sustentável das comunidades em lugares de baixa densidade. Por suas características, é uma atividade que se favorece da organização em rede uma vez que esta provê diversidade, capacidade de rápida adaptação, assim como, competitividade para atender a demanda e lidar com a concorrência. Neste artigo analisamos as dinâmicas da rede, as oportunidades e desafios dessa configuração e seu impacto no estabelecimento de um ecossistema de turismo criativo.

Methodology

Foi realizado um estudo de caso da RECRRIA-Brasil e um da rede do turismo criativo CREATOUR. Os dados foram coletados por meio da revisão de literatura, pesquisa documental, observação participante, entrevistas e visitas do estudo, e analisados com análise de conteúdo.

Results and Implications

Concluiu-se que um rede do turismo criativo surge como uma inteligência capaz de conectar iniciativas antes isoladas e elaborar a construção de uma estratégia coletiva de fortalecimento do segmento em si e de cada segmento parte da rede. Essa estratégia de organização cria repertório, aprendizagem e capital político a partir da diversidade de participantes e amplia a capacidade de articulação, comercialização e atendimento.

Research Limitations

A RECRRIA é uma organização recente, sendo necessário acompanhar seus resultados à longo prazo para mensurar o seu impacto no ecossistema.

References Version APA 6th or 7th Edition

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Duxbury, N; Richards, G. (2019) Towards a research agenda for creative tourism: developments, diversity, and dynamics. In: *A research agenda for creative tourism*, p 1- 14, United Kingdom: Edward Elgar Publishing.

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OC - (240) - RITUAL, MAGIA E ESPIRITUALIDADE: TURISMO CRIATIVO EM TERRA DE MIRANDA

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1 - FLUC; 2 - CEGOT

Proposal and Originality

Embora possamos encontrar diversos estudos acerca das Festas de Máscaras em Portugal, nenhum surge associado ao turismo criativo. Cruzando a diversificação da oferta com o perfil do/a visitante, o turismo criativo dá corpo à importância da (co)criatividade assente na criação artística, inventiva e imaginária. Assim, a análise revela-se essencial para promover o desenvolvimento sustentável, tendo a cultura como elemento fundacional, valorando a transmissão e salvaguarda do património intangível

Methodology

A investigação advém da combinação do método de observação participante (decorrente em dois períodos diferentes) com o estudo de boas práticas de cidades criativas, integradas na rede UNESCO, e museus de máscaras presentes na Europa, América e Ásia

Results and Implications

Os resultados demonstram a importância da economia de criatividade, da participação, da partilha e das associações locais na salvaguarda das tradições, bem como as festividades, as artes e o artesanato (materializadas em torno das máscaras profanas) têm no alanco empresarial, na atração de jovens e profissionais da cultura e na mitigação dos efeitos da sazonalidade da atividade turística. O fabrico de máscaras, releva-se como candidatura integrada ao Património Intangível UNESCO, valorizadora da (co)criatividade, das tradições comunidades locais e de uma ecomuseologia.

Research Limitations

A abrangência espacial reduzida, sendo fundamental ampliar para a região e País, para melhor entendimento sobre a potencialidade das Festas de Máscaras.

References Version APA 6th or 7th Edition

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Dias, Á., González-Rodríguez, M. R., & Patuleia, M. (2020). Developing poor communities through creative tourism. *Journal of Tourism and Cultural Change*, 1–21

Richards, G. (2020). Designing creative places: The role of creative tourism. *Annals of Tourism Research*, 85, 102922

OC - (232) - TURISMO CRIATIVO COMO CATALISADOR DE CULTURA REGENERATIVA: CONTRIBUIÇÕES DO ESTUDO DE CASO DO PLANO DE TURISMO CRIATIVO DO RECIFE – PE

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Proposal and Originality

Esta pesquisa investiga as congruências e divergências entre o turismo criativo e o design regenerativo, a partir da análise do processo de elaboração do Plano de Turismo Criativo do Recife, Pernambuco. O turismo criativo baseia-se na valorização dos recursos locais, atividades de pequena escala e na cocriação de experiências entre a comunidade e o viajante, modalidade utilizada em Recife para desenvolver, de forma integrada, a cidade e o destino. Desse modo, analisa-se o desenvolvimento do turismo criativo como uma plataforma inovadora de estímulo às práticas regenerativas.

Methodology

Foi realizado um estudo de caso em Recife, Pernambuco. Os dados foram coletados por meio da revisão de literatura, pesquisa documental e observação participante, uma vez que a pesquisadora é parte ativa do processo. Para a análise dos dados utilizou-se a análise de conteúdo.

Results and Implications

Concluiu-se que o turismo criativo possui dinâmicas que impulsionam o estabelecimento de culturas regenerativas e tem como grande diferencial o estabelecimento de relações de aprendizagem e o uso da arte e criatividade como plataforma de ação. Em Recife, percebeu-se que os elementos regenerativos do turismo criativo contribuíram para o estabelecimento de uma política pública integradora e que tem potencial para impactar e transformar o modelo de turismo tradicional.

Research Limitations

O Plano de Turismo Criativo do Recife, Pernambuco, ainda é uma política recente, sendo necessário acompanhar seus processos e resultados à longo prazo.

References Version APA 6th or 7th Edition

<https://docs.google.com/document/d/1z32mLloS9UEdHLyFxx2x1wYKUnjO2b38/edit?usp=sharing&oid=105313828324855870036&rtpof=true&sd=true>

OC - (136) - CAMINHAR PARA ALÉM DO ÓBVIO ITINERÁRIOS CULTURAIS EM BAIROS PERIFÉRICOS DE LISBOA

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Proposal and Originality

It is undeniable that Lisbon has more to offer, with a vast and differentiated heritage throughout all parts of the city.

This paper aims to prove that tourism in Lisbon can grow in a sustainable way in parishes with different stories and heritage unknown to most people, through thematic itineraries that can be interesting both for tourists and to residents themselves and proposes the creation of four new thematic itineraries in Lisbon that can benefit the touristic growth in more peripheral areas of the city.

Methodology

It was studied theoretical knowledge about cultural tourism, particularly in Lisbon, and thematic itineraries.

The observation and analysis techniques were the application of 2 sets of interviews, one to Lisbon guides, and the other to presidents of the parishes of Lisbon about the guided tours, the development of itineraries, the history and heritage behind each parish and how it could be a site of interest.

Results and Implications

Lisbon and all its parishes have a vast heritage and history in the most diverse themes, so it becomes necessary to promote these attractions and the construction of an integrated offer, through thematic itineraries.

With the work developed it was demonstrated that these parishes have equally important and interesting heritage that is not known by many Portuguese and most foreigners. This can be a type of tourism appealing to foreigners, especially the niches and second visitors, and for the Portuguese who seek to know better their country or even the city and parish itself.

Research Limitations

The research presupposes the cooperation with stakeholders that may not be interesting in spending means to organize and implement these itineraries.

References Version APA 6th or 7th Edition

Alves, A. (2016) *Turismo Cultural: Itinerários Temáticos no Concelho de Peniche* (Dissertação de Mestrado). Estoril: Escola Superior de Hotelaria e Turismo do Estoril.

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**SPECIAL SESSIONS –
CO-CREATION IN TOURISM**

OC - (85) - UM OLHAR SOBRE AS EXPERIÊNCIAS DE COCRIAÇÃO NA ROTA VINHOS DA CAMPANHA GAÚCHA, BRASIL.

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1 - Universidade Federal de Pelotas; 2 - Universidade de Coimbra; 3 - Universidade do Vale do Itajaí

Proposal and Originality

O presente artigo apresenta uma investigação sobre as experiências de cocriação na Rota Vinhos da Campanha Gaúcha. A rota, inaugurada em 2021, associa a produção de videiras à cultura Gaúcha do Sul do Brasil. Estudos sobre experiências de cocriação no turismo apontam que o envolvimento do turista nas atividades oferecidas contribui para a satisfação, fidelização e gastos em compras (Carvalho et al., 2021; Nella & Christou, 2014). No entanto, ainda há uma lacuna de pesquisa empírica sobre os efeitos das experiências de cocriação no enoturismo, sendo essa a originalidade desse estudo.

Methodology

A metodologia de investigação foi abordagem qualitativa, utilizando como método a estruturação de um estudo de caso descritivo na Rota Vinhos da Campanha Gaúcha, com análise de conteúdo de entrevista estruturada aos gestores de nove vinícolas, e observação participativa (Godoy, 1995).

Results and Implications

Neste estudo identificou-se que os empreendimentos pesquisados estão, na sua maioria, dando os primeiros passos na oferta de experiências de cocriação no enoturismo. Somente uma vinícola alegou realizar participação ativa, neste caso através da vindima. Todas alegam a interação social com funcionários e outros visitantes, no entanto, alguns fomentam mais essa dimensão. Sobre a personalização, cinco empresas alegam realizar esse serviço. Pretende-se que esse artigo possa contribuir com o avanço dos estudos sobre as experiências de cocriação nas práticas de enoturismo.

Research Limitations

A investigação foi limitada pela carência de estudos teóricos e empíricos sobre cocriação no enoturismo e pela dificuldade na coleta das entrevistas.

References Version APA 6th or 7th Edition

Carvalho, MS, Kastenholz, E., & Carneiro, M. (2021). Experiências de turismo cocriativo – um quadro conceptual e sua aplicação ao turismo gastronómico, *Turismo Recreativo*, DOI: 10.1080/02508281.2021.1948719.

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Nella, A., & Christou, E. (2014). Segmentação de Enoturistas com base no Envolvimento com o Vinho. *Journal of Travel & Tourism Marketing*, 31(7), p.783-798.

OC - (225) - PROJETO DE UMA PLATAFORMA DE COLABORAÇÃO E/OU COCRIAÇÃO: UMA APLICAÇÃO AO SETOR DO TURISMO

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Proposal and Originality

Com este trabalho pretende-se dar a conhecer o Modelo de Negócios Canvas (MNC) de gestão de inovação. O projeto subjacente consiste numa plataforma digital (TriCollab) onde investidores, empreendedores e outros agentes possam cooperar podendo haver cocriação. Trata-se de um meio de estes três atores de inovação colaborarem e/ou cocriarem no âmbito de ideias/projetos. A originalidade aqui está na interligação dos perfis daqueles três atores para uma adequada correspondência e nas características da plataforma digital de suporte.

Methodology

A presente solução, TriCollab, consiste numa aplicação web que envolve um banco de projetos e a integração de investidores e talentos. O objetivo é possibilitar uma correspondência automática entre estes perfis. Daí a cocriação terá um melhor suporte, sendo abordada no âmbito do turismo.

Results and Implications

O MNC foi útil para a estruturação inicial da ideia de negócio proposta. A análise da interação entre os seus vários blocos permitiu obter uma visão abrangente do projeto e seus desafios/ganhos. O objetivo é possibilitar uma correspondência entre os atores, através de um algoritmo que relacione as preferências da procura com as necessidades de cada um. Daí a cocriação terá um melhor suporte para se desenvolver com consistência e sustentabilidade. Esta vertente será abordada no âmbito dos sistemas inteligentes no turismo (smart tourism).

Research Limitations

Embora o objetivo principal se tenha cumprido, persiste a falta de um Plano de Negócio detalhado que será objeto de trabalho futuro.

References Version APA 6th or 7th Edition

Gomes, P., Pina, P. & Teixeira, R. (2018). Inovação em Startups: O Modelo Canvas de Negócios.

Osterwalder, A. (2004). The business model ontology - A proposition in a design science approach.

Osterwalder, A. & Pigneur, Y. (2010). Business model generation: A handbook for visionaries, game changers, and challengers

Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, A. (2015). Value Proposition Design: How to Create Products and Services Customers Want

Osterwalder, A., Pigneur, Y. & Tucci, C. (2005). Clarifying Business Models: Origins, Present, and Future of the Concept

OC - (96) - O FOCO NA INOVAÇÃO E NA SUSTENTABILIDADE EM EMPREENDIMENTOS TURÍSTICOS DA REGIÃO DOURO

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Proposal and Originality

O turismo é observado atualmente como atividade de desenvolvimento das áreas rurais. Mas para que isto aconteça os agentes da oferta devem adotar uma estratégia baseada na sustentabilidade (Lane et al., 2022) e na inovação da oferta turística (Antão-Geraldes & Sheppard, 2020). Partindo desta premissa o propósito deste artigo é analisar as práticas usadas pelos empreendimentos turísticos em termos de sustentabilidade e inovação na região do Douro.

Methodology

Assentou num inquérito enviado por email aos empreendimentos turísticos inscritos no Registo Nacional de Empreendimentos Turísticos (RNET) na Região do Douro. Dos 219 empreendimentos turísticos inscritos, foram obtidos 43 inquéritos, no período compreendido entre 4 de julho e 25 de agosto de 2022. Os dados foram tratados com base em estatísticas descritivas.

Results and Implications

Quando questionados sobre a implementação de ações relativas à sustentabilidade, cerca de 61% afirma não ter definido um plano sustentável, sendo que 57,8% não tem conhecimento dos 17 ODS. No que concerne a práticas de inovação, 28% dos empreendimentos admitem nunca ter implementado qualquer tipo de inovação, sendo que a inovação em termos de produto e/ou serviço é a mais enfatizada. Os dados sugerem assim que em prol do desenvolvimento turístico da região e das respetivas empresas, deve ser feito um esforço maior em termos de práticas de sustentabilidade e inovação da oferta turística.

Research Limitations

Foi obtido um número reduzido de respostas. A análise baseia-se em dados quantitativos, sendo interessante complementar com análise qualitativa.

References Version APA 6th or 7th Edition

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OC - (3) - THE SMART TOURISM EXPERIENCE IN THE CONTEXT OF ACCOMMODATION IN PROPERTIES WITH HERITAGE VALUE

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1 - University of Coimbra; 2 - CEGOT-Geography and Spatial Planning Research Centre

Proposal and Originality

Smart tourism is also a social phenomenon, resulting from the convergence of ICTs with the tourism experience. Its co-creation process corresponds to the sum of the events through which a tourist passes, by contributing to the experience environment. It is important to establish the relationship between accommodation in properties with heritage value, the perception that travelers have of them, and the tourism experiences that result from it, considering that to enhance the uniqueness of a legacy, it is necessary to understand how it can provide distinctive experiences.

Methodology

A conceptual approach is proposed, by reviewing the literature, highlighting the smart tourism experience in the context of accommodation in properties with heritage value, driven by the aggregation of information, ubiquitous connectivity, and real-time synchronization.

Results and Implications

Properties with heritage value are recognized by tourists as fascinating places, with a sustained increase in visits and stays. The smart tourism experience is identified with the purpose of the actors, dynamically interconnected, translated into the access of differentiating, significant and sustainable experiences, guided by the digitization of key business processes and organizational agility. The suggested approach will have relevant implications at the management level, given the role of the stakeholders in the co-creation process.

Research Limitations

Smart tourism depends on tourists who provide data, voluntarily, in exchange for a perception of context. The costs in the management of data need to be institutionalized.

References Version APA 6th or 7th Edition

Buhalis, D., & Amaranggana, A. (2014). *Smart Tourism Destinations Enhancing Tourism Experience Through Personalisation of Services*. Information and communication technologies in tourism.

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**SPECIAL SESSIONS –
TRANSPORTS AND TOURISM**

OC - (19) - SURVEY OF HAKONE TOURISM MAAS "EMOT"

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Proposal and Originality

Improving transportation access is a top priority for regions seeking to promote inbound travel. One solution is Mobility as a Service (MaaS), a service that provides freedom of movement and a seamless experience. MaaS was first put to practical use in the world by Finland's MaaS Global at the end of 2016, and demonstration tests have begun in Japan around 2019. Several studies of MaaS for tourism in Japan have been conducted (etc., Shibuya, Kagami, Kamiya, & Hato, 2022). This study focuses on Hakone MaaS, EMot, which started in the Hakone area on October 1, 2021.

Methodology

One hundred tourists were interviewed about their use of EMot and their impressions of using it, what they found convenient and what they found troublesome. A foreigner who traveled around Hakone while using EMot was also interviewed about his impressions.

Results and Implications

There were very few users of the emotes. On the other hand, there were a few people who used only the digital free pass among the emotes, but most of them did not recognize it as part of the emotes. A foreigner who used EMot commented that it was very confusing because there were two platforms, "EMot" and "Hakonenavi." Also, he said that he would not want to use it again. EMot does not show on-demand car sharing; the search screen quickly freezes and becomes unusable; Google Maps is much easier to use than EMot. Thus, it is clear that there are many problems with Hakone Tourism MaaS "EMot".

Research Limitations

A limitation of this study is that only one person could be interviewed because the number of foreign travelers was still low due to COVID-19.

References Version APA 6th or 7th Edition

Shibuya, K., Kagami, H., Kamiya, H., & Hato, Y. (2022) A research on the cooperation between MaaS and tourism in Japan. *Spring Academic Meeting of the Geographical Society of Japan 2022*, 154

OC - (101) - PUBLIC POLICIES IN RAIL TOURISM AND RAIL HERITAGE: THE FONDAZIONE FS ITALIANE

André Pires¹

1 - Extremadura University - student of the doctoral programme in Sustainable Territorial Development

Proposal and Originality

In 2013, a European Parliament study on industrial heritage and agritourism in Europe, refers that tourism associated with rail heritage is very widespread and is often considered to be the “crown jewel”. For that public policies has a key role in rail tourism development. Fondazione FS Italiane was created in 2013 and is part of the state owned Ferrovie dello Stato Italiane Group. The main objective of this paper is to present and refer Fondazione’s practices, its connection with national policies for Italian tourism sector, and if can be a benchmarking case for EU rail tourism.

Methodology

The methodology is qualitative and is both a descriptive and a case study. Data collection method consisted in documental analysis and literature review.

Results and Implications

Fondazione FS Italiane is boosting rail tourism through its historic trains, partnerships with Italy’s autonomous regions and through the €80m project “Binari senza tempo”, responsible for the reopening of 600 km of regional routes closed to traffic. Ridership increased from 45.000 passengers in 2015 to 81.000 in 2021. Between 2014 and 2021, the economic impact at local level of the several rail programs and historic trains is worth in €44.5m. Currently a €435m investment from the National Recovery Plan is being implemented to reopen three lines and to improve rail tourism programs.

Research Limitations

At the moment not all the information and data is available concerning the several Fondazione heritage trains as well as future rail tourism projects.

References Version APA 6th or 7th Edition

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OC - (115) - TRANSPORT AND TOURISM: A SYSTEMATIC LITERATURE REVIEW AND BIBLIOMETRIC ANALYSIS

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Proposal and Originality

The importance of transport and the development of tourism destinations, from the perspective of the tourism flows generated and the impacts created in places, have been the subject of different theoretical and methodological approaches. This research aims to identify and analyze the evolution of the literature on the relationship between transport and tourism as a model for tourism destination development. This study fills a gap in the knowledge of the area, due to the scarcity of similar studies.

Methodology

This study is based on a systematic literature review and a bibliometric analysis of articles published in SCOPUS database between 2002-2022, using the PRISMA Method and the keywords "transports", "tourist destinations" and "planning and management".

Results and Implications

This research provides a systematic literature review and bibliometric analysis on transport and tourism. The results identify the scientific production, the evolution of approaches and new research trends. The analysis identified the authors, countries, journals, areas of study, and publications that stand out. This research establishes the main applications and methodologies employed in the literature. Its findings support the management and planning of future transport systems and tourism destinations, the competitiveness and resilience of the tourism sector.

Research Limitations

The main limitation identified was the methodology regarding the database, and the software used to conduct this research.

References Version APA 6th or 7th Edition

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OC - (202) - THE ROLE OF ECOPATHWAYS IN THE SUSTAINABILITY AND PRESERVATION OF THE RAILWAY HERITAGE

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1 - ESCE-IPS; 2 - ISG; 3 - CiTur-IPL; 4 - IPT

Proposal and Originality

Especially in the 80s and 90s of the last century, several railway lines in Portugal were deactivated. This situation led to the existing railway heritage in the stations and halts being mostly abandoned. In an attempt to recover and avoid giving life to the old lines, Infraestruturas de Portugal has been, together with municipalities and the Revive fund, implementing ecopistas and promoting the rehabilitation of stations and halts, promoting cultural and social sustainability of these localities.

Methodology

In order to verify how the Ecopista has been contributing to the sustainability and preservation of the railway heritage, an analysis of the stations that have been recovered and their current functionality was carried out. As such, their condition and current functions/services were checked.

Results and Implications

The Ecopistas have motivated various entities to rehabilitate the stations and halts, preserve the existing railway heritage, especially the conservation of the tile heritage and the original architectural elements.

Research Limitations

It was not possible to analyse the people's perception of the impact of the rehabilitation of the stations and halts on local communities.

References Version APA 6th or 7th Edition

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Molnár, A. J. (2022). Synergistic Planning of Long-distance and Local Trails: A Twin Case Study of Trail Network Development in Northern Transdanubia. *Tourism Planning & Development*, 19(3), 245-278.

Rota, M., Bracchi, S., Iorio, D., & Penna, A. (2021). Typological seismic fragility assessment of old railway stations by nonlinear time history analysis. *Structure and Infrastructure Engineering*, 17(12), 1667-1683.

OC - (238) - THE VISITORS' PERCEPTIONS THROUGH TRIPADVISOR: THE NATIONAL RAILWAY MUSEUM (PORTUGAL)

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Proposal and Originality

The study directs attention to the National Railway Museum's TripAdvisor analysis, wanting to gain insight into visitors' perspectives and the e-WOM effect. We wanted to comprehend how TripAdvisor can influence visitors' perception of future (re)visitation through (dis)satisfied consumers. As it is the first study to be performed it has contributed to an increase in knowledge in the line of work of Portuguese Railway Tourism and Heritage. In fact, qualitative studies dedicated to Railway Tourism and Railway Heritage in Portugal are still in a developmental state of reality.

Methodology

We conducted a qualitative research analysis using Microsoft Excel, Dedoose.com, and WordItOut.com. We examined and related the netnographic data – reviews and uploaded images – in the assessment to discuss the importance of satisfaction for e-WOM recommendation and (re)visitation

Results and Implications

The study gives compelling data on the relationship between satisfaction and recommendation, as so as to traveling situation and most interesting exhibition attractions. We assessed what attention museum directors should consider when willing to offer better visitor satisfaction and generate (higher) recommendations (e-WOM) and revisitation. Likewise, the results supply vital feedback so that staff can improve their performance.

Research Limitations

Expand the research to other online tools, such as social media and hashtag analysis, and further analysis applied to the MNF's nine museum extensions.

References Version APA 6th or 7th Edition

Bhati, A., Pryce, J. & Chaiechi, T. (2014). Industrial railway heritage trains: evolution of a heritage tourism genre and its attributes. *Journal of Heritage Tourism, 9*(2),114-133

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Peira, G., Lo Guidice, A. & Miraglia, S. (2022). Railway and Tourism: Systematic Literature Review. *Tourism and Hospitality, 3*, 69-79

OC - (119) - DYNAMICS OF A SUN AND BEACH DESTINATION AFTER 25 YEARS OF LOW-COST CARRIERS' OPERATION

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Proposal and Originality

Many European countries implemented the Air Transport Deregulation Process in 1997, originating the development of low-cost carriers (LCC) traffic and huge changes in European airports, mainly the ones located in the Mediterranean and South of Europe tourism destinations where charters were more common. Authors intend to evaluate this impact in Algarve after 25 years of LCC operation and the opening of Ryanair operational base in 2010. This approach allows to identify and understand the main challenges for Faro Airport as well for the Algarve' performance (offer and demand).

Methodology

This study is based on a secondary data analysis concerning the passengers and movements at Faro Airport between 1997 and 2022, as well secondary data related to Algarve' performance (overnights, average stay, number of accommodation establishments).

Results and Implications

The results allow to understand the evolution of Algarve as a tourism destination, allowing to identify the main changes occurred at Faro Airport in terms of operation as well as in the Algarve performance, allowing to understand some of the main challenges brought by LCC and some of the future trends.

Research Limitations

The analysis only focuses on a single tourism destination. Future studies aim to compare the Algarve with other tourism destinations with similar characteristics.

References Version APA 6th or 7th Edition

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OC - (155) - EXPLORING THE CONCEPTUALIZATION OF THE “FLIGHT EXPERIENCE” OUTCOMES”

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Proposal and Originality

This paper aims to contribute to the conceptualization of passengers' flight experience (PFE) construct. Based on the extant literature, from services to tourism, antecedents, processes and outcomes of PFE were identified. Among these, the passengers' sensory evaluation, the hedonic consumption, the value for money, staff empathy, flight safety, and airline image have been found to be critical factors for passengers' flight experience. Moreover, it has been found that PFE impacts their satisfaction, future intentions, and loyalty. An integrative conceptual model was designed

Methodology

A narrative literature review to design conceptual model and a quantitative systematic literature review was used to select and analyze 569 papers published from 2005 to 2021 from the Google Scholar and Science Direct databases.

Results and Implications

The passengers' sensory evaluation, the hedonic consumption, the value for money, staff empathy, flight safety, and airline image have been found to be critical factors for passengers' flight experience. Moreover, it has been found that PFE impacts their satisfaction, future intentions, and loyalty. An integrative conceptual model was designed, and future research avenues are offered to scholars. Practical implications are also drawn.

Research Limitations

Most of the studies are in Restaurant and product consumption. there is not study investigates impact of sensory evaluation and Hedonic, particularly for airline passengers.

References Version APA 6th or 7th Edition

Abubakar, I. (2010). Tuberculosis and air travel : a systematic review and analysis of policy. *The Lancet Infectious Diseases*, 10(3), 176–183. [https://doi.org/10.1016/S1473-3099\(10\)70028-1](https://doi.org/10.1016/S1473-3099(10)70028-1)

Ahmadpour, N., Lindgaard, G., Robert, J. M., & Pownall, B. (2014). The thematic structure of passenger comfort experience and its relationship to the context features in the aircraft cabin. *Ergonomics*. Taylor & Francis. <https://doi.org/10.1080/00140139.2014.899632>

**SPECIAL SESSIONS –
TOURISM EDUCATION**

OC - (124) - ANÁLISE DA OFERTA FORMATIVA EM TURISMO NAS INSTITUIÇÕES DE ENSINO SUPERIOR PÚBLICO EM PORTUGAL (1º CICLO)

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Proposal and Originality

A oferta formativa de 1º ciclo na área do turismo, nas Instituições de Ensino Superior (IES) Públicas em Portugal, é vasta e diversificada, verificando-se a existência de 35 cursos, com principal incidência no subsistema Politécnico que agrega 85,7% da oferta nesta área de ensino. O presente artigo pretende evidenciar alguns dos principais indicadores relativos à procura e oferta destes Cursos, sua distribuição em termos de subsistemas de ensino e principais características dos planos curriculares.

Methodology

Análise de dados secundários relativos à oferta formativa em turismo nas IES Públicas constantes na DGES, DGEEC e na A3ES, complementada com recolha de dados nos sítios da internet das IES e posterior análise da legislação aplicável relativa à criação de cada um dos cursos.

Results and Implications

Os resultados apontam para 35 cursos na área do turismo ao nível do 1º ciclo, principalmente no subsistema politécnico (85,7%). No ano letivo de 2022/23, uma taxa de ocupação das vagas oferecidas de 81,1% (1ª fase), e de 91,1% após resultados da 3ª fase. Dados da DGES revelam que, na 1ª fase, cerca de 44,7% dos colocados entraram na sua primeira opção. Os 35 cursos em análise registaram 5136 diplomados (2017/2020), dos quais cerca de 8,7% estavam registados no IEFP, após um ano, como desempregados. No ano letivo de 2021/22 registou-se uma taxa de abandono do Ensino Superior de 16,2%.

Research Limitations

O estudo abrange só dados secundários de IES públicas, podendo no futuro ser adicionada a recolha de dados primários. Os dados dos cursos de IES privadas são muito limitados.

References Version APA 6th or 7th Edition

LEMOS, F.; SALGADO, M.; MENDES CORREIA, L. & COSTA, C. (2021). A Avaliação e Educação em Turismo: Perspetivas no Ensino superior português. *Revista Turismo & Desenvolvimento*, 36 (1), 465-475;

SALGADO, M.; LEMOS, F. & ROSA, M.J. (2016). A importância da gestão turística no ensino superior em Portugal. *Percursos e ideias*, Revista Científica do ISCET, 7 – 2ª série, 52-68;

SALGADO, M., LEMOS, F., COSTA, C. & SILVA, J. (2017), Epistemologia e educação em turismo: Ensino superior português. *Revista Turismo e Desenvolvimento*, 27/28(1), 1853-1863.

OC - (36) - ENSINO SUPERIOR EM HOTELARIA, TURISMO E LAZER E AS ASSIMETRIAS REGIONAIS NAS ESCOLAS VOCACIONADAS EM PORTUGAL

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Proposal and Originality

O presente estudo visa o Ensino Superior em Hotelaria, Turismo e Lazer (H&T) nas Instituições de Ensino Superior (IES) em Portugal, focado em territórios de interior e baixa densidade populacional, com o objetivo de identificar a existência de assimetrias regionais e analisar o seu impacto. A inexistência de estudo semelhante e a confirmação do papel das IES na coesão territorial, sobretudo aqueles cuja oferta formativa vocacionada podem estimular o desenvolvimento sustentável e integrado nestes territórios, constituindo motivo justificativo para a realização deste estudo.

Methodology

Desenvolve-se uma análise comparativa de estudos de caso, entre IES de territórios de interior e baixa densidade com oferta vocacionada em H&T, baseada em dados estatísticos sobre a procura numa retrospectiva a 10 anos e através da realização de entrevistas semiestruturadas.

Results and Implications

Confirma-se a existência de assimetrias regionais acentuadas entre as IES com oferta em H&T no litoral e os casos de estudo, pelo que se desenvolve um conjunto de propostas específicas para promover e valorizar os territórios de interior e baixa densidade e a educação em T&H como elemento estruturante para o desenvolvimento sustentável integrado.

Com o presente estudo, enriquecendo-se as linhas de investigação fundamental, visando propostas que culminem na coesão territorial permitindo servir de base de aplicação e replicação a outros estudos de caso.

Research Limitations

A limitação do estudo poderá incidir no fato de se tratar de um estudo qualitativo e de focar apenas 3 estudos de caso.

References Version APA 6th or 7th Edition

Bottrill, C. (2022). Futuros do capital humano: uma perspectiva educacional. *Journal of Tourism Futures*, 8 (2), 254–258. <https://doi.org/10.1108/JTF-04-2021-0101>.

Mansfield, C. & Seraphin, H. (2017). Um estudo comparativo da educação em turismo e hotelaria no Reino Unido e na França. *Journal of Applied Cerimonial and Communication in Management*, 2 (junho), 55–95.

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OC - (45) - ENSINO SUPERIOR EM GESTÃO HOTELEIRA: ANÁLISE COMPARATIVA DE ESTUDOS DE CASO

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Proposal and Originality

A presente investigação pretende analisar a educação em Turismo e Hospitalidade nas Instituições de Ensino Superior (IES) em Portugal, com foco na licenciatura em Gestão Hoteleira (GH). O objetivo é analisar a oferta e a procura em GH em Portugal, através da análise de dados secundários e perceber a adequação dos currícula às necessidades do mercado, especificamente ao nível das competências de empreendedorismo.

O carácter inovador incide na comparação dos currícula de GH com as competências necessárias ao nível do empreendedorismo no turismo.

Methodology

Pretende-se realizar uma análise comparativa de estudos de casos vários, dos currícula de GH do Instituto Politécnico do Porto e do Instituto Politécnico da Guarda, através da realização de entrevistas semiestruturadas aos diretores de curso e ex-alunos com negócios próprios.

Results and Implications

Desenvolve-se uma proposta de melhoria para os currícula de GH, tendo por base o diagnóstico de uma ocupação concentrada maioritariamente nas IES do litoral e os planos curriculares não adaptados às necessidades e competências exigidas no processo de criação de uma empresa e do próprio emprego.

Tal será fundamental para enriquecer outros estudos já realizados em Turismo e Hospitalidade, assim como, identificar características chave a desenvolver em complemento dos currículos de GH. Poderá igualmente ser replicável para outros cursos da área.

Research Limitations

O estudo poderá limitar-se pela dimensão do estudo de caso e por se tratar de um estudo qualitativo interpretativo.

References Version APA 6th or 7th Edition

Bottrill, C. (2022). Human capital futures: an educational perspective. *Journal of Tourism Futures*, 8(2), 254–258. <https://doi.org/10.1108/JTF-04-2021-0101>

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Smith, G., Cooper, C. (2000), Competitive Approaches to Tourism and Hospitality Curriculum Design, *Journal of Travel Research*, Vol. 39, 90-95, Sage publications, Inc.

OC - (127) - ANÁLISE DA OFERTA FORMATIVA DE MESTRADOS E DOUTORAMENTOS EM TURISMO NAS INSTITUIÇÕES DE ENSINO SUPERIOR EM PORTUGAL

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1 - Universidade do Algarve e CITUR; 2 - Universidade do Algarve e CinTurs

Proposal and Originality

A oferta formativa de Mestrados e Doutoramentos (2º e 3º ciclos) na área do turismo, nas Instituições de Ensino Superior (IES) Públicas e Privadas em Portugal, é vasta e diversificada sendo, no total, oferecidos 49 mestrados e 5 doutoramentos na área. O presente artigo pretende evidenciar alguns dos principais indicadores relativos à procura e oferta destes Cursos, a sua distribuição em termos de subsistemas de ensino das IES e as principais características dos planos curriculares.

Methodology

Análise de dados secundários relativos aos 2.º e 3.º ciclos em turismo, nas IES Públicas e Privadas em Portugal, constantes na DGES, A3ES, RENATES e nos sítios da internet das respetivas IES.

Results and Implications

Verifica-se que, em Portugal, 79,6% dos cursos de mestrado e 80% dos de doutoramento, são oferecidos por IES Públicas, sendo nos mestrados 59,2% de ensino universitário e 40,8% de ensino politécnico enquanto os doutoramentos são exclusivamente oferecidos no ensino universitário, como decorre das exigências legais. O estudo permite constatar, entre outros aspetos, semelhanças na oferta quanto à duração, n.ºs de ECTS, tipologias de trabalho final, tipo e idioma de ensino, número de vagas oferecidas, áreas CNAEF, e algumas particularidades nas áreas de especialização

Research Limitations

A principal limitação resulta da falta de dados mais específicos que permitisse análise mais detalhada da procura e desempenho pelo que é necessária recolha de dados primários.

References Version APA 6th or 7th Edition

LEMOS, F.; SALGADO, M.; MENDES CORREIA, L. & COSTA, C. (2021). A Avaliação e Educação em Turismo: Perspetivas no Ensino superior português. *Revista Turismo & Desenvolvimento*, 36 (1), 465-475;

SALGADO, M.; LEMOS, F. & ROSA, M.J. (2016). A importância da gestão turística no ensino superior em Portugal. *Percursos e ideias, Revista Científica do ISCET*, 7 – 2ª série, 52-68;

SALGADO, M., LEMOS, F., COSTA, C. & SILVA, J. (2017), Epistemologia e educação em turismo: Ensino superior português. *Revista Turismo e Desenvolvimento*, 27/28(1), 1853-1863.

OC - (130) - AVALIAÇÃO E ACREDITAÇÃO NO ENSINO SUPERIOR PORTUGUÊS: O CASO DA ÁREA HOTELARIA, TURISMO E LAZER

Fernando Florim De Lemos¹; Manuel Salgado¹

1 - IPG

Proposal and Originality

O propósito deste estudo centra-se na análise dos resultados dos dois ciclos de avaliação e acreditação de cursos da A3ES e nas respetivas consequências na rede da oferta formativa das IES portuguesas, mais especificamente da área da Hotelaria, Turismo e Lazer. Pretende-se compreender os processos avaliativos da educação em Portugal, no que concerne à acreditação no ensino superior e, em particular, nesta área assim delimitada pela A3ES.

Methodology

Desenvolveu-se a uma metodologia de revisão sistemática dos 2 ciclos de avaliação desenvolvidos pela A3ES, que têm levado à definição de políticas inerentes aos CE de Hotelaria, Turismo e Lazer, estruturando os processos no sentido de promover uma ontologia da educação e formação nesta área.

Results and Implications

Com base nas informações obtidas e sistematizadas procura-se analisar os processos evolutivos e suas implicações no âmbito da apreciação dos próprios cursos de ensino superior da oferta formativa existente em Portugal, alicerçado no constructo do corpo de conhecimento do Turismo, bem como as suas implicações para as instituições de ensino superior que ministram cursos nesta área.

Research Limitations

As limitações podem advir de uma pesquisa baseada em estudos observacionais retrospectivos, referentes a um período específico e a uma área de estudo em particular.

References Version APA 6th or 7th Edition

Friães, R. (2016). Hotelaria, Turismo e Lazer. Lisboa: A3ES Ciclos de Estudos Temáticos.
<https://www.a3es.pt/sites/default/files/Hotelaria,%20Turismo%20e%20Lazer.pdf>

Lemos, F., Salgado, M., Correia, L., & Costa, C. (2021). A Avaliação e Educação em Turismo: Perspetivas no Ensino superior português. *Revista Turismo & Desenvolvimento*, 36(1), 465-475. DOI:
<https://doi.org/10.34624/rtd.v1i36.11979>.

OC - (187) - PARCERIAS ESTRATÉGICAS NO CONTEXTO DE INSTITUIÇÕES DE ENSINO SUPERIOR E OS STAKEHOLDERS: O ESTUDO DE CASO DO TURISMO E HOSPITALIDADE DA ESTH/IPG

Fernando Florim De Lemos¹; Ricardo Guerra¹; José Alexandre Martins¹; Manuel Salgado¹

1 - IPG

Proposal and Originality

Este estudo aborda as parcerias estratégicas entre as IES e diferentes *stakeholders* ligados ao setor do turismo e hospitalidade, com vista a uma melhor adequação dos planos de estudos à realidade e necessidades do *trade* turístico. Pretende-se analisar os benefícios para a comunidade académica e as organizações parceiras, numa estratégia *win/win*, estimulando o desenvolvimento de projetos inter e multidisciplinares conjuntos. Trata-se de uma temática relevante no contexto atual da academia e do mercado de emprego, que importa aprofundar para melhorar a articulação e reduzir *gaps*.

Methodology

Em termos metodológicos, far-se-á uma revisão de literatura atualizada e uma análise exploratória mista, estudando o caso particular da ESTH/IPG, através de entrevistas semiestruturadas a *stakeholders* do setor, alunos e elementos da estrutura da Escola em análise.

Results and Implications

Este estudo encontra-se em desenvolvimento, tendo já sido feita a revisão da literatura que serve de referência para a construção dos instrumentos orientadores para os guiões das entrevistas semiestruturadas, não tendo à data de submissão deste resumo a possibilidade de apresentar resultados e implicações do mesmo.

Research Limitations

As limitações podem advir do número de entrevistas realizadas, na variabilidade dos tipos de *stakeholders* entrevistados e na extrapolação de resultados a outras realidades.

References Version APA 6th or 7th Edition

Salgado, M., Martins, J., Guerra, R. (2021). Ensino Superior em Hotelaria, Turismo e Lazer em Portugal: estudo de caso ESTH/IPG. *Revista Turismo e Desenvolvimento*. N.º 36, vol. 2. p. 215-227. e-ISSN 2182-1453. DOI: <https://doi.org/10.34624/rtd.v36i2.10683>.

Wang, Y., Kitterlin-Lynch, M., Williams, J. (2018). Hospitality Cooperative Education: What are the Benefits for Industry Partners?. *Journal of Hospitality & Tourism Education* 30:2, p. 127-133. DOI: <https://doi.org/10.1080/10963758.2018.1436970>.

OC - (92) - PLANEJAMENTO DE ROTEIROS DE TURISMO PEDAGÓGICO

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Proposal and Originality

Viagens alinhadas a projetos pedagógicos favorecem uma educação crítica viabilizando vivências e interação entre indivíduos e locais visitados. Em 2015, realizou-se uma pesquisa piloto com o tema: O ensino técnico profissionalizante como possibilidade de desenvolvimento do turismo de base comunitária na Praia da Coroa Grande, Acaraú-CE, buscou analisar a parceria entre IFCE-Acaraú e a comunidade local com a finalidade de explorar o potencial de desenvolvimento local, estreitar relações com a comunidade, qualificando alunos e buscando o desenvolvimento da região.

Methodology

Levantamento de produções científicas sobre turismo pedagógico; Análise dos conteúdos programáticos no sistema acadêmico do IFCE; Identificação e classificação dos roteiros de turismo pedagógico; Identificação e análise de práticas educativas de dezembro de 2012 a dezembro de 2019.

Results and Implications

O estudo demonstrou que em todos os semestres letivos, a partir de 2013.2, ocorreram viagens com roteiro de turismo pedagógico. As viagens pedagógicas permitem que os alunos conheçam suas origens e observem de maneira crítica o contexto social no qual estão inseridos. O contato com diferentes lugares, culturas e pessoas leva a um aprendizado mais completo permitindo que o futuro profissional seja mais consciente do seu papel na sociedade. O turismo pedagógico funciona para potencializar a melhoria da aprendizagem e é um instrumento que favorece a relação entre professor e aluno.

Research Limitations

Este estudo teve duas limitações: não foi possível alargar o estudo devido ao período pandêmico; e a população pesquisada impediu aprofundar o estudo a outros níveis de ensino.

References Version APA 6th or 7th Edition

Freire, Paulo. (1996). *Pedagogia da autonomia: saberes necessários à prática educativa*. São Paulo: Paz e Terra.

Gadotti, Moacir. (2011). *Boniteza de um sonho: ensinar-e-aprender com sentido*. 2. ed. São Paulo : Editora e Livraria Instituto Paulo Freire.

Raykil, E. B.; Raykil, C. (2010). Turismo Pedagógico: uma interface diferencial no processo ensino-aprendizagem. *Revista Global Tourism*. v. 2, n. 2, nov. 2005. Disponível em:<[www.periodicodeturismo.com.br/site/artigo/pdf/Turismo %Pedagogico.pdf](http://www.periodicodeturismo.com.br/site/artigo/pdf/Turismo%20Pedagogico.pdf).> Acesso em: mai.2021.

OC - (34) - NEW PERSPECTIVES ON SOCIAL AND CROSS-CULTURAL SKILLS DEVELOPMENT IN CURRICULA IN TOURISM AND HOSPITALITY IN IRELAND

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1 - Technological University Dublin

Proposal and Originality

This paper aims to analyse social and cross-cultural skills offered in Ireland's tourism and hospitality training curricula. It also aims to explore how these skills are currently being developed, and the future needs for these skills in the educational and industry landscape. Building on research developed by two European Commission Erasmus+ funded projects, Next Tourism Generation Alliance, between 2018 and 2022, and Pantour, which started in 2022 (Next Tourism Generation Alliance 2022), this paper also aims to bridge gaps between knowledge and practice.

Methodology

The analysis was conducted on existing literature on social and cross-cultural skills provision in the Irish context. This primary research counted with 33 interviews, 74 surveys from industry stakeholders, and focus group of 7 lecturers in 5 different technological institutions in Ireland.

Results and Implications

Results of this research show the need for the development of modules/curricula that include social and cross-cultural skills in education providers in Ireland. Surveys and interviews also showed a gap between skills needs in the industry and skills provision in education institutions. Although this gap, the interviewing data with employers from the five subsectors of the tourism industry identified a large number of on-site and external provider training of social skills. Gaps in cross-cultural skills provision were also identified in the focus group, curricula and interviews.

Research Limitations

Social and cross-cultural skills might very well be embedded in curricula across education providers, but these skills are not clearly identified in the course documentation.

References Version APA 6th or 7th Edition

Carlisle, S., Ivanov, S. and Dijkmans, C. (2021) 'The digital skills divide: evidence from the European tourism industry', *Journal of Tourism Futures*. <http://dx.doi.org/10.1108/JTF-07-2020-0114>

Next Tourism Generation Alliance (2022). *Pantour: pact for next tourism generation skills*. <https://nexttourismgeneration.eu/>

O'Leary, D. and Mottiar, Z. (2019). *Soft skills development in Hospitality development in Hospitality, Tourism and and Event Management education*. ATLAS Conference, Copenhagen, Denmark, 2018. <https://arrow.tudublin.ie/tfschmtcon/87/>

OC - (39) - CULTURAL TOURISTS' MOTIVATIONS AT HISTORIC EUROPEAN UNIVERSITIES

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1 - University of Coimbra, CEGOT, Faculty of Arts and Humanities

Proposal and Originality

Knowing the characteristics and interests of visitors is vital for the management of tourist attractions. The number of cultural tourists visiting universities is growing worldwide. Despite some qualitative research about the visitors' motivations in Asia (e.g., Mangi et al., 2019) and Australia (e.g., McManus et al., 2021), there is a lack of knowledge about the European reality.

This research intends to identify the main motivations to visit European universities and to recognise significant relations with other elements (satisfaction, socio-demographic variables, etc.).

Methodology

A total of 934 valid questionnaires were collected in three European universities – Cambridge (England), Coimbra (Portugal) and Trinity College Dublin (Ireland) – between July and September 2022. Visitors were randomly approached on site. The data was analysed recurring to the SPSS software.

Results and Implications

The results show that the main motive to visit Trinity College Dublin and the University of Coimbra is their iconic attractions; the University of Cambridge is visited mainly for its museums and architecture. Moreover, architecture is a major motive to visit the three institutions and to consider visiting other universities in the future.

This research represents an initial empirical attempt to understand tourists' motivations to visit European universities and might support universities' marketing strategies, namely in terms of product development, information and promotion.

Research Limitations

The generalisation of results is limited by the short period of data collection (during high season) and by the representativeness concerns usually related with case studies.

References Version APA 6th or 7th Edition

Mangi, M. Y., Yue, Z., Kalwar, S., & Chen, G. (2019). Universities emerging as tourism sites in China: A case study of Tsinghua university Beijing. *Cogent Social Sciences*, 5(1).

McManus, P., Connell, J. & Ding, X. (2021). Chinese tourists at the University of Sydney: constraints to co-creating campus tourism? *Current Issues in Tourism*, 24(24), 3508-3518.

Woodward, S. (2013). Campus Tourism, Universities and Destination Development. In M. Smith & G. Richards (Eds.), *The Routledge Handbook of Cultural Tourism* (pp. 265-272). Routledge.

OC - (154) - ASSESSING THE IMPACTS OF A VIRTUAL EXCHANGE ABOUT SUSTAINABILITY IN RECENT TOURISM GRADUATES

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1 - Instituto Politécnico de Viseu

Proposal and Originality

Virtual exchange (VE) projects have the potential to be an effective means of engaging undergraduate tourism students in discussions about sustainability. Long-term impacts VE projects on sustainability in tourism higher education can include the development of a more sustainable tourism workforce, as students who have been exposed to sustainability issues through VE projects may be more likely to implement sustainable practices in their future careers. This paper examines the long-term outcomes of a virtual exchange project on sustainability among tourism undergraduates.

Methodology

The study used a mixed-methods approach, including a post-project survey and interviews, to assess the effectiveness of the VE in increasing students' knowledge and awareness of sustainability, as well as their commitment to sustainable practices in their personal and professional lives.

Results and Implications

Results indicate that the VE project significantly increased participants' knowledge and awareness of sustainability issues in the tourism industry, as well as their personal commitment to implementing sustainable practices in their future careers. These positive effects were found to be sustained after project completion. The study highlights the potential of VE projects as an innovative and effective approach to sustainability education in the tourism field, and it provides insight for educators and practitioners on how to design and implement such programs.

Research Limitations

The study relies on self-reported data from participants, which may not be entirely accurate. Also, the number of participants is small, limiting generalization of results.

References Version APA 6th or 7th Edition

Edelheim, J. (2020). How should tourism education values be transformed after 2020? *Tourism Geographies*, 22(3), 547–554. <https://doi.org/10.1080/14616688.2020.1760927>

Mínguez, C., Martínez-Hernández, C., & Yubero, C. (2021). Higher Education and the Sustainable Tourism Pedagogy: Are Tourism students ready to lead change in the post pandemic era? *Journal of Hospitality, Leisure, Sport & Tourism Education*, 29, 100329. <https://doi.org/10.1016/j.jhlste.2021.100329>

OC - (196) - DEVELOPING A TOOLKIT FOR EXPERIENTIAL LEARNING IN TOURISM: A WORK IN PROGRESS

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1 - Escola Superior de Hotelaria e Turismo - Instituto Politécnico do Porto

Proposal and Originality

Focusing on experiential learning (EL) approaches such as simulation, co-creation, sensory workshops and role-play, this paper will put forward the rationale for a toolkit for tourism educators, consisting of resources to support the use of these approaches within the scope of tourism education. Currently being developed by practitioners working within different tourism subsectors, this toolkit is believed to be useful for other educators and can also be considered original, as there is currently no other comprehensive toolkit within this specific scope.

Methodology

Based on a revised version of Kolb's experiential learning cycle's model, to develop the toolkit, researchers will follow a participatory design approach, including a literature review, followed by different development and evaluation stages.

Results and Implications

In addition to a framework outlining key concepts, the proposed toolkit will document best practices by putting forward examples and resources to be used in different settings, offering the insights of the trainer/educator and suggesting additional uses/strategies, as well as possible assessment criteria. By addressing relevant and present-day issues, the proposal is believed to be useful for other educators, at the same time it bridges the widely recognized gap between theoretical knowledge and practical skills in this sphere.

Research Limitations

As the toolkit is on an early stage of development, the paper will focus on a general description, tentative models and preliminary data, that will be used to scaffold future work.

References Version APA 6th or 7th Edition

Kolb, D. A. (2014). *Experiential learning: Experience as the source of learning and development* (N. Jersey (ed.); 2nd ed.). Pearson Education.

Morris, T. H. (2020). Experiential learning – a systematic review and revision of Kolb's model. *Interactive Learning Environments*, 28(8), 1064–1077. <https://doi.org/10.1080/10494820.2019.1570279>

Volgger, M., & Pechlaner, H. (2014). Interdisciplinarity, transdisciplinarity and postdisciplinarity in tourism and hospitality education. In *The Routledge handbook of tourism and hospitality education* (pp. 117–134). Routledge.

OC - (198) - TOURISM AND HOSPITALITY EDUCATION: PERSPECTIVES ON ENGAGEMENT AND EMPOWERMENT – A CONCEPTUAL MODEL

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1 - Instituto Politécnico de Tomar; 2 - TECHN&ART-Technology, Restoration and Arts Enhancement Center; 3 - CiTUR; 4 - Centro Geociências, Universidade de Coimbra (CGEO); 5 - Instituto Politécnico da Guarda; 6 - CEGOT

Proposal and Originality

Considering that both engagement and empowerment should be strategic in enhancing students' ability to be resilient and proactive, they are therefore essential tools for succeeding as future professionals. However, considering this, a question raises – how can academia help to achieved it? We propose a novel conceptual model that combines engagement and empowerment, in it constructs like awareness, rewarding and connection and involvement were approached and considered.. As far as one knows only a previous attempt was made to make a model that incorporates in it both concepts.

Methodology

This paper is exploratory and with it one intended to structure a conceptual model for Tourism and Hospitality Education.

Results and Implications

It is a reflexive work that uses the different approaches and meanings of empowerment and engagement in order to define different analytical dimensions. It is our understanding that this model can contribute to a more positive and creative education both in tourism and hospitality. One argues that models are key to obtain an understanding of educational processes, specially, when the accelerated growth of complexity, managing improvement and innovation in tourism and hospitality education becomes increasingly difficult, leading a need of constantly update the curricula.

Research Limitations

Limitations exist when one carries out an exploratory study, being this an interpretation of a new reality, it is only possible to formulate hypothesis.

References Version APA 6th or 7th Edition

Fisher, R., Perényi, Á., & Birdthistle, N. (2021). The positive relationship between flipped and blended learning and student engagement, performance and satisfaction. *Active Learning in Higher Education*, 22(2), 97–113. <https://doi.org/10.1177/1469787418801702>

Alt, D. & Raichel, N. (2020). Reflective journaling and metacognitive awareness: Insights from a longitudinal study in higher education. *Reflective Practice*, 21(2), 145-158. <https://doi.org/10.1080/14623943.2020.1716708>

SPECIAL SESSIONS –

NATURE AND ADVENTURE TOURISM –
INNOVATION, SUSTAINABILITY, AND
TOURIST EXPERIENCE

OC - (163) - MAPEAMENTO DO PATRIMÓNIO GEOLÓGICO DO TERRITÓRIO TURARQ: GESTÃO GEO-TURÍSTICA E A CRIAÇÃO DE ITINERÁRIOS TEMÁTICOS

Hugo Gomes^{1,2,3}; Marco Martins^{1,2}; Anícia Trindade^{1,4}; Douglas Cardoso^{1,2,5}; Eduardo Ferraz^{1,4}; Sara Garcês^{1,2,3}; Luiz Oosterbeek^{1,2,3}

1 - Instituto Politécnico de Tomar; 2 - Centro de Geociências, Universidade de Coimbra (CGEO); 3 - Instituto Terra e Memória; 4 - Centro de Tecnologia, Restauro e Valorização das Artes (TECHN&ART); 5 - Smart Cities Research Center (CI2)

Proposal and Originality

A criação de cartografia temática pode funcionar como uma ferramenta para a proteção de paisagens relevantes, enquanto linguagem internacionalmente reconhecível. O mapeamento do património geológico aparece como uma ferramenta importante para a proteção e promoção da herança geológica de um dado território, principalmente através da realização de atividades geoturísticas. Estas por sua vez, consubstanciam-se sobretudo na realização de Itinerários com cariz geoambiental. Criando-se assim, portanto, novas abordagens diferenciadoras das existentes.

Methodology

Os artigos analisados estiveram sujeitos a peer-review e foram encontrados via google scholar, web of science ou scopus. Interessaram aqueles que envolvessem uma abordagem cartográfica, GPS e/ou SIG no contexto da criação de itinerários temáticos. -

Results and Implications

Procurou-se inventariar e determinar quais os geossítios cientificamente relevantes nos concelhos de Mação, Vila Nova da Barquinha, Constância, Abrantes e Tomar – Território TURARQ, e sobretudo aqueles, que devido à existência no local de outros possíveis atrativos, poderão vir a funcionar como uma mais-valia turística adicional. Procedeu-se depois ao desenho de itinerários no território. Adicionalmente, serão também disponibilizados numa app, outros atrativos turísticos considerados relevantes, como paisagens e património arqueológico existentes neste território.

Research Limitations

Como principal limitação, para além de Mação, regista-se a insuficiência de investigação e descrição de geossítios nos restantes concelhos.

References Version APA 6th or 7th Edition

Bouzekraoui, H., Barakat, A., Mouaddine, A., El Youssi, M. & Hafid, A. (2018). Mapping geoheritage for geotourism management, a case study of Aït Bou Oulli Valley in Central High-Atlas (Morocco). *Environmental Earth Sciences*, 77, 413. <https://doi.org/10.1007/s12665-018-7589-x>

Stolz, J.; Megerle, H.E. (2022). Geotrails as a Medium for Education and Geotourism: Recommendations for Quality Improvement Based on the Results of a Research Project in the Swabian Alb UNESCO Global Geopark. *Land*, 11, 1422. <https://doi.org/10.3390/land1109142>

OC - (230) - POTENTIAL OF GREEN COMMUNITY-BASED TOURISM ACTIVITIES IN KLONG LAT NOTE, RANONG PROVINCE, THAILAND

Tatsanawalai Utarasakul¹; Walaiporn Phonphan¹; Nitinarth Charoenpokaraj¹; Talisa Niemmanee¹

1 - Lecturer

Proposal and Originality

The aim of this study was to establish evaluation criteria for the potential of green tourism activities in Klong Lat Node. The research was carried out from January to July 2021, where guidelines and indicators were developed to assess the potential of green tourism activities. A total of 12 indicators were proposed, categorized into 4 areas based on the components of ecotourism and the 7 Greens concept. The results showed that the potential for green tourism activities in Klong Lat Node was high, particularly in the areas of natural resources management and community participation.

Methodology

The study employed a weighted-score method to create guidelines for assessing the potential of green tourism activities. The appropriate indicators were identified based on a literature review of ecotourism, sustainable tourism, and 7 Greens. Expert opinions were sought from community leaders who rated the weighting criteria of the 12 indicators. Moreover, an evaluation of the indicators was conducted.

Results and Implications

The potential for green tourism activities in Klong Lat Node is high, especially in the areas of natural resources and community participation, although the level of activities, processes, and opportunities for raising awareness is moderate. To promote the potential of green tourism activities, guidelines suggest mangrove plantation and encourage tourists to bring their own drinking water bottles and use eco-friendly packaging to minimize environmental impact. Furthermore, a grease trap system should be established at the floating bamboo to prevent water pollution.

Research Limitations

The COVID-19 travel restrictions in Thailand not only impacted the ability to conduct field trips but also necessitated a simplified research methodology for data collection.

References Version APA 6th or 7th Edition

Lascrain, H. C., (1996). *Tourism, ecotourism, and protected areas: the step of nature-based tourism around the world and guidelines for its development*. Cambridge: IUCN.

Dangi, T. B., & Jamal, T. (2016). An Integrated Approach to "Sustainable Community-Based Tourism". *Sustainability*, 8(5), 475; <https://doi.org/10.3390/su8050475>

Pathomlek, O. (2020). *Impacts and Recovery from the COVID-19 Outbreak: A Case Study of Moung Kluang Sub-District Tourism Community Enterprise*. Retrieved April 4, 2021, from <https://www.csds-chula.org/publications/2020/6/3/-covid-19>.

OC - (229) - PRELIMINARY STUDY ON ASSESSMENT OF WATER CARRYING CAPACITY FOR SURF SCHOOLS: CASE STUDY OF PENICHE

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Proposal and Originality

Surf tourism has become an increasingly popular activity over the last decade in Portugal, particularly on the beaches of the municipality of Peniche. This activity have provided increasing opportunities for surf school operators to profit from this growing enthusiasm. This study particularly focuses on the proposal of a predictive management model to calculate the Water Carrying Capacity and determine the number of surfers and surf schools that can use a beach safely under dynamic conditions, as a basis for a sustainable management of a beaches in the municipality of Peniche.

Methodology

The methodology (qualitative and quantitative) includes interviews with surf schools, local businesses and other stakeholders, surveys, measurements of surf areas, buffer zones, field counts of the number of individuals, ground and aerial photography, Geographical Information Systems (GIS), and spatial analysis such as identifying clusters as an index of overcrowding.

Results and Implications

The overall aim is to find an objective way to help the municipality and surf school operators to manage the total number of surfers and surf schools at peak times. In addition, the model to develop will seek to overcome the problems associated with other current approaches to managing the number of surf schools, such as arbitrary limitation of numbers. The approach adopted will provide a transparent way to provide a maximum number of surfers on the beach and in the water. It will be also flexible enough to cater for the dynamic nature of surf school operations.

Research Limitations

The physical space available at any beach for water-based activities is limited; by the physical geographical location, the tide, and by other recreational activities.

References Version APA 6th or 7th Edition

Martín-González, R., Swart, K. & Luque-Gil, A.(2021). Tourism Competitiveness and Sustainability Indicators in the Context of Surf Tourism: The Case of Cape Town. *Sustainability*, 13, 7238. DOI:10.3390/su13137238

Raybould, M. (2014). *Beach and surf tourism and recreation in Australia: Vulnerability and adaptation*. Technical Report FRDC Project 2010/536, Bond University.

Silva, S. & Ferreira, C. (2013). Beach Carrying Capacity: The physical and social analysis at Costa de Caparica, Portugal. *Journal of Coastal Research*, S.I., 65, 1039-1044. DOI: 10.2112/SI65-176.1

OC - (179) - CANYONING IN PORTUGAL: SUPPLY AND BUSINESS MODELS

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Proposal and Originality

Canyoning is an activity framed within the scope of nature and adventure tourism. This product has two distinct market segments: independent practitioners; and people who use the services of specialized tourism recreation companies to enjoy intense and memorable experiences.

This study is aimed at this second group, with the main goals of characterizing the supply in Portugal and the business models of these companies.

Studies on the characterization of this product and the companies that offer it are still very scarce at an international level.

Methodology

After the state of the art and data collection on companies offering canyoning, a qualitative methodology is used with the application of three research instruments: i) interviews with tourism recreation companies; ii) participant observation; and iii) focus group.

Results and Implications

Canyoning supply is essentially driven by micro tourism recreation companies, relatively specialized in this product

There are considerable differences in product and market terms between the Portuguese mainland and the Autonomous Regions of Madeira and the Azores. Regarding provided services, there are differences arising from the natural resources and specificities of each region.

Despite being relatively recent, it seems a quite resilient and sustainable activity. It is suggested that not all of the registered companies are actually selling canyoning services.

Research Limitations

The market of autonomous practitioners is left out of this study, with the investigation only focusing business supply.

References Version APA 6th or 7th Edition

Hardiman, N., & Burgin, S. (2011). Canyoning adventure recreation in the Blue Mountains World Heritage Area (Australia): The canyoning trends over the last decade. *Tourism Management*, 32(6), 1324-1331.

Lundberg, C., & Fredman, P. (2012). Success factors and constraints among nature-based tourism entrepreneurs. *Current Issues in Tourism*, 15(7), 649-671.

Silva, F., Lopes, T., & Silva, M. (2022). The resilience of tourism recreation companies in a pandemic context: The case of canyoning in the Azores. *Social Sciences*, 11: 558.

OC - (142) - SEA RECREATIONAL ACTIVITIES IN THE WEST REGION OF PORTUGAL - THE COMMUNICATION GAPS BETWEEN OFFICIAL AND UNOFFICIAL TOURIST ENTITIES.

Igor Araújo¹; Daniela Amorim¹; Anabela Elias¹; Ana Sousa¹; Paulo Almeida¹

1 - CiTUR- Centre for Tourism Research, Development and Innovation School of Tourism and Maritime Technology, Polytechnic of Leiria Peniche, Portugal.

Proposal and Originality

The proposed study aim to demonstrate the offer and promotion of water recreational activities reality in the Western Region of Portugal. Since this region is well known for its waves and beaches and brings to the region not only international, but also national tourists, it is important to keep in mind that these activities play an important role in the region's tourism, as well as in the local communities themselves.

This study can also be used as an example to apply in different regions of the globe, as well as to better understand the differences between regions.

Methodology

The current study will be based on scientific papers literature review and an interpretive analysis of the information available on the official and non-official websites. The paper will also have a component regarding the comparison of the activities that each destination has to offer.

Results and Implications

It was perceived that there are gaps in the offer, communication and promotion of water recreational activities, although in some municipalities this gap is smaller.

The results of the study can be of great importance for the local public and private managers to improve the touristic promotion of the existing water recreational activities in the Western Region and also to create the possibility of new offers.

Research Limitations

It was found that research in this area of study is still limited, conditioning the search for scientific articles and the literature review of studies carried out in this field.

References Version APA 6th or 7th Edition

Amorim, D. (2019). Turismo cultural, turismo criativo e animação turística em eventos locais: Análise da motivação, qualidade, satisfação e fidelidade em dois festivais de artes performativas. Tese de Doutoramento.

Briandana, R., Doktoralina, C. M., & Sukmajati, D. (2018). Promotion analysis of marine tourism in Indonesia: A case study.

Reis, P., Caldeira, A., & Carneiro, M. J. (2022). Can surf culture foster loyalty towards surf destinations?.

Fernandes, F., Ribeiro, R., & Ferreira, A. (2017). A Comunicação de Portugal como destino de Surf: análise exploratória.

**SPECIAL SESSIONS -
COOPETITION, COOPERATION AND
COMPETITION IN TOURISM**

OC - (246) - INTERNET OF THINGS (IOT) IN COLLABORATIVE TOURISM CONSUMPTION

Vasco Santos^{1,2,3}; Bruno Sousa^{2,4}; Rui Carvalho^{1,3}; Rita Peres^{2,5}

1 - GOVCOPP; 2 - CiTUR; 3 - ISLA Santarém; 4 - IPCA; 5 - ESHTe

Proposal and Originality

More tourists are travelling frequently based on collaborative tourism consumption, and there is a greater need to travel using the emerging digital technology widely recognized as the Internet of Things (IoT). Collaborative tourism consumption is one of the most powerful 21st century buzzwords and is common in both emerging and developed economies due to the increasing role and impact of digital technology through IoT as supporting. The IoT can fuel a data rich tourism sector and support smart tourism by making cities more efficient. Collaborative consumption in tourism is more prevalent and more important to travel than ever, taking into account the new paradigms and dilemmas across cultures and society. The touristic business revolves around the tourist requirements across the cutting-edge technology trends, through the multifold Internet of Things (IoT) that have a strong role and impact within tourism and hospitality sectors. It can be inferred that IoT influences the whole value chain collaborative consumption which will continue to revolutionise the global cycle of tourism and hotel operations.

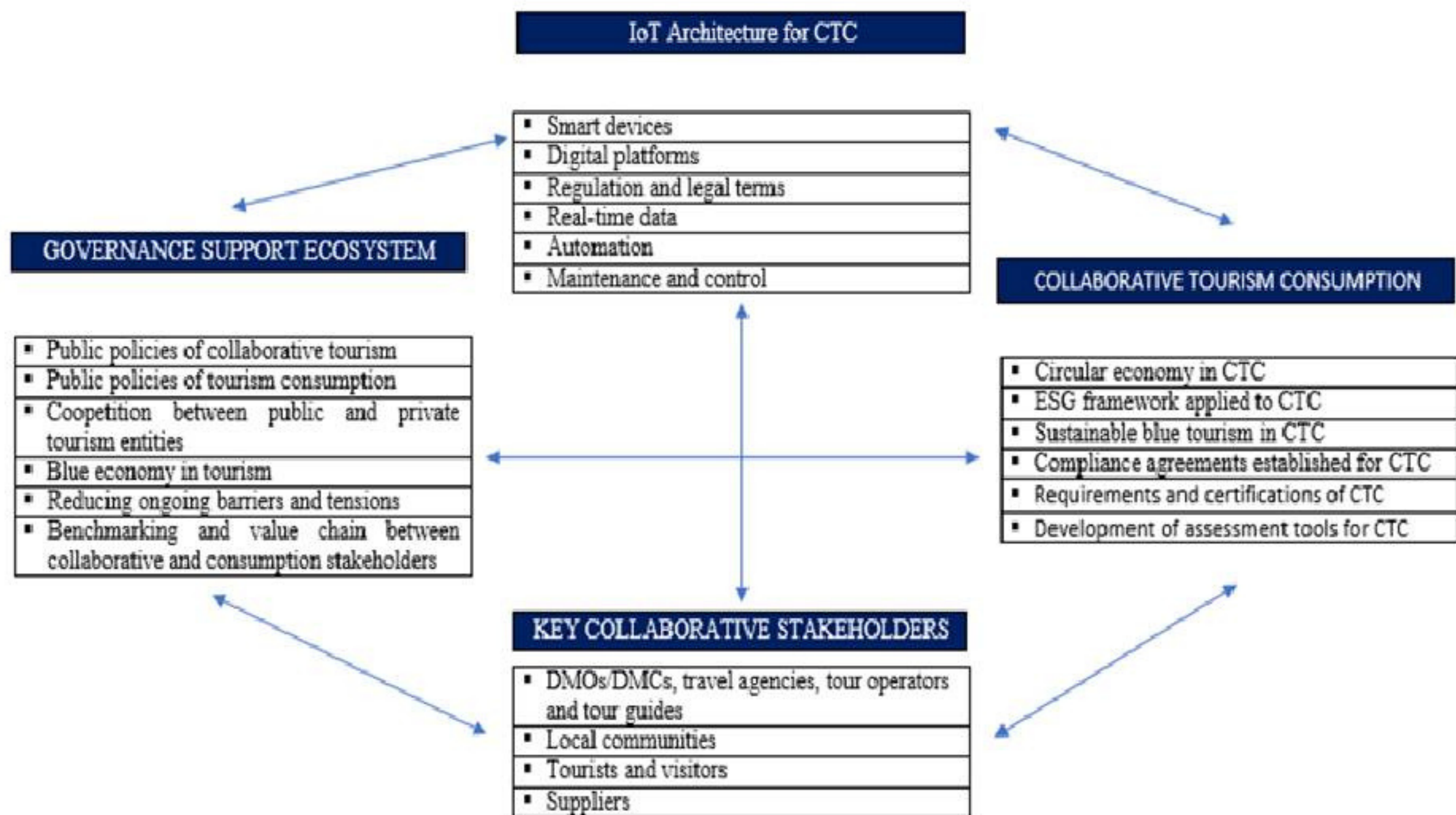
Methodology

A systematic mapping study (SMS) was adopted as the selected research method approach, focusing on the papers published in the three most reliable renowned academic databases, namely Scopus, Web of Science, and Science Direct, to gather dominant literature sources on collaborative consumption and IoT into tourism industry, properly based in-depth theoretical, conceptual and content analysis. The model consists of an innovative conceptual Smart Map applied to IoT in the Collaborative Tourism Consumption as an innovative theoretical framework addressing and managing the future challenges related to the collaborative tourism consumption paradigm and dilemma in the field of IoT in tourism field. It is characterized as a hybrid and systematic map, that simultaneously correlates the four components (Governance Support Ecosystem; IoT Architecture for Collaborative Tourism Consumption; Key Collaborative Stakeholders; and Collaborative Tourism Consumption) that constitute it, due to its conceptual, strategic, tactical, and operational gearing.

Results and Implications

This study discusses the increasing phenomena of collaborative consumption in tourism resulting on development of a Smart Map of the IoT in Collaborative Tourism Consumption, as the main outcome of this research. These are generators of new advances associated with IoT features and the assumptions of the collaborative tourism consumption organization. Also points out key remarks, practical suggestions, recommendations and contributions for managers, stakeholders, players and marketers, as well as a strategic agenda for future actions.

Figure 1. Smart Map of the IoT in Collaborative Tourism Consumption (CTC)



Source: authors' own elaboration

Research Limitations

This study is primarily theoretical and reflective, and thereby is expected to give rise to future research bringing greater robustness to support the combined use of four components. The smart map still needs to be empirically applied in IoT and collaborative tourism consumption settings to enrich tourists' robustness in cross-cultural experiences.

References Version APA 6th or 7th Edition

- Gretze, U., & Koo, C. (2021) Smart tourism cities: a duality of place where technology supports the convergence of touristic and residential experiences. *Asia Pacific Journal of Tourism Research*, 26, (4),352–364. <https://doi.org/10.1080/10941665.2021.1897636>
- Chakroun, M., Sayah, J., Kallab, C., & Haddad, S. (2022). Internet of Things: Towards a Solid Ecosystem of Interconnected Things. *Advances in Internet of Things*, 12, 35–64. <https://doi.org/10.4236/ait.2022.123004>
- Pilving, T., Kull, T., Suškevics, M., & Viira, A.H. (2021). Creating shared collaborative tourism identity in a post-communist environment. *Scandinavian Journal of Hospitality and Tourism*, 21(3), 313-340, DOI: 10.1080/15022250.2021.1893214

OC - (233) - ARE MANAGERS AND CUSTOMERS ON THE SAME PAGE? MISMATCHES OF VIEW ON CRITICAL SUCCESS FACTORS IN HOTEL INDUSTRY

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Proposal and Originality

Identifying the critical success factors (CSFs) in each area offer a "roadmap" for a firm's success (Venter and Cloete, 2007). Firms must consider the management and client's view to define essential factors. This study identifies the hotel's CSFs by the customers' and managers' points of view and the mismatches between them. The originality of this study is to provide a comparison and a hierarchical list of CSFs since studies on CSFs in hotel companies usually focus more on the process required for identifying CSFs, rather than on their prioritization (Carlo, 2021).

Methodology

We used the analytic hierarchy process (AHP) method that suits priority setting and multi-criteria decision-making. Ratio scales are from pairwise comparisons to provide priority scales. Data collection was in the Pestana Chain in Portugal with 19 managers and 121 clients.

Results and Implications

The results showed many mismatches among CSFs from managers' and customers' points of view. However, they agreed with the three factors with more weight. Surprisingly, these Top-3 factors are related to something other than the service or infrastructure. They are linked to the hotel's image and reputation. Some traditional facilities and services considered by managers as priorities CSFs are not in the same hierarchy by customers. Results showed a list of priorities to support hotel managers in realigning their strategies.

Research Limitations

Data collection with only one hotel group was our limitation. Therefore, we recommend further research comparing customer and hotel manager perspectives on CSFs.

References Version APA 6th or 7th Edition

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Venter, I., & Cloete, C. E. (2007). A framework for successful hotel developments. *South African Journal of Economic and Management Sciences*, 10(2), 223-237.

OC - (215) - VALUE-CREATION AND APPROPRIATION BY COOPETITION IN TOURISM NON-PROFIT ORGANIZATIONS

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Proposal and Originality

This study aimed to adapt the elements of value creation and value appropriation previously defined by Ritala and Tidström (2014) in a business context to non-profit public-private organizations. The research showed the evolutionary path of business associationism towards integrated management in the tourism sector at a destination that congregates three cities in a triple border region of Latin America, with a singular coopetition process, besides one unique shared natural resource.

Methodology

It was a Single holistic case study based on the methodological design adapted from Villarreal and Landeta (2010) and combined four sources of information. The method procedures used a series of protocols to contrast the theoretical framework with the empirical data.

Results and Implications

Findings showed four coopetition phases toward associationism: i) individual phase; ii) Networks phase; iii) Associative phase; iv) Collective phase. The phases depend on the objectives of value co-creation and appropriation. Crossline these objectives and coopetition elements produced a matrix to identify the firm maturity toward coopetition relations. Our results provided a helpful framework to apply in any tourism destination and contributed to approaches to coopetition at non-profit organizations.

Research Limitations

Our limitations were the impossibility of longitudinal analysis to verify entrepreneurial behaviour and the scarce literature on the theme in non-profit organizations.

References Version APA 6th or 7th Edition

Ritala, P., Tidström, A. (2014). Untangling the value-creation and value-appropriation elements of coopetition strategy: A longitudinal analysis on the firm and relational levels. *Scandinavian Journal of Management* 30(4),498-515

Villarreal, O., Landeta, J. (2010). Case study as a methodology of scientific research in business economics and management. An application of the internationalisation. *Investigaciones Europeas de Dirección Y Economica de La Empresa*, 16(3), 31-52.

OC - (185) - WINE TOURISM AND ITS RELATIONSHIP WITH THE OBJECTIVES OF SUSTAINABLE DEVELOPMENT

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Proposal and Originality

The successful development of wine tourism can positively impact the SDGs. Sustainability in wine tourism can be achieved through the use of practices that allow better management of natural, social and economic resources (Mariani & Vastola, 2015; Barbosa *et al*, 2021). In Brazil, the main grape and wine producing regions are closely linked to tourism (Mello, 2013). For the UNWTO (2019), tourism has the ability to collaborate with the SDGs. Thus, the objective of this research is to analyze the sustainability practices of wine tourism in São Joaquim, and its relationship with the SDGs.

Methodology

The managers of São Joaquim wineries were interviewed in a semi-structured interview. Data were analyzed using the content analysis method proposed by Bardin (2006), which allowed each identified sustainable practice to be linked to one or more SDGs. This was possible through the transcription of interviews snippets and synoptic tables.

Results and Implications

The connection between the sustainable practices established by the vineyards and the SDGs illustrates the sector's capacity to contribute to the development of the Agenda 2030 in São Joaquim. In addition, the study found that wine tourism is connected to the SDGs through the adoption of sustainable social, environmental, and economic policies. Companies can use sustainable practices not only for the health of the planet, but also to improve their processes and obtain differentiation in the market.

Research Limitations

The main limitation was the participation of the contacted companies. A larger number of wineries is being considered for future research.

References Version APA 6th or 7th Edition

Barbosa, F. S., de Oliveira, J., & Sellitto, M. A. (2021). Sustainability in Wine Tourism: Trends in the Brazilian Market. *Sustainability and Climate Change*, 14(4), 227–231. <https://doi.org/10.1089/scc.2020.0037>

Bardin, L. (2006). *Análise de conteúdo* (70th ed.). Edições.

Mariani, A., & Vastola, A. (2015). Sustainable winegrowing: current perspectives. *International Journal of Wine Research*, 37. <https://doi.org/10.2147/ijwr.s68003>

Mello, L. M. R. de. (2013). Transformação vitivinícola mundial. *Campo & Negócios*, 42–46.

OC - (88) - MEASURING TOURISM DESTINATION COMPETITIVENESS: THE CASE STUDY OF THE WEST REGION (CENTER OF PORTUGAL)

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1 - CiTUR- Centre for Tourism Research, Development and Innovation School of Tourism and Maritime Technology, Polytechnic of Leiria Peniche, Portugal

Proposal and Originality

This is a pioneer research, which aims to define a unique model and apply a set of indicators that allow a systematic assessment of the West Region's tourism competitiveness. In this study, the objective is to understand how the West Region differentiates from other regions. Therefore, our main research question is: Which indicators can contribute to improving competitiveness in the West Region of Portugal? Collecting this data allows each region, government or organization to acknowledge what strengths or weaknesses they need to improve or develop, regarding the tourism supply.

Methodology

The research framework was based on a qualitative approach, which through a bibliographic research, led to a literature review about tourism destination competitiveness. A process of statistical data collecting from certified sources was applied to better understand the West Region.

Results and Implications

The main research implications that impacted this study concern the results obtained from the indicators used. Consequently, this led to the creation of a new research model obtained from the analysis of the indicators and their respective attributes, which allowed to identify what actions the West Region conducts in terms of tourism development. It was possible to verify the majority of all dimensions proposed in the model, throughout the twelve municipalities of the West Region.

Research Limitations

Due to the time limitation, the study does not provide the extent to which the performance indicators structured, delivers improvements in performance and actual effects.

References Version APA 6th or 7th Edition

Amador, J. & Silva-Pina, J. A. (2021). *Um Modelo de Indicador Compósito de Competitividade do Turismo Português*. Lisboa: Conselho Superior de Estatística

Crouch, G.I. (2008) *Modelling Destination Competitiveness: A Survey and Analysis of the Impact of Competitiveness Attributes*. Gold Coast: CRC for Sustainable Tourism

Dwyer, L., Kim, C. (2003). *Destination Competitiveness: Determinants and indicators*. Current Issues in Tourism. Nº 6 (5), pp.369-414

Ritchie, J. R. B., & Crouch, G. I. (2003). *The competitive destination : a sustainable tourism perspective*. CABI Publishing

OC - (79) - SUSTAINABILITY AND TOURISM PLANNING: A STUDY OF NATIONAL TOURISM PLANS OF THE 27 EU COUNTRIES

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Proposal and Originality

With regard to the planning of tourist activity, it appears that it is an essential condition for successful tourism development. Most territories are aware of the importance of defining a strategy, to know which path to follow and which objectives to achieve.

Another inseparable element of tourism planning is the growing concern with the sustainability of the sector.

Having as object of study the national tourism plans of the 27 European Union countries, the main objective of this study is to know the importance attributed to the theme of sustainability in these tourism plans.

Methodology

The main methodology used in this study is document analysis. Based on the list of the 27 member states of the EU, a research was carried out on the existence of national tourism plans, currently in force. The research was conducted in English in order to obtain more comprehensive results.

Results and Implications

The results show that of the 27 countries, the majority (21) have a strategic document for the tourism sector, currently in force.

Of the countries that have a strategic document for the tourism sector, almost all have an English version. There are, however, some situations in which they provide only a summary of the document in English and the document is only available in the official language of the country, such as France (French) and Bulgaria (Bulgarian).

It is clear that most of the documents give great prominence to the theme of sustainability.

Research Limitations

The main limitations of the study is related to the fact that not all European Union countries have strategic documents, with versions in English.

References Version APA 6th or 7th Edition

- Hall, M. (2000) *Tourism Planning: Policies, Processes and Relationships*. 1st ed.; Prentice Hall: Harlow
- Rahmafritia, F.; Pearce, P. L.; Oktadiana, H.; Putro, H. P. H. (2020) Tourism planning and planning theory: Historical roots and contemporary alignment. *Tourism Management Perspectives*, 35, 100703, <https://doi.org/10.1016/j.tmp.2020.100703>
- Saarinen, J.; Rogerson, C. M.; Hall, C. M. (2017) Geographies of tourism development and planning. *Tourism Geographies*, 19(3), 307–317, <https://doi.org/10.1080/14616688.2017.1307442>

OC - (74) - DRIVERS TO TOURISM COOPETITION WILLINGNESS: THE MODERATING ROLE OF BUSINESS ASSOCIATIONS

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Proposal and Originality

Business associations are frequent in tourism destinations, and, sometimes, it has vital to regional development since they can be a network hub. This study investigates the intermediate role of business associations on the willingness to coopetition, including the three dimensions of the sectorial tourism context: firm, inter-firm, and industry levels, that is, long-term orientation and previous experiences on cooperation, interdependence and complementarity at the tourism destination and, market commonality.

Methodology

Data was collected at Foz do Iguaçu city, Brazil, with a sample of 265 tourism firms. We used a causal predictive method of partial least squares structural equation modelling through SmartPLS 4.0 software to verify the effect of business associations on willingness to tourism coopetition.

Results and Implications

Our results suggest that industry-level context has more influence on tourism associationism than the context of the firm and inter-firm levels. That means market commonalities impact more in the coopetition willingness than interdependency, complementarity or long-term orientation and previous experience to cooperate. Finally, the findings suggest that firms' experience in an association can predict whether a firm will enter a coopetitive agreement.

Research Limitations

Despite the pioneering in emphasizing business associations and willingness to tourism coopetition, our study had limitations related to sample size and variables.

References Version APA 6th or 7th Edition

Fong, V. H. I., Wong, I. A., & Hong, J. F. L. (2018). Developing institutional logics in the tourism industry through coopetition. *Tourism Management*, 66, 244-262.

Garraffo, F. M., & Siregar, S. L. (2021). Coopetition among competitors in global industries: drivers that lead to coopetitive agreements. *Competitiveness Review: An International Business Journal*, 32 (3), 428-454.

Wu, M., & He, J. (2022). Horizontal Tourism Coopetition Strategy for Marketing Performance—Evidence from Theme Parks. *Frontiers in Psychology*, 13, 1-13.

OC - (71) - COOPETITION IN WINE TOURISM: A STATE OF ART

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1 - Universidade do Vale do Itajai

Proposal and Originality

Previous studies have indicated that there were few scientific publications on coopetition in tourism (Chim-Miki et al., 2020), particularly in wine tourism (Crick & Crick, 2021). Thus, this study regards a state-of-the-art review of the literature on coopetition in wine tourism aiming further scientific advancement in the topic. The goal is to identify relevant lines of research and gaps in the literature, also to provide insights for tourism destination stakeholders where coopetition has already become a commonly implemented strategy in the wine industry (Crick & Crick, 2021).

Methodology

In this exploratory study a bibliographic survey was conducted. Articles were searched on Scopus and Web of Science database, followed by Google Scholar. Wine tourism, coopetition and related terms were key words used. A total of 279 publications from 2001 to 2022 were collected and analyzed.

Results and Implications

After the database was filtered with exclusion of non-relevant documents the screening resulted in 90 articles. The analysis confirmed that few studies focused exclusively on coopetition in wine tourism. Although wine tourism was frequently mentioned on wine industry and tourism business studies related to coopetition. Furthermore, coopetition was often associated to innovation and sustainability in tourism. The benefits of cooperation among competitors were part of several studies' outcomes. Thus, many opportunities for future research on the subject were identified.

Research Limitations

Publications which did not explicitly include the search terms used in this study might have been left out of our analysis.

References Version APA 6th or 7th Edition

Chim-Miki, A. F., Medina-Brito, P., & Batista-Canino, R. M. (2020). Integrated Management in Tourism: The Role of Coopetition. *Tourism Planning and Development*, 17(2), 127–146. <https://doi.org/jrxr>

Crick, J. M., & Crick, D. (2021). Market-oriented activities and communal wine consumption events: does coopetition make a difference? *Journal of Wine Research*, 32(3), 161–187. <https://doi.org/jrxs>

**SPECIAL SESSIONS –
EFFECTIVENESS OF TOURISM
DESTINATIONS**

OC - (38) - EXPERIÊNCIAS MULTISSENSORIAIS ASSOCIADAS À ÁGUA: UMA VIA PARA O DESENVOLVIMENTO TURÍSTICO DOS BLUE SPACES

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Proposal and Originality

Tendo como enquadramento teórico o paradigma da Economia da Experiência, propomo-nos analisar as experiências multisensoriais associadas à água, e a sua relação com a procura turística do Blue Tourism em Blue Spaces. A água, pelas suas características, permite experiências diferenciadas e memoráveis, que ao serem rentabilizadas turisticamente, podem ser determinantes no posicionamento e na competitividade dos territórios, em que este elemento está presente nas suas múltiplas formas (mar, rios, albufeiras, etc.).

Methodology

Inquérito por questionário à população residente em Portugal, nascida até 2008, com o objetivo de analisar a relação dos indivíduos com a água, as experiências que lhe estão associadas, e a sua influência na escolha dos destinos de lazer e turismo.

Results and Implications

O relaxamento e calma e as boas memórias são as sensações associadas à proximidade e contacto com a água. Relativamente aos 5 sentidos, a água estimula a visão, a audição e o olfato. Em termos de deslocações turísticas, em grande parte das vezes, a presença de água é um fator determinante para a seleção dos destinos. As atividades desenvolvidas incluem passeios, banhos de sol/prática balnear e visitas a atrações naturais ou culturais. Estas constatações podem ajudar decisores e stakeholders a criar experiências turísticas que contribuam para o aumento da atratividade dos Blue Spaces.

Research Limitations

A amostra é não aleatória, o que não permite a generalização das conclusões para o universo. Escassez de produção teórica sobre o tema, o que dificulta a sua fundamentação.

References Version APA 6th or 7th Edition

Agapito, D. (2020). The senses in tourism design: A bibliometric review. *Annals of Tourism Research*, 83(2020), 102934.

Pine, B., & Gilmore, J. (2013). The experience economy: past, present and future. In J. Sundbo, & F. Sørensen (eds). *Handbook on the Experience Economy* (pp. 21-44).

Stasiak, A. (2013). Tourist product in experience economy. *Turyzm / Tourism*, 23(1), 27-36.

Yeoman, I., & McMahon-Beattie, U. (2019). The experience economy: micro trends. *Journal of Tourism Futures*, 5(2), 114-119.

OC - (180) - A IMPORTÂNCIA DO COMBOIO PARA O MUSEU DO CÔA

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1 - IPB; 2 - Citur; 3 - Esce-IPS; 4 - ISG; 5 - Citur-IPL

Proposal and Originality

A linha férrea do Douro, entre o Porto e Barca D'Alva, em parte desativada nos últimos 27,11 km, no ano de 1988, sendo, desde então, o Pocinho a última estação. A pretensão da reativação destes últimos KM, marca a agenda regional e nacional, é considerada um investimento estrutural para o dinamismo económico de todo o território do Douro Superior. . Pretende-se estudar o impacto da reativação do troço abandonado entre Côa e Barca d'Alva e o seu impacto no Museu do Côa enquanto polo de atração de turistas nacionais e estrangeiros.

Methodology

Como metodologia de estudo utilizaremos uma intensa pesquisa bibliográfica que conjugamos com a realização de inquéritos aos visitantes do Museu do Côa.

Results and Implications

Neste perímetro posicionamos o Museu do Côa, como um equipamento cultural que mais beneficia com a reabertura da linha do Pocinho e Barca D'Alva (LPBA). Os resultados esperados nesta investigação apresentam alguns dos argumentos mais fortes, para esta situação ser revertida. Os turistas passam a ter uma atividade de animação mais próxima da linha, aumentando a qualidade da sua experiência turística.

Research Limitations

A principal limitação do presente estudo prende-se com a impossibilidade de estipular os resultados para outros museus que existem ao longo da linha.

OC - (190) - O COMPORTAMENTO DO CONSUMIDOR EM TURISMO: A ESCOLHA DO DESTINO TURÍSTICO REDE ALDEIAS HISTÓRICAS DE PORTUGAL

Paula Reis¹; José Rodrigues²; Sara Nunes¹; George Ramos¹; Ana Balão³

1 - Instituto Politécnico de Castelo Branco; 2 - Instituto Politécnico de Tomar; 3 - Instituto Politécnico de Portalegre

Proposal and Originality

O turismo e o viajar constituem uma dimensão inerente e permanente do comportamento do consumidor atual, o que exige a adoção de abordagens teórico-científicas adequadas para compreender o processo dinâmico de interação e/ou influência das características do destino turístico enquanto produto intangível nos processos decisórios que antecedem o consumo.

Importa compreender os fatores que influenciam a tomada de decisão dos visitantes na escolha de um destino turístico, no sentido de otimizar a oferta às necessidades dos consumidores e à gestão de produtos turísticos em Rede.

Methodology

Os dados utilizados fazem parte do trabalho de consultoria sobre o sistema de monitorização do destino turístico Rede Aldeias Históricas de Portugal. Foram administrados, entre abril de 2021 e setembro de 2022, 721 questionários aos visitantes, através do processo de amostragem intencional.

Results and Implications

Os dados empíricos aos visitantes do destino Rede Aldeias Históricas de Portugal estão sintonizados com o que tem sido teorizado sobre a temática. Os resultados evidenciam que, globalmente, o processo de decisão do consumidor na escolha do destino é influenciado por fatores associados às motivações e características da viagem, classificação do destino, conhecimento e experiências anteriores no destino, fontes de informação, tempo de permanência e distância da residência ao destino, cruzando-se estas variáveis com as características sociodemográficas dos visitantes.

Research Limitations

O período de recolha de dados foi influenciado pelas medidas da pandemia COVID-19, condicionando uma recolha mais consistente e abrangente ao nível dos turistas estrangeiros.

References Version APA 6th or 7th Edition

Mowen, J. C. e Minor, M. S. (2003). *Comportamento do Consumidor*. Prentice-Hall.

Seddighi, H. R. & Theocharous, A. L. (2002). A Model of Tourism Destinations Choice: a theoretical and empirical analysis. *Tourism Management*, 23(5), 475-487.

Oliveira, V. (2020). A importância do meio ambiente na escolha de um destino turístico. In P. Almeida (Coord.), *Gestão de Destinos Turísticos* (pp.35-52). Politécnico de Leiria.

Moutinho, L. (1987). Consumer Behaviour in Tourism. *European Journal of Marketing*, 21 (10), 5-44.

OC - (80) - NEUROSCIENCE OR NEUROMARKETING APPLIED TO TOURISM: A MIXED-METHOD SYSTEMATIC REVIEW ON NEUROTOURISM

Lucilia Cardoso¹; Rui Silva³; Giovana Almeida¹; Filipa Campos¹; Luis Lima Santos¹; Arthur Araujo²

1 - CITUR Leiria; 2 - GOVCOPP; 3 - Universidade de Trás-Os-Montes e Alto Douro

Proposal and Originality

Studies employing neuroscience techniques to tourism investigation present a valuable contribution to tourism scholars, as well as businesses and destination managers. For decades, consumer research on tourism relied almost exclusively on self-report studies. Although insightful, those studies have clear limitations, especially when attempting to address subjective and, to a great extent, unconscious variables, such as emotions. Therefore, this study has a clear potential to help better understand phenomena such as tourists' destination decision-making process.

Methodology

The present study adopts a bibliometric analysis method through a set of quantitative and qualitative procedures, and a mixed-method, bibliometric analysis was employed.

Results and Implications

The results point to a clear research gap, which in turn, points to a fertile path for future studies. The findings also show that “neurosciences and tourism” is an emerging topic, and that the term neurotourism can have different meanings for different researchers. Current trends and future research agendas for this area are also discussed.

Research Limitations

This research trend is still very recent, there are several limitations to be tackled by future studies.

References Version APA 6th or 7th Edition

Bastiaansen, M., Lub, X. D., Mitás, O., Jung, T. H., Ascensão, M. P., Han, D. I., Moilanen, T., Smit, B., & Strijbosch, W. (2019). Emotions as core building blocks of an experience. *International Journal of Contemporary Hospitality Management*, 31(2), 651–668. <https://doi.org/10.1108/IJCHM-11-2017-0761>

Boz, H., Arslan, A., & Koc, E. (2017). Neuromarketing aspect of tourism pricing psychology. *Tourism Management Perspectives*, 23, 119–128. <https://doi.org/10.1016/J.TMP.2017.06.002>

OC - (157) - NEUROMARKETING AND ARCHAEOLOGY DESTINATIONS' BRAND POSITIONING: TOWARDS A CONCEPTUAL FRAMEWORK

Marco Martins^{1,2}; Anícia Trindade^{1,3}; Douglas Cardoso^{1,2,4}; Eduardo Ferraz^{1,3}; Hugo Gomes^{1,2,5}; Sara Garcês^{1,2,5}; Luiz Oosterbeek^{1,2,5}

1 - Instituto Politécnico de Tomar; 2 - Centro de Geociências, Universidade de Coimbra (CGEO); 3 - Centro de Tecnologia, Restauro e Valorização das Artes (Tecn&Art); 4 - Smart Cities Research Center (CI2); 5 - Instituto Terra e Memória

Proposal and Originality

Neuromarketing has established itself as a completely novel branch of marketing. It is our belief that neuromarketing has the potential to optimize the archaeological destination's supply in way to match it with the wants of tourists. This study seeks, then, to understand if current research on neuromarketing provides the basis for an efficient archaeological destination brand positioning. One other objective is to provide a comprehensive framework, one that shows how using neuromarketing may enhance and improve archaeological destination's supply and brand positioning.

Methodology

In this exploratory study one has relied on existing secondary on neuromarketing. This data retrieved from peer reviewed articles consulted through a search in google scholar, scopus and web of science. Furthermore, descriptive, comparative and compiling research methods were used.

Results and Implications

This article reviews and structures previous research, proposing a novel comprehensive framework. It also addresses ethical concerns on neuromarketing, namely when relating to knowledge vs alienation. On the other hand, future potential of applying neuromarketing in archaeological destinations management and future ways forward are discussed. Finally, it is showed academic and managerial implications for the development, improvement and implementation of more effective marketing programs for archaeological destination's brand positioning resorting to neuromarketing

Research Limitations

The main limitation of this study is that it relies solely on secondary data, and so, there is a lack of empirical evidence proving the efficacy of the model proposed in here.

References Version APA 6th or 7th Edition

Nilashi, M., Yadegaridehkordi, E., Samad, S., Mardani, A., Ahani, A., Aljojo, N., Razali, N. S., et al. (2020). Decision to Adopt Neuromarketing Techniques for Sustainable Product Marketing: A Fuzzy Decision-Making Approach. *Symmetry*, 12(2), 305. <http://dx.doi.org/10.3390/sym12020305>

Cardoso, L., Chen, M.-M., Araújo, A., de Almeida, G. G. F., Dias, F., & Moutinho, L. (2022). Accessing Neuromarketing Scientific Performance: Research Gaps and Emerging Topics. *Behavioral Sciences*, 12(2), 55. <http://dx.doi.org/10.3390/bs12020055>

OC - (209) - RAIL TOURISM AND GASTRONOMY IN PORTUGAL

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1 - IPL- Investigador bolsheiro FCT; 2 - ESCE-IPS; 3 - ISG; 4 - CiTUR-IPL

Proposal and Originality

Gastronomy is an integral part of tourism, as any tourist will have to eat, at the same time the transport of food and people was dependent on the train in Portugal for many years, but with people travel cultures and gastronomic traditions.

Thus, this study proposes to investigate the possible association of eco-enemy-gastronomic tourism associated with the train as a means of creating new tourist-gastronomic railway routes.

Also associating products and regions of origin to train stations. The main goal is to promote the creation of new railway tourism routes based on local gastronomy.

Methodology

The methodology chosen was to carry out a bibliographical survey on “eco-eno-gastronomia” and the railways.

In other words, which food products were/are transported by train. To this end, we resorted to bulletins, records and existing news about the transport of these products by train.

Results and Implications

It was possible to identify the relationship between the railway, routes and stations, and names associated with gastronomy, for exemple: Fundão - Cherry; Fernando Pó - Wine; Régua - Wine; Mirandela (old station) - Alheiras; among many others.

Research Limitations

The limitations are the diversity of products and regions, not being possible to include all, as well as time and space limitations.

References Version APA 6th or 7th Edition

Kowalczyk, A., & Derek, M. (2020). Relations Between Gastronomy and the City. *Gastronomy and Urban Space: Changes and Challenges in Geographical Perspective*, 3-51.

Khaokhrueamuang, A., Takeguchi, A., Nagaoka, K., & Kimura, K. The Heritage Railway and Tea Tourism: The case of Senzu, Japan. In *Routledge Handbook of Tea Tourism* (pp. 48-57). Routledge.

Pring, M. (2019). *Luxury Railway Travel: A Social and Business History*. Pen and Sword.

OC - (213) - RAILWAY TOURISM – MOTIVATIONS, EXPERIENCES AND ATTRACTIVENESS WHEN VISITING A DESTINATION

Miguel Esteves¹; Eunice Duarte^{2,3,4}; Eunice Lopes⁵

1 - CMV; 2 - ESCE-IPS; 3 - ISG; 4 - CiTUR-IPL; 5 - IPT

Proposal and Originality

The use of the train for tourist travel has been increasing. In the cross-border region Valença - Vigo the train is used by tourists. Its main motivation is related to the Portuguese Way of Saint James. The aim of this study is to verify which are the motivations, experiences and attractiveness factors when visiting a destination in order to make it attractive from the perspective of rail tourists. As such, the study is innovative as it is an area still to be researched in Portugal.

Methodology

To collect information about the motivations, experiences and attractiveness of destinations for rail tourists. A questionnaire was prepared for this purpose and was applied to tourists arriving at Valença station, the methodology being quantitative analysis.

Results and Implications

The conclusions refer to three main reflections: 1) a significant number of pilgrims have never visited the destination, limiting themselves to walking the route; 2) if they have visited the destination, they got to know about it through the guides or friends recommended it.

Research Limitations

The main limitation is the comparative analysis between respondents travelling by train, i.e. pilgrims and the remaining travellers.

OC - (81) - : THE INFLUENCE OF TOURISM ON THE CARBON FOOTPRINT OF LONG-DISTANCE TRAINS OF COMBOIOS DE PORTUGAL

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Proposal and Originality

Nos últimos anos tem vindo a aumentar a procura por parte dos turistas pelo comboio como meio de transporte para as suas deslocações. As cidades de Lisboa e Porto estão ligadas pela linha do Norte. Este serviço é procurado por muitos turistas como opção de deslocamento entre eles. Neste sentido, a presente investigação pretende perceber de que forma a procura turística influencia a pegada de carbono dos comboios de longo curso dos Comboios de Portugal. A originalidade do estudo ocorre pela ausência de estudos semelhantes.

Methodology

Trata-se de um caso de estudo, que visa analisar o consumo de energia do comboio, verificar o mix energético que a CP compra e calcular a pegada de carbono passageiro/turista por comboio e por quilómetro no circuito Lisboa-Porto. A análise será dividida entre demanda de alta e baixa temporada.

Results and Implications

Tende a haver uma relação entre o aumento da procura turística e a redução da pegada de carbono. Quanto maior o número de turistas por trem, menor o impacto de carbono.

Research Limitations

Para efeito do estudo, os turistas foram divididos por alta e baixa temporada, portanto os cálculos tendem a ser aproximados.

References Version APA 6th or 7th Edition

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OC - (137) - TOURISM AND MUSEUMS: AWARENESS OF HERITAGE ENHANCEMENT

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Proposal and Originality

The development of tourist activity in the museological logic led the heritage to an incessant appeal for its protection and enhancement by various entities. It is understood that community involvement has become a fundamental part of heritage management processes through activities to raise awareness of the heritage that is in the custody of the various existing museums. Reality has shown that younger people do not always visit museums in their area of residence. This study aimed to understand the degree of knowledge of existing museums in a city in Central Portugal by students.

Methodology

To collect information about the habits of visiting museums among students of a level V course, a questionnaire was prepared for this purpose and the methodology of quantitative analysis was applied.

Results and Implications

The conclusions refer to three main reflections: 1) a significant number of students have never visited any of the existing museums in the city, despite being their academic residence city; 2) If you visited a museum in the city, you learned about its existence because you passed by the museum or because friends recommended you to visit; 3) the main reasons for visiting museums are the desire to get to know them, walk around and study visits.

References Version APA 6th or 7th Edition

The main limitation is the comparative analysis between other courses of the same level of education.

OC - (162) - RAILWAY TOURISM AS A STRATEGY FOR LOCAL DEVELOPMENT

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Proposal and Originality

Em Portugal, o turismo ferroviário e os seus impactos e oportunidades são ainda pouco estudados. Sendo que as ligações ferroviárias foram importantes ao nível da mobilidade, Esta pesquisa visa contribuir para diminuir essa lacuna. Através da análise do apeadeiro da Benespera a nível turístico. Após a reabertura do mesmo, a Associação Move Beiras passou a promover viagens turísticas, pelo que é importante perceber o impacto do turismo ferroviário como estratégia de desenvolvimento local. O objectivo é compreender qual o impacto ao nível do desenvolvimento local.

Methodology

Para compreender o impacto do turismo ferroviário em Benespera, configurando este um estudo de caso, analisou-se a atividade da Associação Move Beiras. Em especial, o número de viajantes que visitam a vila e as atividades decorrentes dessas visitas. De forma, analisar o impacto na comunidade.

Results and Implications

O comboio levou mais de 300 visitantes à Benespera em 2022. Além de criar dinâmicas sociais dentro da comunidade local, através de eventos, a associação local confeccionou dando a conhecer a sua cultura, pessoas da comunidade uniram-se para cantar para os visitantes, a população decorou a estação (Estação Natal), entre outras atividades. Promove ainda, a cultura local tendo realizado mercadinhos com venda de produtos locais. A procura por parte de visitantes/turistas permite justificar a manutenção no serviço no apeadeiro, servindo assim a comunidade.

Research Limitations

No presente estudo não foi possível quantificar o real impacto económico na comunidade Benespera. De futuro, é importante inquirir os turistas e a comunidade.

References Version APA 6th or 7th Edition

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Willard, P., & Beeton, S. (2012). Experiências de baixo impacto: Desenvolvendo um turismo ferroviário de sucesso. *Planejamento e Desenvolvimento do Turismo* , 9 (1), 5-13.

**SPECIAL SESSIONS –
ACCESSIBLE TOURISM AND HUMAN
DIVERSITY**

OC - (93) - A IMPORTÂNCIA DA PARTICIPAÇÃO NA ADEQUAÇÃO DO ESPAÇO URBANO PARA O TURISMO ACESSÍVEL: UM PERCURSO NO CENTRO HISTÓRICO DE GUIMARÃES.

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Proposal and Originality

O planeamento urbano é uma atividade progressivamente mais participada, que deve procurar também envolver as pessoas com necessidade especiais no processo de tomada de decisão. Partindo desta premissa, avaliou-se a adequação do Centro Histórico de Guimarães a turistas com mobilidade condicionada, pretendendo-se perceber, na visão destes, as principais fragilidades e problemas que enfrentam quando visitam a cidade. Foi possível propor um conjunto de sugestões que permitem implementar práticas de planeamento urbano mais justas, responsáveis e socialmente equitativas.

Methodology

Avaliação das condições de acessibilidade e de mobilidade, através de fichas de avaliação, complementadas com a observação da experiência de visitação por um indivíduo em cadeira de rodas (*walking interviews*). Para sintetizar os resultados realizaram-se análises multicritério.

Results and Implications

Apesar das intervenções já implementadas conclui-se que ainda existe um conjunto de fragilidade que urge resolver, por forma a tornar o percurso verdadeiramente acessível a todos. A autarquia e os vários intervenientes devem trabalhar em conjunto para melhorar as condições de mobilidade e acessibilidade no centro histórico. Para além da aplicação das normas e técnicas associadas aos princípios do *Design Universal*, fica evidente a importância da participação de pessoas com mobilidade reduzida na avaliação da eficácia das soluções implementadas ou projetadas.

Research Limitations

A escassez de recursos levou a uma restrição da análise apenas a um percurso no centro histórico, e à experiência de visitação deste por um único indivíduo em cadeira de rodas.

References Version APA 6th or 7th Edition

Buhalis, D., & Darcy, S. (2010). *Turismo Acessível: Conceitos e Questões*. Bristol: Publicações do Channel View.

Moore, KR, & Elliott, TJ (2016). Do design participativo a uma infraestrutura de escuta: um caso de planeamento urbano e participação. *Journal of Business and Technical Communication*, 30(1), 59-84, <https://doi.org/10.1177/1050651915602294> .

Stafford, L., Vanik, L., & Bates, LK (2022). Justiça para Deficientes e Planeamento Urbano. *Planning Theory & Practice*, 23(1), <https://doi.org/10.1080/14649357.2022.2035545> .

OC - (13) - HOW DIVERSE IS THE ACCESSIBILITY LEVEL OF PORTUGUESE TOURISM SUPPLY IN TERMS OF STAFF SKILLS? EVIDENCE FROM A SEGMENTATION STUDY

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Proposal and Originality

The training of staff in accessible tourism is a crucial condition for an accessible, inclusive and socially sustainable tourism supply. However, the (limited) research in this area reveals that tourism staff is hardly prepared to work with people with special needs (e.g. people with disabilities, seniors). To increase knowledge in this field, this study examines the heterogeneity of tourism supply based on the skills of their staff regarding accessible tourism, thereby characterizing its accessibility level for the case of Portugal.

Methodology

A questionnaire survey directed at a sample of Portuguese tourism supply agents was carried out in early 2020 (n = 654). A hierarchical cluster analysis was used to identify the clusters. Chi-square, Anova and Kruskal-Wallis tests helped distinguish the clusters.

Results and Implications

Results reveal that Portuguese tourism supply is largely not prepared to satisfy the needs of the accessible tourism market. Three clusters of tourism supply agents ("*the commodists*", "*the engaged in change*" and "*the most prepared*") were identified with different profiles concerning skills of human resources, human resource policy regarding recruitment and training, physical accessibility of facilities, information accessibility and inclusive attendance. The paper suggests guidelines to make the tourism industry more accessible and inclusive.

Research Limitations

Despite the relevant contributions of this study, some limitations are its limitation to Portugal and the low response rate.

References Version APA 6th or 7th Edition

This work was financially supported by the project POCI-01-0145-FEDER-030376, funded by FEDER, through COMPETE2020 - Programa Operacional Competitividade e Internacionalização (POCI), and by national funds (OE), through FCT/MCTES, as well as by the research unit on Governance, Competitiveness and Public Policy (UIDB/04058/2020)+(UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia.

OC - (106) - PROMOTING THE DEVELOPMENT OF INCLUSIVE TOURISM IN THE AZORES ISLANDS: THE CASE OF FAMILIES WITH CHILDREN WITH AUTISM SPECTRUM DISORDER (ASD)

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Proposal and Originality

There has been a growing interest of tourist companies in accessible and inclusive tourism aimed at people with disabilities. However, people diagnosed with ASD, namely children and their families, have been less considered. Based on the evidence of the economic potential of inclusive tourism targeted for at families with children with ASD (CwASD) and the scarcity of tourist offers that consider their needs, the present study seeks: to characterize the tourism needs and preferences of this population; and to propose measures and actions that meet their needs and preferences.

Methodology

A questionnaire was developed to identify the tourism needs and interests of the family and the CwASD. Data collection was carried out online, contacting various PEA organizations around the world. The sample includes 137 participants. Descriptive and inferential statistics were used.

Results and Implications

The results indicate the need to manage sensory stimuli and the preference for outdoor and natural places and for tourist activities that allow contact with elements of nature. Families value products that offer itineraries and activities adapted to the characteristics of the child, that integrate activities promoting their development and, also, that all tourism professionals have training in inclusive tourism aimed at families with CwASD. Because Azores have privileged conditions to meet this population, guidelines are proposed for tour operators' offers/products.

Research Limitations

Most respondents are the child's mothers. Despite the high number of contacts with associations from various countries, the number of participants per country is asymmetric.

References Version APA 6th or 7th Edition

Hamed, H.M. (2013). Tourism and Autism: An Initiative Study for how Travel Companies can Plan Tourism Trips for Autistic People. *American Journal of Tourism Management*, 2 (1), 1-14. doi:10.5923/j.tourism.20130201.01

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Zajadacz, A. (2015). Evolution of models of disability as a basis for further policy changes in accessible tourism. *Journal of Tourism Futures*, 1(3), 189–202.

OC - (172) - PUBLIC POLICIES IN ACCESSIBLE TOURISM: UNIVERSAL EFFECTIVENESS MEASUREMENT MODEL

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Proposal and Originality

Whereas contemporary studies demonstrate that standards of sustainability, social responsibility and customer service are factors that impact on the competitiveness of the enterprise, as more and more customers are aware of their individual rights, and the importance of protecting the community and the environment.

This study is to develop universal parameters to measure the effectiveness of public policies for Accessible Tourism based on legislation, types of disabilities and needs of people with disabilities

Methodology

This is a descriptive, explanatory, and applied research, with a form of deductive reflection and a bibliographical, documental and survey approach. A study of a mixed nature, with analysis of quantitative and qualitative data.

Descriptive tests of frequency and average were carried

Results and Implications

It was considered essential that every public policy on accessible tourism contemplates in all phases of a project: A legal-administrative infrastructure composed of ministries, secretariats, etc. That can carry out the administration of public policy and perform interlocution between states and cities and the federal public power; The use of the rights foreseen in the UN Convention for the Rights of People with Disabilities, in conjunction with local legislation and regulatory norms and the participation of people with disabilities and less mobile people and other stakeholders.

Research Limitations

As it was noticed that there may have been an inaccuracy in the division of accessibilities variables, even because they are very similar

References Version APA 6th or 7th Edition

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MOURA, A.; EUSÉBIO, C.; DEVILE, E. The 'why' and 'what for' of participation in tourism activities: travel motivations of people with disabilities. <https://doi.org/10.1080/13683500.2022.2044292>, 2022.

TSATSOU, P. Digital inclusion of people with disabilities: a qualitative study of intra-disability diversity in the digital realm. **Behaviour & Information Technology**, 2019.

OC - (177) - RURAL TOURISM EXPERIENCES OF PEOPLE WITH VISUAL DISABILITIES IN RURAL DESTINATIONS: A QUALITATIVE ANALYSIS OF ITS NATURE AND DIMENSIONS

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Proposal and Originality

Accessible Tourism has been widely studied in academia, yet limited research focuses on the experiences of people with visual disabilities (PwVD). In recent years rural tourism demand has been growing. Some literature theorizes that people with sensory disabilities feel more intensely the benefits of rural tourism, yet studies on the pursuit of this product by PwVD is scant. This empirical study explores the dimensions of the rural tourism experience for PwVD, facing the problematic of the weight given to the visual component of the destination.

Methodology

Using a semi-structured interview, 15 PwVD were inquired on their rural tourism experiences and on the weight given to each dimension of the tourism experience in rural destinations, adopting Pine and Gilmore's (1998) model of the experience economy and Kastenholz et al. (2018)'s application.

Results and Implications

Results confirm that PwVD intensely feel the benefits from rural tourism activities, looking to pursue immersive sensorial stimuli in nature. PwVD describe their rural tourism experiences as being strongly aesthetic despite their lack of visual cues. Respondents showed great interest in personalized educational experiences that further their understanding of the aesthetic setting of rural spaces. The aesthetic dimension is shown to be the most influential dimension on the satisfaction, arousal and memory of PwVD regarding their rural tourism experiences.

Research Limitations

Given the difficulty in approaching the market segment, the sample size is reduced, constricting the results from this research.

References Version APA 6th or 7th Edition

This work was financially supported by the research unit on Governance, Competitiveness and Public Policy (UIDB/04058/2020)+(UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia.

Kastenholz, E., Carneiro, M. J., Marques, C. P., & Loureiro, S. M. C. (2018). The dimensions of rural tourism experience: impacts on arousal, memory, and satisfaction. *Journal of Travel and Tourism Marketing*, 35(2), 189–201.

Pine, J., & Gilmore, J. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.

OC - (219) - HOW CAN CO-CREATION IN MUSEUMS BE BOOSTED IN THE CASE OF PEOPLE WITH SENSORY IMPAIRMENTS?

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Proposal and Originality

Visitors appreciate co-creative experiences in museums, where they participate in the creation of the experience. However, despite the growing concern of museums to improve accessibility and promote co-creation, people with sensory impairments – with vision or hearing loss – have limited access to museums. One of the actual concerns of those managing museums must be the accessibility of these places for all.

The aim of this study is to understand how co-creation in museums can be boosted in the case of PwSI, analysing the antecedents of this co-creation.

Methodology

Questionnaires were carried out face-to-face and online from September 2020 to June 2021, among PwSI (vision or hearing loss) ($N = 254$). Factor and regression analyses were undertaken to analyse the antecedents of the co-creation in museums by PwSI.

Results and Implications

This study allows an in-depth understanding of how PwSI co-create experiences in museums and the antecedents that stimulate that co-creation.

Attention was given to potential antecedents of co-creation in museums in the case of PwSI, namely visitors' antecedents such as individual antecedents (types and levels of disabilities) and visit context variables (prior experience, travel group) and museums' antecedents (museum features). It is relevant to keep investing in information legibility, electronic devices and sensory experiences, and improve ways of co-creation.

Research Limitations

The study was confined to an online data collection, and to a face-to-face data collection, since museums were closed most of the time during data collection, due to COVID-19.

References Version APA 6th or 7th Edition

Campos, A. C., Mendes, J., Oom do Valle, P., & Scott, N. (2018). Co-creation of tourist experiences: a literature review. *Current Issues in Tourism*, 21(4), 369–400.

Migliaccio, G. (2018). Accessible museums in Italy: An overview. *African Journal of Hospitality, Tourism and Leisure*, 7(6), 1–16.

Mirghadr, L., Torabi F., N., Shafiei, Z., & Hekmat, M. (2018). Identification of key components of visitor education in a museum. *Museum Management and Curatorship*, 33(3), 223–234.

Shakespeare, T. (2018). *Disability the basics* (1st Ed.). Routledge.

OC - (235) - THE EVALUATION OF PHYSICAL AND ATTITUDINAL ACCESSIBILITY APPLIED TO THE TWO DESTINATIONS: PORTO AND VILA NOVA DE GAIA

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Proposal and Originality

This article aims to evaluate the perception of visitors and residents of Porto and Vila Nova de Gaia, concerning the accessibility of these two interconnected tourist destinations. There is a gap in empirical studies identifying a comprehensive set of constraints that affect the way people evaluate the perception of two tourist destinations simultaneously, regarding their levels of accessibility, making it possible to draw conclusions and define different strategies to be implemented by stakeholders from different legal spheres (public and private).

Methodology

The sample of this study was collected by an application of a questionnaire survey held in the historical centre of both cities on October 26th of 2022. A total of 1595 answers were obtained. We ran two regression models and performed exploratory and confirmatory Factor Analyses for the scales.

Results and Implications

Among the respondents, 67.1% were characterized as tourists, 17.7% have special needs, and 68.0% have stated that they knew someone who has special needs. The results capture the needs for the cities to offer and clearly present the products and services available.

The outcomes show that as the age advances, the satisfaction with physical accessibility issues tend to decrease, mainly for those who don't know someone with special needs and those who are not tourists, which confirms the importance of considering this niche market when planning a more sustainable and inclusive tourism.

Research Limitations

Further studies would provide a more realistic agenda to be implemented in other destinations and assess the possibility of changing the socioeconomic and cultural profiles.

References Version APA 6th or 7th Edition

Acknowledgments

This study was conducted as part of a funded project (NORTE-06-3559-FSE-000164) by the Northern Regional Operational Program (NORTE 2020), Portugal 2020 and the European Union, through the European Social Fund. The authors are deeply grateful to ISAG – European Business School and Research Center in Business Sciences and Tourism (CICET-FCVC) for all the support.

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SPECIAL SESSIONS –

**CO-CREATING SUSTAINABLE RURAL
TOURISM EXPERIENCES- INTEGRATING
NATURE, LANDSCAPES, HERITAGE,
VISITORS AND LOCALS**

OC - (46) - TURISMO RURAL RESILIENTE E REGENERATIVO: O CASO DA ALDEIA DE TRAVANCINHA

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Proposal and Originality

O estudo analisa a importância da prevenção face aos desafios impostos pelas alterações climáticas em territórios rurais, de baixa densidade populacional, especificamente ao nível do perigo de incêndios florestais no interior de Portugal. Examinam-se medidas de combate e mitigação, o papel das políticas públicas em matéria de prevenção, e o carácter regenerativo do turismo através da resiliência comunitária, com base num estudo de caso no Centro de Portugal. A inovação do estudo reside no cruzamento das temáticas da resiliência e da imunidade em contexto de turismo rural.

Methodology

Desenvolve-se uma análise comparativa entre os períodos pré- e pós-incêndios de 2017 e 2021, com base no método de estudo de caso construtivo-interpretativo, através da realização de entrevistas semiestruturadas, análise de dados secundários e de estatísticas dos fluxos turísticos.

Results and Implications

Confirma-se a importância da resiliência comunitária em territórios rural e de baixa densidade, no caso de estudo analisado e desenvolve-se uma proposta de modelo de turismo regenerativo, tendo por base a resiliência comunitária. Identificam-se, ainda, alguns fatores condicionantes para o sucesso deste modelo. Com o presente estudo, enriquecendo-se duas linhas de investigação prementes, visando propostas que culminem num turismo rural resiliente e regenerativo, podendo servir de inspiração para outros destinos turísticos.

Research Limitations

A limitação do estudo poderá incidir no fato de se tratar de um estudo qualitativo e descritivo e focar apenas um estudo de caso.

References Version APA 6th or 7th Edition

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OC - (173) - COCRIAÇÃO DE EXPERIÊNCIAS TURÍSTICAS EM PAISAGENS ARQUEOLÓGICAS - O CASO DO FESTIVAL DA PRÉ-HISTÓRIA E SABERES TRADICIONAIS

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Proposal and Originality

Examina-se aqui a maneira como o passado pode ser apresentado, simulado, reencenado, revivido e experienciado em festivais de arqueologia. Para o efeito, escolheu-se como estudo de caso o “Festival da Pré-história e Saberes Tradicionais” de Mação. Tomando como ponto de partida as tendências de consumo da cultura popular, visa-se analisar uma proposta diferenciadora para este público-alvo. Argumenta-se que estes festivais são locais de aprendizagem, transferência de conhecimentos, de turismo orientado para o património, da busca de sensações e coleção de experiências.

Methodology

Sustentado numa revisão semissistemática da literatura dos últimos 5 anos (Scopus e Web of Science), procedeu-se a uma análise rigorosa do estudo de caso. Pretendeu-se fazer uma análise contextual aprofundada do evento para diferentes grupos de turistas das artes e do património.

Results and Implications

Procura-se avaliar criticamente as diferentes formas como este projeto pode ser apresentado, enfatizando a suas potencialidades, mas também as suas limitações quando se procura tornar a arqueologia relevante para a compreensão da logística de produção, transformação e intercâmbio na sociedade de consumo pós-moderna. Promove-se a discussão sobre o papel da arqueologia e da tecnologia apoiada no fascínio contemporâneo pelo passado, como veículo de cocriação do conhecimento no que concerne à tecnologia pré-histórica, gestualidade e território.

Research Limitations

Embora existam alguns festivais de arqueologia bem-sucedidos, são escassos os estudos e as descrições de processos dificultando a sua comparabilidade e replicabilidade.

References Version APA 6th or 7th Edition

Harsløf, O. (2020). *The Great Festival: A Theoretical Performance Narrative of Antiquity's Feasts and the Modern Rock Festival* (1st ed.). Routledge. <https://doi.org/10.4324/9780429261848>

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OC - (33) - THE ROLE OF THE LOCAL COMMUNITY IN SUSTAINABLE TOURISM DEVELOPMENT: CASE STUDY OF THE MUNICIPALITY OF CUBA, ALENTEJO

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1 - Universidade de Évora, CIDEHUS

Proposal and Originality

Community participation is considered as one of the pillars of sustainable tourism development. The participatory approach involves ensuring that local stakeholders become the beneficiaries of tourism development and their full integration into planning and management processes (Kilipiris, 2005; Thetsane, 2019; Kim, Kang, Park & Kang, 2021). Thus, the objective of this study is to analyse the role of the local community in the tourism development process having as case study the municipality of Cuba, Alentejo, where no previous studies have been carried out in this regard.

Methodology

A face-to-face and online questionnaire survey was carried out in 2022 among residents of the municipality of Cuba, according to convenience sampling. 157 valid responses were collected in the four parishes of the municipality.

Results and Implications

The results showed that, in general, respondents have positive perceptions about tourism development and, although the current level of participation is low, they positively perceive the role of the local community and its future participation in this process. In particular, respondents already working in the sector and those between 18 and 27 years old, have the most positive perceptions about tourism and are the most motivated to participate. These results may help in the adoption of measures for a more effective community participation at the tourist destination level.

Research Limitations

Low response rate through survey: low online participation; costs/time associated with travelling to the territory.

References Version APA 6th or 7th Edition

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Thetsane, R., M. (2019). Local community participation in tourism development: The case of Katse villages in Lesotho. *Athens Journal of Tourism*, 6(2), 123-140.

OC - (50) - COMMUNITY INVOLVEMENT WITH PEOPLE, PLACE AND WINE AS DETERMINANTS OF TOURISM SUPPORT IN WINE DESTINATIONS

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Proposal and Originality

Local communities are central in appealing and sustainable rural tourism experiences. However, the factors stimulating their support of tourism development are still poorly understood, particularly in rural wine destinations, where communities are often overlooked. Previous research reveals the role of place and community attachment and of working in tourism on residents' support for tourism. The current study adds tourist-resident interaction, involvement with regional wines and working in wine production as determinants of tourism support in rural wine destinations.

Methodology

A questionnaire survey was used to collect data from 882 residents from three wine-producing regions in Central Portugal (Bairrada, Dão, and Beira Interior). PLS-Path modelling was used to assess the potential impact of the factors mentioned above on residents' support to tourism.

Results and Implications

Results show the role of residents' working in tourism, interactions with visitors, involvement with regional wine, community and place as significant predictors for tourism support in wine destinations. In contrast, those working in wine-production present lack of awareness regarding the development potential of wine tourism, with their professional involvement not significantly impacting the supportive attitude. Sensitization campaigns to residents showing reciprocal benefits between wine tourism and rural development are needed to foster community support.

Research Limitations

Some respondents live in places with little wine tourism development, which may have influenced results. Research in other wine regions is needed to confirm our findings.

References Version APA 6th or 7th Edition

This work was financially supported by the research unit on Governance, Competitiveness and Public Policy (UIDB/04058/2020)+(UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia

Carvalho, M., Kastenholz, E., & Carneiro, M. J. (2021). Interaction as a central element of co-creative wine tourism experiences—Evidence from Bairrada. *Sustainability*, 13(16) doi:10.3390/su1316937

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OC - (63) - VISITORS' ENGAGEMENT IN CO-CREATIVE FOOD & WINE EXPERIENCES IN TWO PORTUGUESE WINE REGIONS

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Proposal and Originality

This study aims to analyse co-creation experiences in food & wine tourism, considering the perspective of visitors who were part of these experiences in two Portuguese wine regions, Bairrada and Dão. Tourists' increasing demand for participative and engaging experiences in food & wine tourism and the lack of studies on co-creation experiences and food tourism (Carvalho et al., 2021; Okumus, 2020) justifies the relevance of in-depth understanding visitors' perspectives.

Methodology

This research comprises an exploratory study where semi-structured interviews were applied to visitors of the Bairrada and Dão regions, who visited these destinations and were involved in co-creative food & wine tourism. Content analysis with the support of the software Nvivo 12 was adopted.

Results and Implications

Results showed that co-creation experiences in food & wine tourism in both wine regions triggered cognitive, emotional and sensory engagement, according to visitors' discourse. Visitors actively participated in wine tastings, harvesting or culinary and wine workshops, which contributed to fostering learning experiences (e.g. cooking typical dishes) and visitors' emotional immersion (e.g. a sense of escapism during harvesting). Multi-sensory contexts (e.g. smells or typical sounds from nature or rural context), leading to memorability and satisfaction, were also enhanced.

Research Limitations

It could be pertinent to embrace international cases to identify possibly different perceptions. Additionally, the supply agents' perspectives would add important insight.

References Version APA 6th or 7th Edition

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OC - (122) - EXPLORING THE ROLE OF LIFESTYLE MIGRANT ENTREPRENEURS IN THE CREATION OF SUSTAINABLE RURAL TOURISM ACTIVITIES IN THE ALGARVE

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1 - CiTUR & Universidade do Algarve; 2 - Universidade do Algarve; 3 - The Hague University of Applied Sciences

Proposal and Originality

This presentation reports on some of the findings of the ongoing, exploratory T-rELMA (Tourism-related Entrepreneurial Lifestyle Migration in the Algarve) research project, financed by the FCT. The particular focus of this paper is on the type of tourism activities, products and experiences envisaged and created by lifestyle migrant entrepreneurs (LMEs) (Carson & Carson, 2018; Castenholz et al., 2020; Moren-Alegret et al., 2018) and how they may contribute to, and impact on, the sustainable development of tourism in rural spaces in the Algarve.

Methodology

The findings discussed are based on in-depth interviews with 36 lifestyle migrant entrepreneurs across the inland Algarve region, representing a range of nationalities and businesses including accommodation units, campsites, wellness retreats, nature-based tourism and F&B.

Results and Implications

The emerging findings suggest that the activities of LMEs have the potential to impact positively on the sustainable development of both tourism and rural spaces, namely through the creation of small-scale businesses which contribute to the supply of appropriate and increasingly sought-after rural tourism experiences as well as to the settlement of people in areas previously characterised by dwindling and ageing populations. However, this potential is hindered by a lack of networking, communication, support and cooperation among all the stakeholders involved.

Research Limitations

As a qualitatively-driven study, the findings may not be representative of all LME activity in the region, making generalised conclusions difficult to arrive at.

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Morén-Alegret, R. et al. (2018). Challenges in achieving sustainability in Iberian rural areas and small towns. *Journal of Rural Studies*, 64, 253-266.

OC - (135) - LOCAL TOURISM CLUSTER AS A TOOL FOR PROMOTION OF CRAFTED AND ECOLOGICAL PRODUCTS IN RURAL AREA: CASE FROM BELARUS

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Proposal and Originality

Tourism product is heterogeneous and consists of numerous components provided by suppliers from various public and private sectors. It is very difficult to gather all components together in an attractive tourism product and present it to customers, especially in rural area. Belarus has a rich intangible cultural and natural heritage. Local craftsmen, farmers and homestay owners are bearers of it. Unfortunately they are separated, weak, unexperienced and not visible to public. That's why we united them in a local cluster under one brand in frame of the project supported by UNDP.

Methodology

Firstly, we selected cluster participants whose products answer such criteria as locality, craftiness and environmental friendliness. Secondly, we organized various educational and networking events. Then we provided new distribution channels for them and promoted them under one brand.

Results and Implications

Network of 25 participants was occurred, brand "Navakolle" and informational materials (leaflets, stickers, promo videos) were elaborated, several distribution channels were created (profile on Instagram, selling corner in local shops, section in online gift shop, etc.). A new tourism route was developed and introduced to tour operators. Cluster members also participated in national fairs and festivals. As a result, rural tourism providers increased their sales, got a great media coverage, obtained new experience and competencies.

Research Limitations

The project seems successful. However, success depends on the strength of social ties between the cluster members in the network and their ability to work together as a team.

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OC - (218) - NATURAL RESOURCES CONSERVATION STRATEGIES FOR THE DESIGN OF TOURISM ROUTE FOR EXPERIENTIAL COMMUNITY-BASED AGRO TOURISM IN BAN NAI WONG, RANONG PROVINCE, THAILAND

Tatsanawalai Utarasakul¹; Nitinarth Charoenpokaraj¹; Talisa Niemmanee¹

1 - Lecturer

Proposal and Originality

The objective of this study was to create an experiential community-based agro-tourism route in Ranong during the period of March-September 2022. To identify internal and external factors, a TOWS Matrix was employed. The findings revealed 16 strategies that were grouped into four categories: 6 proactive strategies (SO), 4 corrective strategies (WO), 3 defensive strategies (ST), and 3 passive strategies (WT). Moreover, it is suggested that an innovative activity be developed based on the distinctiveness of the destination to enhance the experiential aspect of the tourism route.

Methodology

The strategies were created through a combination of field surveys, in-depth interviews, and content analysis. Additionally, the TOWS Matrix was employed to systematically diagnose the internal factors (strengths and weaknesses) and external factors (opportunities and threats) according to the provided guidelines.

Results and Implications

The TOWS Matrix provided valuable insights, indicating that the strategies for developing the tourism route must be developed with the community's consensus in mind. To create an experiential tourism route, it is recommended to design a creative activity that emphasizes the destination's unique features. By offering a tourism program with a diverse range of activities throughout the year and distributing roles among members fairly, sustainable tourism can be achieved, which will promote the preservation of the environment, local traditions, and the well-being of the community.

Research Limitations

Due to COVID-19 travel restrictions in Thailand, the researcher had to simplify the data collection techniques by adopting alternative qualitative research methodology.

References Version APA 6th or 7th Edition

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SPECIAL SESSIONS –

**CHALLENGES FOR TOURISM IN
COASTAL AREAS: SUSTAINABILITY,
CLIMATE CHANGE AND SPATIAL
PLANNING**

OC - (76) - O IMPACTO DAS MUDANÇAS CLIMÁTICAS NO TURISMO: ESTUDO DE CASO DA ALTERAÇÃO DA LINHA DE COSTA NO PARQUE NATURAL DA LITORAL NORTE

Sara Silva¹; Jorge Novais¹; Saulo Folharini¹; Tiago Marques¹; António Vieira¹; António Bento-Gonçalves¹

1 - CECS - Communication and Society Research Centre, University of Minho

Proposal and Originality

As modificações da linha de costa, causada pela atuação dos processos erosivos, são cada vez mais agravadas pela influência das mudanças climáticas globais. A análise dos dados obtidos pelo Programa COSMO revela um agravamento das taxas de erosão na área do Parque Natural do Litoral Norte (PNLN). As transformações que ocorrem afetam diretamente os recursos naturais que suportam as atividades turísticas, especialmente o turismo balnear e de natureza. No âmbito do projeto CLICTOUR, selecionamos a linha de costa de Ofir até à praia da Bonança, como estudo de caso.

Methodology

Com recurso ao software ArcGIS, como ferramenta de quantificação da migração da linha de costa, com o apoio do Digital Shoreline Analysis System. Procurámos identificar os impactos, na zona balnear, cruzando a informação da localização dos equipamentos hoteleiros e de oferta turística.

Results and Implications

Os resultados da taxa de regressão linear comprovam o retrocesso da linha de costa no período em análise (2010 - 2022). O resultado desta dinâmica encontra-se perceptível na zona balnear. Deste modo, as alterações existentes nas praias de Ofir e da Bonança acarretaram impactos diretos no espaço lúdico e social. Os constrangimentos sentidos afetam principalmente os visitantes e turistas que procuram estas áreas durante a época balnear. Outrossim, temos os impactos indiretos sobre as condições para a prática desportiva (*e.g.*, atividades náuticas).

Research Limitations

Os dados disponíveis pela plataforma de Dados Abertos do Turismo de Portugal apresentam erros de precisão, o que acarretou um esforço adicional na sua correção.

References Version APA 6th or 7th Edition

Pereira, C., & Coelho, C. (2013). Mapas de Risco das Zonas Costeiras por Efeito da Ação Energética do Mar. *Revista de Gestão Costeira Integrada*, 13(1), 27–43.

Phillips, M. R., & Jones, A. L. (2006). Erosion and tourism infrastructure in the coastal zone: Problems, consequences and management. *Tourism Management*, 27(3), 517–524.

Yong, E. L. (2021). Understanding the economic impacts of sea-level rise on tourism prosperity: Conceptualization and panel data evidence. *Advances in Climate Change Research*, 12(2), 240–253.

OC - (77) - APLICAÇÃO DE DRONES E SIG NA MONITORIZAÇÃO DAS ALTERAÇÕES COSTEIRAS E AVALIAÇÃO DOS SEUS IMPACTOS PARA O TURISMO LOCAL – O CASO DE OFIR, ESPOSENDE

Jorge Novais¹; Sara Silva¹; Saulo Folharini¹; Tiago Marques¹; António Vieira¹; António Bento-Gonçalves¹

1 - CECS - Centro de Estudos de Comunicação e Sociedade, Universidade do Minho

Proposal and Originality

As áreas costeiras portuguesas têm vindo a sofrer uma forte degradação devido a várias causas. Num país em que o turismo balnear é de extrema importância económica, a monitorização rigorosa das alterações costeiras é fundamental para a criação de medidas preventivas de manutenção das condições para a sua utilização.

Neste trabalho foi selecionada uma área litoral no município de Esposende e quantificadas as alterações costeiras com recurso a drone, técnicas fotogramétricas e ferramentas de SIG, entre 2010 e 2022, avaliando o impacto dessas alterações no turismo da região.

Methodology

Para este estudo foram utilizadas imagens aéreas obtidas através de drone e imagens de satélite. Através da fotogrametria foram produzidos ortofotos que foram depois inseridos em ambiente SIG e analisadas as alterações costeiras através do DSAS e da criação de perfis topográficos.

Results and Implications

Os resultados desta metodologia mostram que o recuo da linha de costa é preocupante, existindo segmentos onde a linha de costa recuou mais de 100 metros num intervalo temporal de 12 anos, principalmente em segmentos imediatamente a sul de esporões. Os perfis topográficos mostram também que o recuo das dunas primárias foi superior a 20 metros.

Estas alterações têm fortes impactes no turismo balnear da região, nomeadamente a redução da área da praia, com conseqüente redução no número de turistas, sendo que algumas medidas de mitigação, como paredões, têm impactos visuais negativos.

Research Limitations

Este trabalho teve como limitações a ausência de imagens aéreas mais antigas com boa resolução e a fragilidade do drone às condições atmosféricas costeiras.

OC - (237) - TURISMO DE CRUZEIROS E DESENVOLVIMENTO SUSTENTÁVEL: O CASO DA REGIÃO DE LISBOA, NUMA PERSPETIVA DA OFERTA.

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Proposal and Originality

A indústria dos cruzeiros vinha a evidenciar, até à pandemia do COVID19, uma tendência de crescimento da qual emergiu um conjunto de preocupações no âmbito do desenvolvimento turístico sustentável. Neste contexto, esta investigação centra-se numa reflexão analítica, assumindo a perspetiva da oferta, sobre a evolução do turismo de cruzeiros na região de Lisboa, na articulação com os princípios do desenvolvimento turístico sustentável, e na avaliação da importância de uma política pública neste domínio, constituindo este um espaço e objeto de investigação limitado neste âmbito..

Methodology

Aplicou-se um inquérito por questionário a um painel de especialistas (n=22), seguindo-se o tipo de amostragem não probabilística, e com aplicação de vários filtros para garantia de representatividade do setor. Os dados foram sujeitos a uma análise estatística descritiva univariada,

Results and Implications

É evidenciada uma valoração da importância das diferentes dimensões do desenvolvimento sustentável, mas com níveis diferenciados de reconhecimento e desempenho inferior face à importância atribuída aos múltiplos pilares analíticos associados, o que, no plano setorial, constitui uma fragilidade relativa à dinâmica do setor. É ainda reconhecida a importância de uma política pública neste domínio. No plano teórico, contribui-se para o reforço do conhecimento associado à problemática do desenvolvimento turístico sustentável, no contexto específico do turismo de cruzeiros.

Research Limitations

Apenas foi considerada a perspetiva da oferta e sem a inclusão da comunidade de acolhimento. Dada o momento do estudo, não é considerada a crise pandémica e efeitos derivados.

References Version APA 6th or 7th Edition

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OC - (123) - ANÁLISIS DE LA GESTIÓN MARINO-COSTERA EN EL CARIBE MEXICANO: OPORTUNIDADES PARA LA IMPLEMENTACIÓN DE INSTRUMENTOS DE POLÍTICA DE MARES Y COSTAS

Oscar Frausto¹

1 - Universidad Autónoma del Estado de Quintana Roo

Proposal and Originality

La identificación de oportunidades de implementación de una planificación marino-costera integrada en el Caribe Mexicano, considera la identificación de actores clave e iniciativas de presión e impacto en el territorio costero, así como su posterior mapeo. Se realiza el análisis del estado en el que se encuentra la gestión marino-costera para poder recomendar los instrumentos de política pública con potencial a implementarse dentro de un proceso de planificación integrada y sus mecanismos para monitoreo.

Methodology

Así, se desarrolló un análisis de la gestión marino-costera a partir de la construcción y elaboración de los indicadores de la Política Nacional de Mares y Costas a nivel local y de la aplicación del Decálogo en Manejo Integrado de la Zona Costera específicamente para el Caribe Mexicano.

Results and Implications

Se aplicaron 19 indicadores para las 17 estrategias y los tres objetivos centrales de la política. Cabe destacar que el 47 % de los indicadores corresponde a listas de verificación, 37 % a indicadores simples cuantitativos y sólo el 16 % son índices cuantitativos compuestos. A su vez, los indicadores están divididos en dos categorías: estado (orientados al diagnóstico y donde se señala la cohorte, preferentemente a partir del año 2020) y respuesta (aquellos cuyo fin es la atención a los riesgos y problemas, siendo las acciones de reflejo para su mejora).

Research Limitations

El análisis del estado en el que se encuentra la gestión marino-costera parte de un diagnóstico y la cohorte es e año 2020, la política a nivel local es del año 2022.

References Version APA 6th or 7th Edition

Frausto-Martínez, O., y O. Colín-Olivares. 2019. Indicadores de Sustentabilidad de la Política de Mares y Costas -México. *Revista Costas*, 1(2): 41-58. doi: 10.26359/costas.0203

OC - (178) - IDENTIFICACIÓN DE LOS ASUNTOS CLAVE EN LA POLÍTICA DE COSTAS DE QUINTANA ROO, MÉXICO

Mónica Ariadna Chargoy Rosas¹; Oscar Frausto Martínez¹; Celene Milanés Batista²; Juan Alfredo Cabrera Hernández³

1 - UNIVERSIDAD AUTÓNOMA DEL ESTADO DE QUINTANA ROO; 2 - UNIVERSIDAD DE LA COSTA, CUC; 3 - UNIVERSIDAD DE MATANZAS

Proposal and Originality

Quintana Roo, México, es el estado número uno del país en visitas de turismo costero, generando ingresos superiores a los 15, 400 millones de dólares. El 26 de agosto de 2022 se publicó en el Periódico Oficial del Estado su “**Política de Costas**”; convirtiéndose en el primero a nivel nacional en contar con un instrumento alineado a la *Política Nacional del Mares y Costas*. El objetivo de esta investigación es identificar los asuntos clave y los actores descritos en la *Política de Costas del Estado* con el fin de reconocer áreas de oportunidad y avanzar en su aplicación en el ámbito local.

Methodology

Para este trabajo se utiliza la metodología propuesta por Olsen y Ochoa (2007) en la Guía de *El Porqué y el Cómo de una línea base para gobernanza en los ecosistemas costeros*; particularmente en la identificación y evaluación de asuntos claves (oportunidades y problemas) por medio del análisis de los discursos señalados en el instrumento legal de la política costera de Quintana Roo, México.

Results and Implications

Se identificaron 11 temáticas principales que sientan la base para la definición de la problemática que se presenta en la Política de Costas. A partir del *Diagnóstico integrado* se pudieron identificar 19 *asuntos clave*, entre los que se encuentran: urbanización y provisión de servicios, aplicación de la normatividad, continuidad en la dirección de las dependencias gubernamentales, gobernanza efectiva, visión integradora con diversos actores, conectividad ambiental o ecosistémica, inclusión de las comunidades indígenas, derechos humanos y perspectiva de género.

Research Limitations

Esta es la primera parte de un análisis más amplio de la Política de Costas. Se limita a la identificación y evaluación de los asuntos clave según la metodología propuesta.

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Estado Libre y Soberano de Quintana Roo. (23 de Agosto de 2022). Política de Costas del Estado de Quintana Roo. *Periódico Oficial del Estado de Quintana Roo, Tomo II* (142 Extraordinario)

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OC - (133) - INTEGRATED INTERVENTION IN THE ALGARVE COASTAL CULTURAL HERITAGE. FOR THE SUSTAINABILITY OF CACELA VELHA.

Cristina Tété Garcia^{1,2}; Delminda Moura³; Ana Ramos⁴; José Barbieri⁵; João Silva⁶; Filipe Ribeiro⁷; Valente Maria João²

1 - Direcção Regional de Cultura do Algarve; 2 - Centro de Estudos de Arqueologia, Artes e Ciências do Património/Univ. do Algarve; 3 - Centro de Investigação Marinha e Ambiental / Univ. do Algarve; 4 - Centro de Ciência Viva de Tavira; 5 - Memória Imaterial; 6 - DIE/ Guarda Nacional Republicana; 7 - Departamento de Estruturas /LNEC

Proposal and Originality

Cacela Velha is located on a cliff above the Ria Formosa lagoon system, a protected area of international value. This group proposes an innovative plan for inter-institutional and multidisciplinary cooperation, associating the recovery of the Historic Center of Cacela Velha, the assessment of multiple risks, including the structural risk of the built heritage, seismic and geotechnical risk, slope erosion and antropic (over)exploitation. The project also involves, the dissemination of scientific knowledge and intangible heritage in proximity to the local community.

Methodology

Innovative interdisciplinary methodology through the proportional articulation between areas of the humanities and natural sciences, consistent with the proposal of solutions for some local problems, as follows:

- Characterization of local heritage.
- Socio-cultural analysis of the community.
- Development of proposals of rehabilitation actions, interaction measures and dissemination of knowledge.

Results and Implications

Preserve the Cultural and Natural Heritage for future generations.

Improve accessibility, enjoyment and knowledge of Cultural and Natural Heritage by the community.

Monitor vulnerabilities and evolution of the Historic Site and adjacent area, propose protection measures and risk mitigation.

Encourage networking between entities and with different sectors of the community in the region.

Research Limitations

Projects of this size require consistent involvement from local and regional administration.

References Version APA 6th or 7th Edition

Garcia, C. T., Costa, M. R., Sintra, F. e Cardoso, A.R. (2002). Entre dois céus. Plano de Intervenção de Cacela Velha. In Coord. M. F., *Planos de Intervenção das Aldeias do Algarve. Cacela Velha, Odeleite, Vaqueiros e Cachopo* (pp.8-33). Faro, C.C. D. R. Algarve. ISBN 972-643-129-8.

Moura, D., A., J., M., I., G., A., (2019). Introduction. In: J. Aníbal, A. Gomes, I. Mendes, D. Moura (eds), 2019, *Ria Formosa: challenges of a coastal lagoon in a changing environment*. University of Algarve, Faro. ISBN 978-989-8859-72-3. Retrieved from: <https://sapientia.ualg.pt/handle/10400.1/12475>.

OC - (199) - UNDERSTANDING THE EFFECTS OF COASTAL CLIFF RECESSION AND DEGRADATION ON SUSTAINABLE USE THROUGH THE APPLICATION OF NATURE-BASED SOLUTIONS IN COASTAL VILLAGES OF THE RIONEGRINA COAST (PATAGONIA, ARGENTINA): COMMUNITY SURVEY AND KNOWLEDGE CO-PRODUCTION.

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Proposal and Originality

Information collected from surveys of coastal residents can provide valuable insights into the retreat of coastal cliffs and help improve the sustainability of beach destinations by providing a better understanding of local perspectives, identifying vulnerable communities, identifying causes and effects, identifying management options, and monitoring changes over time.

Methodology

Holding workshops with adults living in coastal communities near areas affected by coastal erosion, teaching them about coastal processes, hazards, and ways to mitigate erosion using natural and man-made methods. The gathered information is analyzed using maps and statistical methods.

Results and Implications

Surveys can be an effective tool to gather information, understand how coastal residents are impacted by the retreat of coastal cliffs, assess the effectiveness of management actions, such as nature based solutions designed by community task-force groups, with previous teaching sessions, which improve communication and engagement, raise awareness, and enhance community resilience to coastal hazards.

Research Limitations

Information collected from surveys may be limited by response bias, low response rates, limited geographic and temporal coverage, understanding of complex issues.

References Version APA 6th or 7th Edition

Hillian Student, Machiel Lamers & Bas Amelung (2020) A dynamic vulnerability approach for tourism destinations, *Journal of Sustainable Tourism*, 28:3, 475-496, DOI: 10.1080/09669582.2019.1682593

Bonuccelli RS, Narvarte M, Saad JF (2020) Disolución de rocas carbonatadas: estudio preliminar sobre un proceso de karstificación en los acantilados de las grutas. Informe Técnico N°01/2021. Escuela Superior de Ciencias Marinas, Universidad Nacional del Comahue, 23p.

OC - (126) - MOTIVATION AND BARRIERS TO ADOPTION OF CIRCULAR ECONOMY IN TOURISM AND HOSPITALITY: PERSPECTIVES FROM COASTAL DESTINATIONS IN EUROPE

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Proposal and Originality

Attention is placed on the role of a circular economy (CE) to decouple tourism from resource exploitation (e.g., Sorin & Sivarajah, 2021). Yet, tourism entrepreneurs' intention to adopt a CE depends upon factors, including their motivation and the barriers they face. Therefore, this study aims to understand the motivational and challenging factors that tourism entrepreneurs face in a CE. The paper focuses on SMEs, the backbone of the sector and subject to major challenges to a CE (Rizos et al., 2016), and on coastal destinations where motivations and barriers may be highly contextual.

Methodology

An online survey was conducted in coastal regions of the Netherlands, UK, Belgium, and France, with 92 responses collected. Interviews were also conducted with SMEs implementing CE. We conducted regression analyses to assess the factors influencing intention and the level of adoption of CE.

Results and Implications

Findings show that entrepreneurs are motivated by the environmental, financial, and social benefits of the CE, including climate change mitigation, local environmental quality, reduction of operational costs, and alignment with new market trends. Barriers were classified as financial, capabilities and resources, and those related to government support. Findings provide a tailored conceptualization of entrepreneurs' motivation and barriers to a CE in coastal destinations and inform relevant stakeholders on how to support CE solutions in their destinations.

Research Limitations

The generalisation of findings outside the research area is a limitation. Further studies may test and enrich the model in other destinations.

References Version APA 6th or 7th Edition

Sorin, F., & Sivarajah, U. (2021). Exploring Circular economy in the hospitality industry: empirical evidence from Scandinavian hotel operators. *Scandinavian Journal of Hospitality and Tourism*, 21(3), 265-285.

Rizos, V., Behrens, A., van der Gaast, W., Hofman, E., Ioannou, A., Kafyeke, T., Flamos, A., Rinaldi, R., Papadelis, S., Hirschnitz-Garbers, M., & Topi, C. (2016). Implementation of Circular Economy Business Models by Small and Medium-Sized Enterprises (SMEs): Barriers and Enablers. *Sustainability*, 8(11), 1212.

**SPECIAL SESSIONS –
GASTRONOMY CHALLENGES AND
TRENDS**

OC - (57) - AUTENTICIDADE, PAISAGENS ALIMENTARES E MARCA DOS DESTINOS: UMA REFLEXÃO NO CONTEXTO DO TURISMO GASTRONÓMICO

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Proposal and Originality

Partindo dos conceitos de turismo gastronómico, paisagens alimentares e *branding* de destinos, este artigo desenvolve uma reflexão teórica que posiciona a autenticidade como conceito nevrálgico. Considerando a tendência crescente da “expansão do horizonte gastronómico” (OMT,2017) esta abordagem é relevante porque identifica novas questões de governança, preservação dos territórios, existência de redes alimentares, éticas e sustentáveis e o papel estratégico da gastronomia na marca dos destinos.

Methodology

Este artigo baseia-se numa revisão exploratória da literatura realizada na SCOPUS, com base nos conceitos identificados, da qual resultaram 300 artigos. Através da análise dos resumos, foram selecionados 67 artigos, que servem de base a esta reflexão teórica.

Results and Implications

A literatura corrobora o papel central da autenticidade no turismo gastronómico, paisagens alimentares e *branding* de destinos. Identificamos novas conexões temáticas: a centralidade da cocriação, alinhada com a perspetiva construtivista e existencial (Wang, 1999) e com o construtivismo social (Park & Widyanta, 2022); a tendência da procura intencional de experiências; o potencial da gastronomia como estratégia de marketing deliberada; e a questão do desalinhamento da imagem do destino no contexto do turismo gastronómico.

Research Limitations

O artigo é uma abordagem inicial com resultados promissores, que abre caminhos de investigação futuros, como o desenvolvimento de modelos conceptuais ou estudos empíricos.

References Version APA 6th or 7th Edition

Park, E., & Widyanta, A. (2022). Food tourism experience and changing destination foodscape: An exploratory study of an emerging food destination. *Tourism Management. Perspectives*, 42. <https://doi.org/10.1016/j.tmp.2022.100964>

Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research* (Vol. 26, Issue 2). 349-370. [https://doi.org/10.1016/S0160-7383\(98\)00103-0](https://doi.org/10.1016/S0160-7383(98)00103-0)

OC - (192) - A SUSTENTABILIDADE DOS TERRITÓRIOS DE MONTANHA PELA VIA DO PATRIMÓNIO GASTRONÓMICO

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Proposal and Originality

Gastronomia e Vinhos assume-se um ativo diferenciador e qualificador em territórios de montanha revelando-se fator de identidade capaz de atrair visitantes alavancando a atividade turística como fator de desenvolvimento sustentável. Um produto estratégico reforçado pelas oportunidades de mercado, maior procura por produtos alimentares saudáveis; o foco mudou de “ver” para “experimentar”, com valorização de elementos intangíveis. Para os mais jovens, as viagens são encaradas como prioridade e atribuem mais importância, ao cuidado ambiental, inclusão e defesa social.

Methodology

Abordagem qualitativa, recolha de dados secundários para caracterização da atividade pastoril e produtos gastronómicos com sistemas de proteção e valorização atribuídos pela União Europeia; dados primários, através de entrevistas semiestruturadas, aos dezasseis Presidentes de Junta, do concelho de Gouveia.

Results and Implications

Por se tratar de um estudo que valoriza o património gastronómico pela obtenção e valorização de processos atrelados às especificidades locais, origina produtos diferenciadores com grande viabilidade e com garantia de sustentabilidade e preservação do território. Este estudo procura evidenciar a realidade na envolvente da Serra da Estrela, no que diz respeito à pastorícia, confiante para uma estratégia de valorização dos produtos de montanha.

Research Limitations

Estudar a adoção de outros sistemas de produção certificados, como a produção integrada e as menções à qualidade como “Produto da Montanha”.

References Version APA 6th or 7th Edition

Rodrigues, C., Salgado, M., Pires, P., Silva Gomes, R. (2022). A Gastronomia e o contributo para o desenvolvimento sustentável do Turismo na Região da Serra da Estrela: o caso do Museu do Pão. PASOS Revista de Turismo e Patrimônio Cultural, 20 (5), 1191–1202. <https://doi.org/10.25145/j.pasos.2022.20.080>

OC - (97) - A INTEGRAÇÃO DE ROBÔS NA RESTAURAÇÃO: VANTAGENS E DESVANTAGENS

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Proposal and Originality

A robotização na área de turismo começou na hotelaria, mas rapidamente foi adotada pela restauração. A utilização de robôs nos restaurantes apresenta alguns benefícios como, por exemplo, a mudança na experiência gastronómica para o consumidor (Berezina et al., 2019; Seyitoğlu & Ivanov, 2020). Contudo, este novo conceito de restaurante pode apresentar algumas desvantagens. Este estudo tem como objetivo analisar as vantagens e desvantagens de restaurantes robóticos, através de uma extensa revisão de literatura, contribuindo para a escassa literatura nesta área.

Methodology

Este é um artigo conceitual, centrado na revisão de literatura relacionada com a robotização na restauração. Foi realizada uma extensa pesquisa nas bases de dados Science Direct e Google Académico com palavras-chaves, em inglês e português, relacionados com o tema.

Results and Implications

A utilização de robôs na restauração acarreta várias vantagens para os empresários como por exemplo, diminuição dos custos da mão de obra e rapidez do serviço). No entanto, também algumas desvantagens, das quais se destacam o investimento inicial avultado, incapacidade de interação com o robô por parte do consumidor, ineficiência no serviço existindo a necessidade de assistência humana, e a despersonalização no serviço. É importante que os potenciais investidores avaliem estes aspetos antes de decidirem investir num restaurante robótico.

Research Limitations

O artigo é conceptual, sendo necessário efetuar mais estudos empíricos sobre as vantagens e desvantagens dos restaurantes robóticos, principalmente na ótica do cliente.

References Version APA 6th or 7th Edition

Berezina, K., Ciftci, O., & Cobanoglu, C. (2019). Robots, artificial intelligence, and service automation in restaurants. Em S. Ivanov & C. Webster (Eds.), *Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality* (pp. 185–219). Emerald Group Publishing Ltd. <https://doi.org/10.1108/978-1-78756-687-320191010>Seyitoğlu, F., & Ivanov, S. (2020). Understanding the robotic restaurant experience: a multiple case study. *Journal of Tourism Futures*, 8(1), 55–72. <https://doi.org/10.1108/JTF-04-2020-0070>

OC - (250) - PERFIL SENSORIAL DE AZEITES VIRGEM EXTRA DO NORTE DE PORTUGAL: PROPOSTA DE UMA CARTA DIGITAL

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Proposal and Originality

O foco naquilo que cada região tem de mais autêntico para oferecer ao Mundo, tem sido uma fórmula de sucesso na atração turística, razão pela qual o “Olivetourismo” é uma escolha inteligente como produto turístico, percebendo-se o interesse emergente das diferentes partes interessadas. O Norte de Portugal (NP) é inequivocamente exemplo da diferenciação na qualidade do azeite e no património cultural, possuindo olivais autóctones que permitem a produção de excelentes azeites, assim como olivais antigos que recentemente foram recuperados no Douro.

Methodology

Análise qualitativa, com base na metodologia assente das directrizes do IOC (2020). Aplicaram-se procedimentos estatísticos descritivos e comparativos (testes não-paramétricos).

Results and Implications

Criação de uma *Carta Digital* de Azeites Virgem Extra que procura novas experiências turísticas memoráveis e criativas (Bezerra & Correia, 2019) relacionada com a gastronomia. Conclui-se que marcas de diferentes regiões têm atributos comuns e outra são caracterizadas por descritores que as diferenciam significativamente das restantes. Atributos como *frutado verde, erva, tomate, amargo, picante e persistência* foram apropriados e foram capazes de discriminar as marcas estudadas.

Research Limitations

As limitações do estudo incluir marcas de referência de AVE das regiões de Trás-os-Montes e Douro e não de todos os produtores engarrafadores das duas regiões.

References Version APA 6th or 7th Edition

Bezerra, R., & Correia, A.I. (2019). The Potential of Olive Oil for Creative Tourism Experiences in The Northern Region of Portugal. *Revista Portuguesa de Estudos Regionais*, 51, 55–72.

International Olive Council (IOC). (2020) Guide for the selection, training and quality control of virgin olive oil tasters-qualifications of tasters, panel leaders and trainers. COI/T.20/Doc. No 14/Rev. 6

OC - (5) - SUSTAINABLE ORGANIZATIONAL PRINCIPLES AT CULINARY EVENTS OF EUROPE AND NORTH AMERICA

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Proposal and Originality

Organizers of culinary events have faced significant challenges in recent years, while several national legislative changes have also affected the sector, driving it in the direction of sustainability. Recent literatures also focus on the topic of sustainable festivals – for example, by proposing a sustainable festival management model (Duran et al., 2014) or by analyzing sustainability practices communicated by events (Dodds et al., 2020).

Methodology

Online content analysis was conducted to identify and critically evaluate sustainable practices of European and North American culinary festivals. This complex, systematic process also included new standards' creation in terms of event organization.

Results and Implications

Through analysis of the results, we have identified key sustainable organizational principles applied at culinary events. The best practices observed emphasize the importance of "local thinking" in both the culture of the hosting settlements and the procurement of ingredients. Events need to meet special dietary requirements, while also addressing issues such as food waste, and conscious energy management. By showcasing these examples and providing practical implementation ideas, we aim to raise awareness among event organizers and promote sustainable gastronomic tourism.

Research Limitations

Event organizers often suppress "dirty" practices in their online communication; thus the application of additional methodologies may be recommended.

References Version APA 6th or 7th Edition

Dodds, R., Novotny, M. & Harper, S. (2020). Shaping our perception of reality: sustainability communication by Canadian festivals. *International Journal of Event and Festival Management*, 11, 4, 473-492. <https://doi.org/10.1108/IJEFM-03-2020-0012>

Duran, E., Hamarat, B. & Özkul, E. (2014). A sustainable festival management model: the case of International Troia festival. *International Journal of Culture, Tourism and Hospitality Research*, 8, 2, 173-193. <https://doi.org/10.1108/IJCTHR-04-2013-0017>

OC - (86) - UNESCO CREATIVE CITIES OF GASTRONOMY – A LITERATURE REVIEW

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Proposal and Originality

Since 2004, the UNESCO Creative Cities of Gastronomy (UCCG), has assembled 49 cities, from different locations, demographics, economic, social and environments, worldwide, all with distinct and characteristic gastronomical traditions (UNESCO, 2021). The preservation of local gastronomic traditions and the safeguarding of those for future generations has become theme of interest and research. However there has been no literature review on the importance of gastronomy and food tourism in all 49 UCCG neither an attempt to identify the growing effort in research within the 49 UCCG.

Methodology

Our methodology resulted in the analysis of 30 scientific articles collected in SCOPUS, using the protocol (TITLE-ABS-KEY (city name AND "gastronom*") and (TITLE-ABS-KEY city name AND "food touris*"). Assessment was completed by analysing titles and abstracts, and article eligibility.

Results and Implications

The results demonstrated that despite the attribution of the UNESCO Creative Cities Network within the category of gastronomy, most of the cities had no relevant link with gastronomic tourism. The research revealed that despite the attribution of de UCCG label the majority of the cities had no academic research within the areas of gastronomy and food tourism. Further analyses permitted to conclude that even after the attribution of the certification/award much of the research does not intend to identify and explore the potential of these destinations according to the UCCG standards.

Research Limitations

The distinctiveness between destinations, methods, and the discrepancy in the size of the samples is one of the limitations of the study.

References Version APA 6th or 7th Edition

UNESCO. (2021). *UNESCO Creative Cities Network 2021 Call for Applications*. 1–16.

OC - (120) - GASTRONOMY AS INTANGIBLE CULTURAL HERITAGE AND A TOOL FOR TOURISM DEVELOPMENT: PERCEPTIONS OF RESIDENTS

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Proposal and Originality

Gastronomy is an integral part of local culture and a sign of the identity of tourist destinations (Lin et al, 2021). It is an important tool and motivation for tourists visiting a destination (Belma and Alvarez, 2019). However, it has taken longer for UNESCO to recognise gastronomy as an ICH. Moreover, due to globalisation and the mixing of cultures, the risk of losing the original recipe increases. Thus, the role of stakeholders is crucial for the preservation of this ICH. This study explores the residents views on the role of gastronomy as an ICH, a tool for tourism and ways of preservation.

Methodology

The empirical data was collected via 355 questionnaires applied randomly to residents using convenient sampling approach in Porto, Portugal, from May to November, 2022. Data was processed with the statistical package SPSS 23 and relevant results were obtained.

Results and Implications

The study investigated the role of gastronomy as an ICH and a tool for tourism development to better understand the dimensions that shapes the perception of Porto residents as major local actors. The local population was found to play a significant role in preserving traditional dishes and recognising their value for both culture and tourism. However, it was found that the willingness to prepare traditional dishes decreases every time, remaining only on special occasions. A possible explanation for this is modernisation, increasing globalisation and the influx of different cultures.

Research Limitations

Future research in the form of interviews could reveal further insights into the residents views on gastronomic heritage.

References Version APA 6th or 7th Edition

Belma, S. U. N. A., & ALVEREZ, M. D. (2019). Gastronomic identity of Gaziantep: Perceptions of tourists and residents. *Advances in Hospitality and Tourism Research (AHTR)*, 7(2), 167-187.

Lin, M. P., Marine-Roig, E., & Llonch-Molina, N. (2021). Gastronomy as a sign of the identity and cultural heritage of tourist destinations: A bibliometric analysis 2001–2020. *Sustainability*, 13(22), 12531.

Şengül, S., Türkay, O., & Yılmaz, Ö. (2022). The Measurement of Residents' Perceptions on the Usage of Local Cuisine for Tourism. *Anais Brasileiros de Estudos Turísticos*, 1-13.

OC - (150) - GASTRONOMIC IDENTITY AS A DESTINATION ATTRACTION FACTOR: THE CASE OF "MUSEU DO PÃO"

Cristina Manuela Silva Rodrigues¹; Rafaela Filipa Gomes Silva¹; Ricardo Jorge Da Costa Guerra²; Manuel Salgado³; Paula Cristina Pires¹

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Proposal and Originality

O estudo analisa o potencial gastronómico da Serra da Estrela (SE) enquanto produto estratégico e fator de atração, bem como o seu contributo para o desenvolvimento sustentável através de produtos identitários. Foi diagnosticada a procura turística e suas motivações através do estudo de caso ao "Museu do Pão" (Seia), espaço museológico de localização privilegiada, que atrai visitantes e desenvolve importante missão pedagógica, cultural e social na SE. A inovação do estudo reside no posicionamento da gastronomia como elemento de identidade cultural e fator de atração do destino.

Methodology

Realizou-se uma investigação de natureza mista, com o estudo de caso do "Museu do Pão", permitindo uma análise focada a esta estrutura turística de sucesso na envolvente da SE. A sua contribuição para revitalizar o património gastronómico e reforçar a identidade local, será aprofundada com a apresentação e discussão de dados cedidos pelo Museu e os resultados de inquéritos por questionário aos visitantes.

Results and Implications

Em síntese verifica-se que o "Museu do Pão" tem um papel central no desenvolvimento sustentável, quer pela temática quer pela abordagem e notoriedade que confere a este território. Confirma-se a importância do produto "Gastronomia e Vinhos" como fator de atração, bem como a sua ligação cultural ao território através dos seus produtos de identidade, e desenvolve-se um conjunto de propostas para a valorização deste produto estratégico para a SE. Com este estudo contribuimos para o enriquecimento de uma linha de investigação premente para a valorização da identidade gastronómica da SE.

Research Limitations

Como limitação verifica-se o facto de focar apenas um estudo de caso, embora com 20 anos de experiência de sucesso. Deve-se reforçar com a análise de outros estudos de caso na SE.

References Version APA 6th or 7th Edition

Junior, CAC, Oliveira, IM, Sousa, JLC, Nascimento, NV & Melo, FSN (2021). Sustentabilidade na gastronomia contemporânea. *Pesquisa, Sociedade e Desenvolvimento*, 10(9), 1-6. <https://doi.org/10.33448/rsd-v10i9.17508>

Rodrigues, C., Salgado, M., Pires, P. & Silva Gomes, R. (2022). A Gastronomia e o contributo para o desenvolvimento sustentável do Turismo na Região da Serra da Estrela: o caso do Museu do Pão. *PASOS Revista de Turismo e Patrimônio Cultural*, 20(5), 1191–1202. <https://doi.org/10.25145/j.pasos.2022.20.080>

OC - (158) - GASTRONOMIC TRADITIONS AND CIRCULAR ECONOMY IN THE RESTAURANT INDUSTRY: A BIBLIOMETRIC REVIEW

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Proposal and Originality

In the current business landscape, in which sustainability is key in the tourism and hospitality industry agenda, it is crucial to understand how food heritage and gastronomic traditions can contribute to the adoption of circular economy principles, and thus stimulate more sustainable practices in the restaurant industry. This study aims to provide a broad and updated overview of the scientific research on the subject, to overcome an existing gap and guide further research.

Methodology

The study followed a bibliometric analysis, with data collected from the Web of Science and Scopus, through the application of a pre-defined set of keywords and selection criteria. Data evaluation was performed using content analysis.

Results and Implications

The analysis reinforces the importance of food heritage and the link between gastronomic traditions, circular economy and restaurant sustainability. The findings indicate an opportunity for further research, covering topics such as the industry perceived barriers and the development of collaborative platforms between industry and academia, making a useful contribution to both industry and researchers alike.

Research Limitations

The scope and interdisciplinarity of the subject as well as the criteria applied in the selection of data may have restricted the quality and volume of the scrutinised data.

References Version APA 6th or 7th Edition

Quintero-Angel, M., Mendoza-Salazar, D. M., & Martínez-Girón, J. (2022). Food fears and risk of loss of food heritage: a little-explored effect of food modernity and times of pandemic. *International Journal of Gastronomy and Food Science*, 28. Sorin, F., Einarsson S. & CE360 Alliance. (2020). Circular economy in travel and tourism: a conceptual framework for a sustainable, resilient and future proof industry transition. CE360 Alliance.

OC - (102) - GASTRONOMIC ROUTES AND CERTIFIED PRODUCTS: AN ANALYSIS TO THE TOURISTIC OFFER OF MADEIRA AND AZORES ISLANDS

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1 - Centre for Studies in Education and Innovation (CIDEI); 2 - Centre for Tourism Research, Development and Innovation (CiTUR, Polytechnic of Leiria); 3 - Polytechnic Institute of Viseu; 4 - Research Centre in Digital Services (CISeD)

Proposal and Originality

Studies have shown that gastronomic routes have potential to offer tourists a unique and immersive experience, while also supporting local communities and preserving traditional food cultures. This paper analyzes existing routes around endogenous certified food products from the Azores and Madeira islands. It provides an overview of the current state of gastronomic route development in these two regions and examines existing routes in terms of entities responsible for its organization, activities offered, promotional strategy, fees and the involvement of the local community.

Methodology

This is a qualitative study based on document analysis. After listing all food products with PDO, PGI, and TSG certifications, a Google search was carried out, combining the names of these products with specific keywords. These data devised the creation of categories to analyze the food routes.

Results and Implications

Madeira features five food and agricultural products with PDO, PGI and TSG certifications and the Azores ten. In Madeira, gastronomic routes were found related to four of the products, three of which related to the category spirit drinks and other beverages. Regarding the Azores, four routes were identified associated with honey, fresh fruit and cheese and other dairy products.

This study aims to provide insights for policymakers, destination managers, and other stakeholders involved in the development of gastronomic routes.

Research Limitations

The main limitation of this study is associated to the methodology used, given that not many studies were found following the same methodology.

References Version APA 6th or 7th Edition

Direção Geral de Agricultura e Desenvolvimento Rural (2022).

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OC - (205) - COMPETITIVENESS AND SUCCESS FACTORS OF MIDDLE EASTERN CUISINE IN BUDAPEST, HUNGARY

Tamara Ratz¹; Emese Schütz¹

1 - Kodolanyi Janos University

Proposal and Originality

Middle Eastern cuisine has seen a surge in popularity in recent years, and this trend is especially evident in Budapest, Hungary. The proposed paper aims to analyse the recent transformation of the Budapest restaurant scene and to identify the economic and socio-cultural factors behind the growing popularity of Middle Eastern restaurants. The available literature is mostly limited to the investigation of Jewish culinary heritage in Hungarian gastronomy, while this paper focuses on the current situation and on Middle Eastern cuisine in general.

Methodology

The empirical methods used in the study include personal observation in the city's most popular Middle Eastern eateries, two focus group interviews with international and Hungarian guests, and a questionnaire survey among the residents of Budapest (convenience sample, sample size: 150).

Results and Implications

Although the research is still in progress, preliminary findings suggest that a number of factors has contributed to the increasing competitiveness and popularity of Middle Eastern cuisine in Budapest, including the growing number of immigrants from Middle Eastern countries who have brought their traditional foods with them, and the perceived health benefits of the Mediterranean diet, veganism and vegetarianism.

Research Limitations

The research is being conducted in Budapest where ethnic restaurants are a relatively new phenomenon. The survey sample only allows for limited generalisation of the findings.

References Version APA 6th or 7th Edition

Fareed, A. (2016). *Mango and Masala Matters: Tastes for Authenticity at Budapest's Restaurants* [Unpublished MSc thesis]. Central European University.

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SPECIAL SESSIONS –

**ROAD BASED TOURISM (ROUTES) -
PRODUCT/ DESTINATION DIVERSITY,
DEVELOPMENT AND SUSTAINABILITY**

OC - (42) - O VALOR ESTRATÉGICO DA ESTRADA NACIONAL 2 PARA O TURISMO: ESTUDO DE CASO SOBRE IMAGEM PROJETADA

Catarina Frias¹; Carlos Cardoso Ferreira¹; Sérgio Guerreiro²

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Proposal and Originality

Este estudo tem por objetivo enquadrar e sistematizar conhecimento acerca da Imagem da EN2, com vista à produção de informação que beneficie a gestão da rota, em termos públicos e privados (Sette, Santos, & Uvinha, 2017), com o intuito de acrescentar valor ao turismo e setores interligados (UNWTO, 2015), dos territórios atravessados.

Assim, interessará essencialmente o estudo da Imagem institucional difundida, já que, esta pode qualificar ou amplificar a sua competitividade (Ritchie & Crouch, 2010), contribuindo para a diferenciação dos destinos turísticos (Dwyer & Kim, 2003).

Methodology

O presente trabalho de investigação utilizou uma metodologia com base na técnica Delphi, através de uma abordagem “Quadruple Helix”, onde se pretendeu analisar a perspetiva das entidades públicas, privadas, da academia e da comunidade, sobre a Rota da Estrada Nacional 2.

Results and Implications

A maioria dos participantes reconhece a importância e o valor estratégico da EN2 para o Turismo nacional, em geral, e para os territórios atravessados, em particular. Contudo, admitem a ausência de uma gestão integrada e concertada da mesma.

Os resultados identificam ainda quais os elementos que mais favorecem a Imagem da EN2, bem como, os que mais contribuem para a sua divulgação.

As respostas foram apuradas a partir de 33 questionários validados, distribuídos equitativamente pelas entidades públicas (10), entidades privadas (8), academia (7) e comunidade (8).

Research Limitations

O estudo beneficiaria da realização de questionários aos turistas que permitissem cruzar os resultados aqui obtidos com a Imagem percebida pelos visitantes da EN2.

References Version APA 6th or 7th Edition

Dwyer & Kim (2003). Destination competitiveness: determinants and indicators. *Current Issues in Tourism*, 6(5), 369-414.

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Sette, Santos & Uvinha (2017). Modelos de competitividade de destinos turísticos: evolução e críticas. *Observatório de Inovação do Turismo - Revista Académica*, 11(1), 92-115.

UNWTO. (2015). *Global Report on Cultural Routes and Itineraries*. Madrid: World Tourism Organization.

OC - (216) - DADOS MÓVEIS NA QUANTIFICAÇÃO E QUALIFICAÇÃO DA AFLUÊNCIA DE VISITANTES NOS CONCELHOS DA N2 NO ALENTEJO: ESTUDO EXPLORATÓRIO

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Proposal and Originality

A partir de uma base de dados móveis que permite quantificar e qualificar a afluência turística, o objetivo do estudo é traçar o perfil do visitante da N2 no Alentejo, considerando que ainda não foram realizados estudos com este enfoque. Conhecer o comportamento do visitante de um destino turístico, em tempo real de recolha e processamento, é um desejo de todos os gestores. Os dados móveis, recentemente disponibilizados pelas operadoras de comunicação, vieram contribuir de forma significativa para esse conhecimento, considerando que permitem responder a algumas perguntas chave.

Methodology

Os dados do estudo foram obtidos da rede móvel de uma operadora internacional. O universo de análise integra os nacionais e roamers. Os dados foram integrados por API na plataforma PISTA Digital, com critérios, e disponibilizados através da ferramenta de visualização Microsoft Power BI.

Results and Implications

Os resultados ainda são preliminares, mas permitem traçar um perfil global do visitante da N2 segundo alguns parâmetros. Os indicadores permitem analisar o número de chegadas segundo a origem, proveniência, idade, género, agregado familiar, entre outros parâmetros.

Research Limitations

Os dados adquiridos dizem respeito a um período temporal limitado, tendo em conta o seu custo, e nesta data ainda não foram cruzados com outros indicadores.

References Version APA 6th or 7th Edition

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Lewis, G.K., Hardy, A., Wells, M.P., & Kerslake, F. (2021). Using mobile technology to track wine tourists. *Annals of Tourism Research Empirical*, 2(2), 100022.

Yamamoto, M., Sato, M. & Kamitani, T. (2021). Examining Spatial Movement Patterns of Travelers: Cases in Tourist Destinations. *International Series in Operations Research and Management Science*, 305, 251 – 273.

OC - (226) - A IMPORTÂNCIA DO TURISMO INDUSTRIAL NO DESENVOLVIMENTO DOS TERRITÓRIOS: O CASO DA REGIÃO CENTRO DE PORTUGAL

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Proposal and Originality

Apesar do turismo industrial ter vindo a assumir crescente importância, poucos são os estudos que abordam os benefícios deste produto turístico para o desenvolvimento dos territórios. Além disso, não se conhecem estudos sobre esta temática na Região Centro. Devido ao impacto que este tipo de turismo poderá trazer para um destino turístico (Harfst et al., 2021), este estudo tem como objetivo identificar os benefícios deste produto para o desenvolvimento dos territórios, analisando o potencial da Região Centro para o desenvolvimento deste produto turístico.

Methodology

Os benefícios do turismo industrial serão identificados através de uma revisão da literatura e serão analisadas as dinâmicas da Região Centro recorrendo a informação disponibilizada por organismos oficiais e agentes da oferta (indústria viva e outro património industrial).

Results and Implications

Os resultados obtidos revelam que o turismo industrial tem um grande potencial para o desenvolvimento dos territórios, contribuindo para gerar receitas, criar emprego e preservar o património cultural. Na Região Centro existem recursos, não só em termos de indústria viva como de outro património industrial, que, se forem potencializados através do turismo industrial, poderão contribuir para a diversificação da oferta turística da Região, a captação de novos mercados e para a diminuição da sazonalidade e das assimetrias territoriais

Research Limitations

Apesar dos contributos relevantes deste estudo, a análise é limitada em termos geográficos e o estudo empírico tem como base apenas uma análise documental.

References Version APA 6th or 7th Edition

Este trabalho foi apoiado pela unidade de investigação em Governança, Competitividade e Políticas Públicas (UIDB/04058/2020)+(UIDP/04058/2020), financiada por fundos nacionais através da Fundação para a Ciência e a Tecnologia I.P.

Harfst, J., Sandriester, J., & Fischer, W. (2021). Industrial heritage tourism as a driver of sustainable development? A case study of steirische eisenstrasse (Austria). *Sustainability (Switzerland)*, 13(7),3857.

Cordeiro, J. M. C. (2012). Oportunidades e fragilidades do turismo industrial. *Revista Turismo & Desenvolvimento*, 1, 09–18.

OC - (90) - AN EXAMINATION OF THE LAYERS OF BUSINESS PLACE IDENTITIES RESULTING FROM THE CREATION OF A ROAD TOURISM ROUTE: AN EXPLORATION OF THE WILD ATLANTIC WAY

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Proposal and Originality

This paper is focused on the Wild Atlantic Way (WAW) in Ireland and explores the concept of entrepreneurial place identity in terms of tourism routes. Place identity has been shown to be important for tourism entrepreneurs as it affects their self-efficacy (Haller, Assaker and Lee, 2013) and their strategies (Mottiar, 2016). This paper seeks to explore how tourism businesses have altered their identity as a result of the WAW. In particular have they incorporated the WAW proposition into their own marketing? Is there a hierarchy of place identities that these businesses display?

Methodology

The results presented here will be the first phase of this project and are based on netnographic research of tourism business websites and their social media channels. Using a structured framework, place identities are examined and compared via visual and textual analysis.

Results and Implications

The idea for this research has emerged during previous work of the researchers. The research for this paper will be conducted over the coming months so the results are not apparent at this stage. However, the findings will be relevant in terms of local development and tourism policy. From a theoretical perspective there is contribution in terms of exploring the concept of entrepreneurial place identity and focusing on the role of entrepreneurs in developing place identity and attachment on tourism routes.

Research Limitations

The limitation of this research is that it is exploratory, and based on secondary sources. At a later date interviews will be conducted to contribute to a fuller understanding.

References Version APA 6th or 7th Edition

Hallak, R, Assaker, G and Lee, C (2013) Tourism entrepreneurship performance: The effects of place identity, self-efficacy and gender. *Journal of Travel Research* Vol. 54 (1)

OC - (131) - TOURISM PROFILE AT EN2 ROAD: A PRELIMINAR STUDY

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Proposal and Originality

Some authors focus on the economic characteristics of sustainability, pointing out the importance of DT as an added tourism attraction to the destination, with positive impacts on the local economy, creating jobs, encouraging investment, while maintaining the destination attraction over a collaborative management (Lemky 2017). It's notable the existence of an interplay between real per capita GDP and tourism, as tourism activity leads to economic growth, on the other hand, economic development drives tourism growth, being obvious a bidirectional interplay (Brida et al. 2015)

Methodology

The research's design consists of a survey through which primary data will be collected by a structured questionnaire with closed questions, obtain a big amount of information in a relatively short period of time, and it facilitates encoding, response comparability, and statistical analysis.

Results and Implications

The principal results are to identify factors that influence drive tourism and activities in EN2 and identify consumers behaviour. In addition, the research also intends presents information on the profile of tourists as well as focuses on the demand for certain products they wish to find along the EN2 route. The results reveals some characteristics of tourists who have made this trip in recent years and simultaneously realize what kind of experience or perspective to find in road tourism. Another aspect is to understand the factors associated with the growing tourist interest in EN2.

Research Limitations

At the moment, prior research studies, that are relevant on the topic, to our study, are limited or absent.

References Version APA 6th or 7th Edition

- Brida, J. G., B. Lanzilotta, J. S. Pereyra, and F. Pizzolon. 2015. A Nonlinear Approach to the Tourism-Led Growth Hypothesis: The Case of the MERCOSUR. *Current Issues in Tourism* 18: 647–66. <https://doi.org/10.1080/13683500.2013.802765>.
- Lemky, K. 2017. The Revitalization of a Heritage Travel Route: Canada's Cabot Trail. *Journal of Heritage Tourism* 12: 526–35. <https://doi.org/10.1080/1743873X.2016.1242592>.

OC - (181) - SPACE-TIME ANALYSIS OF TOURIST DEMAND ON THE NATIONAL ROAD 2 (EN2): AN EXPLORATORY STUDY OF LOCATION-BASED SOCIAL NETWORKS

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Proposal and Originality

Knowledge of the size and characteristics of tourist demand on road-based tourist routes is key for touristic and territorial strategic management processes. The National Road 2 (EN2) is the most extensive and consolidated offer of a road-based tourist product in Portugal. This exploratory study intends to analyze some spatiotemporal patterns of tourist demand for EN2 based on elements of the digital footprint that these tourists generate, namely information that they share on location-based social media networks (Flickr and Twitter) about the trip and destinations visited.

Methodology

LBSN data were collected and used as proxies to characterize spatiotemporal tourist demand and visitation hotspots along the EN2. Used mainly in tourist contexts of a focal nature (eg cities), LBSN has been little tested in less concentrated and, in this case, linear realities, such as the EN2.

Results and Implications

This study sheds some light on the chronotopic dimension of tourist demand in EN2. The route has sections with greater/lesser concentration of demand, which may give rise to different local strategies but also the need for a more integrated approach. Temporal characteristics – length of stay, entry/exit points, etc. – also provide useful indications for tourism management on the EN2. This research aims for a theoretical-conceptual contribution to the importance of transit routes and to the applicability and limitations of the use of these data in more dispersed geographic contexts.

Research Limitations

The use of limited time series and the scarce usage of Flickr or Twitter in a given destination may limit the conclusions drawn from these datasets.

References Version APA 6th or 7th Edition

Barros, C., Moya-Gómez, B., & Gutiérrez, J. (2020). Using geotagged photographs and GPS tracks from social networks to analyse visitor behaviour in national parks. *Current Issues in Tourism*, 23(10), 1291–1310.

Chen, J., Becken, S., & Stantic, B. (2021). Using Weibo to track global mobility of Chinese visitors. *Annals of Tourism Research*, 89, 103078.

Encalada-Abarca, L., Ferreira, C. C., & Rocha, J. (2021). Measuring Tourism Intensification in Urban Destinations: An Approach Based on Fractal Analysis. *Journal of Travel Research*. <https://doi.org/10.1177/0047287520987627>

**SPECIAL SESSIONS –
FOOD TOURISM, SUSTAINABILITY AND
MARKETING**

OC - (35) - ESTUDO SOBRE O MODO DE ALIMENTAÇÃO DOS PASTORES DA SERRA DA ESTRELA – UMA OPORTUNIDADE PARA A (RE)DESCOBERTA DAS RELAÇÕES GASTRONÓMICAS ENTRE OS PRODUTOS ENDÓGENOS?

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Proposal and Originality

Os alimentos permitem a construção de uma identidade, a outorga de um sentimento de pertença. Operando igualmente como mecanismo de sobrevivência da memória coletiva na dimensão regional, o estudo da alimentação dos pastores da Serra da Estrela reflete a disponibilidade agrícola e social dos alimentos e densifica-os num contexto de escassez. A exploração dos produtos associados a este regime alimentar é reveladora da importância dos produtos endógenos e certificados, ora utilizados com fins turísticos e adotados pelo tecido empresarial da restauração numa lógica de soberania.

Methodology

Revisão bibliográfica, análise gastronómica ao tecido de restauração e entrevistas por questionário semi-estruturado a pastores.

Results and Implications

Verifica-se a alteração dos hábitos alimentares dos pastores por via da introdução do milho e da batata no curso do séc. XIX e XX. Verifica-se uma adaptação subsequente dos hábitos alimentares associados dos pastores, por via da sua sedentarização. Denota-se o impacto dos certames serranos associados ao Queijo Serra da Estrela para a exploração consociada de símbolos alimentares regionais e de produtos endógenos. A turistificação gastronómica da região leva a uma sincronização da oferta alimentar em restauração. Uma carta gastronómica oficial, diversa, é imperativa.

Research Limitations

A disponibilidade do tecido de restauração para a análise; a diversidade de produtos endógenos e as suas idiosincrasias que obrigam a um estudo mais aprofundado de cada um.

References Version APA 6th or 7th Edition

Martinho, A. (1993). O Pastoreio em Portugal (subsídios para o seu estudo).

Oeste Portugal (2019) *Manual de Boas Práticas e Sustentabilidade no Turismo*.

Sobral, J. M. (2017). O revivalismo da alimentação regional e local e as estratégias de desenvolvimento rural. In P. T. Martín (Ed.).

Ribeiro, O. (1941). Contribuição para o estudo do pastoreio na Serra da Estrela.

Trindade, M. J. L. (1962). *Vida Pastoril e Pastoreio em Portugal nos séculos XII a XVI - subsídios para a sua História*.

OC - (82) - BOOSTING SUSTAINABLE FOOD CHOICE WITH CARBON LABELS IN TOURISM DESTINATION RESTAURANTS – A FIELD EXPERIMENT

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Proposal and Originality

Food consumption in tourism is a key contributor to the tourism industry's carbon footprint. Yet, empirically tested interventions aimed at nudging tourists towards more sustainable food choices are lacking.

By conducting a field experiment in a restaurant at a major Swedish winter destination, we study how food service providers in tourism can boost sustainable food choices of consumers via carbon labels. Our findings contribute to knowledge on the drivers of sustainable tourist behaviour. This has practical implications for providers aiming to trigger sustainable behaviour.

Methodology

We ran two workshops with restaurant staff to design an intervention (CO₂e labels) aimed at triggering sustainable food choices of consumers. A field experiment tested the intervention over 6 weeks using an A-B-A experimental design. In the analysis, 9 menu items and 1449 data cases were used.

Results and Implications

Theoretical implications concern the advancement of knowledge on the behavioural factors that drive sustainable food choices of tourists and the challenges and opportunities tourism providers face in facilitating more sustainable food choices.

Practical implications concern new knowledge on the design of effective interventions and how these can reduce providers' carbon footprint with sustained or increased profitability.

Methodologically, we contribute with new understandings of field experiments designed in collaboration with restaurant managers and staff.

Research Limitations

The study was conducted in only one restaurant. Other factors that might influence consumers' food choices (price, taste, personal disposition etc.) were not measured.

References Version APA 6th or 7th Edition

Dolnicar, S. (2020). Designing for more environmentally friendly tourism. *Annals of Tourism Research*.

Gössling, S., Garrod, B., Aall, C., Hille, J., & Peeters, P. (2011). Food management in tourism: Reducing tourism's carbon 'foodprint'. *Tourism Management*.

Viglia, G., & Dolnicar, S. (2020). A review of experiments in tourism and hospitality. *Annals of Tourism Research*.

OC - (189) - EXPLORING GENDER DIFFERENCES IN SHARING FOOD EXPERIENCES ON SOCIAL MEDIA NETWORKING.

Pimsuporn Poyoi¹; Lluís Coromina¹; Ariadna Gassiot Melian¹

1 - University of Girona

Proposal and Originality

On social media networking sites, many people like discussing their eating experiences by adding pictures, videos, or reviews. Prior studies highlighted that gender differences can shape consumer behavior. With a lack of studies focusing on how gender affects travelers' food experiences, this study aims to) to explore whether sharing behavior for food experiences on social media differs for women and men, 2) to determine the intention of men and women to share food experiences online, and 3) to investigate the differences of motivations of sharing food experiences on social media.

Methodology

Data is collected from a survey and online reviews. The data is analyzed using a t-test and sentiment analysis to identify gender differences in sharing food experiences. Text mining techniques to detect review lengths and word count.

Results and Implications

The results are expected to reveal the importance of gender that influence tourists in sharing travelers' food experiences on social media in different aspects. Sharing behavior, behavioral intention and motivations behind sharing dining experiences will be discussed. In addition, the sentiment between women and men (positive, negative and neutral will be presented. Findings provide fresh insights into understanding the concept of the sharing behaviour of food content based on gender which can help to improve business market strategies in the gastronomic tourism section.

References Version APA 6th or 7th Edition

Lin, X., & Wang, X. (2020). Examining gender differences in people's information-sharing decisions on social networking sites. *International Journal of Information Management*, 50, 45–56.

Wang, S., Kirillova, K., & Lehto, X. (2016). Travelers' food experience sharing on social network sites. *Journal of Travel & Tourism Marketing*, 34(5), 680–693.

Garner, B., Thornton, C., Luo Pawluk, A., Mora Cortez, R., Johnston, W., & Ayala, C. (2022). Utilizing text-mining to explore consumer happiness within tourism destinations. *Journal of Business Research*, 139, 1366–1377.

OC - (195) - FOOD TOURISM AND STORYTELLING – A CONCEPTUAL FRAMEWORK

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Proposal and Originality

Food tourism is embracing all over the world the existing rich storytelling traditions. It is now agreed that food tourism enhances the reputation of places, regions and/or countries and help them to gain a competitive advantage. This article examines the growing importance of food tourism and its relationship with local stories and traditions. The originality of this study resides on the fact that it provides a conceptual framework that can be helpful both to academics and to practitioners when theorising about or developing food tourism through storytelling.

Methodology

Being conceptual, our study resorted to a semi-systematic literature review, both to analyse and to structure food tourism and storytelling, but also because this is a very broad field full of designs, concepts and methods. In the end, a multi-dimensional conceptual framework is presented.

Results and Implications

One of the main challenges of today in the services sector when associated to food tourism are quality and customers' satisfaction. Results point out that consuming food is also about consuming stories and that storytelling enhances the experience lived by food tourists. This study also through our conceptual framework is contributing both to advance scientific knowledge but it has also clear practical implications. However, quantitative or mixed studies must be made to test our model.

Research Limitations

Being exploratory in nature, our conceptual framework still needs to be tested in food tourism when linked to storytelling.

References Version APA 6th or 7th Edition

Kaushal, V. and Yadav, R. (2021), "Understanding customer experience of culinary tourism through food tours of Delhi", *International Journal of Tourism Cities*, Vol. 7 No. 3, pp. 683-701.

<https://doi.org/10.1108/IJTC-08-2019-0135>

Fusté-Forné, F. (2020). Say Gouda, say cheese: Travel narratives of a food identity. *International Journal of Gastronomy and Food Science*, Volume 22, 100252. <https://doi.org/10.1016/j.ijgfs.2020.100252>.

OC - (221) - AN AUTOETHNOGRAPHIC STUDY OF THE FOOD TOURISM EXPERIENCE

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1 - Rey Juan Carlos University; 2 - Universitat de Girona

Proposal and Originality

When travelling, eating local food is a way to learn about the culture and the nature of the region and make the experience more meaningful (Getz and Robinson, 2019). While many factors influence a local food consumption motivation (Gurbaskan Akyuz, 2019), previous research has scarcely analysed how special food needs (specifically coeliac disease and vegetarianism) influence and impact the food tourist experience in urban European destinations.

Methodology

This research presents a qualitative approach through autoethnography where the researchers employ their own first-person experiences to describe and evaluate the phenomenon of analysis, in this case the food tourist experiences in European cities.

Results and Implications

Results of the ethnographer's experience show the difficulties faced in finding gluten-free and vegetarian options. For example, Italian restaurants are offering these options. The experiences of greatest value were linked to the transparent information provided through the establishment's website or social media, linking the establishment to coeliac associations and including a detailed list of the ingredients on the menu with and indicating vegetarian and vegan labels.

Research Limitations

The principal limitation of this study was the culturally constructed nature of the ethnographer and the analysis of European cities.

References Version APA 6th or 7th Edition

Getz, D., & Robinson, R. N. (2019). A foodie's perspective on gastronomic tourism. In *The Routledge Handbook of Gastronomic Tourism* (pp.134-142) Routledge.

Gurbaskan Akyuz, B. (2019). Factors that influence local food consumption motivation and its effects on travel intentions. *Anatolia*, 30(3), 358-367.

SPECIAL SESSIONS –

DMOS' INFORMATION SYSTEMS AS

FOCAL POINTS FOR SMART

DESTINATIONS

OC - (227) - SISTEMAS DE INFORMACIÓN E INTELIGENCIA DE NEGOCIO EN DESTINOS TURÍSTICOS INTELIGENTES: UNA VISIÓN IBEROAMERICANA

Josep Antoni Ivars-Baidal²; Jennifer Caroline Soares¹

1 - Universidad Federal de Sergipe (Brasil); 2 - Universidad de Alicante (España)

Proposal and Originality

El trabajo que se presenta se inscribe en los procesos de difusión de políticas en el ámbito de la innovación en turismo, específicamente, en la influencia de organizaciones como Segittur en la adopción del modelo de gestión de destino turístico inteligente (DTI) en Latinoamérica, en países como Argentina, Brasil, Colombia o México. El trabajo tiene un doble objetivo; medir la incidencia del modelo DTI en los sistemas de información de los entes de gestión turística local (DMOs) e identificar los factores positivos y negativos para el desarrollo de nuevos sistemas.

Methodology

Se aplica un estudio de caso múltiple con un destino de referencia por país, basado en la identificación de las funcionalidades de inteligencia de los sistemas y el desarrollo de entrevistas en profundidad y/o un grupo de discusión con agentes involucrados en su diseño y gestión.

Results and Implications

El análisis se enmarca en una adaptación de la teoría *Technology-Organization-Environment* (TOE) y presenta implicaciones tanto teóricas como aplicadas. Los resultados permitirán medir el avance real de los sistemas de información, los factores que propician o dificultan su desarrollo y el grado de adaptación de los sistemas basados en el modelo DTI al contexto turístico local y nacional. Asimismo, el conocimiento de los sistemas es fundamental para valorar los procesos de reestructuración y de generación de valor de los DMOs en el escenario turístico actual.

Research Limitations

Se trata de un trabajo exploratorio que no profundiza en las soluciones tecnológicas ni en la percepción/participación de todos los stakeholders vinculados.

References Version APA 6th or 7th Edition

Estêvão, J, Carneiro, M, & Teixeira, L (2020). Destination Management Systems: Key Distinctive Functionalities Aimed at Visitors and Destination Suppliers. *Journal of Global Information Technology Management*, 23(4)

Simancas, M y Peñarrubia, P (eds.) (2020). *El valor de los datos turísticos*. València: Tirant lo Blanch

Soares, J, Domareski Ruiz, T e Ivars Baidal, J (2021), "Smart destinations: a new planning and management approach?", *Current Issues in Tourism*, 25:17

Tornatzky, L y Fleischer, M (1990). *The processes of technological innovation*. Toronto: Lexington Books

OC - (11) - SUSTAINABLE SMART DESTINATIONS: A CASE STUDY FOR THE IMPLEMENTATION OF A REGIONAL-BASED TOURISM INTELLIGENCE SYSTEM

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1 - CIDEHUS/University of Évora

Proposal and Originality

As remarked by Perles-Ribes & Baidal (2018, p.156), “*STD links sustainable development with competitiveness*”. In light of this, the aim of the study is to present a case study about the implementation of the first Sustainable Smart Tourism platform at a regional scale in Portugal, specifically in the Alentejo region. This region has implemented, in 2018, the first sustainable tourism observatory (ASTO) in Portugal which aims to monitor the evolution of sustainable tourism development in Alentejo destination.

Methodology

A three-step methodological procedures were conducted: 1) literature review and analysis of methodological guidelines for sustainable tourism indicators; 2) a questionnaire validated by tourism professionals; 3) a second round of validation was conducted by the same professionals.

Results and Implications

Results gathered from the information provided by the first 20 pilots (tourism offices at municipal level), evidence the importance of a real time data-driven solution to support tourism strategic management decisions at a municipal level. All information provided by the tourist offices about visitors registrations are automatically computed and appear as dashboards. Results meet the assumptions of the diffusion of innovation theory (Rogers, 1962), which helps to explain how, over time, an idea or product gains momentum and spreads through a specific social system.

Research Limitations

Limitations are visible in terms of a lack of tech skills from future users, which might cause a delay in terms of the implementation of this tool in all Alentejo region.

References Version APA 6th or 7th Edition

- Perles-Ribes, J.F & Ivars-Baidal, J.A. (2018). Smart Sustainability: a new perspective in the sustainable tourism debate. *Investigaciones Regionales – Journal of Regional Research*, 42, 151-171.
- Rogers , E. M. (1962). *Diffusion of innovations*. New York, NY: Free Press of Glencoe
- Soares, J., Ruiz, T., & Ivars-Baidal, J. (2021). Smart destinations: A new planning and management approach? *Current Issues in Tourism*, 1–16.

OC - (108) - VISIT PORTUGAL IN TIMES OF #COVID-19: CRISIS COMMUNICATIONS AND DESTINATION IMAGE REPAIR

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Proposal and Originality

Crisis communication is vital to helping tourism destinations limit the impact of a crisis and drive recovery, while preserving the destination's image and reputation (Avraham, 2015). This study investigates the impacts of COVID-19 on travel content, by uncovering the media communication strategies used by the Portugal's National Tourism Authority to respond to a health-related crisis never faced before and recover Portugal's positive destination image during the COVID-19 pandemic.

Methodology

The study applies a netnography method based on the analysis of social media content from 2020 and 2022 and a complementary interview carried out with the head of communications and digital marketing at the Portugal's National Tourism Authority.

Results and Implications

Thought the lens of the "multi-step model for altering place image" the research uncovered how the communication strategies of a destination are redefined and adapt in times of a global pandemic, to recover a tourism destination's positive image. This research contributes to a better understanding of the impact of COVID-19 on destination marketing and crisis communications by showing how the organization is implementing its communication strategies to preserve its brand identity and strengthen support for the destination's positive image in the post-pandemic recovery.

Research Limitations

Future studies might consider extract data from other social platforms or include the perspective of travel businesses and tourism influencers in destination image repair.

References Version APA 6th or 7th Edition

Avraham, E. (2015). Destination image repair during crisis: Attracting tourism during the Arab Spring uprisings. *Tourism Management*, 47, 224–232. <https://doi.org/10.1016/j.tourman.2014.10.003>

Femenia-Serra, F., Gretzel, U., & Alzua-Sorzabal, A. (2022). Instagram travel influencers in #quarantine: Communicative practices and roles during COVID-19. *Tourism Management*, 89, 104454. <https://doi.org/10.1016/J.TOURMAN.2021.104454>

OC - (170) - TOURISM INTELLIGENCE THROUGH THE USE OF NEW TECHNOLOGIES

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Proposal and Originality

Tourism intelligence is imperative for more assertive decision-making by companies or destinations. The objective of this study is to analyze the generation of knowledge in tourism, through new technologies, in Portugal. Measurement is carried out at the national level, plus a regional analysis, namely in the Autonomous Region of the Azores. Specifically, the Travel BI and Sigtur platforms, from Turismo de Portugal, and the data from the Azores Tourism Observatory (OTA) and the Azores Tourism Association (ATA) is measured.

Methodology

This research is exploratory and qualitative, based on a literature review on tourism intelligence, new technologies and innovation in Tourism. It surveys the data and knowledge produced by Turismo de Portugal, OTA and ATA and the technology used by them.

Results and Implications

The mapping of the generated knowledge makes it possible to identify a robust body of information. At the same time, it identifies gaps among them. There needs to be a more significant number of field researchers with tourists. Another issue is that the potential of big data is still being used in an incipient way. The wealth of information shared by tourists on platforms such as TripAdvisor and Booking.com should be mined, evaluated and made available to the private and public sectors.

Research Limitations

Other institutions and platforms can be measured, including private-sector ones. In addition, the study can be extended to other regions and countries.

References Version APA 6th or 7th Edition

Baidal, J.A.I.; Monzonís, F.J.S.; Sánchez, D.G. (2016) Gestión turística y tecnologías de la información y la comunicación (TIC): El nuevo enfoque de los destinos inteligentes. *Documents D'anàlisi Geogràfica*, Vol. 62, No. 2, pp. 327-346.

Luque Gil, A. M., Zayas Fernández, B., Caro Herrero, J.L. (2015), Los destinos turísticos inteligentes en el marco de la inteligencia territorial: conflictos y oportunidades. *Investigaciones Turísticas*, n.10, jul./dez., 2015, pp. 1-25.

OC - (171) - THE METAVERSE AND ARCHAEOLOGICAL TOURISM IN TURARQ'S PROJECT

Douglas Cardoso^{1,2,3}; Marco Martins^{1,3}; Anícia Trindade^{1,4}; Eduardo Ferraz^{1,4}; Hugo Gomes^{1,3,5}; Sara Garcês^{1,3,5}; Luiz Oosterbeek^{1,3,5}

1 - Instituto Politécnico de Tomar; 2 - Smart Cities Research Center (CI2); 3 - Centro de Geociências, Universidade de Coimbra (CGEO); 4 - Centro de Tecnologia, Restauro e Valorização das Artes (TECHN&ART); 5 - Instituto Terra e Memória

Proposal and Originality

There is a growing research interest on how the uprise of technologies 4.0 may alter the way archaeotourism destinations will operate. One explores the concept of metaverse in general and afterwards in the context of archaeological tourism destinations' and within TURARQ territory, demonstrating that metaverse, through a panoply of technologies should be seen as a perfect mean to attain sustainable tourism in TURARQ's territory. The focus is how can archaeology evidences, embedded in specific territories rendered heritage landscapes, be virtually communicated to society.

Methodology

One intended to broaden the discussion scope and to offer new insights into the metaverse thematic applied to tourism and archaeology, proposing a conceptual framework for the creation of metaverse experiences envisioning sustainable practices.

Results and Implications

Metaverse may be a social connector for local communities and become a stimulus for them to rediscover their territory, and for tourists, to be involved in a more effective learning and immersive experience. Besides, one identifies research gaps and propose an agenda with the potential of benefiting archaeological tourism destinations. Furthermore, it is our intent to identify opportunities and challenges involving the use of metaverse, with sustainable ends by archaeological tourism destination organisations.

Research Limitations

Managing archaeological evidences as being discontinuous and disconnected units, restricts their potential relevance for assessing landscapes and their sustainability.

References Version APA 6th or 7th Edition

Fan, X., Jiang, X., & Deng, N. (2022). Immersive technology: A meta-analysis of augmented/virtual reality applications and their impact on tourism experience. *Tourism Management*, 91, 104534. <https://doi.org/10.1016/j.tourman.2022.104534>

Forte, M. and Kurillo, G. (2010), 'Cyber-archaeology and metaverse collaborative systems', *Metaverse Creativity* 1(1), 7–19. https://doi.org/10.1386/mvcr.1.1.7_1

OC - (4) - SMART TOURISM ECOSYSTEM: FROM CONNECTIVITY TO VALUE CO-CREATION

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1 - University of Coimbra; 2 - CEGOT - Geography and Spatial Planning Research Centre

Proposal and Originality

Technology is essential for tourism and its developments in the recent past are likely to cause a change in basic assumptions in its activity. The concept of smart tourism ecosystem, in addition to integrating various components, processes, and actions in the design of a place, advocates certain results through the convergence of technological resources, business environments, and value-inducing experiences.

Methodology

A conceptual approach is proposed, by reviewing the literature, highlighting the importance of innovation, social arrangements, and the integration of resources.

Results and Implications

The suggested approach will have relevant implications at the management level, given the need to obtain differentiating factors, with the incorporation of added value for the parties involved, capable of achieving and renewing market balances, using technology, and with a view to far-reaching results, likely to contribute to the competitiveness and sustainability of accommodation and destinations.

Research Limitations

The point is the construction of viable smart tourism ecosystems. The complexity of tourism makes it difficult to go beyond specific platforms or service innovations.

References Version APA 6th or 7th Edition

- Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., & Hofacker, C. (2019). Technological disruptions in services: lessons from tourism and hospitality. *Journal of Service Management, 30*(4), 484–506
- Gretzel, U., Werthner, H., Koo, C., & Lamsfus, C. (2015). Conceptual foundations for understanding smart tourism ecosystems. *Computers in Human Behavior, 50*(C), 558–563
- Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). *Technology as a Catalyst of Change: Enablers and Barriers of the Tourist Experience and Their Consequences*, 789–802. Springer

**SPECIAL SESSIONS –
ECO-TOURISM CHALLENGES**

OC - (228) - CHILDREN'S ECOTOURISM EXPERIENCE IN THE HUNGARIAN PUSZTA

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1 - Kodolányi János University

Proposal and Originality

The main role of Hortobágy NP, a UNESCO World Heritage site, is to preserve a cultural landscape with natural values and traditions of pastoral communities, and to present it to visitors in an engaging and educative manner. The paper discusses the visitor management and interpretation methods used by HNP to provide a meaningful ecotourism experience for children: a special challenge for the Park in today's technology-based world with smartphones and computer games. Good quality interpretation helps young visitors develop curiosity, discover HNP's values, and adopt new attitudes.

Methodology

Repeated personal observation in HNP on children's use of interpretative tools was followed by an on-site questionnaire survey (N=76) with children and parents to analyse children's interest in natural sites, and their experiences and satisfaction with the quality of their visit in HNP.

Results and Implications

Respondents were generally satisfied with their experience in terms of enjoyment and education. Most popular activities included animal encounters which also allowed to draw attention to the importance of conservation and environmental protection. The trip to HNP also increased interest in and motivation to visit other National Parks in the future. Although the Puszta is a cultural landscape, natural values dominated the ecotourism experience compared to social heritage and traditions. More dynamic interpretation tools would be welcome by both children and parents.

Research Limitations

The research was conducted in one Hungarian national park with a small sample which only allows for limited generalisation of the findings.

References Version APA 6th or 7th Edition

Butler, R.W. & Boyd, S.W. (2000): *Tourism and National Parks*. John Wiley & Sons Ltd., Chichester.

Formádi, K. & Péntzes, E. (2009): Az interpretáció szerepe a magyarországi Ökoturizmus Stratégiában. In Aubert, A. & Berki, M. (szerk.): *Örökség és turizmus* (pp. 79-86). PTE, Pécs.

Moore, S. A. & Taplin R. (2014): A Benchmarking Method for Visitor Management by National Park Agencies. *Visitor Studies*, 17(1), 107-127.

Puczkó, L. & Rátz, T. (2011): *Az attrakciótól az élményig. A látogatómenedzsment módszerei*. Akadémiai Kiadó, Budapest.

OC - (153) - TURISMO ARQUEOLÓGICO E O ECOTURISMO: FORMAS DE INTEGRAÇÃO EM TERRITÓRIOS DE BAIXA DENSIDADE DEMOGRÁFICA

Sara Garcês^{1,2,3}; Marco Martins^{1,2}; Anícia Trindade^{1,4}; Douglas Cardoso^{1,2,5}; Eduardo Ferraz^{1,4}; Hugo Gomes^{1,2,3}; Luiz Oosterbeek^{1,2,3}

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Proposal and Originality

Em áreas de baixa densidade demográfica que possuem um rico património natural e arqueológico, existe um imenso potencial em integrar o turismo arqueológico e o ecoturismo. Neste artigo destaca-se a filosofia de promover viagens com um propósito, além de se analisar as conceptualizações que irão permitir a integração de ambos os conceitos de turismo com sucesso. Este artigo destaca-se por indicar como a existência de um referencial teórico pode ajudar ao desenho de políticas mais eficientes quando se pretende desenvolver conjuntamente o ecoturismo e o turismo arqueológico.

Methodology

Procedeu-se a uma sistematização de evidências sobre os conceitos, políticas e estratégias, para além de se propor uma síntese interpretativa em que se realça os fatores considerados críticos para a integração entre ecoturismo e turismo arqueológico.

Results and Implications

Vários fatores críticos, identificados através da revisão de literatura, foram fundamentais para a construção de um quadro teórico mais eficiente enquanto referencial para o desenho de estratégias e políticas que melhor sirvam o interesse da integração destes conceitos em áreas desertificadas. Entre os identificados destacamos, o envolvimento da população local e do quadro institucional correspondente na tomada de decisões sobre o desenvolvimento do turismo, e a necessidade de se ter em conta a educação, a formação e a autenticidade num desenvolvimento integrado e sustentável.

Research Limitations

Como em qualquer estudo exploratório, existem limitações, entre as quais a dificuldade de se generalizar certos pressupostos aqui expostos.

References Version APA 6th or 7th Edition

Aziz, N. A. A; Ariffin, N. F. M; Ismail, N. A. I. & Alias, A. (2020). The Non-formal Education Initiative of Living Heritage Conservation for the Community towards Sustainable Development. *Asian Journal of Quality of Live*, 5(18), 43-56. <https://doi.org/10.21834/ajqol.v5i18.205>

Mendoza-Ramos, A. & Prideaux, B. (2018). Assessing ecotourism in an Indigenous community: using, testing and proving the wheel of empowerment framework as a measurement tool. *Journal of Sustainable Tourism*, 26(2), 277-291. <https://doi.org/10.1080/09669582.2017.1347176>

OC - (245) - DISPONIBILIDADE A PAGAR PELA VISITA A UMA ÁREA PROTEGIDA: CASO DE ESTUDO DAS RESERVA NATURAL DAS BERLENGAS

Rui Alves¹; Alexandra Mendes¹; João Vasconcelos¹

1 - Instituto Politécnico de Leiria

Proposal and Originality

Algumas medidas para gestão do turismo de natureza em áreas protegidas, têm despertado o debate sobre o conflito latente entre a necessidade de conservação da natureza e a dinamização das atividades económicas que dela dependem. É disto exemplo a aplicação de um limite máximo de visitantes da Reserva Natural das Berlengas e a introdução recente de uma taxa de acesso, implementada em 2022 (Berlenga pass). Tendo em consideração que ainda não existe suporte científico que a justifique ou avalie esta medida, considera-se urgente, estudar a aceitação da atual taxa pelos visitantes .

Methodology

Deste modo, foi desenvolvido um estudo utilizando o contingente value method, com o objetivo de avaliar o disponibilidade a pagar dos usuários das Berlengas durante o verão de 2022. Foram ainda avaliada a consciência ambiental, motivação da viagem e o perfil do visitante.

Results and Implications

Foram inquiridos 331 indivíduos, maioritariamente não residentes no concelho de Peniche e com idades compreendidas entre os 18 e os 78 anos. Os resultados preliminares do presente estudo revelam uma grande disparidade na disponibilidade a pagar pela visita a um espaço natural e permitiu identificar diferenças significativas entre grupos de inquiridos. O perfil do visitante, nomeadamente, o local de residência parece ser determinante na explicação destas diferenças.

Research Limitations

A aplicação de um questionário online, poderá excluir os indivíduos com menor literacia digital e impedir que o respondente possa ser auxiliado na compreensão do questionário.

OC - (243) - THE ROLE OF ECOTOURISM AND COMMUNITY DEVELOPMENT FOR SUSTAINABILITY IN THE COASTAL ZONE OF LAUTEM MUNICIPALITY, TIMOR-LESTE

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Proposal and Originality

Coastal zones which are defined as ecological territories where marine and terrestrial species interact are attractive sites for tourists who seek the “sun-sea-sand” experience. The aim is to understand how the synergy between ecotourism and community development can have a positive impact on a coastal zone.. Nonetheless, with the presence of the indigenous community, rich coastal resources, and historical value, proper planning and management that involve community.

Methodology

This study applied a qualitative methodological approach which was carried out in Lautem municipality with semi-structured interviews through snowball sampling techniques applied to informants, (government, NGO, local leaders, and the local community).

Results and Implications

Results suggest that stakeholder involvement was concerned with capacity development and empowerment to the local community, there are boosted opportunities in tourism, improved livelihood, promote environmental protection, and encouraged social well-being. Additionally, through a radical approach that was performed by stakeholders in the context of local wisdom, the community has the capacity to learn and apply sustainable practices that contribute to the ecosystem service, government policy, and to sustainable coastal tourism development

Research Limitations

It is only one Region of Timor-Leste.

Hence, this study aims to know some stakeholders’ roles for ecotourism and community development in the coastal zone

References Version APA 6th or 7th Edition

Some:

Agyeman, Y. B., Yeboah, A. O., & Ashie, E. (2019). Protected areas and poverty reduction: The role of ecotourism livelihood in local communities in Ghana. *Community Development*.
<https://doi.org/10.1080/15575330.2019.1572635>

Barbieri, C., Sotomayor, S., & Gil Arroyo, C. (2020). Sustainable Tourism Practices in Indigenous Communities: The Case of the Peruvian Andes. *Tourism Planning and Development*.
<https://doi.org/10.1080/21568316.2019.1597760>

OC - (224) - LOCAL IDENTITY IN IMPLEMENTING SUSTAINABLE TOURISM GOALS (EXAMPLE OF YOUNG GENERATION OF POLES)

Agnieszka Niezgoda¹; Ewa Markiewicz²; Matylda Awedyk³

1 - Poznań University of Economics and Business; 2 - Adam Mickiewicz University Poznan; 3 - Poznan University of Physical Education

Proposal and Originality

Local identity contributes to the maintenance of regional traditions and therefore meets the objectives of sustainable and ecotourism. The aim of this article is to analyse the relationship between the sense of local identity of the young generation of Poles (by origin in cities, towns and villages) and their attitude towards tourists. It will examine, Generation Z's attitudes towards their place of residence, their sense of satisfaction which influences the "atmosphere" of the place and therefore the attractiveness and future of the destination.

Methodology

A focus research study was conducted with 6 groups of students, came from a variety of locations with varying degrees of tourist attraction. Two groups each from large cities, small towns and rural areas participated in the study, which makes it possible to note the distinctions according to the size of settlement. Modified by authors the Place Attachment Scale and the Territorial Identity Scale were used.

Results and Implications

Exploring local identity of Gen Z in settlements of different sizes can show the conditions for preserving cultural heritage. Respondents from smaller towns and villages showed a slightly higher degree of attachment to their place of residence. Among respondents from large cities, a neutral attitude towards tourists prevails, while in smaller towns and villages this attitude is positive. Respondents emphasised the benefits of tourism development for their place of residence, but require tourists to respect the local population, which is in line with ecotourism principles.

Research Limitations

The study is qualitative and does not reflect the structure of the respondents. There are not many reports on the relationship between local identity and attitude to tourists.

References Version APA 6th or 7th Edition

Jover, J., Díaz-Parra, I. (2022., Who is the city for? Overtourism, lifestyle migration and social sustainability, *Tourism Geographies*, 24:1, 9-32. DOI: 10.1080/14616688.2020.1713878

Niezgoda, A. (2004). Problems of implementing sustainable tourism in Poland. *The Poznań University of Economics Review*. 4(1), 30-42.

Salazar, N.B. (2012). Community-based cultural tourism: Issues, threats and opportunities. *Journal of Sustainable Tourism*, 20(1), 9-22

OC - (223) - VISITORS' ATTITUDES TOWARDS NATURE BOARDWALKS IN SOCIAL MEDIA

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1 - Catholic University of Portugal; 2 - University of Maia

Proposal and Originality

Hiking or nature walk, is one of the most popular leisure activities in nature and ecotourism (Gea-García, *et al*, 2021). Nature walk does not only offer a possible cost-effective intervention to improve mental and physical health, but it may also contribute to the preservation of threatened ecosystems and economic development of nature-rich areas (Grassini, 2022). Despite their tourism potential and popularity, little is known, however, about the role of these constructions in local development and their impact on the natural environment and on the quality of life of the residents.

Methodology

The present study aims to explore visitors' attitudes towards nature boardwalks, using empirical data retrieved from the "Passadiços de Portugal" (Boardwalks of Portugal) Facebook group.

Results and Implications

The results highlighted a clear distinction between personal, societal, environmental and economic benefits and issues as perceived by the residents. Despite an overall positive attitude, however, the findings revealed issues related to accessibility, waste management, maintenance and location of the boardwalks.

Session: Ecotourism Challenges

Research Limitations

The research is exploratory in nature and does not use direct data collection methods such as interviews or questionnaires. It only focuses on visitors' perceptions.

References Version APA 6th or 7th Edition

Gea-García GM, Fernández-Vicente C, Barón-López FJ, Miranda-Páez J. (2021). The Recreational Trail of the El Caminito del Rey Natural Tourist Attraction, Spain: Determination of Hikers' Flow. *Int J Environ Res Public Health*. 2021 Feb 12;18(4):1809.

Grassini S. (2022). A Systematic Review and Meta-Analysis of Nature Walk as an Intervention for Anxiety and Depression. *J Clin Med*. 2022 Mar 21;11(6):1731.

Hausmann, A.; et. al. (2020). Understanding sentiment of national park visitors from social media data. *People Nat*. 2020, 2, 750–760.

SPECIAL SESSIONS –
SUSTAINABLE TOURIST BEHAVIOUR:
CONSUMER BEHAVIOUR

OC - (16) - A PERCEÇÃO DE QUALIDADE DE VIDA NA CIDADE DE COIMBRA: A VISÃO DE RESIDENTES E VISITANTES

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Proposal and Originality

A Qualidade de Vida é um tema cada vez mais atual e abrangente, o que demonstra que existe uma grande preocupação com o bem-estar geral da população. Ao estudarmos a Perceção da Qualidade de Vida nas cidades estamos a observar as condições em que os cidadãos que nelas vivem habitam, estabelecendo relações Homem-Cidade, que se pretendem que sejam o mais sustentáveis possível. A investigação realizada neste artigo permite perceber se a perceção da qualidade de vida da cidade de Coimbra é semelhante entre residentes e visitantes da cidade, fornecendo indicações aos decisores políticos.

Methodology

Aplicação de um inquérito por questionário, aplicado através da plataforma *LimeSurvey*, sendo a técnica de amostragem utilizada a não probabilística por conveniência.

Durante um mês foram recolhidas um total de 440 respostas válidas (236 de residentes e 204 de visitantes).

Results and Implications

Uma amostra de mais de 400 residentes e visitantes da cidade de Coimbra, uma das cidades mais procuradas em termos turísticos na região Centro de Portugal, permitiu concluir que a perceção de qualidade de vida na cidade de Coimbra não é semelhante entre aqueles que residem e aqueles que a visitam a cidade. Os resultados do estudo permitem aos decisores políticos que adotem medidas que melhorem alguns aspetos que influenciam negativamente a qualidade de vida na cidade de Coimbra.

Research Limitations

Uma das principais limitações encontradas foi a dificuldade de obter respostas de residentes que não fossem estudantes, o que acaba por influenciar um pouco os resultados.

References Version APA 6th or 7th Edition

Maria João Carneiro, Celeste Eusébio & Ana Caldeira (2018) The Influence of Social Contact in Residents' Perceptions of the Tourism Impact on Their Quality of Life: A Structural Equation Model, *Journal of Quality Assurance in Hospitality & Tourism*, 19:1, 1-30, DOI: 10.1080/1528008X.2017.1314798

Seabra, C.; Almeida, S.; Reis, M. Quality-of-Life Perception among Young Residents and Visitors: The Impact of COVID-19. *Sustainability* 2022, 14, 16177. <https://doi.org/10.3390/su142316177>

OC - (12) - RESIDENTS PERCEPTIONS ON THE SOCIO-ECONOMIC TOURISM IMPACTS – THE CASE OF ALENTEJO

Joana Lima¹; Jaime Serra¹; Maria Do Rosário Borges¹; Noémi Marujo¹

1 - CIDEHUS - University of Évora

Proposal and Originality

Residents' attitudes and behaviors towards visitors influence the lived tourist experience at the destination. Therefore, to successfully develop a sustainable destination it is necessary to involve the community and understand their perceptions and wishes regarding tourism development (Ap, 1992; Kamata, 2021; Soares et al, 2021). Considering this, the aim of this study is to analyse the socioeconomic perceptions on tourism impacts of Alentejo's residents, a Portuguese region focused on sustainable tourism, where no previous studies have been conducted on this regard.

Methodology

A survey was undertaken in 2019-2020, using a multi-stage cluster sampling process. A total of 2,619 valid questionnaires were collected, representing residents from 34 municipalities, regarding the socioeconomic impacts of tourism development and their interaction with tourists.

Results and Implications

Results show that, in general, residents have positive perceptions of the socioeconomic impacts of tourism. Regarding the perceptions of the negative socioeconomic impacts of tourism, residents seem only to perceive few economic negative impacts. These results have some implications for the destination tourism planning process, as to consider the residents' perceptions on tourism development seems to be crucial, even for low density territories so that the sustainable tourism concept can be "preventive" and truly applied by tourism agents' of low density destinations.

Research Limitations

Although not exclusively as a limitation, data was collected before the lockdowns during the Covid19 pandemics, so the results reflect a pre-pandemic perceptions.

References Version APA 6th or 7th Edition

Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research*, 19(4), 665–690

Kamata, H. (2021). Tourist destination residents' attitudes towards tourism during and after the COVID-19 pandemic. *Current Issues Tourism*, 25(1), 1–16

Soares, J., Casado-Claro, M., Lezcano-González, M., Sánchez-Fernández, M., Gabriel, L., e Abril-Sellarés, M. (2021). The Role of the Local Host Community's Involvement in the Development of Tourism: A Case Study of the Residents' Perceptions toward Tourism on the Route of Santiago de Compostela. *Sustainability*, 13(17), 9576

OC - (65) - PRO-CIRCULARITY CONSUMER BEHAVIOURS: A TOURISM FRAMEWORK PROPOSAL BASED ON A SYSTEMATIC LITERATURE REVIEW

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Proposal and Originality

With circular economy and circular tourism on the rise, consumers are becoming keen on adopting actions that nurture these trends. However, these areas are predominantly studied from an industry perspective. Moreover, few studies delve into the adoption of these behaviours by visitors. In a tourism context, visitors' daily behaviours often overlap with their conduct at the destination. This study does a systematic literature review on consumer's circular economy behaviours in their daily life, as to construct a framework to investigate pro-circularity demand actions in tourism.

Methodology

A Scopus search on circular economy consumer behaviours resulted in 351 articles (Sørensen & Bærenholdt, 2020). Using PRISMA, the selection criteria was to include only the demand studies on circularity behaviours, resulting in 138 papers for review and bibliometric analysis in VOSViewer.

Results and Implications

Several studies touch on specific consumer pro-circularity behaviours, yet content analysis revealed a gap in papers that define the most predominant actions and intents by demand, with studies in tourism sector being particularly scarce. Results from the systematic review allowed for the construction of a conceptual framework (Potting et al., 2017). Green buying, along with actions to prolong product life cycle (ie: repairing / using product-service systems), as well as managing waste and food surplus, are the most predominant pro-circularity consumer behaviours in literature

Research Limitations

Given this is a recent field in the social sciences there is a limited number of studies on consumers' circular economy behaviours, constricting the results from this research.

References Version APA 6th or 7th Edition

This work was financially supported by the research unit on Governance, Competitiveness and Public Policy (UIDB/04058/2020)+(UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia.

Potting, J., Hekkert, M., Worrell, E., & Hanemaaijer, A. (2017). Findings. In PBL Netherlands Environmental Assessment Agency (Ed.), *Circular economy: Measuring innovation in the product chain* (1st ed., Vol. 1, pp. 4–8). PBL Publishers. <https://www.researchgate.net/publication/319314335>

Sørensen, F., & Bærenholdt, J. O. (2020). Tourist practices in the circular economy. *Annals of Tourism Research*, 85. <https://doi.org/10.1016/j.annals.2020.103027>

OC - (212) - O TURISMO DE SAÚDE E BEM-ESTAR NA SERRA DA ESTRELA: UMA ANÁLISE DAS MOTIVAÇÕES E DO PERFIL SOCIOECONÓMICO DA PROCURA TURÍSTICA

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Proposal and Originality

O Turismo de Saúde e Bem-Estar encontra, no Centro de Portugal e num contexto pós-pandémico, uma oportunidade de afirmação na procura turística da região. A Serra da Estrela, território de montanha classificado como Geopark Mundial da UNESCO, desde 2020, e historicamente procurado por motivos terapêuticos pela pureza e rarefação do ar, encontra na Saúde e Bem-Estar uma alavanca turística que espelha a imagem do destino. Neste âmbito, torna-se relevante estudar, de forma pioneira, o perfil do público-alvo deste segmento, enquadrando-o na estratégia turística do território.

Methodology

Procede-se à distribuição de inquéritos por questionário aos utentes dos serviços de *spa* e bem-estar de 2 empreendimentos turísticos da região: Abrigo da Montanha – Hotel Rural & Spa e Hotel Vila Galé Serra da Estrela, entre 13 de novembro de 2021 e 11 de novembro de 2022, obtendo-se 154 respostas.

Results and Implications

A procura por lazer e/ou recreação domina o segmento de mercado em análise, sendo as principais motivações o descanso e relaxamento e a fuga à rotina diária. A grande maioria dos inquiridos pernoita nos empreendimentos turísticos onde usufruem dos serviços de *spa* e/ou bem-estar, com uma estada média de 2,2 noites, maior do que as registadas a nível municipal, podendo contribuir para o aumento do período de permanência na região. O utilizador é predominantemente mulher, entre os 35 e os 44 anos, licenciada, a trabalhar por conta de outrem e cujo agregado auferire entre 2000€ a 3000€ mensais.

Research Limitations

A abrangência territorial do estudo foi condicionada pela não-aceitação de questionários por parte dos restantes empreendimentos turísticos inseridos no Estrela Geopark.

References Version APA 6th or 7th Edition

Araújo, A. R., Paiva, T., Ribeiro, M. P., & Coutinho, P. (2015). Innovation in Thermalism: An Example in Beira Interior Region of Portugal. In M. Peris-Ortiz, & J. Álvarez-García, *Health and Wellness Tourism: Emergence of a New Market Segment* (pp. 165-180). Springer International Publishing Switzerland.
<https://doi.org/10.1007/978-3-319-11490-3>

Brandão, F., Liberato, D., Teixeira, A. S., & Liberato, P. (2021). Motivations to the practice of thermal tourism: the case of North and Centre of Portugal. *Sustainability*, 13. <https://doi.org/10.3390/su132212688>

OC - (166) - INDUCING RESPONSIBLE BEHAVIOUR IN ARCHAEOLOGICAL SITES – A CONCEPTUAL FRAMEWORK

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Proposal and Originality

The fast growth of the tourism market led to numerous negative impacts in many destinations, including overcrowding, destruction of heritage and of the environment, among others. It is then, without surprise, that responsible behaviour in tourism caught the attention of many scholars and research has considerably grown in the last decade. This study proposes a new conceptualisation on how destinations may induce responsible behaviour in archaeological sites, and, furthermore, it provides several guidelines for best practices.

Methodology

One made a semi-systematic review, that is, a 'narrative' review, where one develops an overview over this field through a reasonably comprehensive assessment and critical reading of literature intending to better communicate the emerging theories, methodologies, and constructs.

Results and Implications

This paper contributes to overcoming a literature gap, proposing a holistic framework to address the need to induce responsible tourism behaviour in archaeological sites. The framework proposed enhances the need of taking the local context in consideration. Furthermore, a set of guidelines are also proposed, bearing in mind the pressing need that archaeological sites must induce on tourists a sense of ethical and moral responsibility leading to the behaviours change and contributing to sustainable development. Finally, theoretical and practical implications are discussed.

Research Limitations

The development of any conceptual framework through a semi-systematic review will have always its liability dependent of the author's knowledge and options.

References Version APA 6th or 7th Edition

Alrawadieh, Z. & Alrawadieh, Z. (2020) Developing a typology of tourist harassment in archeological sites: a netnographic approach, *Journal of Tourism and Cultural Change*, 18:2, 96-112.
<https://doi.org/10.1080/14766825.2019.1579825>

Buonincontri, P., Marasco, A., & Ramkissoon, H. (2017). Visitors' Experience, Place Attachment and Sustainable Behaviour at Cultural Heritage Sites: A Conceptual Framework. *Sustainability*, 9(7), 1112.
<http://dx.doi.org/10.3390/su9071112>

OC - (160) - ARCHAEOLOGICAL TOURISM EVENTS AS TRANSFORMATIONAL TRAVEL INDUCER

Marco Martins^{1,2}; Anícia Trindade^{1,3}; Douglas Cardoso^{1,2,4}; Eduardo Ferraz^{1,3}; Hugo Gomes^{1,2,5}; Sara Garcês^{1,2,5}; Luiz Oosterbeek^{1,2,5}

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Proposal and Originality

Transformational travelling is an emerging form of tourism that deserves better attention from researchers and practitioners. This theoretical paper seeks to conceptualize the role of archaeological tourism events providers in inducing transformational travel. One argues that archaeological tourism events can be used to capture potential transformational traveling demand. By suggesting a new framework, one proposes a rethinking about the role that archaeological tourism events can play on capturing a pre-identified sort of demand – transformational travellers.

Methodology

In this study, one intended to broaden the discussion scope and to bring new insights into the thematic of transformational travelling linked to archaeological tourism events. Thus, one proposes a conceptual framework linking both constructs.

Results and Implications

The conceptual merit of this paper resides in the fact that it provides a novel framework, one that considers transformational tourists personal characteristics and destination features, helping archaeological tourism event managers to capture this sort of demand. Thus, one argues that by focusing on a transformational approach to archaeological tourism events memorable tourism experiences will be delivered. Furthermore, marketing and managerial implications are discussed, and one provides possible directions for future studies.

Research Limitations

The archaeological tourism transformational events framework proposed lacks empirical validation. Future studies must be made to fully corroborate its potential.

References Version APA 6th or 7th Edition

Ross, D. Saxena, G., Correia, F., Deutz, P. (2017). Archaeological tourism: A creative approach. *Annals of Tourism Research*, 67, 37-47, <https://doi.org/10.1016/j.annals.2017.08.001>

Ateljevic, I. (2020), "Transforming the (tourism) world for good and (re) generating the potential 'new normal'", *Tourism Geographies*, Vol. 22 No. 3, pp. 467-475, doi: 10.1080/14616688.2020.1759134.

OC - (145) - SUSTAINABLE TOURIST ATTITUDES IN URBAN DESTINATIONS: THE CASES OF PORTO AND LISBON

Medéia Veríssimo^{1,2,4}; Makhabbat Ramazanova^{1,4}; Marília Durão^{1,2,4}; Fiona Bakas^{2,3}

1 - REMIT-UPT; 2 - GOVCOPP-UA; 3 - Lusófona University; 4 - Portucalense University

Proposal and Originality

Urban tourism destinations are particularly prone to negative impacts due to the high flow of tourists. Whilst the tourism industry and policy-makers play a significant role in reducing tourism's negative impacts, tourists themselves as consumers also have the power to effect change, by making sustainable travel decisions and behaviours while at the destination. This study offers new insights into contemporary tourists' sustainable behaviours and perceptions of sustainability.

Methodology

This empirical study is based on the statistical analysis of 479 questionnaires applied randomly to tourists using convenient sampling approach in popular urban tourism areas in two of the main Portuguese cities, Porto and Lisbon, in October 2021.

Results and Implications

The questionnaire was designed to understand how tourists viewed these urban tourism destinations and to unveil their sustainable behaviours, as well as to examine the contrast between their behaviour in tourism and home contexts. Results evidence a discrepancy in sustainable behaviours observed when people travel vs to their sustainable behaviours at home. A possible explanation for this is the attitude-behaviour gap, which results in tourists acting sustainably at home but not when away.

Research Limitations

Future research in the form of interviews could reveal further insights to what extent sustainability concerns influence tourists' behaviour.

References Version APA 6th or 7th Edition

Hibbert et al (2013). Identity and tourism mobility: an exploration of the attitude-behaviour gap. *Jrn Sustainable Tourism* 21(7), 999-1016

Holmes et al (2021). At Home or Abroad, Does Our Behavior Change? Examining How Everyday Behavior Influences Sustainable Travel Behavior and Tourist Clusters. *Jrn Travel Research* 60(1), 102-116

Miller, Merrilees & Coghlan (2015). Sustainable urban tourism: understanding and developing visitor pro-environmental behaviours. *Jrn Sustainable Tourism* 23(1), 26-46

SPECIAL SESSIONS –

**WOMEN IN TOURISM: TAKING SOCIAL
SUSTAINABILITY AND GENDER
EQUALITY FORWARD**

OC - (6) - TOURISM ENTREPRENEURSHIP AND EMPOWERMENT: INSIGHTS FROM IRANIAN WOMEN

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Proposal and Originality

In recent decades, women's empowerment through tourism entrepreneurship has attracted increasing attention from both academia and practitioners, particularly regarding the great potential of tourism in increasing female involvement and promoting gender equity (Movono & Dahles, 2017; McCall & Mearns, 2021). The main objective of this study is to assess the effect of tourism entrepreneurship on different aspects of women's empowerment including, economic, political, psychological, and social based on the measurement instrument for empowerment proposed by Scheyven (1999).

Methodology

This study adopts a quantitative approach to evaluate the relationship between variables. The self-developed questionnaire includes four latent variables and 22 items. Data were gathered from Iranian women who run a tourism business. Finally, Smart-PLS was used to test the hypotheses.

Results and Implications

The results revealed that entrepreneurship in tourism has a positive impact on all four aspects of female empowerment, with the relationship being stronger for the psychological and social empowerment of Iranian women. This study has implications for both practitioners and academic researchers. Theoretically, this study simultaneously focuses on women's entrepreneurship and empowerment, while also expanding existing knowledge on their relationships. The need to develop supportive policies for female entrepreneurs is the most important practical implication of this study.

Research Limitations

Due to the lack of reliable data on Iranian female entrepreneurs, the researchers were unable to obtain a larger sample size, which might have resulted in different findings.

References Version APA 6th or 7th Edition

Movono, A., & Dahles, H. (2017). Female empowerment and tourism: A focus on businesses in a Fijian village. *Asia Pacific Journal of Tourism Research*, 22(6), 681–692.

McCall, C. E., & Mearns, K. F. (2021). Empowering women through community-based tourism in the western cape. South Africa. *Tourism Review International*, 25(2-3), 157–171.

Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism Management*, 20(2), 245–249.

OC - (28) - TOURISM PUBLICATION PATTERNS DURING THE COVID-19 PANDEMIC: A BIBLIOMETRIC STUDY

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Proposal and Originality

This article proposes to analyze the patterns of scientific production in tourism during the years 2020 and 2021, since these were the two years where the impacts of the pandemic were most relevant.

It used a Scopus-based bibliometric analysis to map the state of the art and identify patterns in publications on tourism studies.

The article provides information of interest to academics and researchers and tourist managers, it demonstrates the importance of the topic based on the exponential growth of the number of investigations, an indicator that also showed growth in tourism studies.

Methodology

Bibexcel software was used to calculate productivity indicators and h-index.

The VOSviewer for bibliometric networks of citation, co-citation and co-occurrence of keywords. The publication delay and the gender authorship has also been analysed.

Results and Implications

The fundamental thematic lines were: Sustainability, Impacts, Forecasts, Crisis response, Human behaviour, Research, Technology, Media coverage, Literature review, Education.

The most productive journals were *Annals of Tourism Research*, *Tourism Geographies* e *Current Issues in Tourism*.

The percentage of women carrying out tourism research was lower than men, though the most prolix author with the highest h-index is a woman, Mary Mostafanezhad, followed by another woman Freya Higgins-Desbiolles, confirming the women leadership in the tourism-COVID-19 binomial thematic.

Research Limitations

The main limitations are: basing the analysis only on the SCOPUS database, considering publications in 4 idioms, and excluding articles submitted in 2021 but published later.

References Version APA 6th or 7th Edition

Lin, W.-Y. C. (2021). Effects of open access and articles-in-press mechanisms on publishing lag and first-citation speed: a case on energy and fuels journals. *Scientometrics*, 126(6), 4841–4869.

Serrano-Leyva, B., Díaz-Pompa, F., Feria-Velázquez, F., & Richards, G. (2021). Estudio bibliométrico sobre turismo creativo en Scopus, tendencias y futuras líneas de investigación. *Biblios*, (82), 1-23.

Viana-Lora, A., & Nel-lo-Andreu, M. G. (2022). Bibliometric analysis of trends in COVID-19 and tourism. *Humanities and Social Sciences Communications*, 9(1), 1-8.

OC - (83) - THE INCORPORATION OF GENDER IN TOURISM RESEARCH: A BIBLIOMETRIC ANALYSIS BETWEEN 2010 AND 2021.

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Proposal and Originality

The dominant perspectives in tourism studies continue to neglect gender differences in theory and practice, which often approach people in a "universal" way (Aitchison, 2005). Although there are some studies that investigate the status of gender in tourism studies, the only one that analyzed the overall situation was published in 2015 (Figueroa-Domecq et al., 2015). This study aims to ascertain to what extent and in what way the gender approach is present and has influenced tourism research in recent years.

Methodology

This research applies a bibliometric review of scientific production indexed in Web of Science and Scopus that studied gender and tourism between 2010 and 2021. In addition, each article abstract was read and coded into: geographic location; type of tourism; and themes.

Results and Implications

The publications on gender and tourism have been upward and steady between 2010 and 2021. However, they register very few citations and remain with a gap in many areas to be explored and deepened. Most of them focus on 'tourist' (behavior, experience, motivations) and 'tourism workers' (wage discrimination, occupational segregation), with 40% and 16% respectively. The geographical pattern data showed that the Global South hosted just over 50% of the fieldwork (China, India, Türkiye, Mexico, and Brazil). However, institutions in the North dominate the research with 65% of them.

Research Limitations

The study did not incorporate databases from other regions (Latindex, Scielo) and did not assess adherence to the gender perspective (how the concept of gender was applied).

References Version APA 6th or 7th Edition

Aitchison, C. (2005). Feminist and gender perspectives in tourism studies: The social-cultural nexus of critical and cultural theories. *Tourist Studies*, 5(3), 207–224. <https://doi.org/10.1177/1468797605070330>

Figueroa-Domecq, C., Pritchard, A., Segovia-Pérez, M., Morgan, N., & Villacé-Molinero, T. (2015). Tourism gender research: A critical accounting. *Annals of Tourism Research*, 52, 87–103. <https://doi.org/10.1016/J.ANNALS.2015.02.001>

OC - (40) - WOMEN TRAVELING ALONE: HOW THEY DESCRIBE THEIR EXPERIENCE?

Andreia Pereira¹

1 - University of Coimbra

Proposal and Originality

From a gender perspective, this work analyses how female solo travellers describe their travel experiences. Gender studies in tourism are crucial to better understand tourist behavior and consumption trends with the aim to create a more segmented and diversified offer. The Goal 5 of the ONU SDGs is dedicated to Gender Equality, with this a greater understanding of the experiences of female tourists can help tourism agents with measures that could improve women's travels and reinforce female empowerment through tourism.

Methodology

The exploratory study used a qualitative methodological approach through a questionnaire that included an open-ended question . Content analysis procedures were conducted using NVIVO software. The final sample comprises 185 women, aged between 18 and over 65, from 38 different countries.

Results and Implications

The most cited words, adventure, independent, fun, and freedom. As for challenges, although with less representation, women mainly indicated loneliness, anxiety, boredom, and fear. The results demonstrate that most respondents have travelled abroad alone and intended to travel in the next six months, including in the worst months of the pandemic, between March 2020 and the end of 2021. Regarding the relation with sociodemographic variables, age groups analysis demonstrates differences in the number of words by each category.

Research Limitations

Most of the respondents were young women. More data from respondents over 65 years is needed. Also qualitative studies have a high level of subjectivity.

OC - (207) - THE INFLUENCE OF HUMAN RIGHTS RESPECT ON TOURIST'S DESTINATION CHOICE

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Proposal and Originality

The purpose of the present study is to understand how the perception of respect for human rights influences tourists' destination choices.

Its originality comes from the correlation between tourists' perception of respect for human rights in issues such as gender and sexual freedom, religion and organization of society, education, democracy and freedom of expression, armed and political conflicts and social problems, and tourist flows and their intention to avoid particular destinations.

Methodology

This is an exploratory study with a quantitative analysis applied through a survey, using Google Forms, and conducted during the academic year 2022/2023 to Portuguese higher education tourism students who have travelled at least once, alone or in a group, in the last five years, for leisure.

Results and Implications

This study has shown that Portuguese higher education tourism students are strongly aware of the importance of social sustainability based on the Universal Declaration of Human Rights.

The respondents' perception is high regarding all the issues around social sustainability, mainly with Gender, Sexual Freedom and Education, and it has a decisive influence on their travel options and in the decision-making process.

When tourism is facing major social challenges, the future tourism professionals' strong awareness may change the market logic and the planning of tourism.

Research Limitations

As the sample is by convenience and portrays a niche of society, results do not allow inferring conclusions on a national tourism demand level.

References Version APA 6th or 7th Edition

Alvarez, E., & Brida, J. G. (2019). An agent-based model of tourism destinations choice. *International Journal of Tourism Research*, 21(2), 145-155.

Higgins-Desbiolles, F., & Whyte, K. P. (2015). Tourism and human rights. In *The Routledge handbook of tourism and sustainability* (pp. 123-134). Routledge.

Karl, M., & Schmude, J. (2017). Understanding the role of risk (perception) in destination choice: A literature review and synthesis. *Tourism: An International Interdisciplinary Journal*, 65(2), 138-155.

OC - (62) - MULHERES E TURISMO NO BRASIL: ANÁLISE DO CONTEXTO DAS ESTRUTURAS DE GOVERNANÇA LOCAL

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Proposal and Originality

Diante das marcas diferenciadoras de gênero cunham-se espaços que estabelecem os limites das ações a serem empreendidas por cada um dos gêneros. Ressalta-se as iniquidades de gênero e a sub-representação das mulheres no sistema sociopolítico, inclusive no âmbito da administração pública e nas esferas políticas. É fulcral analisar a participação e atuação das mulheres nos Comturs, procurando desvelar a realidade no período entre 2020 a 2022, que inclui o início da pandemia de covid-19, a fase mais aguda e a recuperação, descortinando a participação das mulheres nesse processo.

Methodology

Pesquisa qualitativo-descritiva para analisar os conselhos municipais de turismo brasileiros, análise documental da legislação vigente, das atas e do regimento e entrevistas semiestruturadas com representantes femininas, e a análise de conteúdo para interpretar os resultados.

Results and Implications

Espera-se que os resultados revelem:

1. a área de atuação e a origem da representação das mulheres nos conselhos municipais de turismo, sejam elas vinculadas ao poder público (municipal, estadual e/ou federal), sociedade civil e iniciativa privada;
2. os temas defendidos pelas mulheres nas estruturas de governança local; e
3. se as mulheres na estrutura de governança local, possuem voz e fazem proposta que se desdobramento em políticas públicas ou ações que visam o desenvolvimento do destino turismo.

temas defendidos pelas mulheres

Research Limitations

As limitações relacionam-se à dificuldade de acessar os registros de muitos conselhos municipais de turismo e à amostragem que se concentra na macrorregião Sudeste do Brasil.

References Version APA 6th or 7th Edition

Oliveira, V. C., Avelar, K., Almeida Júnior, C. R., Ferreira, V. C. & Pimentel, T. D. (2020). Representações sobre o Conselho Municipal de Turismo de Juiz de Fora - MG. *Cultur*, 14 (1).

<http://periodicos.uesc.br/index.php/cultur/article/view/2665/1983>.

Silveira, C. E. & Medaglia, J. (2016). Relações entre gênero e mercado de trabalho de turismólogos em Minas Gerais. *Caderno Virtual de Turismo*. Rio de Janeiro, 16 (1): 109-125,

abr. https://www.redalyc.org/journal/1154/115446822009/html/#redalyc_115446822009_ref11

OC - (201) - EMPREENDEDORISMO FEMININO NO TURISMO: UM ESTUDO EXPLORATÓRIO NAS TERRAS DE BASTO.

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1 - CIDI-IESF- Fafe Institute of Higher Studies, Fafe, Portugal; 2 - N2i-Maia Polytechnic Institute, Maia, Portugal; 3 - N2i-Lusófona University, Lisboa, Portugal

Proposal and Originality

Propõe-se agregar as pesquisas bibliográficas e os resultados das entrevistas, representativas do empreendedorismo feminino nas Terras de Basto, pelas motivações, oportunidades e as desigualdades do género. Resultando num contributo científico do tema do empreendedorismo feminino nesta região, sensibilizando o contributo das mulheres empreendedoras para a economia regional e o reconhecimento pelos stakeholders associados, desde o governo, municípios, estabelecimentos de ensino, e outras instituições com responsabilidade na estimulação da atividade empreendedora.

Methodology

Adotou-se - uma abordagem exploratória - descritiva, de natureza qualitativa, pela análise, de um estudo de multicasos, recolha através da observação e entrevista semiestruturada. Comparando-os com dados biográficos. Entrevistadas mulheres empreendedoras no turismo da região de Basto.

Results and Implications

Como resultados, verifica-se que as motivações para o empreendedorismo feminino definem-se pela conciliação da vida pessoal e familiar com a profissional, e a melhoria da condição financeira. A criação do emprego pela oportunidade e motivadas pela vontade de se estabelecerem de forma independente, desprovidas de chefias. Em termos de implicações à instalação dos negócios pelas mulheres, destacam-se a componente burocrática associada aos licenciamentos das atividades, a falta de apoios financeiros e resistência das empreendedoras na participação em redes de conhecimento.

Research Limitations

As limitações prendem-se pela indisponibilidade e condicionalismos das empreendedoras, área restrita de aplicação do estudo e as limitações de publicações sobre a temática.

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**SPECIAL SESSIONS –
EVENTS, ANIMATION, AND LEISURE**

OC - (87) - TURISMO AUTOMÓVEL E MOTOTURISMO: ANÁLISE COMPARATIVA ENTRE EVENTOS MOTORIZADOS

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Proposal and Originality

A constante procura por novos produtos alavanca mudanças de estratégia, planeamento, gestão, promoção e oferta dos destinos turísticos (Cudny & Jolliffe, 2019). O principal objetivo deste trabalho foca a relação entre o turismo e os eventos motorizados, levando a objetivos específicos ligados à imagem dos territórios, dinâmicas vividas através destes eventos, impactes, oferta e procura nos territórios em estudo, estratégias para impulsionar estes tipos de turismo e particularidades dos destinos Caramulo e Portimão, criando abertura para questões ligadas à sustentabilidade.

Methodology

Metodologia mista para análise e comparação entre Caramulo Motorfestival e Moto GP em Portugal, formada por: um inquérito a entusiastas de automóveis e motociclos; entrevistas semiestruturadas a entidades públicas e privadas e focus group de residentes de Tondela e Portimão (Pocinho, 2012).

Results and Implications

Existe uma relação entre o turismo e os eventos motorizados, que permitiu a recolha de informação sobre motivação, participação, impactes na Região Centro e Sul. Recolha esta que adicionou fatores interessantes como, o impacto destes eventos no território, a quantificação de turistas atraídos e o seu perfil, os eventos motorizados como impulso para a viagem e o desenvolvimento dos territórios e da sua imagem de marca (Bacherikova, 2017). Justificando o desenvolvimento e internacionalização destes produtos-âncora, já que movimentam massas e quebram a sazonalidade (Cudny, 2018).

Research Limitations

Problemática pouco explorada e divulgada; os contactos manifestaram pouco à-vontade para compreender o turismo motorizado; Covid-19 e instabilidade vivida foi desafiante.

References Version APA 6th or 7th Edition

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OC - (26) - FACTORS INFLUENCING THE RESIDENTS' ATTITUDES TOWARDS REENACTMENT EVENTS: THE CASE OF MEDIEVAL JOURNEY IN THE LAND OF SANTA MARY

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Proposal and Originality

Reenactment events are important drivers of the economic and socio-cultural development of tourism destinations. The residents are of utmost relevance for the success of events. Despite the increase of this type of event in recent years worldwide, the literature evaluating residents' attitudes towards these events and the factors that influence these attitudes is very scarce. Thus, this study aims to increase knowledge in this field examining the residents' attitudes towards the *Medieval Journey in the Land of Santa Mary* and the factors influencing these attitudes.

Methodology

The questionnaire was conducted on a non-probabilistic quota sample to residents of Santa Maria da Feira, between July and August 2020. A total of 396 completed questionnaires were obtained. Principal Component Analysis (PCA) and a multivariate regression model were used to analyze the data.

Results and Implications

The results obtained reveals that the residents of Santa Maria da Feira have a reasonable attachment with the destination and the event, but a weak interaction with the visitors who attend the event. In general, they consider the Medieval Journey as beneficial for them and for the community and, therefore, demonstrate positive attitudes and support towards the organization of the event. These results allow to destination managers to predict and improve the impacts that cause displeasure to residents. Also, from a theoretical point of view, this study contribute to a better knowledge.

Research Limitations

This study was developed during the pandemic. Therefore, it would be interesting to carry out the same study after the period of high influence of this health crisis.

References Version APA 6th or 7th Edition

This work was financially supported by the research unit on Governance, Competitiveness and Public Policy (UIDB/04058/2020)+(UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia.

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OC - (60) - CULTURAL EVENTS AND THEIR IMPACT ON CITY'S DYNAMIC: THE CASE OF PERLIM - THE BIGGEST CHRISTMAS THEME PARK IN PORTUGAL

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Proposal and Originality

Cultural events have a major impact for the cities. Not only its branding is positively affected by those, but also all the sectors related with tourism. This relation between the city and its events is reflected in the economy and in the city's dynamic. However, there seems to be a literature gap regarding the influence of cultural events in city marketing. Therefore, this article considers Perlim, Portugal's Biggest Christmas Theme Park, as an example, highlighting how the city where it takes place benefits from the existence of this cultural event during the Christmas season.

Methodology

For this paper, it is used a case study methodology. Using a case study to investigate a certain topic of interest, allows to directly study social matters and a in-depth understanding of a phenomenon.

Results and Implications

This research shows the impact that events like Perlim have on the dynamics of a city. This dynamic is reflected firstly in Tourism, with the increase of the city's attractiveness, but also in the promotion of the local economy. This impact is also felt in other sectors, since much of the event is based on a logic of partnerships with other entities ranging from retail to automotive sector. Thus, this study has implications mainly for other DMOs namely regarding the need to maintain novelty and innovation in cultural events, so that they continue to attract new audiences.

Research Limitations

The limitations of this case study were that it was conducted after a Perlim edition undergoing COVID-19, and the limited previous data about the event and its impact on the city.

References Version APA 6th or 7th Edition

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OC - (91) - FESTIVALS AND COMMUNITY COHESIVENESS: EXPLORING THE CHALLENGE OF MICRO-COMMUNITIES AT THE BIG SCREAM HALLOWEEN FESTIVAL, DUBLIN

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Proposal and Originality

Community events focus on building communities and enhancing connections with others living in the place (Duffy & Mair, 2018). This research explores the Big Scream festival run by Dublin county council to combat anti-social behaviour and strengthen the community. Research on community festivals often treats the community as one group however this research shows how within one local area there can be a number of different sub communities and while the festival encourages people to visit other parts of the locality many events remain micro-community focused.

Methodology

The data for this research includes 176 event attendee responses, a focus group with older members of the community (17) and interviews with organizers (7) and volunteers (6). Data was collected during the week of the festival and in the following two weeks after, in October/November 2022.

Results and Implications

The results show that the festival has clear value in terms of building a sense of community. Furthermore, it helps broaden connections by facilitating the community to spend time with each other, and encourages attendees to visit areas of the locality they wouldn't usually visit. Additionally, 89% of respondents think that the festival strengthened the community. However, the existence of micro-communities was evident in the programming and organisation of the festival, suggesting that whole community cohesiveness may be more challenging.

Research Limitations

The study explored the social impacts of an event the division of the community became apparent as the project proceeded. More data collection would enhance the analysis.

References Version APA 6th or 7th Edition

Duffy, M., & Mair, J. (2018) The role of festivals in strengthening social capital in rural communities. *Event Management*, 22(6), 875–889

OC - (182) - TOWARDS SUSTAINABILITY IN EVENTS. A REVIEW OF FOOD WASTE MANAGEMENT.

María Torrejón Ramos¹; Marta Ortiz-De-Urbina-Criado¹; María-Sonia Medina-Salgado¹; Sara Alonso-Muñoz¹

1 - Rey Juan Carlos University

Proposal and Originality

The management of food waste has a particular influence on the planning and improvement of tourist destinations. Proper management of food waste helps to reduce environmental and social impacts, reduce costs for organisers and can enhance the reputation of the event. It is also a way to address food insecurity and redistribute surplus food to those in need. Despite the relevance of the topic, there is a great dispersion and lack of research. Then, it is proposed to better understand the mechanisms of waste management in events in order to contribute to the fulfilment of the SDGs.

Methodology

A qualitative exploratory analysis was carried out using the technique of thematic analysis with Atlas.ti software. The analysis is carried out on a set of academic documents (papers) and non-academic documents (event companies).

Results and Implications

The road to sustainability must be tackled through different actions. There is the need to create a sustainability support network, to maintain an active dialogue between authorities and event organisers, and to take into account other important aspects such as energy use and travel involved in hosting a live event. About practical implications, improvements are proposed for event organisers to promote sustainable practices. This paper proposes some strategic management lines to be implemented by food service provision companies aimed at contributing to the SDGs.

Research Limitations

The research paucity on the subject limits the obtaining of solid results. Future quantitative studies will help to identify the real implications of waste management at events

References Version APA 6th or 7th Edition

Cooper, J.A., & McCullough, B.P. (2021). Bracketing sustainability: Carbon footprinting March Madness to rethink sustainable tourism approaches and measurements. *Journal of Cleaner Production*, 318. <https://doi.org/10.1016/j.jclepro.2021.128475>.

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**SPECIAL SESSIONS –
ENVIRONMENTAL SUSTAINABILITY**

OC - (191) - ECONOMIC SUSTAINABILITY THROUGH NETWORKS: THE CASE OF FAVAIOS VILLAGE

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Proposal and Originality

Sustainable development and growth through tourism can induce economic progress, with numerous economic-based multiplier effects, in the local community. The case study applied to the village of Favaios, is innovative and aims to understand the growth and development of a local community, based on networks and indicators of economic sustainability.

Methodology

The research was based on the observation of the plans and programs implemented between 2000 and 2022, and on semi-structured interviews with the different economic agents, association leaders, and some members of the local population.

Results and Implications

Preliminary results show that the Wine Villages project has had an economic impact on the local community and there has been business growth and more consistent networking. The main driving forces behind this network are the Favaios, Bread and Wine Museum and the Quinta da Avesada Wine Cellar.

Research Limitations

The limitations of the study are related to the focus on studying only the village of Favaios, as there is no term of comparison with another village of the Douro demarcated region.

References Version APA 6th or 7th Edition

Cristóvão, A., Medeiros, V., & Melides, R. (2010). Aldeias Vinhateiras: Requalificação Urbana, Turismo e Desenvolvimento Local no Douro. *PASOS Revista de Turismo y Patrimonio Cultural*, 8(4), 519–528.

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OC - (69) - SUSTAINABLE SMART TOURISM MANAGEMENT. CULTURAL, POLITICAL, AND EDUCATIONAL IMPACT OF THE UNESCO PROPERTIES IN THE TOURISM. UNESCO WORLD HERITAGE SITES IN PAKISTAN AND PORTUGAL.

Farhad Nazir¹; Norberto Santos¹; Luis Silveira¹

1 - University of Coimbra, CEGOT, Faculty of Arts and Humanities.

Proposal and Originality

To design and propose a Sustainable and Smart Heritage Tourism Model SSHTM for World Heritage Sites of Pakistan and Portugal in acquiescence to SDG's 2030 Agenda for Sustainable Development, and UNESCO's manifesto. Promote comparison and development of best practices on the practical and theoretical issues of enhancing WHS as Smart and Sustainable Tourism Destinations Management, supported by the quintuple helix of heritage, including academia, local community, public and private governance, and environment, as reinforcement of tourism supply.

Methodology

Delphi technique has been adopted in this qualitative research. Rounds of questions will be administered from the Units of Data Collection. UDCs include heritage managers and tourism administrators (public/private), academic and civil society members, and government representatives.

Results and Implications

The results will unravel themes/dimensions. Based on these themes, a final layout of the proposed model (SSHTM) will be sketched under the realm of World Heritage Sites (WHS) of Pakistan and Portugal (benchmarking study), enabling the various sectors to enhance their functionality procedures and enabling them to proactively participate in achieving the best sustainability agenda. This model will be a blueprint to balance the tourism activities and cultural heritage stake in a sustainably smart and integrated way.

Research Limitations

Based on the two WHS of Portugal and Pakistan, the applicability of this study may be limited due to the uniqueness and criteria of WHS worldwide and the respective societies.

OC - (114) - THE POTENTIAL OF AROMATIC AND MEDICINAL PLANTS (AMPS) AS A SUSTAINABLE TOURISM PRODUCT

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Proposal and Originality

This paper aims to identify the most successful cases and best practices of tourism based on aromatic and medicinal plants (AMPs) worldwide. Through a literature review and analysis of the existing case studies, we evaluate the impact and initiatives that the AMPs industry has on the tourism sector (Başaran, 2017; Kala, 2015; Nicola et al., 2004).

Methodology

In order to examine the potential of AMPs tourism a documental and a content analysis were carried out in order to describe the best practices of the sector. Additional data from producers were gathered by means of a questionnaire and personal interview developed by the team of PAM4WELLNESS project.

Results and Implications

The use of AMPs as a tourism product has the potential to be a profitable and long-lasting industry and its initiatives contribute to environmental conservation and local community development, promoting local culture and tradition while also benefiting economically rural communities. Thus is possible to draw some recommendations for policymakers and practitioners looking to replicate or expand upon the identified best practices in the field of AMPs-based tourism (Kala, 2015).

Research Limitations

The limitations of research in this topic are the lack of data that can help measure the impacts that the AMPs sector can have on the tourism industry.

Thanks PAM4WELLNESS project.

References Version APA 6th or 7th Edition

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OC - (141) - TOURISM AND THE SOCIOECONOMIC IMPLICATIONS OF CLIMATE CHANGE ON THE DEVELOPMENT OF DESTINATIONS

Eunice Lopes¹

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Proposal and Originality

This study intends to understand the relationships that are established between tourism and climate change in the socioeconomic dynamics of the development of destinations. The implications arising from the choice of tourists for a particular tourist destination may condition the entire socioeconomic process of a destination. Climate change has implications for destinations as it affects tourist demand. It can directly interfere with the choice of destination and the time of the trip, or indirectly it can also affect the quality of the experience and safety on the part of the tourist

Methodology

A questionnaire was prepared, which was applied in some hotels in a city in Central Portugal, following the methodology of quantitative analysis.

Results and Implications

The results of this investigation point to 3 interesting reflections: 1) the climatic conditions for tourists are dependent on several personal factors, and the most significant statistical difference is based on the climatic region of origin of the tourist; 2) climate change alters the pattern of seasonal demand for tourism and patterns of seasonality in destinations; 3) the means of promoting and disseminating tourist information influence tourists' holiday schedules in destinations according to climate change and destination safety.

Research Limitations

The main limitation is the comparative analysis of the questionnaires with responses from tourists from hotels in other destinations with similar characteristics.

References Version APA 6th or 7th Edition

OC - (48) - SUSTAINABLE TOURISM: A LITERATURE REVIEW OF APPLIED MODELS

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Proposal and Originality

This study aims to analyse different sustainability models used in the tourism sector. It intends to show and compare the different tools that have been developed to monitor sustainability in a variety of aspects of the sector. By comparing and analysing the different models it will be possible to find errors and develop a new and more efficient tool. To the authors' best knowledge, similar papers have not been created.

Methodology

At the first moment, a literature review is conducted in order to collect and understand different sustainability tourism models. After getting to know the models, different comparisons are built based on different criteria, in order to find differences between the models.

Results and Implications

Results show different models being used to monitor and measure sustainability in the tourism sector. However, they are mainly directed to destinations and include several indicators that are difficult to measure, estimate, or that can be altered in order to reach a sustainable level. The difficulty of application also affects the performance of the models. It is important to develop a new tool that is simple, easy to apply and measure sustainability and that can adapt to different contexts, especially to tourism enterprises.

Research Limitations

Even though it is analyzed different sustainable tourism models, it is not possible to conclude that all models have been included.

References Version APA 6th or 7th Edition

European Commission. (2016, March 3). *ETIS - Indicators*. Retrieved February 26, 2021, from European Commission: https://single-market-economy.ec.europa.eu/sectors/tourism/offer/sustainable/indicators_en

Global Sustainable Tourism Council. (2019, December 9). *GSTC - Destination Criteria*. Retrieved February 16, 2021, from GSTC: <https://www.gstcouncil.org/wp-content/uploads/GSTC-Destination-Criteria-v2.0.pdf>

**SPECIAL SESSIONS –
HUMAN CAPITAL IN TOURISM AND
HOSPITALITY SECTOR**

OC - (210) - CAPACITY DEVELOPMENT IN TOURISM

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Proposal and Originality

The research aims to investigate issues confronting capacity development (CD) in destination communities as perceived by 116 organizations from 20 countries which are involved in CD programmes. This is an exploratory research envisaged to further contribute to CD literature that also determines the relationship of knowledge networks & partnerships (KNPs) to CD. An online survey using non-probability sampling was implemented that targeted experienced capacity builders and trainers as empirical source of data, different from most CD studies that used 'case study' approach.

Methodology

A quantitative approach was adopted, with emphasis on statistical and ordinal regression analyses. A 'Likert scale' type survey (Sullivan & Artino, 2013) was applied using purposive sampling (Robinson, 2014) combined with voluntary response sampling technique (Dunn, 2021).

Results and Implications

Lack of financial resources, lack of other resources (e.g., technology, equipment) and weak institutional strategies are major problems or barriers affecting CD. Results also emphasized that local community participation is important for an effective CD. On the other hand, local community's culture is a factor when developing CD programmes while multi-sectoral partnership is considered the most effective approach in managing CD in destination communities. Furthermore, results suggest that there is a positive relationship between KNPs and CD in destination communities.

Research Limitations

This research adopted an online survey using non-probability sampling technique. The samples represented only a small number of organizations which cannot be generalized.

References Version APA 6th or 7th Edition

Dunn, P. (2021). *Scientific Research Methods: An introduction to quantitative research in science and health*. Retrieved from: <https://bookdown.org/pkaldunn/Book>

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OC - (193) - TALENT MANAGEMENT IN THE TOURISM AND HOSPITALITY SECTOR: A BIBLIOMETRIC ANALYSIS

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Proposal and Originality

Talent management and retention is increasingly difficult in the tourism and hospitality sector. It is crucial to identify tools that enable strategic planning of the sector from a human resources management perspective.

The aim of this research is to connect talent management and the tourism and hospitality sector by identifying highly researched topics and themes among academics from the area. To the authors' best knowledge, the criteria used were not previously applied.

Methodology

Bibliometric studies enable to identify and demonstrate past trends, future and potential areas for research. Keywords "human capital", "tourism", "hospitality" and "Talent Management" were used to retrieve articles from SCOPUS and Web of Science which contained overlapped articles.

Results and Implications

This research provides a bibliometric analysis on talent management and the tourism and hospitality sector. This allows an analysis of different data present in the articles, such as the keywords, countries, affiliation, authors, most cited articles and eventually find potential gaps in the literature. It shares information in a concise and simple way by putting together different perspectives from different authors contributing to further knowledge. It also helps by bringing attention to the importance of talent management in the tourism and hospitality sector.

Research Limitations

The main limitation identified was the methodology, specifically the database, the software and the criteria used that affect the obtained results.

References Version APA 6th or 7th Edition

Abdi Khalife, M., Dunay, A., & Illés, C. B. (2021). Bibliometric Analysis of Articles on Project Management Research. *Periodica Polytechnica Social and Management Sciences*, 29(1), 70–83. <https://doi.org/10.3311/PPso.15717>

Rok, M., & Mulej, M. (2014). CSR-based model for HRM in tourism and hospitality. *Kybernetes*, 43(3), 346-362. <https://doi.org/10.1108/K-02-2014-0026>

OC - (117) - ARE MANAGERS AND CUSTOMERS ON THE SAME PAGE? MISMATCHES OF VIEW ON CRITICAL SUCCESS FACTORS IN HOTEL INDUSTRY

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Proposal and Originality

Identifying the critical success factors (CSFs) in each area offer a "roadmap" for a firm's success (Venter and Cloete, 2007). Firms must consider the management and client's view to define essential factors. This study identifies the hotel's CSFs by the customers' and managers' points of view and the mismatches between them. The originality of this study is to provide a comparison and a hierarchical list of CSFs since studies on CSFs in hotel companies usually focus more on the process required for identifying CSFs, rather than on their prioritization (Carlo, 2021).

Methodology

We used the analytic hierarchy process (AHP) method that suits priority setting and multi-criteria decision-making. Ratio scales are from pairwise comparisons to provide priority scales. Data collection was in the Pestana Chain in Portugal with 19 managers and 121 clients.

Results and Implications

The results showed many mismatches among CSFs from managers' and customers' points of view. However, they agreed with the three factors with more weight. Surprisingly, these Top-3 factors are related to something other than the service or infrastructure. They are linked to the hotel's image and reputation. Some traditional facilities and services considered by managers as priorities CSFs are not in the same hierarchy by customers. Results showed a list of priorities to support hotel managers in realigning their strategies.

Research Limitations

Data collection with only one hotel group was our limitation. Therefore, we recommend further research comparing customer and hotel manager perspectives on CSFs.

References Version APA 6th or 7th Edition

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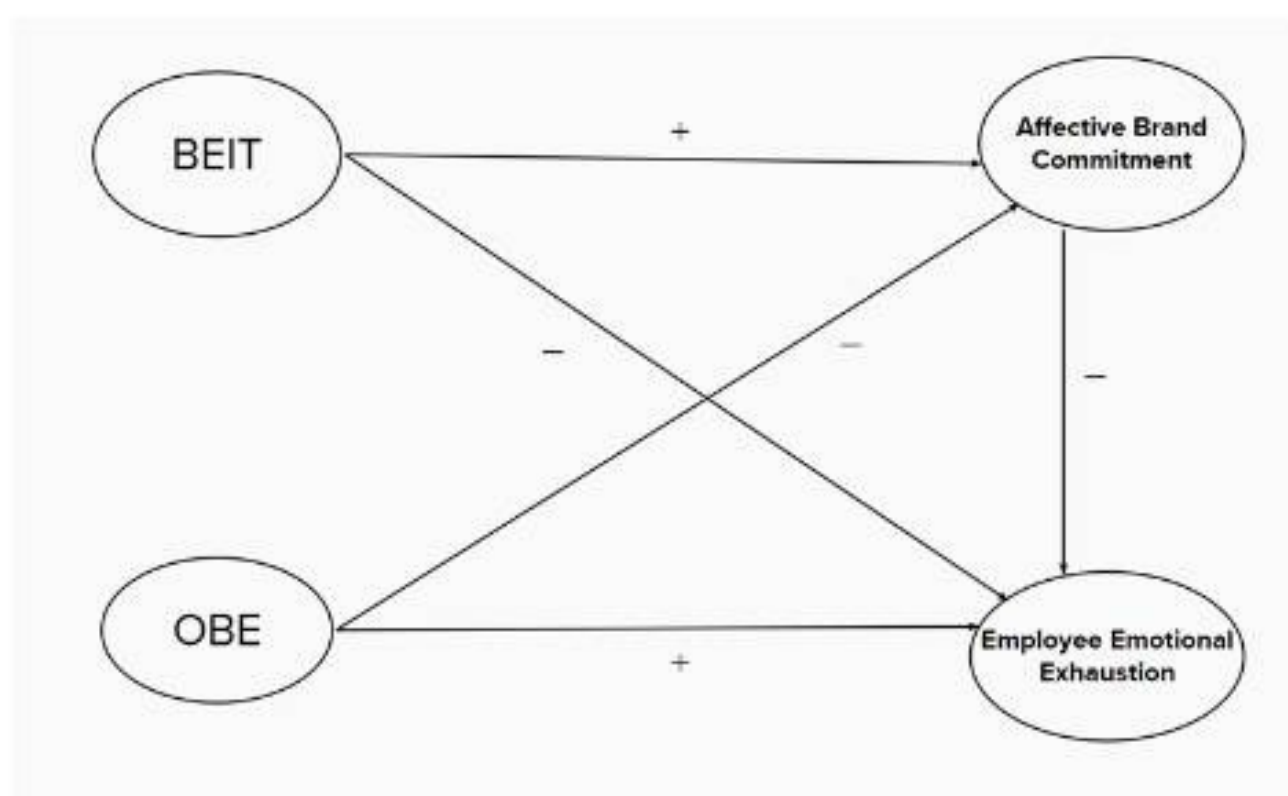
OC - (17) - WHAT DO SERVICE EMPLOYEES GET IN INTERNAL BRANDING? AN EXAMINATION OF EMPLOYEE EMOTIONAL EXHAUSTION AS BRAND AMBASSADORS

Kexin Yuan¹; Lina Xiong²

1 - Kexin Yuan; 2 - Lina Xiong

Proposal and Originality

This study aims to address internal branding gap by examining employees' emotional exhaustion. Internal branding field seeks to align service employees' attitude and behavior with the service brand values (Saini et al., 2022). Service brands plan to adopt brand training to cultivate employees as brand ambassadors. In JD-R theory, job resources (brand-oriented emotional intelligence training (BEIT)) increase emotional bonding with the brand (affective brand commitment), job demands (organizational brand expectations (OBE)) increase the experiencing emotional exhaustion.



Methodology

A quantitative research methodology will be adopted, which resulted in the development of a self-completing online survey drawn from existing scales that had demonstrated reliability and validity targeting front-line service employees. The desired completion online survey is roughly 300.

Results and Implications

We expect all hypotheses hold. To facilitate employees' well-being and enhance the emotional connection with the brand, providing emotional intelligence training for employees can mitigate employees' negative emotions. The implication is for organizations to consider the emotional aspects for employees in internal branding, emphasize training and how to communicate the expectations (in a meaningful and relevant, friendly way), so that employees' don't feel overwhelmed.

Research Limitations

Self-reported Survey data tend to be biased. There are many other aspects of job resources and demands in internal branding, which need future research (interview to identify).

References Version APA 6th or 7th Edition

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Saini, G.K., Lievens, F. & Srivastava, M. (2022) Employer and internal branding research: a bibliometric analysis of 25 years, *Journal of Products & Brand Management*, 31(8), 1196-1221.

Xiong, L. & King, C. (2019) Aligning employees' attitudes and behavior with hospitality brands: The role of employee brand internalization, *Journal of Hospitality and Tourism Management*, 40, 67-76.

OC - (151) - MASTERING FOREIGN LANGUAGES: ITS IMPORTANCE TO TOURISM AND HOSPITALITY SECTOR IN THE PORTUGUESE CONTEXT

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Proposal and Originality

The main aim of this research is to explore the importance of foreign languages mastery in the tourism industry in Portugal, through the lens of its main stakeholders.

The awareness of the need for foreign languages as an essential element of quality service at all levels of the tourism industry may influence stakeholders' strategy, recruitment processes, and talent management.

This work presents stakeholders' awareness according to the characteristics of the Portuguese business fabric regarding the classification of economic activity, location of the company and size.

Methodology

The paper overviews the key results of a questionnaire survey among 555 entrepreneurs of the Portuguese tourism and hospitality sector regarding the importance of foreign languages mastery, collected from November 2018 to January 2019 as part of the project HCTourism.

Results and Implications

The results obtained suggest that, in general, the entrepreneurs of the sector are aware of the importance of mastering foreign languages as the skills related to foreign languages were the most highlighted of the transversal skills listed.

Research Limitations

The general scope of the questionnaire prevents from listing the competences expected for each of the professions in the sector.

References Version APA 6th or 7th Edition

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POSTER PRESENTATIONS

OC - (200) - TURISMO DE EXPERIÊNCIA: UM ESTUDO SOBRE A OFERTA MULTISSENSORIAL A BORDO DO COMBOIO HISTÓRICO DO DOURO.

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Proposal and Originality

A experiência turística memorável é um processo interativo entre o turista e um destino/serviço/produto, inspirado nas suas expectativas, necessidades e desejos, fruto da percepção sensorial, da interpretação emocional e da vivência. O objetivo dessa pesquisa foi investigar as percepções multisensoriais das pessoas com necessidades especiais na experiência turística a bordo do histórico do Douro. Justifica-se este estudo pela inovação de estudo dessa perspectiva entre inclusão e experiência multisensorial nos transportes turísticos ferroviários.

Methodology

A revisão de literatura focou três principais constructos: experiências, sentidos, e as memórias no contexto do patrimônio ferroviário. A metodologia utilizada foi exploratória, com método netnográfico no site TripAdvisor nas dimensões da experiência, inserido nos estudos qualitativos.

Results and Implications

Os atributos visuais apresentam-se como os mais determinantes, seguindo-se os atributos gustativos, auditivos táteis e olfativos. A análise das coletas conseguiu identificar que a oferta turística multisensorial do comboio histórico do Douro não há preocupação em incluir de forma plena as pessoas com deficiências. Neste sentido, faz-se necessário uma ampliação da pesquisa com aplicação de questionários *in loco*, e nesse ínterim, na remodelação da oferta para englobar todos os públicos.

Research Limitations

Os resultados obtidos na presente apresentou limitações por não haver comentários com informações diretas explanadas a partir de pessoas com deficiência.

References Version APA 6th or 7th Edition

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Kozinets, R. V. (2002). **The field behind the screen: Using netnography for marketing research in on-line communities**. *Journal of Marketing Research*, 39, 61–72.

PO - (20) - PERCEÇÃO DOS CONSUMIDORES SOBRE HÁBITOS DE CONSUMO E ANÁLISE DAS CONDIÇÕES DE SEGURANÇA ALIMENTAR EM MERCADOS DE PEQUENOS AGRICULTORES. ESTUDO DE CASO. MERCADO DE PEQUENOS AGRICULTORES DE LOULÉ, PORTUGAL.

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Proposal and Originality

A crescente preocupação do consumidor pelas questões relacionadas com segurança alimentar, origem dos produtos, métodos de produção e sustentabilidade contribui para o aumento de mercados de pequenos agricultores. Pretendeu-se com este trabalho, realizado no mercado de Loulé, Algarve, Portugal avaliar a percepção dos consumidores sobre segurança alimentar, perceber quais as suas principais motivações para a aquisição de produtos alimentares neste tipo de mercados e analisar as condições e comportamentos dos vendedores no que diz respeito à segurança alimentar.

Methodology

Foram aplicados questionários (n=83) para avaliar hábitos de consumo, motivações de compra, e conhecimentos sobre segurança alimentar. A avaliação das condições de segurança alimentar das bancas de venda foi realizada por checklist de verificação (n=62).

Results and Implications

As principais motivações de compra são a maior variedade de produtos, o sabor e a segurança. Quanto mais elevada a faixa etária, maior a frequência de visita aos mercados ($r_s=0,250$). Apenas 36% considerou ter bons conhecimentos de segurança alimentar, e 31% considerou a segurança alimentar extremamente importante.

Através do estudo observacional (checklist) observaram-se práticas incorretas que incrementam o risco de contaminação cruzada: 26% superfícies sujas; 34% ausência de rotulagem; 37% deficiente limpeza e higienização; 100% contacto com dinheiro entre manipulações.

Research Limitations

Um estudo alargado que avaliasse a produção, armazenamento e transporte, identificaria outras lacunas existentes; possibilitando desenhar formações que as colmassem.

References Version APA 6th or 7th Edition

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PO - (249) - PRESERVAR E ATRAIR: DESAFIOS DA GOVERNANÇA EM CENTROS HISTÓRICOS E TURÍSTICOS

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Proposal and Originality

Atualmente o patrimônio histórico ocupa um lugar central nos debates relativos à cultura e ao planejamento urbano nos centros históricos. Esse é um reflexo da perspectiva da sua utilização como fonte de geração de desenvolvimento socioeconômico para uma cidade. Nesse contexto, se destaca o papel da governança como modelo de gestão desses espaços e a necessidade de novos arranjos para estruturar representações mais horizontalizadas e melhor administrar os centros históricos, buscando o equilíbrio entre a preservação do patrimônio cultural e a sua utilização para uso turístico.

Methodology

Foi realizado um levantamento bibliográfico em produções científicas com relação direta a temática abordada possibilitando o estabelecimento das relações entre as suas variáveis, que no estudo em questão se tratou da governança como instrumento de gestão em centros históricos e turísticos.

Results and Implications

A partir das discussões e exemplos de casos empíricos citados no texto, foi possível analisar na prática as consequências de ações que foram implementadas em centros históricos em prol do fomento do turismo assim como os possíveis motivos que levaram a isso. A partir dessas reflexões, foi constatado que para uma gestão que busque integração e sustentabilidade na prática da atividade turística, a governança é uma alternativa de concretizar esses objetivos em virtude de priorizar um processo participativo horizontalizado e que leva em consideração aspectos do contexto local.

Research Limitations

O estudo preliminar limita-se a analisar teoricamente os dados e resultados de casos empíricos, necessitando uma pesquisa de campo para aprofundamento das discussões.

References Version APA 6th or 7th Edition

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