

Faro, Portugal

**creatour.pt**

Conference

# Creative tourism dynamics: connecting travellers, communities, cultures and places

23–25 October 2019

University of Algarve,  
Penha Campus, Faro

Keynote  
Speakers

**Charles Landry**

United Kingdom

**Jafar Jafari**

University of Wisconsin-Stout, USA  
Tourism Intelligence Forum, Italy

**Alexandra Gonçalves**

Research Centre for Tourism, Sustainability  
and Well-being (CinTurs), University of Algarve, Portugal

**Nancy Duxbury**

Centre for Social Studies of the  
University of Coimbra, Portugal

Website  
<http://creatour.pt/en/events/conference-2019>

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TECHNICAL INFORMATION

BOOK OF ABSTRACTS of the  
**3rd CREATOUR International Conference and Creative Tourism Showcase:  
Creative Tourism Dynamics: Connecting Travellers, Communities, Cultures, and Places**

23, 24, and 25 October 2019

Editors:

Sónia Moreira Cabeça  
Alexandra Rodrigues Gonçalves  
João Filipe Marques  
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University of Algarve, Faro, Portugal

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## ABOUT THE CONFERENCE AND THE CREATOUR PROJECT

The third International Conference of the CREATOUR Project is devoted to Creative Tourism Dynamics, with a particular focus on communicating, engaging, and connecting travellers with local communities and place through creative tourism. The CREATOUR approach to Creative Tourism highlights four elements: active participation, the learning and creation process, creative self-expression, and a link to the local community and sense of place. Creative Tourism creates a privileged relationship between tourists and residents, which derives from the immersion of both in local culture through the active participation in creative learning experiences. In this context, it is important to better understand how to identify and reach travellers, how to involve communities in the design and production of creative experiences, and to learn from initiatives being developed internationally.

### What is creative tourism?

The vision of creative tourism guiding CREATOUR's pilot activities is centred on active creative activity encouraging personal self-expression and interaction between visitors and local residents, inspired by local endogenous resources (place and people), and designed and implemented by local residents. A working definition of creative tourism has been established as sustainable small-scale tourism that provides a genuine visitor experience by combining an immersion in local culture with a learning and creative process. As such, four dimensions are key: active participation, creative self-expression, learning, and community engagement. The creative tourism approach allows the destination communities and regions to benefit from significant advantages, and enables artistic and other creative activities to play a driving role in broader socio-economic development.

### Who is organizing?

The conference is organized within the project **CREATOUR: Creative Tourism Destination Development in Small Cities and Rural Areas** (Desenvolver Destinos de Turismo Criativo em Cidades de Pequena Dimensão e em Áreas Rurais). The overall objective of CREATOUR is to develop and pilot an integrated approach and research agenda for creative tourism in small cities and rural areas in Portugal, developing strong links within and amongst regions. CREATOUR is a national three-year project (2016-2019) funded under the Joint Activities Programme of PORTUGAL 2020, by COMPETE2020, POR Lisboa, POR Algarve and Fundação para a Ciência e Tecnologia.

Building on a twofold approach, CREATOUR intertwines Theory and Experimentation, combining multidisciplinary theoretical and methodological frameworks, cultural mapping, and benchmarking exercises with the development of an array of Pilots, or creative tourism case studies. The project builds on three interlinking dimensions of recent cultural and creative industries development in Portugal: (1) the development of artistic and creative industry hubs ("arts centres" or "creative factories") in repurposed former industrial buildings or in restored heritage sites in many small cities and rural areas; (2) growing attention to the (re)vitalization and valorization of tangible and intangible cultural traditions throughout the country; and (3)

the growth and development – and heightened visibility – of culture- and design-related creative products in Portugal.

CREATOUR promotes the potential for the development of human-scaled, interactive, creative tourism featuring creativity- and culture-based experiential tourism experiences. Focusing on smaller cities and rural areas in which active cultural organizations and creative enterprises currently operate, the project aims to foster new or enhanced tourism offers building from local strengths, knowledge, skills, and traditions. The project aims to develop a sustainable creative tourism that is socially, culturally, environmentally, and economically rooted in specific places and is sensitive to these dimensions. It aims to give added value to cultural and creative traditions, skills, and knowledge as well as to emerging creative practices and pathways.

#### Conference themes:

##### **Creative travellers:**

- Who are the creative travellers?
- Who participates in creative tourism activities and why?
- How can we best communicate about creative tourism experiences?
- How can we best market creative destinations?
- Can storytelling be a useful tool in creative tourism?

##### **Creative tourism processes and products:**

- What new products are being developed in the scope of creative tourism?
- How are traditions being used or/and reinvented in creative tourism experiences?
- How are they developed and evolve?
- What is distinct about creative tourism offers in small communities and rural areas?
- How are they contextualized (i.e., within festivals, village-destination contexts, stand-alone offers, other...)?
- How might cultural mapping and other innovative methodologies be used to improve tourism experiences?

##### **Capacity building and sense of community:**

- How can we build the capacities of creative tourism developers/agents/animators?
- What are the main challenges in developing creative tourism experiences? What are the skills, competencies, and abilities needed to address them?
- In what ways can residents and stakeholders be engaged in the design of creative tourism experiences?
- In what ways can the community be engaged in the delivery of creative tourism experiences?
- What partnerships, community linkages, and impacts are realized in the development of creative tourism?
- How are place-based knowledge and specificities being used in creative tourism?

##### **Sustainability of creative tourism initiatives and destinations:**

- How can creative tourism complement and extend cultural tourism?
- How can creative tourism initiatives be made more sustainable?
- How can creative tourism contribute to regional development?

- What public policies and programmes could most effectively support creative tourism development and its sustainability in the contexts of strengthening cultural, tourism, and regional development more generally?

#### Conference Organization:

The local conference organizer is CIEO (Research Centre for Spatial and Organizational Dynamics / Centro de Investigação sobre o Espaço e as Organizações), University of the Algarve.

#### Committees:

##### **Scientific Committee:**

Alexandra Gonçalves, University of Algarve, CIEO (Portugal)  
Ana Maria Ferreira, University of Évora, CIDEHUS (Portugal)  
Ana Rita Cruz, Instituto Universitário de Lisboa (ISCTE-IUL), DINÂMIA'CET-IUL (Portugal)  
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Carlos Fortuna, University of Coimbra, CES (Portugal)  
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Cláudia Pato de Carvalho, University of Coimbra, CES (Portugal)  
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Patrick Brouder, Vancouver Island University (Canada)  
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Saúl Neves de Jesus, Vice Reitor da Universidade do Algarve

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**Contact person:**

Sónia Moreira Cabeça

Funders:



Research Partners:



Supporters:



**CREATOUR Pilots:**

**Pilotos / Pilots**

**norte /north**

**1st Call**

- ADERE-PG | *Experiências Criativas com Sentido(s)*
- Câmara Municipal de Amares | *Amares Residências Artísticas*
- LRB | *O Turismo Criativo nos Territórios de Moncalvieg e Bobcas e Calmarães em Realidade Aumentada*
- Câmara Municipal de São João da Madeira | *Turismo Industrial Criativo*
- VERDE NOVO | *Linha de Cerva e Limões: tecendo o futuro*

**2nd Call**

- Galandum Galundaina | *Festival "L. Barro | L. Gueiteiro"*
- ADRAT | *Revitalizar Vilar – Revitalização da Olaria Negra de Vilar de Nantes*
- Câmara Municipal de Bragança | *Cá se fazem cuscos*
- Câmara Municipal de Esposende | *Escritivo*
- Desteque | *"Pelo fio da manta se conhece o Careto"*

**centro /center**

- ADXTUR | *Aldeias do Xisto*
- Associação Domínio Vale do Mondego | *Mondego Art Valley*
- Associação Luzlinar | *Campus Jardim das Pedras*
- Quico – Turismo, Têxtil | *Nazaré Criativa*
- Mosaico – Conimbriga e Sicó | *Mosaico – Conimbriga e Sicó*

- Ruralidades e Memórias | *Tourism SB*
- Tecitex (New Hand Lab)+Museu de Lanifícios UBI (Parceria) | *COOLWOOL*
- VIC// Aveiro Arts House | *VIC// Ossos do Ofício*
- Câmara Municipal de Abrantes | *180 Creative Camp*
- Associação Destino Caldas | *Caldas Creative Tourism*

**alentejo /alentejo**

- CECHAP | *Rota do Mármore do Anticlinal de Estremoz*
- LOOM New Tradition | *Oficinas têxteis de base artesanal*
- Câmara Municipal de Beja | *BEJA CRIARTE*
- Câmara Municipal de Mértola | *Caminhadas Criativas*
- Câmara Municipal de Reguengos de Monsaraz | *Casa do Barro*

- Jorge Martins | *Genuine Alentejo – Portugal's Remarkable Tourist Experiences*
- Marca | *Saldas de Mestre*
- CACO | *Mãos De Cá*
- João Cutileiro | *Pedra +*
- Trilhos e Petiscos, Animação Turística, Lda | *PLAYÉVORA*

**algarve /algarve**

- Associação Odiana | *Oficinas do Saber Tradicional*
- Barroca, produtos culturais e turísticos | *Tempera*
- Loulé Criativo | *Abertura de oficinas tradicionais*
- Proactivetur | *Programa de experiências criativas*
- Tertúlia Algarvia | *Algarve Cooking Vacations*

- Espirito da Terra & Co. | *3 Cs - Colher, Convinhar, Criar*
- Associação In loco | *Tasting Algarve*
- Centro Ciência Viva do Algarve | *Percursos que Contam*
- Eating Algarve Food Tours | *Tavira Food Tour e Loulé Food Tour*
- Associação BACKUP | *AlGarbh.Come – Do MAR ao PATRIMÓNIO*

## CONFERENCE PROGRAM AND VENUE

3rd CREATOUR International Conference and Creative Tourism Showcase

**CREATIVE TOURISM DYNAMICS:**

**CONNECTING TRAVELLERS, COMMUNITIES, CULTURES, AND PLACES**

23, 24, and 25 October 2019

Complexo Pedagógico – Penha Campus

University of Algarve, Faro – Portugal

<b>Wednesday/23. Oct</b>	
14:00-14:30	Registration
14:30-15:00	Welcome Session
15:00-16:00	Plenary Session with CHARLES LANDRY
16:00-16:15	Coffee Break
16:15-16:30	App creatour.pt launching
16:30-17:45	CREATOUR Documentary Premiere
18:30	Welcome Drink
<b>Thursday/24. Oct</b>	
09:00-10:00	Plenary Session with JAFAR JAFARI
10:00-11:15	Special session with CREATOUR Pilots Special session: App creatour.pt
11:15-11:30	Coffee Break
11:30-13:00	Parallel session 1.1 & 1.2
13:00-14:00	Lunch
14:00-15:30	Parallel session 2.1 & 2.2
15:30-15:45	Coffee Break
15:45-17:15	Parallel session 3.1 & 3.2
19:00	Social and Networking Dinner
<b>Friday/25 Oct</b>	
09:00-10:00	Plenary Session with ALEXANDRA GONÇALVES
10:00-11:30	Round Table: Marketing Creative Experiences Workshop: "Linking Creative Tourism Products to Markets"
11:30-11:45	Coffee Break
11:45-13:00	Parallel session 4.1 & 4.2
13:00-14:00	Lunch
14:00-15:30	Parallel session 5.1 & 5.2
15:30-16:30	Coffee Break & CREATOUR Pilots Showcase
16:30-17:30	Closing Session with NANCY DUXBURY

23/10/2019		ROOM
14:00-14:30	Registration	hall
14:30-15:00	Welcome Session	1.5
15:00-16:00	Plenary Session with CHARLES LANDRY <b>"Creative Tourism in a Nomadic World"</b>	1.5
16:00-16:15	Coffee Break	hall
16:15-16:30	Launching: <b>"App creatour.pt - creative tourism in augmented reality"</b> <i>Pedro Pereira, byAr &amp; Vítor Ribeiro, Lab2PT</i>	1.5
16:30-17:45	CREATOUR Documentary Premiere: <b>"creatour.pt – creative tourism in Portugal"</b> <i>Nuno Barbosa, Director</i>	1.5
18:30	Welcome Drink (at the <u>Museu Municipal de Faro</u> ) Go to BUS Stop	

24/10/2019		ROOM
09:00-10:00	Plenary Session with JAFAR JAFARI <b>"Closing Gaps in Tourism Intelligence for Creative Destination Development"</b>	1.5
10:00-11:15	Special session: <b>"Marketing, Communications and Partnerships: Lessons and Advice from CREATOUR Pilots"</b> <i>João Ministro, Proactivetur</i> <i>Luis Fernandes, Canal 180 (partner in 180 Creative Camp)</i> <i>Paula Lourenço, CACO</i> <i>Dália Paulo, Loulé Criativo - Municipality of Loulé</i> <u>Chair: Nancy Duxbury, CES</u>	1.4
	Special session: <b>"App creatour.pt - creative tourism in augmented reality"</b> <i>Pedro Pereira, byAr &amp; Vítor Ribeiro, Lab2PT</i>	1.3
11:15-11:30	Coffee Break	hall
11:30-13:00	Parallel session 1.1 <u>Creative Tourism Experiences</u> <b>"Mosaic - Conímbriga and Sicó": A Creative Tourism Project based on Cultural Heritage</b> <i>Humberto Figueiredo, Jorge Cardoso - University of Coimbra</i> <b>"Nazaré Criativa" pilot-project: how creative tourism initiatives can contribute towards sustainable tourism?</b> <i>Célia Quico - Universidade Lusófona de Humanidades e Tecnologias</i> <b>Community-based Tourism in a Caiçara community in Ilhabela island, Brazil</b> <i>Daniella Marcondes, Sidnei Raimundo - Science and Humanities of University of Sao Paulo</i>	1.4

	<p><b>Creatour Azores - Turning the Azores into a Creative Tourist Destination</b> <i>Carlos Santos, Pilar Medeiros, Isabel Albergaria, Gualter Couto</i> - University of Azores <u>Chair: Paula Remoaldo, Lab2PT</u></p>	
13:00-14:00	<p>Parallel session 1.2 <u>Tourists and Residents</u> <b>Creative Tourists: Case Studies of Small Cities and Rural Areas of Continental Portugal</b> <i>Paula Remoaldo, Juliana Alves, Olga Matos, Carla Xavier* Sara Albino, Jaime Serra, Noémi Marujo**, Sónia Moreira Cabeça, Alexandra Gonçalves***, Fiona Bakas, Nancy Duxbury****</i> *Lab2PT - Laboratory of Landscape, Heritage and Territory, University of Minho, ** CIDEHUS — Centro Interdisciplinar de História, Culturas e Sociedades, Universidade de Évora, ***CIEO/Cinturs – Universidade do Algarve ****Centre for Social Studies, University of Coimbra <b>Preferences of Creative Tourists in the Selection of the Tourist Accommodation - a Case Study of Slovakia</b> <i>János Csapó*, Ľudmila Mazúchová*, Emilia Madudová**, Zuzana Palenčíková*</i> *Constantine the Philosopher University, Faculty of Central European Studies, Department of Tourism, **University of Žilina, Faculty of Operation and Economics of Transport and Communications, Department of Communications <b>Reinventing a municipality by creating a festival of light. Case study, Loulé</b> <i>Manuel Garcia-Ruiz</i> - Instituto Universitário de Lisboa (ISCTE), CIES-IUL <b>Culture, Creativity, Communities and Nature: A Reflection on Creative Tourism in Uganda</b> <i>Lenia Marques</i> - Erasmus University Rotterdam <u>Chair: Margarida Perestrelo, DINAMIA'CET-IUL</u></p>	1.3
13:00-14:00	Lunch	
14:00-15:30	<p>Parallel session 2.1 <u>Linking Creative Tourism and Heritage</u> <b>Contexts for Creative Tourism: "Kolo" as Intangible Cultural Heritage of Serbia</b> <i>Drago Cvijanović*, Gorica Cvijanović**, Jovanka Kalaba*, Danijela Durkalić*</i> * Faculty of Hotel Management and Tourism, **Megatrend University, Faculty of Biofarming <b>Carnival of Podence – capitalizing on intangible cultural heritage: between community impact and the economics of tourism</b> <i>Patrícia Alexandra Cordeiro</i> - Municipality of Macedo de Cavaleiros (independent consultant)</p>	1.4

	<p><b>Linking Tourism with Tradition: A Creative Tourism Project for the Town of União dos Palmares, Brazil</b> <i>Mariana Magalhães Cavalcante, Débora de Barros Cavalcanti Fonseca</i> - Federal University of Alagoas</p> <p><b>The Implementation of Creative Tourism in a Cultural Event: The Case of "Turismo de Galpão" in the Farroupilha Week of Porto Alegre (RS) Brazil</b> <i>Magnus Emmendoerfer, Waléria Niquini*, Greg Richards**</i> *Universidade Federal de Viçosa - UFV, **Tilburg University <u>Chair: Maria Assunção Gato, DINAMIA'CET-IUL</u></p>	
	<p>Parallel session 2.2 <u>Rural areas and low density territories</u></p> <p><b>The role of creative tourism as a distinctive factor for rural enterprises and their impact on customer loyalty - the Alentejo case</b> <i>Marta Isabel Amaral</i> - Instituto Politécnico de Beja</p> <p><b>Quinta do Marco, rural tourism and the importance of the heritage and the authenticity of the place</b> <i>Ana Rodrigues*, Helder Martins**</i> - *University of Algarve, **Quinta do Marco Rural Hotel</p> <p><b>Creative Tourism for a "responsible development" in low-density territories - the example of the "Mosaic Route - Conímbriga and Sicó"</b> <i>Humberto Figueiredo</i> – University of Coimbra</p> <p><b>Creative Tourism in a Salt Pan: a case study near Olhão (Algarve - Southern Portugal)</b> <i>Jorge Ramos*, Ana Cláudia Campos**</i> *CIEO/CinTurs – University of Algarve, **Faculty of Tourism and Hospitality – European University of Lisbon <u>Chair: Sílvia Silva, CES</u></p>	1.3
15:30-15:45	Coffee Break	hall
15:45-17:15	<p>Parallel session 3.1 <u>Place-based and community tourism</u></p> <p><b>The "Circuito Alagoas Feita à Mão" [Alagoas Handicraft Tour]: A means of making Creative Tourism more dynamic</b> <i>Mariana Magalhães Cavalcante, Débora de Barros Cavalcanti Fonseca</i> - Federal University of Alagoas</p> <p><b>Tourism, identities and interpersonal encounters: the case of Lisbon</b> <i>Ezequiel Santos*, Graça Joaquim**</i> - *ESHTE, **ESHTE / CIES - ISCTE-IUL</p> <p><b>Creative Yukon: Exploring secondary data sources to understand the cultural sector in a peripheral area</b> <i>Suzanne de la Barre</i> - Vancouver Island University</p> <p><b>Creative Outposts: Tourism and Sustainable Rural Development in Western Canada</b> <i>Patrick Brouder</i> - Vancouver Island University <u>Chair: Lorena Sancho Querol, CES</u></p>	1.4

	<p>Parallel session 3.2</p> <p><u><i>Dynamizing Place</i></u></p> <p><b>Applicability of Placemaking in Small Municipalities in Brazil: A Proposal for the Development of Creative Tourist Territories</b> <i>Caio de Souza Vasconcelos, Magnus Luiz Emmendoerfer, Cecilia Antero, Elias José Mediotte</i> - Universidade Federal de Viçosa – UFV</p> <p><b>Creative Tourism Destination Competitiveness</b> <i>Álvaro Dias*</i>, <i>Mafalda Patuleia**</i></p> <p>* Instituto Superior de Gestão / Universidade Lusófona, **Universidade Lusófona</p> <p><b>Social prescribing in a tourism region</b> <i>Andreia Costa*</i>, <i>Joaquim Lopes**</i>, <i>Paulo Seabra**</i>, <i>Adriana Henriques**</i>, <i>Ana Virgolino***</i>, <i>Paulo Nogueira****</i>, <i>Violeta Alarcão*****</i>, <i>Oswaldo Santos***</i></p> <p>*Escola Superior de Enfermagem de Lisboa; ISAMB - Instituto de Saúde Ambiental, Faculdade de Medicina, Universidade de Lisboa, **Escola Superior de Enfermagem de Lisboa, UI&amp;DE, ***ISAMB - Instituto de Saúde Ambiental, Faculdade de Medicina, Universidade de Lisboa, ****Laboratório de Biomatemática, Faculdade de Medicina, Universidade de Lisboa, *****ISAMB - Instituto de Saúde Ambiental, Faculdade de Medicina, Universidade de Lisboa, Centro de Investigação e Estudos de Sociologia (CIES-IUL), Instituto Universitário de Lisboa (ISCTE-IUL)</p> <p><b>Modern poetry as tool in deepen understanding of Danube character. The concept of Traveling Poem</b> <i>Angelica Stan</i> - Ion Mincu University of Architecture and Urban Planning</p> <p><u>Chair: Fiona Bakas</u>, CES</p>	1.3
19:00	Social and Networking Dinner (at <u>Hotel Eva</u> )	

25/10/2019		ROOM
09:00-10:00	Plenary Session with ALEXANDRA GONÇALVES <b>“Creative Tourism Drivers in the Algarve”</b>	1.5
10:00-11:30	Mesa Redonda: <b>“Marketing de Experiências”</b> Round Table: <b>“Marketing Creative Experiences”</b> (session in Portuguese) <i>Luís Segura</i> , Região de Turismo do Algarve <i>Alberto Mota Borges</i> , Aeroporto de Faro <i>Patrícia Pinto</i> , CinTurs – Research Centre for Tourism, Sustainability and Well-being <i>Alessandra Briganti</i> , ESEC/UAlg <u>Chair: Ana Maria Ferreira</u> , University of Évora	1.4

	Workshop: <b>“Linking Creative Tourism Products to Markets: target marketing, promotion and market readiness”</b> <i>Marie-Andrée Delisle - Université du Québec à Montréal</i>	1.3
11:30-11:45	Coffee Break	hall
11:45-13:00	Parallel session 4.1 <u><i>Gastronomic Creative Experiences</i></u> <b>Beyond “cuscos” workshops – from practice to theory, and back: how to develop creative tourism experiences based on local gastronomic traditions in Bragança</b> <i>Patrícia Alexandra Cordeiro - Municipality of Macedo de Cavaleiros (independent consultant)</i> <b>Gastronomic Creative Tourism: experiences in the Algarve Region, Portugal</b> <i>Sónia Moreira Cabeça, Alexandra Rodrigues Gonçalves, João Filipe Marques*, Mirian Tavares**</i> *CIEO/Cinturs - Universidade do Algarve, **CIAC - Universidade do Algarve <b>Creative cities of gastronomy: An overview of innovative and sustainable best practices</b> <i>Cláudia Henriques - University of Algarve</i> <u>Chair: Olga Matos, Lab2PT</u>	1.4
	Parallel session 4.2 <u><i>CREATOUR Project</i></u> <b>Web-Mapping as a new tool for the Cultural Mapping: a case study of web-mapping applications in some creative tourism initiatives in the North region of Portugal</b> <i>Vítor Ribeiro, Miguel Pereira, Paula Remoaldo, Ricardo Gôja*, Isabel Freitas**</i> *Lab2PT (Laboratory of Landscape, Heritage and Territory) **Lab2PT (Laboratory of Landscape, Heritage and Territory) / Portucalense University <b>Developing an impact assessment toolkit for creative sustainable tourism initiatives</b> <i>Pedro Costa, Elisabete Tomaz, Maria Assunção Gato, Margarida Perestrelo, Ana Rita Cruz - DINAMIA'CET-IUL -Instituto Universitário de Lisboa (ISCTE-IUL)</i> <b>Envisioning public policies and programs for creative tourism in small cities and rural areas in Portugal: Recommendations from CREATOUR experiences</b> <i>Claudia Pato de Carvalho*, Pedro Costa**, Alexandra Gonçalves***, Carlos Fortuna*, Maria do Rosário Borges****, Nancy Duxbury*</i> *Centre for Social Studies - University of Coimbra, **DINAMIA'CET-IUL -Instituto Universitário de Lisboa (ISCTE-IUL), ***CIEO/CinTurs - Universidade do Algarve, ****University of Évora <u>Chair: João Filipe Marques, CIEO/CinTurs</u>	1.3

13:00-14:00	Lunch	
14:00-15:30	<p>Parallel session 5.1</p> <p><u><i>Creative Tourism Models and Lessons</i></u></p> <p><b>Rethinking co-creation in creative archaeological tourism: insights from Alentejo, Portugal</b> <i>David Ross</i> - University of Exeter</p> <p><b>Value Creation/Co-Creation, Exploring Business Logic's Convergences by focusing on the roles of Resource Integration and Interaction</b> <i>Jinous Sadighha, Manuela Guerreiro, Patrícia Pinto</i> - UAlg</p> <p><b>Creative tourism in small cities and rural areas: Approaches, models, and lessons</b> <i>Fiona Eva Bakas, Nancy Duxbury, Tiago Vinagre de Castro, Silvia Silva</i> - Centre for Social Studies, University of Coimbra</p> <p><b>Past, Present and Future of the Creative Tourism in Portugal: Analysing Actors and Connections Dynamics</b> <i>Ana Rita Cruz, Margarida Perestrelo, Maria Assunção Gato, Pedro Costa, Elisabete Tomaz</i> - DINAMIA'CET-IUL -Instituto Universitário de Lisboa (ISCTE-IUL)</p> <p>Chair: <i>Vanessa Santos, Lab2PT</i></p>	1.4
	<p>Parallel session 5.2</p> <p><u><i>New products in Creative Tourism</i></u></p> <p><b>Innovation Labs in the Creative Tourism Context: A Framework Proposal</b> <i>Magnus Luiz Emmendoerfer*, Antonio Olavo**, José de Carvalho Junior***, Elias José Mediotte*, Mateus Morais*, Brendow Fraga****</i></p> <p>*Universidade Federal de Viçosa - UFV, **Universidade Federal do Amazonas - UFAM ***Instituto Federal de Educação, Ciência e Tecnologia do Espírito Santo, ****Faculty of Futuro</p> <p><b>Tourism Storytelling and Creative Destinations: A Literature Review</b> <i>Andreia Pereira, Carla Silva*, Cláudia Seabra**</i></p> <p>*Polytechnic Institute of Viseu, **University of Coimbra, Faculty of Letters / Polytechnic Institute of Viseu</p> <p><b>"Georiddles" challenging tourists' creativity</b> <i>Stefan Rosendahl*, Marta Marçal Gonçalves**</i></p> <p>*ISDOM - Instituto Superior D. Dinis, **Universidade do Algarve</p> <p><b>Darkness perceptions and emotions in astrotourism: the case of Alqueva Dark Sky Reserve</b> <i>Aurea Rodrigues*, Rosária Pereira, Helena Reis** - *</i></p> <p>Universidade Europeia, **ESGHT – Ualg</p> <p>Chair: <i>Tiago Castro, CES</i></p>	1.3
15:30-16:30	Coffee Break & CREATOUR Pilots Showcase	hall
16:30-17:30	<p>Closing Session with NANCY DUXBURY</p> <p><b>“CREATOUR, the journey: what have we learned? Where to next?”</b></p>	1.5

26/10/2019 – POST CONFERENCE ACTIVITIES	
10:30-14:30	" <b>Married' maize porridge: from market to table</b> ", Tertúlia Algarvia Information and registration: <a href="http://creatour.pt/en/activities/married-maize-porridge-from-market-to-table/">http://creatour.pt/en/activities/married-maize-porridge-from-market-to-table/</a>
09:30-13:00	" <b>Loulé Criativo: tour and experience</b> ", Municipality of Loulé Information and registration: <a href="http://creatour.pt/en/activities/loule-criativo-tour-and-experience/">http://creatour.pt/en/activities/loule-criativo-tour-and-experience/</a>
23 Oct – 25 Oct – DURING THE EVENT	
FREE ENTRANCE at the <b>Centro de Ciência Viva do Algarve / Algarve Live Science Center</b> Open from 10:00 until 18:00 (visitor's admission until 17:00) <a href="https://www.ccvalg.pt/">https://www.ccvalg.pt/</a>	

Venue:

**Complexo Pedagógico do Campus da Penha**

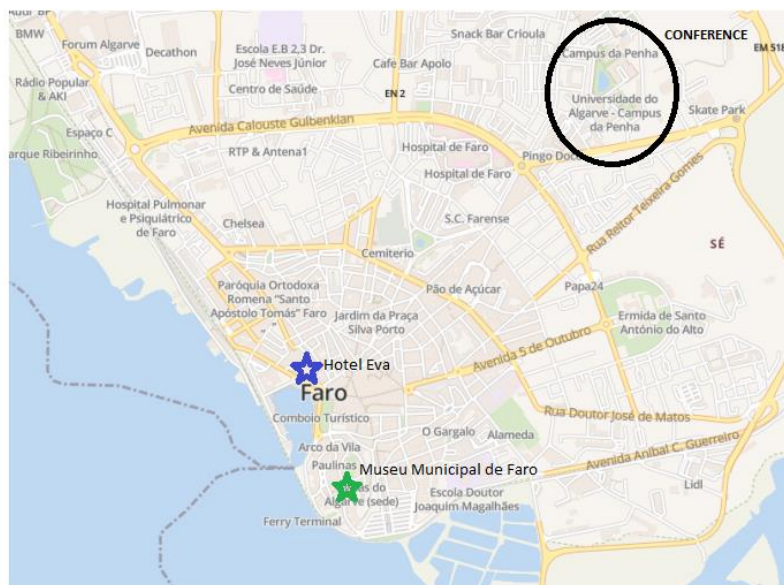
University of Algarve

Faro, PORTUGAL

**GPS:** 37°01'42.4"N - 7°55'28.4"W

Welcome Drink: Museu Municipal de Faro

Social and Networking Dinner: Hotel Eva



## PLENARY SESSIONS AND KEYNOTE SPEAKERS

### Plenary session:

#### **“Creative Tourism in a Nomadic World”**



**Charles Landry**  
United Kingdom

**Charles Landry** is an international authority on the use of imagination and creativity in urban change. He is currently a fellow at the Robert Bosch Academy in Berlin. He invented the concept of the Creative City in the late 1980's. Its focus is how cities can create the enabling conditions for people and organizations to think, plan and act with imagination to solve problems and develop opportunities. The notion has become a global movement and changed the way cities thought about their capabilities and resources, triggering their inventiveness and opening up new conversations about their future. He has completed several hundred assignments for many public and private interests and given keynote addresses and workshops in 65 countries across the continents.

### Plenary session:

#### **“Closing Gaps in Tourism Intelligence for Creative Destination Development”**

**Jafar Jafari** is Founding Editor, Annals of Tourism Research; Chief Editor, Tourism Social Science Series; Co-editor, Bridging Tourism Theory and Practice; Co-editor, Encyclopedia of Tourism; Co-Founding Editor, Information Technology & Tourism; Co-Founder, TRINET; Founding President, International Academy for the Study of Tourism; and Founding President, Tourism Intelligence Forum. A cultural anthropologist (PhD, University of Minnesota, USA), with BA (English, University of Isfahan, Iran) and BS and MS (hotel and tourism management, Cornell University, USA), he is the recipient of the 2005 UNWTO Ulysses Prize and of a Honorary Doctorate (Universitat de les Illes Balears, Spain), Visiting Professor of the latter institution, as well as Sun Yat-sen University (China), Universitat do Algarve (Portugal), University of Isfahan (Iran), Lifetime Honorary Professorship of Bundelkhand University (India), and professor emeritus of University of Wisconsin-Stout (USA).



**Jafar Jafari**  
University of  
Wisconsin-Stout, USA  
/ Tourism Intelligence  
Forum, Italy

Plenary session:

**“Creative Tourism Drivers in the Algarve”**



**Alexandra Gonçalves**  
University of Algarve,  
Portugal

**Alexandra Gonçalves** is an Integrated Researcher at CinTurs (Research Center on Tourism, Sustainability and Wellbeing) and Adjoint Professor of the School of Management, Tourism and Hospitality from the University of the Algarve. From December 2013 to December 2018 she was Regional Director of Culture of the Algarve, having been councilor of the Municipality of Faro - areas of Culture, Social Action, Health, Advertising, Economy and Tourism, from 2009 to 2013. PhD in Tourism by the University of Évora and Master in Management and Administration of Cultural Heritage, by the Faculty of Human and Social Sciences of University of Algarve and University of Paris-8, she has several articles and research published in tourism, cultural heritage and events. She collaborates in several research projects in these areas, highlighting the CREATOUR project, where she is the lead researcher for the regional team of the University of Algarve.

Plenary session:

**“CREATOUR, the journey: what have we learned? Where to next?”**

**Nancy Duxbury**, PhD, is a Senior Researcher at the Centre for Social Studies, University of Coimbra, a member of the European Expert Network on Culture, and Principal Investigator of CREATOUR. Her research has examined culture in local sustainable development; culture-based development models in smaller communities; and cultural mapping, which bridges academic inquiry, community practice, and artistic approaches to understand and articulate place. Recent books: Animation of Public Space through the Arts: Toward More Sustainable Communities (Almedina 2013), Cultural Mapping as Cultural Inquiry, and Culture and Sustainability in European Cities: Imagining Europolis (both Routledge 2015), Artistic Approaches to Cultural Mapping: Activating Imaginaries and Means of Knowing (2018), and A Research Agenda for Creative Tourism (Edward Elgar Publishing 2019).



**Nancy Duxbury**  
Centre for Social  
Studies of the  
University of Coimbra,  
Portugal

## ABSTRACTS PRESENTED

### Parallel session 1.1 – Creative Tourism Experiences

#### **"MOSAIC - CONÍMBRIGA AND SICÓ": A CREATIVE TOURISM PROJECT BASED ON CULTURAL HERITAGE**

**Humberto Figueiredo**

**Jorge Cardoso**

University of Coimbra

#### ABSTRACT

Creative Tourism brings to Cultural Tourism a diversity of innovative approaches, which contribute decisively to confirm the importance of Tourism as a fundamental factor for the desired sustainable development within the territories and communities.

The CREATOUR "Mosaico - Conímbriga e Sicó" pilot project is housed in the Monographic Museum of Conímbriga - National Museum and has developed its activity within the museum spaces and archaeological sites that make up its Heritage Network - the Ruins of the Roman city of Conímbriga - National Monument, the Roman Villa of Rabaçal and the Monumental Complex of Santiago of Guarda. Being the Archaeological Site of Romanization of major importance in Portugal, the Ruins of Conímbriga and its Monographic Museum constitute the "gateway" of the Network of the pilot project and they count on more than one hundred thousand visitors per year, coming from all the corners of the world.

Benefiting from the presence of important sets of Roman mosaics, the pilot project has developed its creative program dedicated to Mosaic in direct contact with the visiting public and with the interested public particularly in the Ancient Mosaic Heritage. Understanding this as an expression of creativity in time, the pilot project has provided the experience and the discovery of Mosaic Art, bringing the past to the present and promoting individual creativity among all participants in the mosaic workshops offered at the Monographic Museum of Conímbriga in a permanent way.

In addition to its creative Mosaic programs, the pilot project has promoted the creation of new audiences, the development of transversal approaches, the opening of specialized activities to interested audiences and the contact with the Mosaic Heritage in the context of the Cultural Landscape present in the Territory of the Network.

Keywords: Cultural innovation; cross-cutting approaches; sustainable development.

#### **"NAZARÉ CRIATIVA" PILOT-PROJECT: HOW CREATIVE TOURISM INITIATIVES CAN CONTRIBUTE TOWARDS SUSTAINABLE TOURISM?**

**Célia Quico**

Universidade Lusófona de Humanidades e Tecnologias

## ABSTRACT

“Nazaré Criativa” is a creative tourism pilot-project promoted by Quico Turismo/ Casas do Quico, a family-owned vacation rental business based in Nazaré. Before the project “Nazaré Criativa” began to be drawn, Casas do Quico was already actively engaged with the local artists and artisans, as well as local organizations and institutions. The main question to be addressed in this presentation is “how creative tourism initiatives can contribute towards sustainable tourism?”, based upon the experience of “Nazaré Criativa” pilot-project.

The purpose of the “Nazaré Criativa” project was to promote local identity, living traditions and unique places, going far beyond what is currently on offer in terms of experiences and activities in Nazaré. All activities revolve around stories, traditions, representations, places and people of Nazaré. The local partners for the “Nazaré Criativa” project included the main public entities and associations of the region, with whom several activities and projects have already been developed.

For the time being, this pilot-project has allowed to have a concrete grasp of the many and different challenges of such an initiative, such as to obtain the interest and trust of the artists and artisans, to jointly define the workshop with artists and artisans. Also important, the issues related with communication and promotion, such as to define the branding and produce the communication materials, to define the communication plan and disseminate information among media and using social media to spread information, to reach for the partners as well as for the participants. And finally, the importance of testing, evaluation, improving and refining along the process.

A project such as “Nazaré Criativa” may be able to move forward with more support of national or regional tourism institutions, as part of a national or regional strategy for the promotion of these kind of experiences, as distinctive feature of its offer, going much beyond the traditional touristic offers, and putting forward the knowledge, skills and creativity of Portuguese people.

Keywords: creative tourism; sustainable tourism; cultural heritage

## COMMUNITY-BASED TOURISM IN A CAIÇARA COMMUNITY IN ILHABELA ISLAND, BRAZIL

**Daniella Marcondes**

**Sidnei Raimundo**

Science and Humanities of University of São Paulo

## ABSTRACT

The archipelago of Ilhabela, located in the north coast of São Paulo, is known by its areas of original Atlantic Rain Forest and rich biodiversity. Its rural portion hosts 17 villages known as Traditional Caiçara Communities. Caiçaras are the small farmers and fishermen - the native inhabitants.

Recently, mass tourism has been pressuring to spread to the rural villages that had traditionally been quite isolated due to the difficult terrain and the creation of a State Park there in 1977.

In this scenario, the Caiçaras from Praia de Castelhanos (a beach on the east side of the island) since 2017 has designed and implemented a local initiative to develop a tourism that enhance traditional livelihoods, protect natural resources and generate income through small-scale and low-impact experiences linked to their subsistence activities.

The called Community Based Tourism dos Castelhanos presents itself through a website which the content has been crafted by the Caiçaras. Thus, this study aims to register the process of design and creation of Castelhanos CBT to identify the role of traditional knowledge associated plays on the experiences offered and to analyze the importance of the territory to its continuum. The focus is considering the experiences offered on the website, the organization of Caiçara symbolic territory, and its relationship with touristic activities, analyzing the development of Tourism according a community-based process.

The methodology involved two actions: 1) analyzing documents elaborated during the CBT dos Castelhanos designing process; 2) interviewing the Caiçaras in developing tourism highlighting the needs and proposals for local development of tourism. The data collected were organized to compose the results and propose actions for the area.

The main results on the discussion point that actions developed by the local community related to their empowerment with tourism are one of the pillars to improve their economic gains, their perceptions about its symbolic territory and the forms of tourism management.

Keywords: Community-based Tourism; Praia de Castelhanos/SP; Traditional Caiçara Community

## **CREATOUR AZORES - TURNING THE AZORES INTO A CREATIVE TOURIST DESTINATION**

**Carlos Santos**

**Pilar Medeiros**

**Isabel Albergaria**

**Gualter Couto**

University of Azores

### **ABSTRACT**

Creative tourism is a modern response to the negative impacts of mass cultural tourism on the tangible and intangible cultural heritage, which has been destroyed, leading to various protective actions by those responsible for tourism in overcrowded cultural destinations. In the case of small islands with fragile ecosystems whose regeneration capacity is limited, creative tourism is crucial, as creativity is an inexhaustible and difficult to copy resource.

The Creatour Azores project is a culturally based creative tourism project to be implemented in the Autonomous Region of the Azores in the period 2019-2022, in partnership with private companies from the tourism and culture sectors and public or private non-profit entities, with headquarters in the Azores. Its aim is to develop creative projects in the small towns and rural areas of the Region. Creatour Azores will support companies or entities chosen as pilot projects associated with the project in the various islands of the Azores archipelago, in five thematic areas, helping them to innovate by qualifying their offer through creative differentiation, which is a source of added value in the supply value chain. Thus, it is intended to transform the Azores destination into a creative tourism destination, increasing its competitiveness with the rising creative tourist segment in the current international tourism market.

Keywords: Creative tourism; Islands; competitive differentiation.

Parallel session 1.2 - Tourists and Residents

**CREATIVE TOURISTS:  
CASE STUDIES OF SMALL CITIES AND RURAL AREAS OF CONTINENTAL PORTUGAL**

**Paula Remoaldo**

**Juliana Alves**

**Olga Matos**

**Carla Xavier**

Lab2PT - Laboratory of Landscape, Heritage and Territory, University of Minho

**Sara Albino**

**Jaime Serra**

**Noémi Marujo**

CIDEHUS — Centro Interdisciplinar de História, Culturas e Sociedades, Universidade de Évora

**Sónia Moreira Cabeça**

**Alexandra Gonçalves**

CIEO/Cinturs – Universidade do Algarve

**Fiona Bakas**

**Nancy Duxbury**

Centre for Social Studies, University of Coimbra

**ABSTRACT**

Over the last two decades, tourist demand has become increasingly exacting, segmented and constantly changing (Smith, 2016; Zhang & Yu, 2018). This process points to the emergence of a new tourist profile and, consequently, a new pattern of consumption that is directed toward the use of creativity as an alternative to mass cultural tourism. Attending that at international level, including Portugal, the profile of the creative tourist has not been clearly characterized, especially the one that visits small cities and rural areas, we have opted to analyse the profile of this kind of visitor. This study aims to characterize the profile of these tourists and their experiences in mainland Portugal. A sample of 814 surveys were collected in 2018 by 40 institutions of four NUTS II of Continental Portugal (North, Center, Alentejo and Algarve) and which are accompanied by the CREATOUR project. Results evidence that 68.1% of respondents assumed that this was the first time that they participated in a creative tourism experience. At the same time, 74.2% answered that this creative tourism activity was the primary reason for their visit to the destination and 33.2% got information about these activities through family and friends and 25.6% learned from social networks. A principal component factor analysis with a Varimax rotation was employed to identify the motives to conduct a creative experience and reduce the 10 motives into more manageable groups. Results evidence that motives with higher loadings, were labelled in three different factors, such as creative seekers; be with family and friends; and cultural socialization. Reliability measure and internal consistency were applied to test the reliability of the extracted factors. Other sociodemographic characteristics of creative tourists will be described in this study.

Keywords: Creative Tourists; Experiences; CREATOUR Project

## **PREFERENCES OF CREATIVE TOURISTS IN THE SELECTION OF THE TOURIST ACCOMMODATION - A CASE STUDY OF SLOVAKIA**

**János Csapó**

**Ľudmila Mazúchová**

Constantine the Philosopher University, Faculty of Central European Studies, Department of Tourism

**Emília Madudová**

University of Žilina, Faculty of Operation and Economics of Transport and Communications, Department of Communications

**Zuzana Palenčíková**

Constantine the Philosopher University, Faculty of Central European Studies, Department of Tourism

### **ABSTRACT**

As Ababneh (2017) mentions, creative tourism can be considered as one of the development tools in tourism and more specifically mass tourism. Creative tourism consists of a number of creative practices including place, production and consumption. For this reason, the research focuses on place, specifically the preferences of creative tourists and their interest in a particular type of accommodation in terms of the creative supply, presented by the place the creative activity is offered. The main goal of the research was to find out the link between the choice of accommodation and the place of the creative offer as well. The results showed that creative tourists prefer hotel accommodation which provide or recommend creative tourism activities nearby. The partial goal of the research was to determine selected factors of the demand of creative tourists favoring the type of accommodation hotel such as who are creative travelers who participate in creative tourism activities and why. Finally, the paper describes recommendations in relation to the link between the place of accommodation and the place of creative activity.

Keywords: Creative Tourist; Creative Supply; Tourist Accommodation

## **REINVENTING A MUNICIPALITY BY CREATING A FESTIVAL OF LIGHT. CASE STUDY, LOULÉ**

**Manuel Garcia-Ruiz**

Instituto Universitário de Lisboa (ISCTE), CIES-IUL

### **ABSTRACT**

Festivals of light are beginning to stand out, in the Portuguese scenario, as the new formula capable of responding to the needs of territorial reactivation, cultural and tourism promotion and internationalization. The artistic-cultural festivalization of the territory, outside the large nuclei, has specific characteristics to be reviewed in this study.

In 2017 appears in Loulé the festival of light Luza. This cultural program is born with a multiple intention: on the one hand, to contribute to the internationalization of the council; introduce the municipality within cultural tourism circuits, with special interest in the low tourism season (winter); fight against the (pre) concept of the Algarve as a destination of sun and beach; strengthen the night economy; favor local artistic creation, and become a springboard for novice artists who intend to enter to the light art market. This project was supported by Algarve 365 and the Loulé City Council, corresponding to the main lines of intervention proposed by these entities: territory, identity, culture and tourism. In this case study, we will

deepen the conditions that allowed for the development of this festival, reviewing the different public policies that participated in its implementation and the final design of the event. We will present the results of the ethnographic work developed with the different actors involved, as well as a study on the reception of Luza by visitors and residents of the city.

Keywords: Festival of Light; Loulé; Algarve 365; Cultural Policyming; Tourism of Portugal; Night Economy

## **CULTURE, CREATIVITY, COMMUNITIES AND NATURE: A REFLECTION ON CREATIVE TOURISM IN UGANDA**

**Lenia Marques**

Erasmus University Rotterdam

### **ABSTRACT**

The concept of creative tourism has had different interpretations since it was coined in 2000 by Richards and Raymond. In particular, in recent years, different studies have shown the range of conceptual interpretations and practices in creative tourism (e.g. Richards, 2011; Duxbury and Richards, 2019).

This variety of uses and practices of creative tourism also asks for a questioning of the potential uses in different context. In many so-called developing countries, creative practices seem to occur, often in an organic way (Rogerson & Visser, 2011; Marques, 2012; Booyens & Rogerson, 2015). When these tourism experiences are organised, they are often intertwined or somehow incorporated into other forms of tourism, such as community-based tourism. Besides, in many African countries, nature plays a big role, and the concern with communities seems to be growing.

In this framework, developing tourism in a sustainable and meaningful way is important not only to improve the quality of life of local communities, but also to contribute to the overall development and poverty alleviation.

This paper seeks to provide new insights into creative tourism interpretations by analysing the intersection of culture, creativity, communities and nature in Uganda. Drawing on desk research, participatory observation, informal talks and interviews, the paper aims to provide new paths of understanding and research for value creation within creative tourism.

Keywords: creativity; communities; Uganda

### Parallel session 2.1 - Linking Creative Tourism and Heritage

## **CONTEXTS FOR CREATIVE TOURISM: "KOLO" AS INTANGIBLE CULTURAL HERITAGE OF SERBIA**

**Drago Cvijanović**

Faculty of Hotel Management and Tourism

**Gorica Cvijanović**

Megatrend University, Faculty of Biofarming

**Jovanka Kalaba**

**Danijela Durkalić**

Faculty of Hotel Management and Tourism

## ABSTRACT

In 2010, Serbia ratified the Convention for the Safeguarding of Intangible Cultural Heritage. Kolo, a traditional folk dance originated in Serbia, was inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in 2017. This collective folk dance performed by dancers interlinked to form a chain and with dancers usually moving in a circular line while holding hands with their arms down, is seen as a significant socially integrative element of Serbian cultural heritage, as it is most often performed at public and private gatherings that celebrate the most important events in individuals' and communities' lives (UNESCO Official Website). This paper centers on the potential of making the "kolo" dance, which is one of the skills deeply rooted in Serbian cultural heritage, an activity relevant to creative tourism, as direct participation is the most common and effective way of learning it. Serbia has made progress in making the special interest tourism an important factor in tourism development, and providing tourists with a chance to learn Serbian dance while visiting small-town and rural communities can be seen as a good opportunity for acquainting tourists with this form of Serbian cultural heritage. For the purposes of investigating potential tourists' opinions about creative tourism in the context of cultural heritage, a pilot questionnaire was circulated and the obtained data were analyzed and processed using The Statistical Package for the Social Sciences (SPSS). As creative tourism is a completely new approach to tourism in Serbia, the main idea of the questionnaire was to determine the level of interest for active participation in local activities (learning to dance "kolo" in this case) as part of tourist experience. In the future, the results of this research can be used for further development of creative tourism models in Serbia, as well as for comparison with the data obtained in other countries. The communication is a part of a research within the project no. III 46006 – Sustainable agriculture and rural development in the function of accomplishing strategic objectives of the Republic of Serbia in the Danube region, financed by the Ministry of Education, Science and Technological Development of the Republic of Serbia. Project period: 2011 – 2019.

Keywords: intangible cultural heritage; creative tourism; Serbian cultural heritage; UNESCO

## **CARNIVAL OF PODOENCE – CAPITALIZING ON INTANGIBLE CULTURAL HERITAGE: BETWEEN COMMUNITY IMPACT AND THE ECONOMICS OF TOURISM**

**Patrícia Alexandra Cordeiro**

Municipality of Macedo de Cavaleiros (independent consultant)

## ABSTRACT

Since the mid-19th century a lot has been written about the masked rituals during winter that used to occur in many villages in the northeast of Portugal – frequently practiced by teenagers, as an introduction to adulthood. In fact, the use of the masks is a subject present in the very first ethnographic researches conducted in Portugal. Since then it has remained a fundamental topic of Portuguese anthropology. First because of its intriguing but unknown origins, that has given place to many interesting theories. And then, because of its continuity despite the transformation of living conditions in rural villages. In this process of adaptation, particularly the Caretos of Podence group, which perform during Carnival, has become a case study. The anthropologist, Paulo Raposo (2010), offers us a first look at this transformation, and the processes that led to the new attribution of meanings to a de-contextualized traditional practice as this, in the contemporary era. In this article, we propose to analyse the process that led the Caretos the

Podence to seek the acknowledgement of UNESCO, through the inscription of Carnival in Podence in the Representative List of Intangible Cultural Heritage of Humanity – an application that was accepted and is under evaluation in 2019. We will look at the dynamics, that the community has developed in order to attract tourists to the village in particular the cultural and the creative tourist. And we'll try to find answers to these questions: What impact does tourism has in small communities, such as Podence? What are the gains and what are the losses? Can it be sustainable?

Keywords: Caretos de Podence; Carnival of Podence; Portuguese traditions; northeast of Portugal; cultural anthropology; creative tourism; cultural tourism; intangible cultural heritage

### **LINKING TOURISM WITH TRADITION:**

#### **A CREATIVE TOURISM PROJECT FOR THE TOWN OF UNIÃO DOS PALMARES, BRAZIL**

**Mariana Magalhães Cavalcante**

**Débora de Barros Cavalcanti Fonseca**

Federal University of Alagoa

#### **ABSTRACT**

Creative tourism is evolving as an extension of cultural tourism and drawing visitors more closely to the values, customs and traditions of the local community. This bond is established in a setting that is full of history and symbolism and is thus suited to understanding and preserving the cultural heritage. In the paradoxical situation where there are regions that have a wealth of culture and tradition but are poor in economic terms, the small communities in the rural areas can carry out alternative economic activities. In light of this, this article seeks to engage in recognizing the value of tradition and cultural heritage in what is called 'creative tourism' by citing the example of União dos Palmares, in Alagoas, Brazil, since the importance of this tourist destination has been neglected. The national park, Quilombo dos Palmares, is located at Serra da Barriga within its territorial region. It was community of escaped slaves going back to the 17th Century which is a symbol of black resistance, and defined as a cultural heritage site by IPHAN and Mercosul. With areas of natural beauty, its cultural features include ceramic handicrafts, Afro-Brazilian gastronomy, cultural artifacts, and both colonial and indigenous architecture. This article is divided into three sections: first, it defines the concept of creative tourism, together with the cultural heritage, tradition and urban development in poor, small communities. Then, there is a physico-territorial analysis of the town that includes factors related to history, geography, economics, the infrastructure, society and culture. Finally, a participative plan for creative tourism is set out to improve the urban infrastructure and introduce new creative touristic products. The purpose of this is to ensure the preservation of the cultural heritage by adding alternative economic activities and establishing a creative tourist industry.

Keywords: cultural appraisal; small towns; tradition

#### **THE IMPLEMENTATION OF CREATIVE TOURISM IN A CULTURAL EVENT: THE CASE OF "TURISMO DE GALPÃO" IN THE FARROUPILHA WEEK OF PORTO ALEGRE (RS) BRAZIL**

**Magnus Emmendoerfer****Waléria Niquini**

Universidade Federal de Viçosa - UFV

**Greg Richards**

Tilburg University

**ABSTRACT**

The Farroupilha Week (Semana Farroupilha in Portuguese) is a 14-day annual event that joins different cultural activities in a Camp set up in the downtown of Porto Alegre, capital of the state of Rio Grande do Sul, Brazil. This cultural event aims to bring together families from different regions of that territory to share the history and cultural traditions of this community known as gaúcha. This event was restricted to this community, but since 2013, the local government and event organizers developed what they called "Turismo de Galpão" allowing visitors to know the traditional gaúcho culture by a contemplative way and also through creative activities. In this context, this research calls into question how can creative tourism complement and extend cultural tourism. Based on the Case Study Method and participant observation was verified that in the Farroupilha Week case it is occurring through the "Turismo de Galpão" by creative workshops. The creative tourism implementation started in 2013 by local government, nowadays, part of the community, that co-organize this event, manages it. This community shows aspects of the gaucho traditionalism that possibility different experiences for them and visitors. Conclusions about this case study indicate that if on the one hand, creative tourism has awakened workshop suppliers to new ways of adding value to your cultural activities. On the other hand, this case demonstrated that requires management and governance practices for continuity, development, and sustainability of creative tourism in this cultural event.

Keywords: Cultural Tourism; Creativity; Sustainable Tourism Development

## Parallel session 2.2 - Rural areas and low density territories

**RURAL AREAS AND LOW DENSITY TERRITORIES THE ROLE OF CREATIVE TOURISM AS A  
DISTINCTIVE FACTOR FOR RURAL ENTERPRISES AND THEIR IMPACT ON CUSTOMER LOYALTY  
- THE ALENTEJO CASE****Marta Isabel Amaral**

Instituto Politécnico de Beja

**ABSTRACT**

The evident motivation for having experiences highlights the importance of creating unique and memorable activities in the tourism sector. The tourist wants to have a more interactive and co-creative role in their tourism experience. The provision of interactive and dynamic experiences is an important factor in the affirmation of destinations with rural characteristics and for the distinction of rural tourism business.

The objectives of this article are based on the need to understand how creative tourism can be a distinguishing factor in rural communities and understand how entrepreneurs of rural tourism business seek to structure themselves cooperatively to develop creative tourism experiences.

Through a quantitative study based on the survey of all tourist accommodation units in rural areas registered in the National Tourism Registry of the Alentejo region, an attempt was made to analyze their opinion in order to understand whether they have, or intend to have, in the immediate future, creative tourism activities; whether entrepreneurs work or will be open to working in partnership with the local (creative) community; which partnerships and links established with companies in the animation sector and what impacts they have to promote the development of creative tourism in the region.

The results allow us to perceive that the innovative character of the project depends, in particular, on the resources available in the region (natural and cultural); the close and almost familiar relationship with the client; the physical conditions of the space; the character of the service and the memories created. From the data it is possible to perceive a clear identification of the motivations and interests of the tourists that make the decision of going to rural enterprises of the region searching for activities of contact with the nature and with cultural resources, having very concrete interests of experiencing the local gastronomy and wine; traditions and rural activities; the genuineness of the rural environment.

Keywords: rural tourism; experiences; creative tourism

## **QUINTA DO MARCO, RURAL TOURISM AND THE IMPORTANCE OF THE HERITAGE AND THE AUTHENTICITY OF THE PLACE**

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**Helder Martins**

Quinta do Marco Rural Hotel

### **ABSTRACT**

The Quinta do Marco its a rural tourism unit, located in St. Catarina da Fonte do Bispo, at Tavira municipality. Since 2016 the main goal of this unit has been making rural tourism of excellence. Largely was achieved by the developing of authentic and creative experiences. The rural Barrocal culture, heritage and landscape values are the main local resources applied in the rural activities of this unit. In the scope of sustainability, innovative measures were applied in this tourist unit: a spa, physical accessible environments, better mobility conditions with points of supply for electric vehicles and the pretension for a network of rainwater harvesting for the irrigation of the Quinta do Marco farm.

The methodology applied had a theoretical basis, through a literature review in several areas, e.g. rural tourism, heritage, and accessibility/sustainability. Qualitative data were obtained by the participatory direct observation in rural experiences; interviews with the owners and analyzing the comments on social networks between 2016 till the present year. The Quantitative data are from the number of stays in this unit from 2016 until 2018.

Analyzed the data was possible to verify that the preservation and valorization of the landscape are universal values appreciated by consumers of this unit, as well as the gastronomy based on the Mediterranean Diet – with local products or from the farm itself. The clients of Quinta do Marco enjoyed more participatory experiences. The rural environment/landscape it's prized to activities in families and with children. Accessibility is emphasized by non-disabled clients as an added value to the quality of the rural unit. The innovation/creativity and sustainability of rural tourism is in the renewal of the traditional/heritage and value enhancement of the authenticity of the place. This study can contribute to

the understanding of the sustainable/creative measures in rural units and how can provide the loyalty in the rural tourism consumers.

Keywords: Rural tourism; heritage; authenticity

### **CREATIVE TOURISM FOR A "RESPONSIBLE DEVELOPMENT" IN LOW-DENSITY TERRITORIES - THE EXAMPLE OF THE "MOSAIC ROUTE - CONÍMBRIGA AND SICÓ"**

**Humberto Figueiredo**

University of Coimbra

#### **ABSTRACT**

Creative tourism allows innovative strategies suitable for responsible development within territories and communities, promoting impacts at various levels.

In the area between Coimbra and Tomar, the CREATOUR "Mosaico - Conímbriga e Sícó" Pilot has assumed a clear commitment to local and regional development based on Creative Tourism and Roman Mosaic Heritage, observing the implicit cultural contexts and the specific associated geographic characteristics, which could be adequate to the development of the project - implemented in a twenty-five-kilometer extension axis.

Present in low-density areas, the "Mosaic - Conímbriga and Sícó" pilot is based on a relevant Roman mosaic sets presented in the three Sites network open to the public. Soon, a fourth site will be included in the network sites, after the archaeological and study process is finished.

In addition to the enormous importance of this Roman Heritage, the Pilot observes the Mosaic as creativity in time, promoting its study and practice today and giving new life to the activity of Mosaic Art, both in the museum spaces and sites involved in the network, as also as in the territories covered by the Pilot, through different initiatives dedicated to various audiences and during all year long.

Understanding the Mosaic as a cultural resource of enormous potential for the present and future of these territories and their communities, "Mosaico – Conímbriga and Sícó" Pilot has been launching several initiatives and has created a new Creative Tourism destination - the "Mosaic Route - Conímbriga and Sícó". Aiming at the sustainability of the new destination, the Pilot has developed partnerships with local and regional actors, studied collaborative strategies and promoted the involvement of regional public entities, institutions and various relevant actors.

Keywords: Responsible development; territorial cohesion; social innovation

### **CREATIVE TOURISM IN A SALT PAN: A CASE STUDY NEAR OLHÃO (ALGARVE - SOUTHERN PORTUGAL)**

**Jorge Ramos**

CIEO/CinTurs – University of Algarve

**Ana Cláudia Campos**

Faculty of Tourism and Hospitality – European University of Lisbon

#### ABSTRACT

The production of salt has been present in the human life since ever. Salt natural sources may vary from rock mine to marine water. Some places have developed considerable their economy due to the extraction and trade of this raw material. More recently, traditional sea salt production activities have been attracting attention from a diversified range of public. Traditional salt producers are usually focused in their own production, but as a result of tourist demand for visiting salt production activities, producers must develop the intention to receive visitors. Such reception implies not only to show visitors their activity, but also to serve as an advertisement outdoor to main international markets, who are likely to add value to such an ancient, but fundamental good: the salt. In this research, the method employed was an exploratory case study. The results obtained depended on the different tourism niches, according to the operator and the type of arrangement. The tourists experienced different levels of creative interaction with salt production activity and its whereabouts.

Keywords: Algarve; Creative tourism; Saltpan

#### Parallel session 3.1 - Place-based and community tourism

### THE "CIRCUITO ALAGOAS FEITA À MÃO" [ALAGOAS HANDICRAFT TOUR]: A MEANS OF MAKING CREATIVE TOURISM MORE DYNAMIC

**Mariana Magalhães Cavalcante**

**Débora de Barros Cavalcanti Fonseca**

Federal University of Alagoas

#### ABSTRACT

Alagoas is a State in Brazil which is devoted to developing the economy through touristic activities that are centered on its natural, historic and cultural features. Owing to the undue stress laid on the kind of tourism that is based on sunshine and the beach and the fact that the State is able to cater for this sector, there has been a great attention paid to the infrastructure required for tourism in the towns along the coastline, to the detriment of the small rural communities inland. However, these small communities have the potential to grow by means of alternative forms of tourism. In light of this, through the Secretary for Economic Development and Tourism, the State Governor of Alagoas has inaugurated a project called "Circuito Alagoas Feita à Mão", which involves erecting four huge sculptures out at sea in the bay of Maceió. These consist of the following: the kiss of Dona Irinéia, the lion of André da Marinheira, the bull of João das Alagoas and the mermaid of Mestre Zezinho, and are made of ceramics and wood to represent the craftsmanship of Alagoas. The purpose of these urban measures is to stimulate local people and visitors to recognize the value of craftsmanship and artifacts that are genuinely 'Alagoan' while coming from different typologies and regions. Hence they can and influence the development of creative tourism in small communities whose livelihood depends on handicrafts. This article seeks to assess the effects of this attempt to make the small communities better known by taking note of the standpoints of the local villages, policymakers and tourists.

Keywords: dissemination; small communities; state action

## **TOURISM, IDENTITIES AND INTERPERSONAL ENCOUNTERS: THE CASE OF LISBON**

**Ezequiel Santos**

ESHTE

**Graça Joaquim**

ESHTE / CIES - ISCTE-IUL

### **ABSTRACT**

This communication explores the representations and narratives from six Lisbon based artistic collectives about tourists and visitors. The European city of Lisbon has been facing since 2012 complex urban transformation processes and increasing international tourist demand. This constitutes a process of accelerated change that requires further study and led to the development of a research project called “Innovation and Future: contributions to the design of the tourist offer in Lisbon Metropolitan area” which aimed at exploring the plurality and subjectivity of tourist experiences within these territories. Therefore, we investigated the relationship with the “other”: by living in districts at distinct levels of tourist demand, these art-collectives replicate and adjust (with citizens and by use of relational art forms) narratives of place and interpersonal encounter fostering the creation of psychological maps that build up a network of authenticity and identity value. Between the gentrification problem and the social recovery of human communities invested by international tourism, the presence of simulacra in tourist offer as opposing to authenticity experiences, the data from six focus group is presented, discussed and theorized by using literature on the phenomenology of tourist experience and Martin Buber’s dialogic philosophy. Using the methods of category analysis, the findings point to wide range categorization concerning experience value, perceiving the “other” as predator vs. creative participant within the city. There is also a clear generational gap with youngsters being more enthusiastic and fostering a dialogic sense of Self in their encounters with visitors. At this stage the research points to emphasize the encounter citizen-visitor as a mode to reinvent community identities, catalyze existential authenticity and foster both intra and interpersonal relationships.

Keywords: Authenticities; Lisbon communities; Tourism

## **CREATIVE YUKON: EXPLORING SECONDARY DATA SOURCES TO UNDERSTAND THE CULTURAL SECTOR IN A PERIPHERAL AREA**

**Suzanne de la Barre**

Vancouver Island University

### **ABSTRACT**

At 482, 223 km<sup>2</sup> and with a population of just over 37,000 people, Canada’s Yukon is a vast territory, and home to relatively few people. It is a territory whose settler history and economic activity have largely been driven by its mining ambitions and Canada’s national interests. Cries of Gold! Gold! Gold! and other echoes of the Klondike gold rush of 1898 still resonate across the territory. Indigenous self-government, increased territorial independence through devolution processes, and globalization, all contribute to changes occurring in the territory. Similar to other places, the experience economy is having a significant impact on the development of the creative sector, and has enriched place-making and place-marketing processes. Across the Circumpolar region, there is a growing motivation to understand how these sectors

and processes engage social innovation, increase community resilience, generate positive social change and cross-cultural engagement, and affect economic diversification. The creative sector includes music, dance, visual arts, storytelling, ceremonies, rituals and folklore, and provide a means for communities to enhance diverse place-based considerations. One of the factors influencing what we know about this sector is the lack of scholarly research undertaken to examine these phenomena, especially in remote and peripheral areas of the globe. What we do know primarily comes from macro data bases, for instance, data from Statistics Canada. The tendency has also been to complement those quantitative analyses with research findings based on qualitative interviews. My exploratory study aims to identify secondary data sources that are locally embedded and place-based, and assess what those findings can tell us about what is happening. Preliminary findings demonstrate that there are under-explored locally embedded secondary data sources that provide insight into the relationships between the creative sector and tourism, community and economic development, and community resilience.

Keywords: Circumpolar North, Peripheral Communities, Secondary Data Sources

## **CREATIVE OUTPOSTS: TOURISM AND SUSTAINABLE RURAL DEVELOPMENT IN WESTERN CANADA**

**Patrick Brouder**

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### **ABSTRACT**

In our 21st century urbanising world there is a tendency to reserve words like 'creative' and 'innovative' for the most geographically central places with high population growth and high-technology sectors. This is reflected in studies which tend to focus on the low-hanging fruit of creativity in central places which have a lot of creativity to be studied! However, through tourism studies, we have a window on another kind of creativity in another kind of place. The CREATOUR project in Portugal is leading the way in developing and showcasing creative tourism in small cities and rural areas. This presentation takes it to the next geographical level of the rural peripheral places - 'creative outposts'.

A creative outpost is a rural peripheral community which faces a challenging socio-economic environment but which meets its challenges by deploying endogenous creative capital resulting in a palpable shift towards a more sustainable socio-economic environment. Such a shift is led by a measurable increase in local innovation and ultimately acts as a community coping strategy. The local institutional context plays an important role as creative outposts seem to bubble with a creative effervescence which is palpable yet difficult to measure. Over time, creative tourism becomes an integral part of the local economy. This presentation shares case studies from rural peripheral communities in western Canada and examines the long-term processes which lead some places from simply being outposts to becoming creative outposts.

Keywords: Canada; creative; outposts

Parallel session 3.2 - Dynamizing Place

**APPLICABILITY OF PLACEMAKING IN SMALL MUNICIPALITIES IN BRAZIL:  
A PROPOSAL FOR THE DEVELOPMENT OF CREATIVE TOURIST TERRITORIES**

**Caio de Souza Vasconcelos**

**Magnus Luiz Emmendoerfer**

**Cecilia Antero**

**Elias José Mediotte**

Universidade Federal de Viçosa – UFV

**ABSTRACT**

The objective of this paper is to show a proposal of Placemaking applicability for the development of Creative Touristic Territories (CTTs) in small municipalities in Brazil. It is assumed in this research: 1) the placemaking can be applied as a guideline for the co-production of a CTT; 2) the TCC's are defined as multi-scalar spaces, built from a formative process adopted by a group of people or organizations over a period of time, who seek to offer authentic and singular cultural products for the tourism, resulting from creative and dynamic actions that are attractive and valued mainly by the subjective interpretation of a meaning (co)created/produced by the inhabitants and travelers who experience these products in these spaces. Based on the case study method, it was investigated the city of São Thomé da Letras, Minas Gerais. It was sought to understand, with the theoretical contribution of Placemaking and Public Governance, the conditions that favor the promotion of creative tourist territories. Data collected by interviews, observation and iconographic data (photos) were used, later interpreted with support of the technique of content analysis. The following points were highlighted: lack of qualification among professionals working in the tourism sector as also monitoring and planning of touristic activities in the municipality; the unavailability of information on touristic activities and the adequate allocation of financial, physical and human resources; and as a potential point: the existence of communication channels municipality / society / environment. Thus, it is understood that the projects and public policies for the development of CTTs should have as guidelines training and manpower, the use of mechanisms to record, make available and manage information about tourism activity, the adequate allocation of resources and the organization of municipalities in cooperation networks.

Keywords: Sustainable Tourism Development; Creativity; Coproduction of the common good

**CREATIVE TOURISM DESTINATION COMPETITIVENESS**

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Instituto Superior de Gestão / Universidade Lusófona

**Mafalda Patuleia**

Universidade Lusófona

**ABSTRACT**

Creative tourism has been approached from several points of view: products and processes, enabling elements, marketing, sustainability, etc. However, to our best knowledge, there is no integrating model

that brings together all its dimensions and enables the 'birds eye' perspective of the creative destination competitiveness.

This research aims to present a model of competitiveness of a creative tourist destination. The model presents four essential dimensions: core elements (products and processes, travelers and entrepreneurs), enablers (community engagement and stakeholders' competences), developers (marketing and communication) and sustainability.

Keywords: Creative tourism; competitiveness; integrative model

## **SOCIAL PRESCRIBING IN A TOURISM REGION**

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### **Joaquim Lopes**

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### **Adriana Henriques**

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### **Oswaldo Santos**

ISAMB - Instituto de Saúde Ambiental, Faculdade de Medicina, Universidade de Lisboa

## **ABSTRACT**

We are currently witnessing the revitalization of Global Health, namely through the widespread recognition that populations' health is determined by multiple factors, stemming from social, economic and environmental dimensions. Social prescribing (SP) is deemed as an important strategy in the integrated approach to people in the community, with a focus on older people. This approach offers the elderly population greater possibility of community participation, social insertion, health and well-being promotion. The SP can also be considered as an innovative and creative approach to support and develop the valorisation of community structures' partnerships. SP incorporates multiple components making it a complex intervention. In communities where tourism effect is intensely felt, as is the case of Algarve, these complexities are paramount and require creative solutions. This study aims to analyse how effective SP targeted to the healthy elderly population living in Algarve can be developed and evaluated.

Methods. Focus group and survey approach are used to define SP processes and structures, monitor adherence and satisfaction with a SP integrated intervention. The study population includes the non-institutionalized, autonomous, elderly population living in a municipality in the Algarve region.

Results. The expected results are the identification of community resources, the estimation of the levels of professionals' acceptance and capacity building; and the satisfaction of individuals in a tourism context to whom SP was given. The current literature results suggest an increase in the integration of people in

social activities and the alteration of social dynamics, with increased social cohesion perception, in populations with a strong activity dedicated to tourism.

Conclusions. The influence of tourism on community dynamics is widely recognized. Tourism, while accelerating the economy and urban rhythms, implies the spatial coexistence of different populations with divergent interests, with necessary adjustments of public services targeted to the resident population.

Keywords: Social prescribing; tourism; community

### **MODERN POETRY AS TOOL IN DEEPEN UNDERSTANDING OF DANUBE CHARACTER. THE CONCEPT OF TRAVELING POEM**

**Angelica Stan**

Ion Mincu University of Architecture and Urban Planning

#### **ABSTRACT**

Modern poetry is today an environment open to more and more widespread experiments, more surprising and adherent to many domains, some seemingly distant. The connection between tourism, planning, architecture and poetry may at first seem at least unusual. Within the framework of the DANURB European Project developed within the INTERREG program (<http://www.interreg-danube.eu/approved-projects/danurb>), I conducted an experiment in my double quality as a poet and architect-urban-planner and project manager from UAUIM - Bucharest. The workshops, working trips and projects meetings in various cities on the Danube became for me a tool of an alternative investigation- a poetical transposition of some Danube research questions: what is the essential vibe of Danube that a tourist can capture, beyond the reachable visitor targets? What poetry is Danube forwards to tourists, and if this poetry still corresponds in any way to the poetry of previous period? The poetry related to Danube is just a poetry of its natural landscapes, or could be also of different other layers of it, e.g. of the archaeological layer, or of the geo-morphological layer that "unites" different parts of this region by a common history? Or is also there a poetry of an amazing urban diversity and disparate social evolution? Visiting many former industrial sites in decommissioned port areas or shipyards I identified a "diagonal" poetic of trauma generated by the loss of a once strong identity for some (small and medium sized) cities. This tragedy of the impossibility of recovering that age and that lasting history is also a component of a poetic applied within the concept of Traveling Poem, which can be placed among the creative "products" that move the Danube tourism agenda, marveling on the desire for a profound and different knowledge of places.

Keywords: poetry; traveling; Danube

#### Parallel session 4.1 - Gastronomic Creative Experiences

### **BEYOND "CUSCOS" WORKSHOPS – FROM PRACTICE TO THEORY, AND BACK: HOW TO DEVELOP CREATIVE TOURISM EXPERIENCES BASED ON LOCAL GASTRONOMIC TRADITIONS IN BRAGANÇA**

**Patrícia Alexandra Cordeiro**

Municipality of Macedo de Cavaleiros (independent consultant)

**ABSTRACT**

In this communication, we try to answer the question: Where do we go from here? Since 2016, the municipality of Bragança (Northeast of Portugal) has been studying and inventorying the practice of hand making of cuscós – the Portuguese “version” of the well-known couscous from Maghreb. Through ethnographic research, we’ve collected recipes and stories, and identified specific ways of cooking, as well as socio-demographic characteristics of the villages where it is still made. This research revealed the reality of a practice of intangible cultural heritage in risk of disappearance. In this process, we also came across the historic importance of couscous - a common food in all regions of Portugal up until the 15th century, consequence of the centuries long presence of the Moors and Sephardim in the Iberian Peninsula. There for a proposal to inscribe it in the National Inventory of Cultural Intangible Heritage was presented to the General Directorate of Cultural Heritage by the municipality. Then a plan of actions to safeguard the practice and promote its continuity was also designed. This included the “cuscós” workshops as a pilot experience within Creatour Project. We now look back at this attempt to develop a creative tourism experience, engaging the community, as teachers of this practice, and the tourists who are increasingly interested in getting in touch with local history and traditions. How did this relationship worked out? What did we learn? And how can we go forward, and develop gastronomic tourism, through engaging experiences that involve local communities, their specific food traditions and appeal to a more creative, cultural, and eco-friendly tourism. What can we learn looking at “established” creative gastronomic touristic destinations?

Keywords: Portuguese couscous, sociology of food, creative tourism, gastronomic tourism, intangible cultural heritage, community participation, rural development, Bragança, Northeast of Portugal

**GASTRONOMIC CREATIVE TOURISM: EXPERIENCES IN THE ALGARVE REGION, PORTUGAL**

**Sónia Moreira Cabeça**

**Alexandra Rodrigues Gonçalves**

**João Filipe Marques**

CIEO/Cinturs - Universidade do Algarve

**Mirian Tavares**

CIAC - Universidade do Algarve

**ABSTRACT**

Gastronomy tourism is more than consuming good quality and exquisite food while travelling. According to the World Tourism Organization, it’s based on territorial resources – landscape, heritage, culture – constituting an integrated and differentiating experience to those who seek to know better the culture and lifestyles of a territory through its local food.

Gastronomy is a value proposition that can influence travel destinations for tourists who seek to experience traditional recipes and homemade food, and to socialize through food. Such tourism involves tourists in engaging experiences that are more traditional. So, gastronomy tourism can be a creative tourism experience, giving visitors the opportunity to undertake creative and learning paths, even promoting their participation in cooking or harvesting the characteristic products of the destination.

Characterized by mass tourism, Algarve is the most touristic region of Portugal. The "sun and sea" is its main touristic attraction, and tourism its main economic driver, employing half of the population. But tourism flow is highly concentrated in specific places – coastal areas – and specific seasons: summer. The growing demand for tourism products with higher added value, associated with nature, culture, heritage, local products can be, therefore, an opportunity for Algarve to diversify its offer, becoming more competitive and capable of attracting visitors all year long. Traditional gastronomy experiences might help to diversify the region's attraction base, and to break seasonality in a sustainable way, once it addresses social, cultural and economic challenges such as local culture promotion, the use of territorial resources and heritage preservation.

Based on three case studies, we intend to give an account of the Algarve's gastronomic activities that seek to be a complement to "sun and sea", an advantage for the region's attractiveness, and a contribution to sustainability.

Keywords: Creative Tourism; Gastronomic Creative Tourism; Regional Sustainability

## **CREATIVE CITIES OF GASTRONOMY: AN OVERVIEW OF INNOVATIVE AND SUSTAINABLE BEST PRACTICES**

**Cláudia Henriques**

University of Algarve

### **ABSTRACT**

UNESCO's Creative Cities Network puts in evidence the need of "cooperation and the sharing of experience and knowledge" in order to promote "new solutions to tackle common challenges" (UNESCO, 2019), in urban territories.

In this context, the present paper investigates the growing importance of creative cities of gastronomy in the framework of a sustainable tourism development. Simultaneously, it explores the most relevant gastronomic initiatives (festivals, observatories, lab, etc) that potentiate innovative tourism experiences, in order to determine what new products are being developed in the scope of creative tourism. The assumption is that UNESCO's Creative Cities Network offers opportunities for urban places to reinvent the gastronomic experience through new solutions based on an sustainable, inclusive and balanced development.

In methodological terms, firstly the paper presents a theoretical discussion on gastronomy, creativity, innovation and tourism sustainable development interconnections. Secondly, it considers the case study approach associated UNESCO's gastronomy Creative Cities Network and highlights its most innovative creative tourism initiatives based in a set of criteria and characteristics that contribute to assess cultural/creative tourism dynamic and policy. Namely, the main criteria is the vibrancy of food activities. Finally, after the main results, there's the presentation of the conclusions.

Keywords: Creatives cities; sustainability; innovation

Parallel session 4.2 - CREATOUR Project

**WEB-MAPPING AS A NEW TOOL FOR THE CULTURAL MAPPING:  
A CASE STUDY OF WEB-MAPPING APPLICATIONS IN SOME CREATIVE TOURISM INITIATIVES  
IN THE NORTH REGION OF PORTUGAL**

**Vítor Ribeiro**

**Miguel Pereira**

**Paula Remoaldo**

**Ricardo Gôja**

Lab2PT (Laboratory of Landscape, Heritage and Territory)

**Isabel Freitas**

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**ABSTRACT**

Creative tourism is a new way of doing tourism and promote creative and innovative destinations for the visitor`s through genuine and authentic activities. This form of tourism can develop and improve existing resources and destinations through cultural and creative activities developed by the institutions. The main goal of creative tourism is to provide a new experience and create a visitor connection with the local culture and community. Cultural mapping can be a fundamental tool to complement the experiences created through the activities developed in creative tourism. Cultural mapping can be represented by mapping assets, providing information on recordings and identities of tangible cultural resources, using Geographic Information Systems (GIS) and mapping cultures, traditions and local communities in small towns and rural areas. It is a process of recording, collecting, analysing and synthesizing information, in order to describe the cultural resources, networks, links and patterns of a particular community or group. Cultural Mapping maps projects that can relate to local community creativity and artistic interventions. In the last decades, methods of cultural mapping have been used in various applications and contexts, for different cultural assets, where there is some historical and cultural value and for endogenous communities. These methods are fundamental to creating new conditions for the development of local and regional resources. This article tries to develop a new model for creative tourism, looking for the implementation and integration of new geotechnologies. The collection was carried out through some creative tourism activities organized between July 2017 and July 2019 in the Northern region of Portugal by two pilot institutions of the CREATOUR project titled Development of the Destination of Creative Tourism in Small Cities and Rural Areas (2016-2019). A methodological approach adopted to share the web mapping experience with crowdsourcing tools is presented and some key lessons learned are discussed.

Keywords: Creative Tourism; Cultural Mapping; Web-Mapping

**DEVELOPING AN IMPACT ASSESSMENT TOOLKIT  
FOR CREATIVE SUSTAINABLE TOURISM INITIATIVES**

**Pedro Costa**

**Elisabete Tomaz**

**Maria Assunção Gato**

**Margarida Perestrelo**

**Ana Rita Cruz**

DINAMIA'CET-IUL - Instituto Universitário de Lisboa (ISCTE-IUL)

## ABSTRACT

Creative tourism advocates new experiences for promoters, tourists and communities, as new modes of collaboration, partnership, and organization. Despite being an expanding offer and targeting niche markets, creative tourism is already recognized by the different ways of producing and consuming tourism experiences and for its ability to add value in the territories where they take place. The development of this type of experience in small cities and rural areas not only gives centrality to sustainability issues but also makes it important to observe and discuss the potential impacts of these experiences in this kind of territories.

There are few studies that attempt to measure the impacts of creative tourism activities in accordance with the principles of sustainability, or that seek to develop analytical models appropriate to the particular characteristics of small cities and rural areas. Within the scope of the CREATOUR project, we started to develop a theoretical and methodological framework, aiming to propose a more integrated model, recognizing the several dimensions of sustainability and the specificities of the territories involved and taking into account the different actors involved in creative tourism.

Based on the data gathered from the CREATOUR pilot initiatives, this communication will present the analysis of the perceptions that the different pilots have about the various effects of the implementation of these exploratory experiences, considering the objectives that they established for their realization. This analysis is useful to reflect on the particularities of this type of exercise and to improve our model. The final goal is to propose a more robust toolkit for impact assessment to be presented to all partners interested in developing or updating their creative tourism projects.

Keywords: impact assessment; creative tourism; small cities and rural areas

## **ENVISIONING PUBLIC POLICIES AND PROGRAMS FOR CREATIVE TOURISM IN SMALL CITIES AND RURAL AREAS IN PORTUGAL: RECOMMENDATIONS FROM CREATOUR EXPERIENCES**

**Claudia Pato de Carvalho**

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Centre for Social Studies - University of Coimbra

## ABSTRACT

This presentation shares insights and recommendations on the types of public policies and programs that would be valuable to support the further development of creative tourism initiatives in small cities and rural areas in Portugal. It is based on research and consideration of the expressed needs of the CREATOUR pilot organizations. It considers the types of public policies needed to foster and support cultural and creative organizations in small cities and rural areas, policies relating to rural tourism development, and the structures needed to foster ongoing interconnections between the cultural and tourism sectors. This work aims to inform policy and program development to create strategic intersections between policies and practices in the fields of tourism, culture, and local/regional development, including local memories. The study highlights the need to strategically intervene in small cities and rural areas in order to strengthen cultural, tourism and regional development through a holistic sustainability approach, one that explicitly accentuates and builds from cultural and other place-specific resources.

Keywords: public policies; regional development; creative and cultural sectors; collaborative methodologies

## Parallel session 5.1 - Creative Tourism Models and Lessons

### **RETHINKING CO-CREATION IN CREATIVE ARCHAEOLOGICAL TOURISM: INSIGHTS FROM ALENTEJO, PORTUGAL**

**David Ross**

University of Exeter

## ABSTRACT

Creative tourism offers a platform for tourists and providers to express their creativity and come together to co-create an experience. In archaeological tourism, a creative approach encourages tourists to create new interpretations of the past based on their values, beliefs and motivations. This poses challenges when compared to conventional cultural tourism, which mostly promotes tourists' passive consumption of narratives produced by heritage experts. This paper discusses issues concerning co-creative interpretation of archaeological heritage and how tourism providers manage alternative views of heritage emerging in such circumstances. The study was conducted in the Alentejo region (Portugal). Qualitative interviews comprising open-ended questions were conducted with twelve cultural tourism companies, focusing on the interpretation strategies tour guides apply whilst engaging creatively with archaeological heritage. Tourist reviews on TripAdvisor of archaeological tours in Alentejo were also analysed. A thematic analysis was employed to code the data collected and support theorisation around key themes found in data. Findings show that despite openly employing co-creative strategies in their tours, many tour guides are bound by their duty to convey the scientific interpretation of an archaeological site. Providers thus promote co-creation at a service-design level, with customisation of schedule, subjects covered and sites visited, however the underlying interpretive discourse remains unchanged. Still, the lack of absolute certainty about the nature of certain prehistoric monuments can leverage some liberty and creativity when discussing alternative interpretations and tourist-led sense-making. Recently the growth of neo-pagan movements has started to raise awareness in some tourism actors about the value of marginal and personal interpretations. The study contributes to an understanding of processes embedded in creative

tourism practice and calls for further research on the implications of placing actors' creativity at the heart of the tourist experience.

Keywords: archaeological tourism; heritage interpretation; co-creation

### **VALUE CREATION/CO-CREATION, EXPLORING BUSINESS LOGIC'S CONVERGENCES BY FOCUSING ON THE ROLES OF RESOURCE INTEGRATION AND INTERACTION**

**Jinous Sadighha**

**Manuela Guerreiro**

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#### **ABSTRACT**

Previous scholars have already discussed the concept of value creation/co-creation based on Product Logic, Service-Dominant Logic (SDL), Service Logic (SL), Customer Dominant Logic (CDL), Customer Cultural Theory (CCT) and Practice Theory.

Mainly, based on recent studies about value creation/co-creation from the SL perspective, value accumulates throughout the customer's value-creating process, in which firms' and customers' actions can be categorized by spheres (provider, joint, customer), and their interactions which can be direct or indirect differentiate various forms of value creation and co-creation. However, as these spheres are dynamic, it has not been clarified how the firm may provide more opportunities and facilitates value creation/co-creation process in services by extending the joint sphere? Therefore, due to the complexity of value creation/co-creation process and emergence of different perspectives about it, discussing the similarities and the differences between these perspectives and breaking value creation/co-creation process into different stages for an exploratory study of its operational logic is essential. This study is going to explore the convergences of different business-logic perspectives about value creation/co-creation by concentrating on the roles of resource integration and interaction in order to conceptualize a model for value creation/co-creation.

This model contains value creation/co-creation processes during consumption, from pre-purchase to post-purchase in services by considering the spheres (provider sphere, joint sphere, customer sphere) and will propose a practical solution for the firms to provide more opportunities to co-create value jointly with their customers by expanding the joint sphere.

Although this model explores the value creation/co-creation in services, it's logic can give added value to different industries such as tourism by emerging creative practices and pathways.

Keywords: Value creation/co-creation; Resource integration; Interaction

### **CREATIVE TOURISM IN SMALL CITIES AND RURAL AREAS: APPROACHES, MODELS, AND LESSONS**

**Fiona Eva Bakas**

**Nancy Duxbury**

**Tiago Vinagre de Castro**

**Silvia Silva**

Centre for Social Studies, University of Coimbra

#### ABSTRACT

Creative tourism is a relative new field of research (Duxbury & Richards, 2019) and attention has been directed mainly to the development of creative tourism activities in large cities, with less research on sustainable models for creative tourism operational and development strategies in extra-metropolitan contexts. This presentation addresses CREATOUR's scientific objective of 'understanding the processes (under different conditions and situations) through which creative tourism activities can be effectively developed, implemented, and made sustainable'. Recent research (Duxbury et al., 2018), provided preliminary national-scale analysis of approaches developed by the project's participant organizations to strategically offer their creative tourism initiatives. Building on this research and the observations and experiences of 30 researchers in CREATOUR's four regions, creative tourism activities were clustered in two ways in order to critically analyze and better understand the strategic development of creative tourism offers. First, the projects were sorted into the main organizational structures providing creative tourism activities: accommodations+; municipalities; regional development associations; entrepreneur-mediators; small-scale festivals; other cultural and local development associations; and museum partnerships. The second level of analysis examined the main strategic contexts in which creative tourism activities are being developed, positioned, and 'packaged', classified as: stand-alone offers, repeated; series of related events and workshops; localized networks; creative activities within small-scale festivals; activities offered in conjunction with tourist accommodations; and frameworks for inclusive community development. Bringing these analyses together, this research provides important insights into entrepreneurial strategic decision-making and capacities in different contexts, as well as the challenges of providing creative tourism activities in rural and small cities.

Keywords: organization; strategies; tourism offers

### **PAST, PRESENT AND FUTURE OF THE CREATIVE TOURISM IN PORTUGAL: ANALYSING ACTORS AND CONNECTIONS DYNAMICS**

**Ana Rita Cruz**

**Margarida Perestrelo**

**Maria Assunção Gato**

**Pedro Costa**

**Elisabete Tomaz**

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#### ABSTRACT

Creative tourism aroused as a new model of cultural tourism able to leverage some economic, social and cultural dynamics in territories. It is a form of tourism built from the opposition to the mainstream forms of tourism (e.g. mass tourism), further from the main touristic routes and focused in very specific experiences and products, based in the endogenous place and community amenities available. As such, creative tourism has a sustainable ground, intending to promote and value the local identity and resources of places and communities, representing a form of additional income to them, and at the same time, being

able to open these territories to the world, respecting the environmental, social, cultural and economic pillars of sustainability.

The CREATOUR project – an incubator and multidisciplinary collaborative research initiative have been aiming to develop a network of creative tourism initiatives in four Portuguese regions – has been promoting the implementation of 40 creative tourism pilot initiatives, in small cities and rural areas of Portugal, since 2016.

This communication intends to contextualize the creative tourism activities in Portugal before, during and after the CREATOUR project implementation, from an actor/network perspective. Thus, the analysis presented results from a Social Network Analysis combined with Actors Strategic Analysis, based on the content analysis of 100 interviews made to the 40 CREATOUR pilot initiatives promoters, between 2017 and 2019.

The results of the analysis undertaken are crucial to identify possible future pathways for the development of a formal creative tourism network in Portugal, by pinpointing actors' centrality, its connections dynamics, and common goals and challenges they face towards this objective.

Keywords: Creative Tourism; Social Network Analysis; Actors Strategic Analysis

## Parallel session 5.2 - New products in Creative Tourism

### INNOVATION LABS IN THE CREATIVE TOURISM CONTEXT: A FRAMEWORK PROPOSAL

#### **Magnus Luiz Emmendoerfer**

Universidade Federal de Viçosa - UFV

#### **Antonio Olavo**

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#### ABSTRACT

According to CREATOUR.PT Project, the Creative Tourism (CT) can be defined and practiced as sustainable small-scale tourism that provides a genuine visitor experience by combining immersion in local culture with a learning and creative process. To be applied is necessary that the stakeholders, especially developers and agents, have tools and support to draw and to implement programs combining tourism and creative activities. Furthermore, the State becomes a community partner for tourism development whenever Creative Tourism (CT) activities are related to the usage of public wealth as areas and finance support. In this context, which institutional arrangement could be useful to build capacities aimed at the CT Programs development? During the latest decades, international organizations held support to Innovation Labs in the Public Sector (ILPS). It is institutional arrangements that involve many agents from the community, public, and private sector aiming to promote innovation, linking creativity and experimentation to solve complex issues of society. Considering the diversity of ILPS models presented in

the literature, this paper calls into question what ILPS models would better fit into the creative tourism context? In an attempt to answer this issue, we made a bibliography and documentation research. Was proposed a theoretical framework based on the analysis of results useful to support stakeholders on understanding the ILPS's value and making decisions to apply these structures as a locus of creation and development of Creative Tourism programs. Such utility for development and implementation of tourism programs with creative activities is associated with the understanding of ILPS models, as well as the potential use of tools (as Benchmarking, Design Thinking, Brainstorming, and Mental Mapping) and practices (as Discontinuity, Association of ideas, Metaphorical comparisons, and Inversion of hypotheses) in those Innovation Labs in the Creative Tourism context.

Keywords: Touristic Projects; Public Planning; Cooperation for Development Territories

## **TOURISM STORYTELLING AND CREATIVE DESTINATIONS: A LITERATURE REVIEW**

**Andreia Pereira**

**Carla Silva**

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**Cláudia Seabra**

University of Coimbra, Faculty of Letters / Polytechnic Institute of Viseu

### **ABSTRACT**

Storytelling is a multidisciplinary concept about several foundations of the scientific areas of anthropology, archeology, folk, and linguistics. The use of stories is continuously present in our daily life, and its applicability is diverse. Although it is a resourceful communicational device, its use is still undeveloped in many fields of expertise.

Tourism storytelling, despite being a research topic moderately studied, is not yet an in-depth practice, particularly in cultural destinations, where there is an emergency in allying, antiquity and heritage to modernity and differentiation.

Cultural heritage remains an important landmark in history and humanity, nevertheless it is necessary to know how to communicate its value to tourists in an appealing way. On the one hand tourists want to know more about the history of destinations, on the other they feel saturated by repetitive cultural experiences. In this context, storytelling can bridge efforts with local heritage making destinations more creative and attractive.

The concept of creative destinations focuses primarily on reinventing places, distinguishing them from others (Atkinson & Easthope, 2009). Given that all destinations have cultural attractions (Richards, 2001), it is undoubtedly necessary to make use of creativity to renew them and make them more innovative. This literature review aims to collaborate to the research on storytelling and creative destinations. From the point of view of different authors, it is intended to verify how the narratives told in cultural destinations are an ingenious mechanism for the revitalization of heritage spaces. Study limitations and guidelines for future research are also presented.

Keywords: Tourism; Storytelling; Creative Destinations

## **"GEORIDDLES" CHALLENGING TOURISTS' CREATIVITY**

**Stefan Rosendahl**

ISDOM - Instituto Superior D. Dinis

**Marta Marçal Gonçalves**

Universidade do Algarve

### **ABSTRACT**

The Algarvian coast is visited every year by millions of tourists mainly because of its beaches. As many tourists don't want to spend their holidays only at the beach and others arrive for cultural reasons, cultural and natural tourism can fill a gap in the touristic offer. There are already campaigns in bird-watching and guided tours in the Algarve with natural and ecological aims. Geotourism is an upcoming activity. The tourist can be confronted with a "georiddle", whose objectives are to increase his interest in geological themes and to challenge his creativity. To reach these objectives, the following methodology is adopted: The guide gives basic information in a geologically interesting site and asks the participants about the origin of what can be seen. In a following brainstorming and discussion, they may solve the problem or not; in any case the visitors are encouraged to foster their creativity by interactive processes. At the end of this stage, the guide explains his opinion about the solution of the "georiddle", and the discussion can begin again.

This kind of interactive guidance may be realized in a city, where enigmatic structures may be found in construction stones, as well as in geological outcrops in the countryside.

A "georiddle" can be posed also in the conjunction with other interesting themes, like vernacular heritage. As an example, drystone constructions correspond to interfaces between geological and cultural heritage, as they are used to improve agriculture, having been made of stones and installed due to climatic conditions and landscape forms originated by the geological structure of the subsoil. The riddle's aim may be to discuss about the reason of their spatial arrangement and purpose.

As a result, it is expected to awaken the tourist's curiosity and creativity and to increase and broaden his field of knowledge.

Keywords: Creativity; Tourism; Geology

## **DARKNESS PERCEPTIONS AND EMOTIONS IN ASTROTURISM: THE CASE OF ALQUEVA DARK SKY RESERVE**

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**Rosária Pereira**

**Helena Reis**

ESGHT – Ualg

### **ABSTRACT**

Although considered a travel trend for 2019 (Loh, 2018) but still understudied and very much in need for further research, the subject of astrotourism is not new. In 2014 the researchers Fayos-Solá, Marín and Jafari (2014) meant to set in motion action to be taken in order to acknowledge, regulate and create conditions for developing astrotourism. In 2010, the ALQUEVA Dark Sky Reserve, in Alentejo, was certified

as the First Starlight Tourism Destination, aiming at the preservation of the night sky for the development of tourist activities - astrotourism. This type of tourism is where stargazing, meteor shower-loving, and eclipse-chasing travellers search for places where the sky is the darkest and clearest, such as clearings or remote areas to connect with the cosmos. As creative tourism has been established as sustainable small-scale tourism that provides a genuine visitor experience by combining an immersion in local culture with a learning and creative process, emergent astrotourism advances under the range of creative experiences as it provides four Key dimensions: active participation, creative self-expression, learning, and community engagement. Our aim is to understand the perceptions of darkness and the emotions evoked to those who participate in astrotourism, using Posner, Russell and Peterson's (2005) circumplex model of affect. The circumplex model of affect proposes that all affective states arise from cognitive interpretations of core neural sensations that are the product of two independent neurophysiological systems. Therefore, through a set of structured interviews to a sample of amateur astronomers and astrotourists, the perceptions of darkness and the emotions it evokes in rural landscapes will be measured. Under the astrotourism research scope, it is our interest to observe landscapes that transmute when daylight fades away, changing into nightscapes, which are sensed as different, even if they are just the same.

Keywords: astrotourism; emotions; perceptions of darkness

## Workshop

### **LINKING CREATIVE TOURISM PRODUCTS TO MARKETS: TARGET MARKETING, PROMOTION AND MARKET READINESS**

**Marie-Andrée Delisle**

Université du Québec à Montréal

#### CONTENT

WORKSHOP Subject: Marketing and Communications

In developing a tourism 'product', one needs to have a good understanding of the marketing and communication tools that will disseminate the information and establish an effective link between the 'product', in this case creative tourism activities, and the 'market', in other words, between supply and demand.

This one-and-a-half hour workshop intends to give a broad view of the marketing and promotional aspects pertaining to creative tourism, and to perfect your knowledge about some of the tourism industry structure and requirements, in order to understand the parameters of distribution channels. From examples, exercises, discussions and debates, the workshop will help demystify some of the words used in marketing tourism products and services, such as target markets, packaging, business opportunities, market readiness, marketing mix and planning.

Keywords: target markets; market readiness; promotion-distribution channels

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(Alphabetic order)

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Alberto Mota Borges is the Director of Faro Airport. He holds a degree in Business Organization and Management from the University of the Azores and a postgraduate degree in Strategic Planning and Tourism Development from the Instituto Superior Técnico / University of the Azores. He is in ANA S.A. since 1989: he has worked as Airport Operations Assistant and Airport Operations Officer at João Paulo II Airport, and Head of the Planning, Management and Control Division of the Azores Airport Directorate. With certification in the Airport Management Professional Accreditation Program and the Airport Executive Leadership Program, he is also the President of FPN (Portuguese Swimming Federation) and member of the board of NERA (Business Center of the Algarve Region) and ATA (Algarve Tourism Association).

### **ÁLVARO DIAS**

Álvaro Dias is Professor of Strategy at Instituto Superior de Gestão and Universidade Lusófona, both in Lisbon, Portugal. He got his PhD in Management from Universidad de Extremadura, Spain, after an MBA in International Business. Alvaro Dias has over 24 years of teaching experience. He has had several visiting positions in different countries and institutions including Brazil, Angola, Spain, Poland, and Finland. He regularly teaches in English, Portuguese, and Spanish at undergraduate, master and doctorate levels, as well as in executive programs. Alvaro Dias has produced extensive research in the field of Tourism and Management, including books, book chapters, papers in scientific journals and conference proceedings, case studies, and working papers.

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Ana Cláudia Campos holds a PhD in Tourism, a MA in Tourism Management, and a BA in Philosophy. Currently she is Assistant Professor at the Faculty of Tourism and Hospitality, European University of Lisbon, Portugal. Her research interests are in tourism marketing, tourism experience, tourist psychology and co-creation. She is a member of the Research Centre for Tourism, Sustainability and Well-being (CinTurs), University of Algarve. [ana.campos@universidadeeuropeia.pt](mailto:ana.campos@universidadeeuropeia.pt)

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PhD in Tourism by the University of Aveiro, Ana Maria Ferreira was Professor at the University of Évora. She coordinated the Alentejo's research group of CREATOUR at CIDEHUS. Member of the Scientific Committee of Tourism and Management Studies (UAlg), Revista Dos Algarves, and Tourism and Hospitality International Journal.

### **ANA RITA CRUZ**

Ana Rita Cruz is a sociologist and researcher at DINÂMIA'CET-IUL. Since 2012, she has been part of the "Cities and Territories" research group where she has been working on the contributions of tourism to the promotion of cultural and creative dynamics in the territory. Currently is a member of the project team of CREATOUR Project, which aims to develop an integrated approach to creative tourism in small towns and rural areas in Portugal. Ana Rita Cruz holds a PhD in Tourism Studies and a Master in Tourism Destination Management and Development by the Faculty of Economics of the University of Algarve, where she collaborates as an invited assistant professor.

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Andreia Pereira is a Master's Degree student in Tourism Management from the School of Technology and Management of Viseu since 2017. She was a Research Fellow at CI & DETS - Center for Studies in Education, Technology and Health of the Polytechnic Institute of Viseu in the project "Storytelling in Cultural Tourism: the power of "Once upon a time ..." on the tourist attraction in the World Heritage Historic Centers.

### **ANGELICA STAN**

Angelica STAN is PhD architect-urban planner, associate professor at "Ion Mincu" University of Architecture and Urbanism in Bucharest. She graduated architecture and attended the International Master in Rouen, in Urban Design and Regional Planning. Her professional interest area revolves around issues as urban morphology, dynamics and vulnerability of abandoned sites, landscape of peripheries, shrinking cities.

Angelica STAN distinguishing herself through academic activities, as well as by urban and landscape projects and through her poetry. In the eighteen years of sustained activity in planning and research, as well as by publishing poetry, she has proved a profound spirit of analysis and creativity, working in multidisciplinary contexts and creating networks of inspired teams.

Angelica STAN is author of three books in urbanism, four books of poetry, co-editor and contributor of five collective volumes, author of many articles in national and international reviews.

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Aurea has a PhD in Tourism from the University of Aveiro, Portugal. She is assistant professor at FTH, Universidade Europeia, Lisbon. Her research interests astrotourism, tourism marketing, rural tourism and sustainable tourism. Developed research activities in the RPTM PennState University, PA, USA, at the University of California, Berkeley, USA and the University of Siena in Italy. Member of the project team of European Village Network awarded in 2007 with "UNWTO Ulysses prize for innovation in Tourism award for non-profit organizations (NGO, Civil Society)" and the Dark Sky route Alqueva certified by UNWTO and UNESCO as the first STARLIGHT tourist place in the world to develop Astro-tourism awarded in 2014 with the second place of the "UNWTO Ulysses prize for innovation in Tourism award for non-profit organizations (NGO, Civil Society)". She has authored and co-authored chapters in books, articles in national and international journals as well as papers in international conferences.

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Carla Maria Alves da Silva holds a PhD in Tourism from the University of Aveiro and a Master's degree in Social Sciences from ISCTE. She is an associate professor at the Higher School of Technology and Management of the Polytechnic Institute of Viseu (IPV), where she teaches in Tourism and Marketing degrees and in the Master of Tourism Management of which she is the director. She is a researcher at IPV's Center for Studies in Education, Technology and Health, and is a collaborator at the IPV's Digital Services Research Center and GOVCOPP - Competitiveness, Governance and Public Policy at the University of Aveiro.

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Carla Xavier holds a degree in History by the University of Minho (2007) and a master's degree in History by the same university (2013). Her fields of study include the study of rural communities and space reconstitution from a historical perspective and the by crossing different types of historical sources. Currently has administrative functions in the Landscape, Heritage and Territory Laboratory (Lab2PT), under a science and technology management fellowship.

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### **CARLOS SANTOS**

Carlos Santos is a Professor of International Tourism Economics, Managerial Economics, Tourism and Development, Economics of Tourism Firms at the University of the Azores (Portugal). He was also a visiting Professor at three Universities in Europe and Asia: Toulouse Capitole (France), Kedge Business School in Bordeaux (France) and at Taylors University (Malaysia). He holds a Ph.D. degree in Regional Science (University of Pennsylvania, U.S.A.) and he is the Director of the Master's program (M2) in Management of International Tourism at the University of the Azores.

Carlos Santos has a relevant experience of analyzing international tourism trends and globalization, as well as sustainable and cultural tourism development issues. He is the author of several scientific papers and articles published in international tourism scientific journals with referee.

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### **CLÁUDIA HENRIQUES**

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### **CLAUDIA PATO DE CARVALHO**

Claudia Pato Carvalho is a permanent researcher at the Centre for Social Studies of the University of Coimbra. She is co-coordinator of the Cities, Cultures and Architecture Research Group. Her current research is focused on REDE ARTERIA project (operation no. CENTRO-07-2114-FEDER-000022, Portugal 2020), an action-research project, coordinated by O Teatrão (a professional theatre company from Coimbra) that aims at the development of a cultural programming network in the Centro Region (Portugal) and the creation of artistic intervention projects in eight cities of this Region. She completed her PhD in Sociology, with a specialization in Sociology of Culture, Knowledge and Communication, at the Faculty of Economics of the University of Coimbra, in collaboration with Community Innovators Lab (CoLab, MIT). She is member of the coordinating CES research team of the project CREATOUR: Creative Tourism Destination Development in Small Cities and Rural Areas.

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Cláudia Seabra holds a PhD in Tourism from the University of Aveiro and a Master's degree in Social Sciences from ISCTE. She is currently Assistant Professor at the Faculty of Letters of the University of Coimbra and Assistant Professor invited at the Polytechnic Institute of Viseu. He is doing post-doctorate at NOVASBE with the theme: "Impacts of terrorism on citizens and organizations of EU countries28". The research topics in which she has invested are Security in Tourism and Communication in Tourism. She has published in several articles in international scientific journals of reference.

### **DÁLIA PAULO**

Museologist and Cultural Manager. She is the Municipal Director of the Administration, Planning and Administrative Modernization of the Loulé City Council. Commissioner of the "365 Algarve" Program, she was part of the office of the State Secretary for Culture (2016-2017). She was the Director of the Department of Human Development and Cohesion and Head of the Culture and Heritage Division of the Loulé City Council (2014 and 2016). President of Acesso Cultura (2016/2019) and Vice-President of the Portuguese Commission of ICOM (2017/2020). Master in History of Portuguese Art (University of Algarve), and postgraduate in Roman Archeology with a degree in History – Archeology (University of Coimbra). She was Regional Director of Culture of the Algarve (2009-2013), and the Director of the Faro Municipal Museum (2002-2009) and of MUSEAL Magazine (2006-2009). She was one of the founders of the Algarve Museum Network (2007) and of the AZUL Network of Algarve Theaters (2016).

### **DANIELLA MARCONDES**

She is a Consultant in Tourism Planning in Protected Areas and Traditional Communities with 12 years of experience. She holds a Master's Degree in Tourism Development from School of Arts, Science and Humanities of University of Sao Paulo (2018) and a Bachelor of Tourism from the Methodist University of Piracicaba (2002). She attended PG Certificate in Brazilian and Portuguese Studies (2008) at Kings College London. In Public Management, she acted as the Director of Ecotourism for the Municipality of Ilhabela (2011-2015) working on the related topics: eco-tourism, natural resource management and public use in protected areas and Community-based Tourism. She also coordinated (2013-2017) the Technical Chamber of Ecotourism offering as a volunteer technical support for tourism development. She currently works as a consultant at Maembipe Ecoturismo Consultoria acting in caçara communities using non-formal education to foster local empowerment. <http://lattes.cnpq.br/8034334548382667>.

### **DANIJELA DURKALIĆ**

Danijela Durkalić is a PhD student in Macroeconomics at the Faculty of Economics, University of Kragujevac. She obtained her master's degree in Economics at the same faculty in 2015. She works as a teaching assistant at the Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, Serbia. She has had a number of papers published in journals and international conferences proceedings. Her main areas of interest are Monetary and Fiscal Policy, Convergence Criteria, Monetary Union.

### **DAVID ROSS**

David joined the University of Exeter Business School in 2018 as a postdoctoral research associate working on the VISTA-AR project ([www.vista-ar.eu](http://www.vista-ar.eu)). The project is working closely with a number of tourist attractions in England and France to develop an understanding of visitor experiences, create new VR and AR digital interpretation tools, and explore new business models and opportunities presented by digital technology. Prior to joining Exeter University, David worked as a research fellow at the University of Lisbon (Portugal), and later as PhD researcher at the University of Hull. His research examined creative approaches to archaeological tourism, focusing particularly on how tourism providers can use the memory and archaeological knowledge associated to historical sites which have been physically lost to develop creative tourism experiences. His research interests include cultural and creative tourism, cultural resource management, critical heritage studies and cultural geography.

### **DÉBORA DE BARROS CAVALCANTI FONSECA**

Débora Cavalcanti is a graduate in Architecture and Urban Planning at the Federal University of Alagoas (1986). She obtained a Master's degree Habitat Development at the Université Catholique de Louvain (1993) and a PhD in Political Science at The London School of Economics (2010). She is a professor and researcher at the Programa de Pós-Graduação em Arquitetura e Urbanismo da Universidade Federal de Alagoas. She has experience in Architecture and Urban Planning, with a focus on Planning and Urban Space Projects, in the following areas: citizenship, social and inclusive urbanism, urban poverty and housing policies.

### **DRAGO CVIJANOVIĆ**

Drago Cvijanović holds a PhD in Economics at the Faculty of Economics, University of Belgrade, Serbia. He acquired the academic position research associate in 1994, senior research associate in 2001, and he acquired the academic position principal research fellow in 2006. He was elected to honorary professor on 28th march 2014 at the Stavropol state agrarian university in Stavropol, Russian Federation. He was elected to full professor and dean at the Faculty of hotel management and tourism – Vrnjačka Banja, University of Kragujevac, Serbia. He was engaged in scientific-research work at numerous projects (49) as the project manager, the head of the research team, the professional coordinator and the member of the

research teams. He had written or participated in writing in more than thirty monographs and numerous scientific papers.

### **ELIAS JOSÉ MEDIOTTE**

B.Sc., is Master's Degree student in Public Administration, Federal University of Viçosa (UFV). Member of Research Group on Management and Development of Creative Territories.

### **ELISABETE TOMAZ**

Elisabete Tomaz is a researcher at DINÂMIA'CET-IUL, ISCTE-IUL (Research Group Cities and Territories). She completed a PhD in Sociology at ISCTE-IUL, a project funded by FCT (the Portuguese public agency that supports science, technology and innovation). At the same time, she participated in the COST ACTION IS 1007 "Investigating Cultural Sustainability" and collaborated with INTELI (a centre of innovation in Lisbon) on several European and municipal councils' projects in territorial development, urban planning and innovation policies. She holds a Bachelor's degree in Communication Design (Faculty of Fine Arts, University of Lisbon) and a Master in Communication Sciences (Faculty of Human Sciences, Portuguese Catholic University).

### **EMILIA MADUDOVÁ**

Emilia Madudova, assistant at the University of Žilina, Ph.D. in cross-sectoral economics, Ph.D thesis was dedicated to value chain management. Her research focuses on value chain theory, creative economy and cross-cultural management. Took part in scientific research projects in the field of regional disparities and creative economy and value chain management.

### **EZEQUIEL SANTOS**

Psychologist and Gestalt Therapist, lecturer and researcher at ESHT. Works by combining the promotion of mental health, artistic practices and international curatorship in the performing arts. He received his MA in 2001, and since then has written for both art and science publications in Portugal and in Europe. Researcher with the Tourfly project "Innovation and Future: contributions on the design of touristic offer in the Lisbon Metropolitan Area" (Lisbon-01-0145-Feder-023368), he is a doctorate candidate in contemporary art at the College of the Arts in the University of Coimbra.

### **FIONA BAKAS**

Fiona Eva Bakas, PhD, fionabakas@ces.uc.pt, is a critical tourism researcher with international teaching experience. She holds a PhD Tourism (Otago University, 2014), has 20 years of varied work experience (corporate and academic) and is now a contracted postdoctoral researcher in a nation-wide project on creative tourism in rural areas and small cities (CREATOUR), at the Centre for Social Studies of the University of Coimbra, Portugal. Fiona is a member of research groups: CCArq (Coimbra), GOVCOPP (Aveiro) and ETEM (University of the Aegean). Her research interests are: creative and cultural tourism, gender in tourism labor, qualitative methodologies, cultural mapping, handicrafts, entrepreneurship, rural tourism, and ecotourism.

### **GORICA CVIJANOVIĆ**

Gorica Cvijanović holds PhD obtained at the University of Novi Sad - Faculty of Agriculture. She works as full professor and dean at Faculty of Biofarming – Backa Topola, Megatrend University, Belgrade, Serbia. She published over 240 scientific papers, including 21 papers on the SCI list (Thomson Reuters list of Journals), 10 monographs and one book. Her main scientific fields are: Biotechnology in plant production, Microbiology of soil, Ecological microbiology, Organic production.

### **GRAÇA JOAQUIM**

Professor Graça Joaquim investigates and lectures in the field of tourism since 1989. Professor at Estoril Higher Institute for Hotel and Tourism Studies (ESHTE) since 1992 and senior researcher at Cies. Iscte-IUI, since 1995, she is a former Director of ESHTE and author of the book "Travelers, travel and tourism - Narratives and Authenticity". She received her PhD in Sociology by Iscte-IUI in 2012 and is currently Coordinator of the Tourfly project "Innovation and Future: contributions on the design of touristic offer in the Lisbon Metropolitan Area" (Lisbon-01-0145-Feder-023368).

### **GREG RICHARDS**

PhD, is full professor in the Department of Leisure Studies of Tilburg University, Netherlands, and a member of the Advisory Council of CREATOUR.PT. He has conducted research on a wide range of topics including cultural tourism, crafts tourism, sustainable tourism, tourism education and labour mobility in the tourism industry. He has also worked extensively on the analysis and development of cultural and creative tourism in cities such as Barcelona (ES), London, Newcastle, Manchester and Edinburgh (UK) Amsterdam, Rotterdam and Den Bosch (NL), Sibiu (RO), Amman (Jordan) and Macau (China). He has published books on 'Eventful Cities', 'The Social Impact of Events', 'Reinventing the Local in Tourism', and co-edited The Routledge Handbook on Cultural Tourism, The SAGE Handbook of New Urban Studies and A Research Agenda for Creative Tourism (Edward Elgar Publishing 2019).

### **GUALTER COUTO**

Professor Gualter Couto graduated in Organization and Business Management from the University of the Azores, obtained his Master of Management / MBA and Doctorate in Management from the Higher Institute of Economics and Management of the Technical University of Lisbon. He is currently Assistant Professor with Aggregation at the University of the Azores and Researcher at the Center for Applied Economics Studies of the Atlantic.

He is an expert in Corporate Finance, Capital Markets and Real Options, having published several books and scientific articles on the subjects of expertise.

At a professional level, he has held several key positions in many regional entities and private firms such as: Chairman of the Board of Directors of the Azores Investment Promotion Agency (APIA), Vice-Chairman of the Ponta Delgada Chamber of Commerce and Industry.

He is currently Chairman and founder of the consulting firm "Fundo de Maneio - Consulting, Human Resources and Investment, Lda.

### **HELDER MARTINS**

CEO of the Quinta do Marco rural hotel, h.martins58@gmail.com

### **HELENA REIS**

Helena Reis, PhD in Tourism, a Professor at the School of Management, Hospitality and Tourism of the University of Algarve. With a Masters in Women's Studies, her main research interests are the gender participations in tourism activities. Her current research interests relate to Consumer Behaviour, Luxury consumption, Gender and Tourism. She published in Journal of Travel Research, Journal of Hospitality and Marketing Management, among others.

### **HUMBERTO FIGUEIREDO**

Humberto Figueiredo is a researcher in Social Studies Centre of Coimbra University.

He holds a PhD in Fine Arts from Complutense University of Madrid (Spain).

He has an academic career as Professor of Fine Arts at University and Polytechnic Institutions.

He is coordinator of "Mosaic – Conímbriga and Sicó" Pilot in CREATOUR Project.

He is co-founder of MosaicoLab.Pt

### ISABEL ALBERGARIA

Isabel Soares de Albergaria was born in Ponta Delgada in 1965. She is Assistant Professor at the University of the Azores, currently coordinating the Department of History, Philosophy and Arts - FCSH. Besides being responsible for several different curricular units in the field of art history and cultural heritage, she is the director of the postgraduate course in Cultural Tourism at the same University.

She has a Degree in History of Art History (FCSH-UNL, 1988), Master in Art History (FCSH-UNL, 1996) and PhD in Architecture (IST-UTL, 2012). She is a member of the CHAM (Center for Humanities - FCSH-UNL / UAc) and voting member of ICOMOS (UNESCO) for the Cultural Landscapes panel. Coordinates the Green Gardens – Azores (GreenGA) project, 2016-2020. ACORES010145FEDER000070.EN Azores 2020. Link: <https://www.otacores.com/greenga/>. Since 1988 she has devoted special attention to landscape and architectural heritage issues and has published several papers in scientific journals.

### ISABEL FREITAS

Isabel Freitas is Associate Professor with Aggregation at Portucalense University, PhD in History, Correspondent of the Portuguese Academy of History, Director of the Department of Tourism, Heritage and Culture. Collaborator in the LAB2P Research Center and integrated in the Portucalense University Research Center REMIT. Coordinator of several projects at Portucalense University in the areas of heritage, culture and tourism. Collaborator in several other projects of valorization of the territory. In the scope of these projects several publications centered around themes related to territory, water and borders within the framework of Peninsular relations were developed.

### JAIME SERRA

Jaime Serra holds a PhD in Tourism from the Faculty of Economics – University of Algarve, Portugal (2014). He concludes his master degree in Management (specialization in Marketing) by the University of Évora, Portugal (2006) and the Degree in Tourism Management and Strategy at the Polytechnic Institute of Beja, Portugal (2000). He is Assistant Professor of the School of Social Sciences at the University of Évora in the field of Tourism Studies (Bachelor and Master degrees). He is also researcher at the Interdisciplinary Centre for History, Culture and Societies (CIDEHUS) – University of Évora. His research interests are in the field of tourism demand trends; tourist behaviour; tourism and demography; applied quantitative methods. Coordinator of the CREATIVE TOURISM LAB at CIDEHUS.

### JÁNOS CSAPÓ

Dr. habil János Csapó is an Associate Professor, researcher and tutor of tourism studies, tourism geography and regional geography at the Constantine the Philosopher University in Nitra, Slovakia. His research and publication activity mainly focuses on regional tourism geography, the relationship between tourism and regional development, tourism product development, trends in tourism, cross-border areas and tourism as well as the spatial dynamics and development of tourism products. Apart from education-related activities he actively takes part in tourism related research projects, organises national and international conferences, regularly reviews research articles for established journals and actively takes part in the academic sphere with several editorial memberships and being chair or member in different scientific committees.

### JINOUS SADIGHHA

Jinous Sadighha, a Ph.D. student at Universidade do Algarve, 2017 and member of the Research Centre CinTurs.

She is a holder of bachelor's degree in physics (solid state), Iran and a dual master's degree in MBA Finance and Marketing with first class honor in 2013, at Bangalore University, India.

Research interests are value creation/co-creation, customer value proposition and customer value perception, customer behavior and customer experience.

She has submitted her proposal at the faculty of economy, UALG in April 2017.

### **JOÃO FILIPE MARQUES**

João Filipe Marques holds a Degree and a MA in Social Anthropology and a PhD in Sociology by the École des Hautes Études en Sciences Sociales of Paris. He is Assistant Professor at the Faculty of Economics of the University of Algarve and integrated researcher at the Centre for Spatial and Organizational Dynamics (CIEO – UAIG). Currently he is the Director of the Sociology Master Program and member of the Board of the inter-university doctoral program «OpenSoc – Sociology: Knowledge for Inclusive and Open Societies». He has been teaching Social Sciences and Sociological Theories since the 1990's and his main field of research has been the Sociology of Racism and Ethnicity. Recently his research interests shifted towards the sociology of tourism, leisure and travel and he has been teaching Sociology of Tourism in the Sociology Programs of the University of Algarve.

### **JOAQUIM LOPES**

Professor in the Nursing School of Lisbon.  
Researcher at UI&DE - Nursing Research & Development Unit.

### **JORGE CARDOSO**

Jorge C. S. Cardoso is Assistant Professor at the University of Coimbra (Department of Informatics Engineering) and researcher at the Centre for Informatics and Systems of the University of Coimbra (CISUC). Guest lecturer at the University of Saint Joseph, Macau. His research interests are in the Human-Computer Interaction (HCI) field, specifically in the design and evaluation of low-level interaction techniques, higher-level tools for the creation of interactive systems, and in developing non-desktop multimedia systems (Augmented Reality, Virtual Reality, Tangible Interfaces).

### **JORGE RAMOS**

Jorge Ramos is a member of the Research Centre for Tourism, Sustainability and Well-being (CIEO/CinTurs), University of Algarve, Portugal. He has been working on socioeconomics related to coastal issues, particularly ecotourism, small-scale fisheries and offshore aquaculture. His research interests include aspects related to ecotourism, stakeholder analysis, artificial reefs, among other areas. He holds a PhD in Fisheries Economics and Management, a PgC in Social Research Methods, a MSc in Fisheries Economics (University of Portsmouth, UK) and a graduate degree in Marine Biology and Fisheries (University of Algarve, Portugal).

### **JOSÉ DE CARVALHO JUNIOR**

M.Sc. is administrator at the Federal Institute of Education, Science and Technology of Espírito Santo, Brazil, and PhD Student in Public Administration, Universidade Federal de Viçosa (UFV).

### **JOVANKA KALABA**

Jovanka Kalaba holds a PhD degree in Philology, English Language and Literature, obtained at the Faculty of Philology, University of Belgrade in 2017. She earned her master's degree in the international Erasmus Mundus Master's Program "European Literary Cultures" in 2011. She works as a Lecturer in English Language, Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, Serbia. She has had a number of scholarly papers and literary translations (Serbian to English, English to Serbian) published in international language and literary journals. Her main areas of interest are English Language, Anglophone literature, Literary Translation, ESL, Cultural Studies.

### **JULIANA ALVES**

Juliana Araújo Alves got her PhD in Geography, in 2017, at the University of Minho and she is an assistant researcher of the CREATOUR-Lab2PT. Her main research fields are Environmental Management, Environmental Noise, Planning and Territory Management, GIS and Creative Tourism.

### **LENIA MARQUES**

Lénia Marques is an Assistant Professor of Cultural Organizations and Management, at the Erasmus University Rotterdam (The Netherlands). She is a member of the Board of Directors of the World Leisure Organization, and author of several publications in comparative literature, event studies, creative tourism and creative industries.

### **LUDMILA MAZÚCHOVÁ**

Ing. Ludmila Mazúchová, Assistant Professor at Constantine the Philosopher University, Ph.D. in tourism studies. Ph.D. thesis was dedicated to employee's motivation in tourism enterprises. In her research she focuses on management processes and the offer of local products in tourism destinations. Recently took part in scientific research projects in the field of destination and enterprise management in tourism.

### **MAFALDA PATULEIA**

PhD in Tourism (University of Algarve). Graduated in Tourism at INP and Master in Communication, Culture and Information Technologies at ISCTE. Director of the Tourism Department of Grupo Lusófona and President of the Instituto Superior de Novas Profissões (INP), where she also teaches, among other subjects, Tourism and Sociology of Leisure and Tourism. She is the President of the Technical Council of INP. Teaches at various universities, in Portugal and abroad, and writes in several journals about tourism.

### **MAGNUS EMMENDOERFER**

PhD, is Associate Professor, Universidade Federal de Viçosa (UFV), Viçosa, Minas Gerais, Brazil. He is Chair of the Doctoral Program in Public Administration at UFV, and Researcher and Coordinator of Research Group on Management and Development of Creative Territories. President of Brazilian Society of Public Administration (SBAP – 2018/2020). His research has examined Creative Tourist Regions, Tourism Policy, Innovation and Entrepreneurship in the Public Sector.

### **MANUEL GARCIA-RUIZ**

PhD Scholar at CIES-IUL and Associated Researcher at IS-FLUP. He pursues his PhD in Sociology at ISCTE-IUL, supported by Foundation for Science and Technology (FCT). He has a particular interest in Light Festivals as instruments for the territorial development of Portuguese secondary cities (medium and small) through the creation of a highly competitive and specialized creative tourism. He is also an advisory member (international festival advisor) of Spectrum Network. CoEditor of Etno. Urb Network and Director of the Urban Audiovisual Festival.

### **MANUELA GUERREIRO**

Manuela Guerreiro (Ph.D.) Auxiliary Professor at University of Algarve (Portugal). Ph.D. in Economic and Management Sciences, MSc in Cultural Management, and graduated in Communication Sciences. Director of the Master in Marketing Management. Co-coordinator of the Research Centre CinTurs. Research interests: Marketing and tourism, especially in brand management and place branding, consumer behavior, e-Marketing, and social media, tourism experiences, arts, and Events Marketing. Researcher at CinTurs.

### **MARGARIDA PERESTRELO**

Margarida Perestrelo is an Assistant Professor at the Department of Social Research Methods, School of Sociology and Public Policy, ISCTE-IUL (Lisbon University Institute), and a researcher at DINÂMIA'CET-IUL, Centre for Socioeconomic and Territorial Studies. She holds a PhD in Sociology, specializing in Theories and Methods of Sociology. Her main areas of research are Data Analysis applied to Social Sciences and Prospective Methodologies applied to the Territory, Structural Analysis, Analysis of Subsystems, Actors

Strategy Analysis and Scenarios. Author of many publications, she has been involved in multiple research projects in the area of Territorial Prospective.

### **MARIA ASSUNÇÃO GATO**

Maria Assunção Gato is a researcher at the DINÂMIA'CET-IUL, integrating the "Cities and Territories" research group. She is team member of some interdisciplinary research projects, including the CREATOUR. Maria Assunção Gato is an anthropologist, holds a PhD in Cultural and Social Anthropology and a Master in Geography-Territorial Management from the Nova School of Social Sciences and Humanities, NOVA University of Lisbon.

### **MARIA DO ROSÁRIO BORGES**

Maria do Rosário Borges is currently a Lecturer at the University of Évora in the Tourism Course (degree and master levels) and member of both tourism course committees. She has been a lecturer in higher education since 1998, with a Degree in Tourism Management and Planning (1995), a Master's in Information Management (2002) and a PhD in Tourism (2016), all title held at the University of Aveiro. She is an integrated researcher member of the CIDEHUS Research Unit. She is a member of the management and scientific team of Alentejo Sustainable Tourism Observatory, integrated at the UNWTO-INSTO. She is currently a researcher on two projects funded by FCT: CREATOUR and MALAGUEIRA.PT. His research interests' focus on issues about international tourism, sustainable development of tourism, public policies and governance in the tourism field, GIS for tourism planning and pedagogical issues in higher tourism education.

### **MARIANA MAGALHÃES CAVALCANTE**

Mariana Cavalcante is graduate in Tourism Management at the Estácio de Sá University (2019). She studies Architecture and Urban Planning at the Federal University of Alagoas and has been an exchanged student at the University of Zaragoza, Spain (2014-2015). Currently she works in the Management of Design and Handicrafts Dept at the Secretariat for Economic Development and Tourism, Alagoas. She has a specialist interest in the planning of regional tourism and creative tourism.

### **MARIE-ANDRÉE DELISLE**

Senior consultant, lecturer and travel trade reporter for the tourism industry, Marie-Andrée Delisle has been studying trends on national and international levels for the last 30 years. Her travels through over 65 countries as a traveler, consultant and facilitator have given her opportunities to meet numerous challenges through various assignments.

She started her own firm in 1988 as a tourism development consultant for public and private organisations. Her website [www.madelis.com](http://www.madelis.com) gives a brief description of her achievements, publications and projects about tourism products enhancement, development and marketing.

She earned a Master's degree in tourism planning and management by the School of Management Studies at Université du Québec à Montréal (UQAM), and owns a Bachelor's degree in human sciences.

A PhD candidate, she completed her doctoral schooling in Urban and Tourism Studies at UQAM in 2018 and is currently working on her thesis about creative tourism.

### **MARTA ISABEL AMARAL**

PhD in Tourism.

Master in Sociology (Human Resources and Sustainable Development).

Degree in Sociology of Work.

Adjunct Professor at the Polytechnic Institute of Beja since 1998.

Coordinator of the degree in Tourism.

Collaborating Member of CITUR.

### **MARTA MARÇAL GONÇALVES**

Marta Marçal Gonçalves was born in 1968, she is civil engineer (Instituto Superior Técnico, Portugal), Postgraduate in Operations Research Techniques (Universidade de Lisboa, Portugal) and holds a PhD degree in Urban and Regional Planning (Universidad de Sevilla, Spain), with a doctoral thesis about vernacular heritage and community resilience. Teaches different subjects in the Civil Engineering Department of the University of Algarve, since 1994. Vernacular heritage works currently underway: tuna fishing in Faro and drystone walls in the Algarvian Barrocal and Central Portugal.

### **MATEUS MORAIS**

M.Sc., is PhD Student in Public Administration, Universidade Federal de Viçosa (UFV). Visiting Scholar in the State University of New York - University at Albany, USA. Member of Research Group on Management and Development of Creative Territories.

### **MIGUEL PEREIRA**

Miguel Pereira is graduated in Geography, with specialization in Planning, Planning and Territory Development, by the University of Coimbra (1999). Master in Tourism and Regional Development with the thesis - "The Geographic Information System in Planning and Municipal Tourism Management - Barcelos a case study" - Catholic University Portuguese and University of Santiago de Compostela - Spain (2007). He completed his PhD at the University of Santiago de Compostela, University of Vigo and University of A Coruña (2014), with the thesis: "The Geographic Information System and Augmented Reality in Tourism - Interactive Guide of the Portuguese Way of Santiago in Barcelos". He is a postdoctoral researcher in Augmented Reality applied to Tourism in the Laboratory of Landscapes, Heritage and Territory (Lab2PT) (2015). Visiting Professor at the Portuguese Catholic University (2014); Visiting Professor at the Polytechnic Institute of Viana do Castelo (2016).

### **MIRIAN TAVARES**

Mirian Nogueira Tavares is Associate Professor at the University of Algarve. With academic studies in Communication Sciences, Semiotics and Cultural Studies (Ph.D. in Communication and Contemporary Culture, from the Federal University of Bahia), she has developed research work and theoretical production in fields related to Cinema, Literature and other Arts, as well as artistic and aesthetic film studies.

As a lecturer at the University of Algarve, she has participated in the development of the Visual Arts degree, the Master's programmes in Communication, Culture and Arts and Cultural Management and the PhD programmes in Communication, Culture and Arts and Digital Media and Arts. She is the current Coordinator of CIAC (Arts and communication Research Centre), funded by FCT.

### **NOÉMI MARUJO**

Assistant Professor of the School of Social Sciences at University of Évora in the field of tourism studies. PhD in Tourism (Universidade de Évora, 2012), Master's Degree in Sociology (Universidade de Évora, 2004), Degree in Social Communication (Universidade da Beira Interior, 1996), DEA (Part of PhD Curriculum) in Tourism, Leisure and Culture (Universidade de Coimbra, 2010). Integrated Member of Research CIDEHUS. Director of the master's degree in "Tourism and Destination Development and Products" at the University of Évora.

### **OLGA MATOS**

Olga Matos holds a PhD in Archeology, is Adjunct Professor at IPVC and an integrated researcher at Lab2PT, University of Minho (Portugal). Works in the area of Cultural Heritage, Museology, Interpretation and Cultural Tourism. She has participated as a researcher in national and international projects, in jury competitions, in several national and international congresses as a speaker and also has an important number of publications in her area of interest.

### **OSVALDO SANTOS**

Researcher at Environment Health Institute Faculty of Medicine of the University of Lisbon.

### **PATRÍCIA ALEXANDRA CORDEIRO**

Patrícia Alexandra Nunes Cordeiro sociologist, graduated from the University of Porto, has a degree (incomplete) in cultural management from the University of Barcelona, and a course on Inventory of Intangible Cultural Heritage by the General Directorate of Cultural Heritage. Is responsible for conducting various registration processes in the National Inventory, and for the application to inscription of the Carnival of Podence in the Representative List of World Intangible Cultural Heritage of UNESCO.

### **PATRÍCIA PINTO**

Patrícia Pinto holds a PhD in Quantitative Methods Applied to Economics and Management, with Statistics specialization. She is currently Associate Professor with Aggregation at the Faculty of Economics of the University of Algarve, where she teaches course units of Data Analysis, Statistics, Econometrics and Research Methodologies in PhD programs, Masters and Degrees. She is the Director of the Doctoral Program in Quantitative Methods Applied to Economics and Management and member of the Board of Directors of the Doctoral Program in Tourism and the Master in Marketing Management. She is the coordinator of the Research Center for Tourism, Sustainability and Well-being (CinTurs) since March 2018. Her research interests include the application of statistical methods in the areas of Tourism, Marketing and Psychology. She is the author or co-author of around 170 publications, including scientific articles, books and book chapters.

### **PATRICK BROUDER**

Patrick holds the British Columbia Regional Innovation Chair in Tourism and Sustainable Rural Development at Vancouver Island University. His research focuses on three interrelated areas of innovation in tourism across the province - Indigenous tourism (as a form of endogenous economic development and environmental stewardship in a unique institutional setting), creative tourism (in 'creative outposts', where arts, culture, and creative activities increase local social innovation), and tourism evolution (the long-term economic processes of change as tourism continues to develop across BC).

Patrick serves as chair of the Economic Geography Group of the Canadian Association of Geographers and on the steering committee of the International Polar Tourism Research Network (IPTRN). He is a resource editor for the journal *Tourism Geographies*. He serves on the scientific committee of the CREATOUR project and was a keynote speaker at the 2nd international CREATOUR conference in Braga in 2018.

### **PAULA REMOALDO**

Paula Remoaldo is associate professor with habilitation of Human Geography in the Department of Geography of the Social Sciences Institute, University of Minho, Portugal. She got her PhD in Human Geography, in 1999, at the University of Minho with collaboration of Louvain-la-Neuve University. She is at present Head of the Department of Geography and Head of Lab2pt (Laboratory of Landscape, Heritage and Territory) at University of Minho. She has published in the leading journals of Tourism such as *Annals of Tourism Research* and *Current Issues in Tourism*. Her main research fields are Cultural Tourism, Mega Events; Urban Tourism and Regional and Local Development.

### **PAULO NOGUEIRA**

Researcher at Environment Health Institute Faculty of Medicine of the University of Lisbon.

### **PAULO SEABRA**

Professor in the Nursing School of Lisbon.

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### **PEDRO COSTA**

Pedro Costa is an Assistant Professor at the Department of Political Economy at Instituto Universitário de Lisboa (ISCTE-IUL) and Director of DINAMIA'CET-IUL, where he coordinates the "Cities and Territories" research group. He is an economist, and holds a PhD in Urban and Regional Planning. He works primarily in the areas of territorial development, planning, and cultural economics. He is the author of many publications and has been involved in multiple research projects in these areas, at national and international levels.

### **PILAR MEDEIROS**

Pilar Damião de Medeiros holds a Ph.D. from Albert-Ludwigs-Universität Freiburg, Germany (2007), M.A. from Queen's University, Canada (2003) and B.A. with honors from Brock University, Canada (2001). In 2001-2002 she was Teaching Assistant at Queen's University, between 2007-2009 was Visiting Assistant Professor at Évora University and, currently, is Visiting Assistant Professor of Sociology at the University of the Azores, Portugal. She has published three books, several articles and book chapters. Her published work has been on Cultural Sociology and Critical Theory; Intellectuals, Activism and Public Sphere & Cultural dynamics of Globalization. She is currently writing a book in co-authorship with Lawrence J. Friedman, Harvard University, entitled "World without Nations".

She is a member of the Interdisciplinary Centre of Social Sciences – CICS.UAc/CICS.NOVA.UAc, UID/SOC/04647/2013, with the financial support of FCT/MEC through national funds and when applicable cofinanced by FEDER.

### **RICARDO GÔJA**

Ricardo Gôja was born in Guimarães in 1989. In 2012, he graduated in Geography and Planning and, in 2015, obtained a master's degree in planning and territory management from Universidade do Minho. He is a PhD student of Geography and researcher of the CREATOUR-Lab2PT team. His areas of interest are: S.I.G., tourism, enogastronomic tourism and territory planning.

### **ROSÁRIA PEREIRA**

Rosaria Pereira has a PhD in Tourism and is an Associate Professor at the School of Management, Hospitality and Tourism of the University of Algarve. She is a member of CinTurs. Her research interests are related to tourism, tourist marketing, destinations branding and experience. She has published articles in international journals as well as some book chapters. She also belongs to the Scientific Commission of the journal Tourism & Management Studies, participates in international conferences in the area of tourism.

### **SARA ALBINO**

Sara Albino is a Guest Associate Researcher of the School of Social Sciences at University of Évora in the field of tourism studies. PhD in Tourism Planning and Development (University of Lisbon and University of Exeter, 2015), Master's Degree in European Policies (University of Lisbon, 2009), Degree in European Studies (University of Lisbon, 2006), Foundation Course in Design Studies (Surry Institute of Art and Design University College – 2001). International Contact Point of the Erasmus National Agency in Portugal, for external cooperation with non-EU Countries (2014-2016). Integrated Member of Research CIDEHUS. Scientific Council Member of CIDEHUS. Member of the UNESCO Chair Team in "Intangible Heritage and Traditional Know-How: Linking Heritage" (University of Évora – Portugal). Member of CIEBA, Research Centre in Studies of Fine Arts (University of Lisbon). Co-Founder of Buinho Creative Hub, the Rural Fablab of Baixo Alentejo.

### **SIDNEI RAIMUNDO**

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### **SILVIA SILVA**

Silvia Silva, ([silviasilva@ces.uc.pt](mailto:silviasilva@ces.uc.pt)) holds a degree in Sociology from the Faculty of Economics of University of Coimbra, institution where she obtained her master's degree in Cities and Urban Cultures with the dissertation "The reception of the public culture: an approach on the public reception modes of the theatre company 'Escola da Noite'". Currently she is a PhD student in Sociology, developing a thesis with the proposed theme "Qualified Portuguese migration: identity, expectations and mobility strategies of cultural and creative professionals". She is Research Manager for CREATOUR - Creative Tourism Destination Development in Small Cities and Rural Areas. She held several researcher positions, developing projects in the Centre for Social Studies of the University of Coimbra, in the Institute of Sociology of the University of Porto, among others. Her main research interests are cities and urban cultures, cultural policies and practices; skilled mobilities; and higher education.

### **SÓNIA MOREIRA CABEÇA**

Sónia Moreira Cabeça is a PhD in Sociology, with thesis on fanaticism, and cultural forms. Integrated researcher at the Research Center for Tourism, Sustainability and Well-being (CinTurs, formerly CIEO) of the University of Algarve, and member of the UNESCO Chair in Intangible Heritage and Traditional Know-How: Linking Heritage from the University of Évora. Specialist in Ethnossociology and Intangible Cultural Heritage, she devoted several years to the study of "Cante Alentejano", a traditional chant from Alentejo, and its bearers, having written the doctoral thesis "Structure and Formation Process of Cultural Forms: the case of Cante Alentejano" (2016), approved with honor and appraisal.

She worked as Sociologist in several institutions and as a Consultant for the cultural area. Researcher in several projects (about ICH, smart specialization) she is currently post doctorate in the project CREATOUR, working on creative tourism, cultural mapping, cultural heritage, and sustainability.

### **STEFAN ROSENDAHL**

Stefan Rosendahl was born in 1956, is geologist and holds a PhD degree in Geology, with his doctoral thesis about upper Jurassic fossil corals in Algarve. He worked as a teacher at the Universidade da Beira Interior, Instituto Politécnico de Leiria and Instituto Politécnico de Tomar. Presently collaborates on studies for Environmental Impact Assessment of projects and is professor at the Instituto Superior D. Dinis in Marinha Grande, where he lectures about technical, ecological and biomimetic aspects of industrial and graphic Design. Besides, participates in studies about vernacular heritage and is realizing and preparing geotouristical activities mainly in the Algarve.

### **SUZANNE DE LA BARRE**

Suzanne de la Barre, PhD, has worked as a community and economic development practitioner and educator in Canada and internationally for over 25 years. Past projects include creating and facilitating amenity based rural development and tourism experience workshops, providing wellness tourism research and practitioner partnership development strategies, and place-making workshops with Yukon First Nations in preparation for the 2010 winter Olympics in Whistler/Vancouver. She currently divides her time between her home base in Whitehorse (Yukon), and Nanaimo (British Columbia), where she teaches in Vancouver Island University's Bachelor of Tourism Management programme and the Master of Arts in Sustainable Leisure.

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