

DECLARATION

I hereby declare that this internship report is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

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RESUMO EM PORTUGUÊS

Este relatório inscreve-se no âmbito do 2º ano do Mestrado em Turismo e Culturas Urbanas da Escola Superior de Gestão, Hotelaria e Turismo da Universidade do Algarve e visa dar a conhecer as atividades que foram desenvolvidas pela autora durante um estágio de 1260 horas na Câmara Municipal de Faro, nomeadamente no Departamento de Cultura – Divisão de Cultura e Turismo.

A opção pela realização de estágio tem a ver com o fato de pretender ter um contato direto com uma entidade pública portuguesa concelhia, com competências a nível da cultura e turismo. Estando a residir em Faro – capital de distrito que acolhe a Universidade do Algarve – e detendo a Câmara Municipal de Faro, enquanto órgão executivo colegial um conjunto de departamentos e serviços da administração municipal, entre os quais um Departamento/Divisão preocupado(s) com o turismo cultural, foi minha primeira opção a obtenção de um estágio nesta entidade, fundamentalmente devido à oportunidade de aprofundar conhecimentos e desenvolver atividades associadas ao planeamento e gestão do turismo do concelho, sob a égide do Departamento/Divisão referido(s).

Neste contexto, o estágio em questão teve como objetivo geral a obtenção de conhecimento das competências, acções e instrumentos da Câmara Municipal de Faro associados à intervenção do município nos domínios da cultura e turismo do concelho/região. Estes conhecimentos são conducentes a que a autora do presente relatório possa potencialmente valorizar o seu *curriculum vitae*, explore opções de carreira e alargue o seu leque de contatos no sector turístico.

De notar que o sector turístico na região do Algarve detém uma importância determinante em termos de Produto Interno Bruto e Emprego, embora Faro detenha um peso relativo do turismo ainda modesto, quando confrontado com outros concelhos da região, tais como Albufeira, Loulé ou Portimão. Contudo, Faro detém recursos culturais e naturais com potencialidades marcantes que têm vindo a ser alvo de valorização para fins turísticos. A aprendizagem de como esses recursos podem ser alvo de planeamento e gestão turísticas foi o grande motor do presente estágio.

Tal como está delimitado institucionalmente, a missão da Divisão da Cultura e Turismo consiste em apoiar a preservação dos valores culturais do concelho, desenvolvendo programas culturais e promovendo os seus artistas. No referente ao domínio do turismo, a ênfase é colocada na aposta da sua promoção numa perspectiva integrada de desenvolvimento sociocultural. A

ênfase é igualmente dirigida à elaboração, promoção e apoio de programas de acção de turismo, à manutenção de relações com as entidades afetas às atividades do setor turístico (*stakeholders*), ao apoio da publicação de edições com carácter promocional que podem informar e orientar os visitantes e garantir uma boa imagem de Faro e de suas potencialidades.

No âmbito do enquadramento da missão institucional referida, o estágio desenvolvido apoiou-se num conjunto de objetivos específicos. Entre estes objetivos distinguem-se os afetos à área de intervenção no domínio da elaboração e promoção de eventos em Faro, uma vez que nas distintas atividades desenvolvidas no âmbito do estágio se evidenciam, entre outras, o apoio à organização e execução de eventos, a delimitação de critérios de avaliação dos eventos desenvolvidos, a criação de instrumentos de avaliação dos eventos organizados (nomeadamente a nível da determinação da receptividade dos públicos), a inventariação dos *stakeholders* associados ao turismo e cultura em Faro, o estabelecimento de uma rede de contatos com os stakeholders identificados (*networking*), a pesquisa e análise de boas práticas de outros concelhos/localidades no domínio dos eventos.

O estágio teve início a 1 de dezembro de 2011 e término a 30 de junho de 2012, detendo uma duração, das já referidas 1260 horas, que se distribuíram ao longo de 7 meses.

Quanto ao conteúdo do relatório de estágio que aqui se apresenta, ele está dividido em cinco partes.

A primeira parte corresponde à apresentação do concelho de Faro assente numa caracterização histórica, geográfica, demográfica e sócio-económica. No contexto desta última, é dada especial incidência ao setor turístico de Faro confrontado com a região do Algarve, com vista à compreensão das especificidades turísticas do concelho com o intento de perspetivar o seu desenvolvimento futuro. São referenciadas várias publicações internacionais, nacionais, regionais e concelhias/locais referentes ao turismo no Algarve e Faro, bem como um conjunto de indicadores de oferta e procura turísticos para os territórios contemplados.

Paralelamente, apresenta-se uma reflexão sobre a Câmara Municipal de Faro, sua missão e estratégia, tendo a preocupação em destacar o papel desta entidade no domínio do turismo, em termos de dinâmica sócio-cultural e económica da cidade, concelho e região.

No referente à segunda parte, ela visa caracterizar detalhadamente o Departamento de Cultura / Divisão de Cultura e Turismo, onde o estágio foi realizado. Em consequência, apresenta-se a sua missão e competências funcionais que visam fundamentalmente a melhoria do

nível cultural da população, a protecção do património cultural e promoção de Faro como um destino turístico atrativo em múltiplos segmentos. A importância da cultura e eventos culturais para a entidade acima referida é também alvo de reflexão.

Em simultâneo, existe também a preocupação em evidenciar o esforço financeiro que é feito pela Câmara Municipal de Faro com a cultura, nomeadamente durante o período compreendido entre 2008 e 2012, recorrendo a documentos tais como as Grandes Opções do Plano e Orçamento de Faro. De destacar que os montantes financeiros têm vindo a diminuir ao longo do período considerado, o que se contextualiza no âmbito da crise sócio-económica actual.

A terceira parte do relatório evidencia os objetivos e atividades desenvolvidas durante todo o período em que o estágio vigorou, tendo a preocupação em relacioná-los com o enquadramento teórico relativo ao produto turístico e seus elementos – primários, secundários e adicionais, bem como à reflexão feita sobre o Turismo no Algarve e Faro. Assim, são aqui apresentados de forma discriminada os objetivos do trabalho diário na Divisão de Cultura. Distingue-se, por exemplo, a produção e distribuição dos questionários para o público do ciclo de concertos de Natal, a elaboração de um questionário para cidade de Faro tendo como referencia o exemplo de um questionário elaborado na Eslovénia; a atualização da base de dados do Departamento de Cultura no relativo ao contacto com as entidades ou pessoas relacionadas com o sector do turismo e cultura; a tradução do português para o inglês de informações várias; a elaboração de uma base de dados das entidades/agentes participantes nos eventos culturais e reuniões de negócios como o Dia Mundial do Turismo, II Fórum Cultural, a Feira de Artesanato de Faro, o desfile de Carnaval, Charolas, etc.; o envio da Agenda Cultural para um conjunto de entidades/agentes associados à vida cultural de Faro; a descrição de atividades realizadas no contexto de um conjunto de eventos, tais como Ciclo de Concertos de Natal; Presépio de Natal – O workshop para crianças; Passagem do Ano; Charolas; Carnaval; BTL 2012 - Feira Internacional de Turismo de Lisboa; 25 de Abril, entre outros.

Na quarta parte é feita a auto-avaliação bem como uma reflexão crítica das atividades realizadas pela Divisão de Cultura e Turismo, salientando as competências obtidas e as valias que se podem perspectivar para o futuro.

Quanto à quinta e última parte, ela consiste na apresentação das conclusões que o estágio desenvolvido proporcionou. Cabe referir que este estágio foi o culminar de um percurso guiado

pelo conhecimento académico e busca contínua para seguir uma carreira no domínio do turismo, o que se enquadra no âmbito da minha evolução na área de organização de eventos.

Palavras-chave: Cultura, Turismo, Faro, Eventos, Divisão de Cultura e Turismo/ Câmara Municipal de Faro

ABSTRACT

During the second year of studying the Master's degree in the Tourism and Urban Cultures at the Escola Superior de Gestão, Hotelaria e Turismo which is integrated into the University of Algarve, there were two options for the students as the thesis writing or the internship. Consequently the latter one was chosen and held in the Department of Culture, more specifically in the Division of Culture and Tourism of Faro's Municipal Town Hall.

The internship was started in the beginning of December 2011 and completed in the end of June 2012, in such a manner having the duration of seven months. And this report is basically the conclusive part of the whole studying period at the Escola Superior de Gestão, Hotelaria e Turismo and the internship held in the Division of Culture and Tourism.

This internship report gives the characteristics of Faro's Municipal Town-Hall and its Department of Culture, more than that it highlights the importance of cultural tourism and events for the economic, social and cultural development of Algarve and Faro. Besides that the objectives, functions, the self-evaluation and critical assessment of the activity undertaken during the internship are presented in the report. The relationship between the theoretical knowledge and practical work, the key skills obtained during the internship are included as well. And for the final consideration, the conclusive part reviews the general ideas of the whole internship report, which as well mentions the presentation made by the head of the Division of Culture and Tourism Dra. Cristina Pereira Neto titled "Turismo. Que estratégia para Faro?" where the necessity of tourist development plan elaboration was discussed, according to which Faro, if considered as a "leisure product", is on the right path of tourist development.

Key words: Tourism, Culture, Faro, Events, Division of Culture and Tourism of Faro's Municipal Town-Hall

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LIST OF ABBREVIATIONS

BTL	Bolsa de Turismo de Lisboa
CCDR	Comissão de Coordenação e Desenvolvimento Regional do Algarve
CMF	Câmara Municipal de Faro
DCT	Divisão de Cultura e Turismo
EC	European Commission
ECB	European Central Bank
GDP	Gross domestic product
IMF	International Monetary Fund
IMPACTUR	Indicadores de Monitorização e Previsão da Actividade Turística
INE	Instituto Nacional de Estatística
MEID/TP	Ministério da Economia, Inovação e Desenvolvimento/Turismo de Portugal
OECD	The Organisation for Economic Co-operation and Development
PDM	Plano Director Municipal
WTTC	World Travel and Tourism Council

Introduction

According to OECD (2009) cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD (2009) report has highlighted the role that cultural tourism can play in regional development in different world regions.

As a student of the Master's degree in Tourism and Urban Cultures of the University of the Algarve, after the first year of theoretical studies I got more interested in urban cultural tourism, which has been gaining an increasing importance in the context of economic, social and cultural development of the cities.

Due to the fact that in the second year two options were presented to the students: writing a thesis or making an internship. I chose the latter and found a placement at the Department of Culture of Faro's Municipal Town Hall since I wanted to apply the theoretical knowledge obtained at the previously mentioned university into the real situations related with the tourist sphere.

The reason of why I preferred the Department of Culture of Faro's Municipal Town Hall, more specifically the Division of Culture and Tourism, as a place for the internship was the opportunity to see how Faro's tourist offer as capital of the Algarve region is distributed and its cultural events are promoted. Since the mission of the division in terms of culture is supporting the preservation of traditional cultural values, developing Faro's cultural programs, promoting its performing artists and regarding the tourist sphere is promoting tourism in an integrated perspective of sociocultural development, elaborating, promoting and supporting tourist action programs, as well as maintaining relations with the entities related with the activities of tourist sector, supporting the publication of editions, having the promotional character that can inform and guide visitors and guarantee a good image of Faro with its various potentialities.

My original goals and expectations for the internship were to get the benefits of the work experience related to tourist and cultural fields, build the curriculum vitae and explore career options, develop the skills, make contacts in these sectors and apply the academic background to “the real world”.

The main activities and functions during the internship were quite various and characterized by research and practical components. There was the daily work in the office of the Division of Culture and Tourism as well as the presence and assistance to the preparation of cultural events.

The internship started on the 1st of December 2011 and lasted until the end of June 2012 completing 1260 hours which equals about 7 months.

Regarding the internship report’s content, it is divided into five parts, where, in general, the first one relates specifically to the presentation of Faro city describing it from the origins to the present days, giving the information about Faro’s tourist sector that has been an important catalyzing factor for the development of its economic situation. More than that, the first part of the report presents Faro’s Municipal Town-Hall itself, its mission and strategy, highlighting the role of this entity in the field of tourism in terms of sociocultural and economic dynamics of the city and region.

As for the second part it describes specifically the Department of Culture / Division of Culture and Tourism where the internship was held. It presents its mission and functional responsibilities that are in general attributed to the improvement of the cultural level of the population, protection of the cultural heritage and promotion of Faro as an attractive tourist destination in all aspects. Besides that, it sets a stress on the significance of culture and cultural events for the above mentioned entity to meet a variety of economic, social and environmental goals.

The third part of the report basically brings forward the objectives and activities throughout the internship period, it also reveals the relationship between the theoretical studies and the practical work considering Faro’s inner city tourism as a “leisure product” with its primary, secondary and additional elements, all of which are important factors contributing to the character of Faro’s tourist environment and being the “gravitational pull” to attract tourists.

The fourth part gives the self-evaluation and critical assessment of the activities undertaken in the Division of Culture and Tourism, also there is the description of the useful skills obtained during the internship period that will be applied in the future.

Regarding the fifth part, it encompasses the conclusion and critical thoughts about the whole internship period held in the Division of Culture and Tourism of Faro's Municipal Town-Hall.

This internship was the culmination of a journey guided by the academic knowledge and continuous search to pursue a career related to tourist sphere that allowed me to continue my involvement in the area of event organization.

Part I. The presentation of Faro's Municipal Town-Hall



Figure 1.1 - The emblem of Faro

Source: Official site of CMF (2012 a)

1.1.Faro: from the origins to the present day

1.1.1. The history of Faro

According to the information about Faro's history taken from the official site of Câmara Municipal de Faro (CMF, 2012 b) “the first evidences of the city date back from the 4th century B.C., when the Phoenicians settled in the Western Mediterranean. The city was called Ossonoba, being one of the most important urban centers in the south of Portugal and a trade center of farming products, fish and ore. From the 2nd century B.C. to the 8th A.D the city was under Roman and Visigoth ruling, and was conquered by the Muslims in 713. The name Ossonoba prevailed during the Arabic occupation. However in the 9th century it changed to Santa Maria do Ocidente. Capital of an ephemeral independent principality, it was fortified with new walls. In the 11th century the city became known as Santa Maria Ibn Harun”.

As Câmara Municipal de Faro (CMF, 2012 b) points out “after the Independence of Portugal in 1143, D. Afonso Henriques, the first King of Portugal, and his successors initiated the expansion towards the South and conquered the territories occupied by the Muslims. Following the conquest by D. Afonso III in 1249, the Portuguese called the city Santa Maria de Faaron or Santa Maria de Faaram”.

In the subsequent centuries, “Faro became a prosperous urban center due to its geographical location, its secure harbor, the exploitation and commerce of salt, farming products from the inner Algarve and trade that were implemented with Portuguese Discoveries” (CMF, 2012 b).

Starting from the year 1499, Faro had been exposed to the great alterations brought about by the King D. Manuel which were manifested in the construction of many buildings, as for instance, the hospital, the Church of the Holy Spirit (Church of Mercy), the Custom House and the Abattoir – outside the Alcaçaria and next to the seaside (CMF, 2012 b).

“In the 16th century, King D. João III raised Faro to city and the seat of the Bishopric in the Algarve is transferred from Silves to Faro. The looting and arson carried out by the English troops, led by the Count of Essex, in 1596, caused significant damages in the walls, churches and other buildings” (CMF, 2012 b).

As provided as well by the official site of CMF (2012 b) “the city experienced a great evolution in the 17th and 18th centuries. A new enclosure was built during the Restoration War

(1640/1668), which encircled the constructed and farming areas, forming a big semicircle in front of the Ria Formosa. On the 1st of November 1755, the country was shaken by a massive earthquake and the Algarve was deeply affected. The religious buildings of Faro were destroyed. The walls, the castle and its towers, bastion, headquarters, warehouses, the Custom House, the County Jail, the Convents of St. Francis and Poor Clares were ruined. The city limits stayed inside the 17th century enclosure until late 19th century. Over the last decades the city has grown enormously”.

1.1.2. Faro today

As described in Encyclopedia Britannica (2012), Faro is one of the most important cities of Portuguese history and the capital of the Algarve region. It is located in the extreme southwest of the Iberian Peninsula, southern Portugal, which borders with the northern Alentejo, with the neighboring district of Beja, the Atlantic Ocean to the south and west, and is separated from Spain in the east. The climate is temperate and its mild temperatures, warm winters, hot, dry and long summers, with a vast coastline are strong attractions for tourism.

According to the National Association of the Portuguese Municipalities (2012), Faro, with an area of 202, 0 km², is a part of the 308 Portugal’s municipalities and is further subdivided into six parishes (freguesias) (Table 1.1).

Parish	Sé	São Pedro	Estoi	Montenegro	S.B.Nexe	Conceição de Faro	Total Faro
Population (year 2011)	29 542	14 577	3 652	8 149	4 116	4 524	64 560

Table 1.1 - Parishes of Faro municipality

Source: INE (2011)

1.1.3. Faro's economy

According to Encyclopedia Britannica (2012), the economy of Faro is based on three fundamental activities: tourism, agriculture and fishing.

As Encyclopedia Britannica (2012) points out, tourism has been a great engine of economic development, stimulating the growth of construction, trade and services. The vegetables, wheat, figs, almonds, citrus are produced, as well as cork and holm oaks. The carob tree reproduces itself spontaneously, the fig, almond trees are the basis of the export of products with a lot of weight in the economy of the Algarve. The extraction of salt, pottery and processing of cork are the elements of the economical development. The sea has also been a major source of sustenance for the Algarve region. The most abundant species are sardines and tuna giving rise to the excellent quality of the canning and its wide acceptance.

1.1.4. The importance of tourism in the Algarve and in Faro

Regarding the importance of tourism in the Algarve region, it definitely plays an essential role in its economic development.

According to World Travel and Tourism Council (WTTC, 2003), travel and tourism encompassing transport, accommodation, catering, recreation and services for visitors is the Algarve's highest priority industry and employer. The Algarve is one of the best known regions of Portugal, generating the highest share of tourist overnights spent in the country. It is a well-established European sun and sea destination, but it also offers enormous potential for holidaymakers and long-stay visitors interested in more than just sun and sea, its infrastructure ensures that leisure can be varied. There are many opportunities for horse-riding, walking, cycling, tennis, golf and water sports.

Regarding the Algarve, WTTC (2003) refers that "the industry directly contributes 45 per cent of GDP and 37 per cent of jobs". However, as it is also referred in this document that "forecasts from WTTC and Oxford Economic Forecasting for the next ten years are very modest. Of particular concern is the fact that visitor exports are set to rise by an average of only 2.4 per cent per year. This means that, unless the Região de Turismo do Algarve/Turismo do Algarve and the private sector succeed in changing direction and surpassing the baseline forecasts, the share of visitor exports in the scheme of total exports will fall in real terms to less than 62 per cent" (WTTC, 2003).

It is as well reported in the document (WTTC, 2003) that “over the next ten years, the Algarve’s Travel and Tourism is expected to achieve annualized real growth of 3.2% in total Travel and Tourism GDP, to € 3,686.9 mn. (US \$ 3,871.2 mn.) in 2013 for the industry directly and to € 5,514.6 mn. (US \$ 5,790.3 mn.) for the Travel and Tourism Economy overall. Besides that, it is expected to get the real growth of 0, 9% in Travel and Tourism Employment, to 71,480 jobs directly in the industry, and 1, 0 % to 116,130 jobs in the Travel and Tourism Economy overall in 2013. And 2.4 % in Visitor Exports, rising to € 5,955.6 mn. (US \$ 6,253.3 mn) by 2013”.

As WTTC (2003) points out, the gastronomy of the region is among the best in Portugal, offering a wide selection of local dishes based on fish and shellfish. The wines are internationally renowned and the various regional liquors as well.

In concordance with MEID/TP (2011) in Plano Estratégico Nacional do Turismo - Propostas para revisão no horizonte 2015, at the regional level, the efforts for the development of tourist offer should be focused on the products that have a higher potential, considering both the region's resources and the demand from the main markets. As a result of this approach, for the year 2015, regions should direct their efforts and investments to qualify one or two strategic products and a number of products in development (maximum four per region).

As MEID/TP (2011) points out for the Algarve region, the Sun and Sea as well as Golf are considered to be the main strategic products. And regarding the products in development they are the following: Business Tourism, Residential Tourism, Integrated Resorts, Nautical and Nature Tourism. The core Sun and Sea product should have a multisegmented offer and be able to widen the summer season. The commitment to Business tourism and Golf aims to reduce seasonality.

As reported by the WTTC (2003) the Algarve is highly dependent on tourism, since the industry’s primary role as a generator of wealth and employment across all parts of the region is undisputed. It also acts as a catalyst for growth in other areas such as retailing and construction. The tourist industry is a generator and receiver of government funds. This significant contribution should not be underestimated. Tourism is a major exporter, with inbound visitors injecting foreign exchange directly into the economy. In the Algarve, exports are the fundamental component of travel and tourism’s contribution to GDP.

Therefore, let's observe the importance of tourism in the Algarve region in the year 2011 via a set of indicators such as “overnight stays and guests, overnight stays in lodging of Algarve according to the country of residence, overnight stays in the Algarve according to the category of lodging and seasonality index” (Table 1.2).

Indicator	Algarve
Overnight stays	14,302,429
Guests	3,041,328
Overnight stays according to the country of residence (ranking)	1º) United Kingdom (30.38%) 2º) Portugal (27.13%) 3º) Germany and Netherlands (9.53 %)
Overnight stays according to the category of lodging (ranking)	1º) Hotels (36.76%) 2º) Aparthotels (25.45%) 3º) Self-catering apartments (25.31%)
Seasonality index	5,16

Table 1.2 – Algarve tourist indicators in 2011

Source: Own table based on available data of IMPACTUR (2012)

As it is demonstrated in the Table 1.2, the number of overnight stays in Algarve in 2011 is 14,302,429, while the number of guests equals 3,041,328. 30.38 % of the tourists with overnight stays in the Algarve in 2011 are from United Kingdom. Portugal is the following country with 27.13 %. The residents from the Netherlands and Germany have the same percentage, 9.53 %. They are the third ones in terms of quantity of overnight stays in the Algarve in 2011.

In terms of category of lodging offered by the Algarve region in 2011, the highest percentage, 36.76 %, are hotels; aparthotels represent 25.45 % of the offer, followed by self-catering apartments with 25.31 %.

And the seasonality index of Algarve in 2011 reached 5, 16.

Regarding the significance of tourist industry in Faro, the capital of the Algarve, it is important to see Faro's relative weight in this region by such indicators as tourist demand and supply both in Faro and Algarve in 2009 and 2011. The indicators of demand (Table 1.3) for these destinations will be presented first.

NUTS 2002 complete (cumulative list - PT, NUTS I, II, III, CC, FR)	Data reference period	Overnight stays (No.) in hotel establishments by Geographic localization (NUTS - 2002) and Type (hotel establishment); Annual	Guests (No.) in hotel establishments by Geographic localization (NUTS - 2002) and Type (hotel establishment); Annual
		Type (hotel establishment)	Type (hotel establishment)
		Total	Total
		No.	No.
Algarve	2011	13 979 866	3 008 494
	2009	12 927 603	2 739 440
Faro	2011	276 842	142 732
	2009	243 349	136 524

Table 1.3 - Overnight stays and Guests in Faro and Algarve hotel establishments in 2009 and 2011

Source: INE (2012)

As table 1.3 points out, the number of overnight stays in Faro hotel establishments in 2009 reached 243 349, while in the Algarve it reached 12 927 603, demonstrating that Faro's share in the region equals 1.88 %. In 2011 the number of overnight stays in Faro is 276 842 and in the Algarve it is 13 979 866, pointing to the fact that Faro's share in the Algarve is 1.98%.

Regarding the number of guests, in 2009 in Faro it equals 136 524, whereas in the Algarve it accounts for 2 739 440, presenting Faro with a share of 4.98% in the region. In 2011 Faro has 142 732 and Algarve has 3 008 494, therefore Faro's share is 4.74%.

The data above reveals the length of stay in 2011 of 1, 93 days in Faro and 4, 64 days in the Algarve. These indicators present the distinct nature of Faro which is associated with a function of the Algarve capital the fact that it is the capital of the Algarve.

These results are as well demonstrating a gradual dynamic of the tourist demand both for Faro and the Algarve region as a "tourist product" in the period from 2009 to 2011. However, as we can infer from table 1.3, Faro's share in the Algarve region remains modest.

Table 1.4, below, shows the dynamic of Faro and Algarve tourist offer by such indicators as the number of hotel establishments and lodging capacity for the years 2009 and 2011.

NUTS 2002 complete (cumulative list - PT, NUTS I, II, III, CC, FR)	Data reference period	Hotel establishments (No.) by Geographic localization (NUTS - 2002) and Type (hotel establishment); Annual	Lodging capacity (No.) in hotel establishments by Geographic localization (NUTS - 2002) and Type (hotel establishment); Annual
		Type (hotel establishment)	Type (hotel establishment)
		Total	Total
		No.	No.
Algarve	2011	416	102 462
	2009	395	95 910
Faro	2011	22	2 329
	2009	22	2 157

Table 1.4 – Hotel establishments and Lodging capacity in Faro and Algarve for the years 2009 and 2011

Source: INE (2012)

In table 1.4 we can observe that there is no increase in the number of Faro's hotel establishments during this period. It equals 22, whereas the Algarve in 2009 accounts for 395, demonstrating 5.57% of Faro's share. In 2011 Algarve has 416, therefore Faro's share in the region equals 5.29%.

Relating to the lodging capacity, it has grown in both destinations during this period, where in 2009 Faro has 2 157 and the Algarve has 95 910 pointing to the fact that Faro's share is 2.25%. In 2011, it is 2 329 in Faro and 102 462 in the Algarve, consequently showing that Faro has a 2.27% share.

Altogether, the tables above display the constant growth of tourist demand and supply in Faro and the Algarve region during these years, however, Faro's share in the Algarve is still not large. According to CCDR (2005), the Algarve cities that are considered to be more popular among the tourists are Albufeira, Portimão and Lagoa.

1.2. Faro's Municipal Town-Hall

1.2.1. The history of the Town-Hall

As the official site of Câmara Municipal de Faro (CMF, 2012 c) points out “after the conquest of the Arabs by D. Afonso III (1249), the town of Faro received the first charter letter (1266). This was a Royal Charter where the rights and duties were granted to the residents, giving them the municipal autonomy, but under the royal domain. Given this important event it became necessary to construct a building that could house the administration of the municipality. It was the area within the walls, the noblest part of the city, where the Town Hall was built, probably the place where it is situated today”.

According to the CMF (2012 c) “the documentation of the nineteenth century located the building of that City Hall at the site where there is currently the building's facade. The limited size of this premise led to the necessity of the additional building acquisition in order to build a larger one, which would run various services, such as the City Hall, Judicial Court and Civil Registration. The works began in 1883 and extended over the next following decades. In 1945, under the responsibility of the architect Jorge Oliveira, the main facade of the building was renovated”.

1.2.2. The identity

As indicated in the site of Câmara Municipal de Faro (CMF, 2012 d), the concept “Faro – Evoluímos consigo!” was developed by the Town-Hall institution, which felt the necessity to involve the citizens in the destiny of the county.

CMF (2012 d) says: “It is important for the Faro's Municipal Town-Hall to create a culture of authenticity and passion around the brand, a culture related to the heart, to show that they are concerned only with one person – with you. It is necessary for the Faro's Municipal Town-Hall to create a sentimental triangle: the Town-Hall as an institution that serves the people, Faro citizens and the county to the full extent. The verb "evoluir" is assumed to be as the key to the new path”.

As specified in CMF (2012 d) "Faro – Evoluímos consigo" is no more than the realization that they are on the right track with the right people. It gives them a perspective of the movement, growth, evolution, future and much work ahead. It positions them. It breaks up the



Figure 1.2 - Logo of CMF

Source: Official site of CMF (2012 d)

idea that this municipality, which provides services, is static and everything stops there and there is no exchange of ideas and co-accountability of the persons. It reflects the development but with dependence of those for whom and with whom they work. They rely on each Faro citizen to grow and evolve, as well as that this evolution is transversal.

In Faro they evolve with you in the sport, culture, social area, and the relationship between the institution and Faro citizens. The verb - *evoluir* - also reflects the ambition of seeking answers to the problems and setting new goals. And this is a sustained ambition since in order to develop they have to go through some successive transformations. It is these transformations that allow them to develop both as a municipality and as citizens (CMF, 2012 d).

“To evolve with the ambition, responsibility, maturity and unity. The unity between the municipality institution and Faro citizens. "Faro - *Evoluimos consigo*. We evolve with and for you!” (CMF, 2012 d).

1.2.3. International relations

In accordance with CMF (2012 e) “in the field of international relations the Municipality of Faro has developed contacts with various regions through the twinning arrangements, cooperation agreements and letters of intent which are supposed to be the main driver mechanisms of relations between different people. Currently, the Municipality of Faro, within the framework of bilateral relations, officially has eight twinning protocols, three cooperation agreements and one letter of intent”.

1.2.4. The organogram of Faro’s Municipal Town-Hall

According to the CMF (2012 f) “the concept “*Evoluimos consigo*” is to look for a better organization of the Town-Hall’s services and this is the assumption which led to the Rules of Organization of Municipal services and subsequent changes. Faro’s Municipal Town-Hall’s operating model (Figure 1.3) is based on such allocation of powers so that to remove bottlenecks and enable this institution to respond with care, concern and efficiency in their areas. They are seeking the path of reducing bureaucracy and administrative modernization and striving to have an organic that is agile, functional and moldable to any challenges”.

In agreement with CMF (2012 g) the municipality of Faro has as its President, Mr. José Macário Custódio Correia, who defeated his nearest competitor and predecessor José Apolinário Nunes Portada in the local elections of 2009.

According to CMF (2012 h) there is the Municipal Board, which consists of some councilors who are responsible for various sectors of the municipality and are subordinated to the President.

The Councilor in charge of several municipal segments including Tourism and Culture is Ms Alexandra Gonçalves (CMF, 2012 i).

As indicated in CMF (2012 f), aside from that, “the Municipal Town-Hall works in a mix-structured model composed of seven central units, twenty flexible units, the Support Office of the President and the Multidisciplinary Team for the Review of the Municipal Master Plan”.



Figure 1.3 – The organogram of Faro’s Municipal Town-Hall

Source: Official site of CMF (2012 j)

1.3. Strategic Planning of Faro's Municipal Town-Hall

1.3.1. Mission and Strategy

According to the official site of Câmara Municipal de Faro (CMF, 2012 k) “the Department of Strategic Planning is responsible for the conception and promotion of studies and other actions aimed, in general, at the sustained development of the county, moreover it is in charge of the applications for funding from central government, community or others, providing these competencies, in general, for the respective units”.

According to the information about strategy taken from the official site of CMF (2012 l) “this year Faro is going forward to work at the definition of their bets for the future by means of a new public process of discussion and choice of the stakes and priorities in the medium and long term. Albeit being aware of their current challenges and responsibilities, they are also assured of the importance of making the choice of the objectives for the next 15 years. At a time of great uncertainty, it is their responsibility to define what they want for the county today, choosing very carefully the main focus in the path that they have to go through day-to-day and in the coming years. In 1996, a big quantity of meetings and discussions were held in Faro, where the main local and regional actors expressed their expectations and beliefs, on the basis of which the strategies, goals, projects and actions were designed”.

In accordance with CMF (2012 l), “however, currently there is another situation at the local, regional, national and international levels, the situation that has undergone some enormous economic and social changes. Therefore, it is the time to put in the debate what they should do in the coming years so that Faro might have better levels of employment, income, living conditions, attracting residents and tourists from now till 2025. The horizon is actually very far, but they are certain that only by knowing where exactly they want to come, they can now make better choices and betting. The residents, local businesses, public bodies, associations and entities of different dimensions have the possibility to give their opinions, ideas, suggestions, proposals, and projects. Faro's Municipal Town-Hall has at its disposal various means of communication and contacts. That is why it created the area of the Municipal Portal, which is intended to be the direct way of communication with the municipality”.

1.3.2. Faro 2025

As reported by the official web site of Câmara Municipal de Faro (CMF, 2012 m) “with the eyes on the future, as more than 15 years already passed since the 1st Strategic Plan, at the moment where some clearly structured plans and projects have already been started for the county or will be started as well in 2012, currently there are some challenges and opportunities that can't be conceded in a process in which each person should contribute to the choices that will influence everyone in the coming years. In the municipality of Faro and its county there are some various sectoral plans and programs which are in the initial course, so it is important to clarify the concepts in terms of timing, as well as the perspective of spatial planning and distribution of activities”.

According to the previously mentioned source (CMF, 2012 m) “the Strategic Plan, the revision of PDM, Agenda XXI, the Covenant of Mayors, the Tourism Development Program, the Program of Action for Youth, Educational and Social Charters are complementary and therefore have to be coordinated among themselves. The Strategic Plan of Faro, made in the mid-90s is a good document that needs to be updated. It must have a perspective that is global and transversal, involving the public economy, as well as the private and social ones. It must transmit the vision, major objectives in the long term that are assigned to Faro, a mission and purposes in time and its regional role. The PDM (The Municipal Master Plan) defines all the rules of the land use. The review of the PDM is an ongoing labyrinth process that is buoyed by a vast body of laws with the strict deadlines and procedures. The Covenant of Mayors is a specific European - inspired programme and aimed to triple objective (20/20/20) in 2020. It focuses on the energy, environment and transport. The Tourism Development Plan is intended to have a survey of measures and actions that can enrich the tourist functions of Faro, enhance the tourist supply and promotion, taking into account the beneficial position of the city to the international airport, among others. Agenda XXI is a concept of sustainable development planning based on the philosophy of Summit Rio 92”.

As stated by the CMF (2012 m) “based on the need for an integrated performance at economic, social, environmental and institutional levels, it is envisaged that with the creation of a Local Action Plan of this type it can establish the priorities for initiatives and projects, as well as the lines of conduct of the people, institutions and companies, clearly more balanced and consistent in the areas of environment, urban management, operation of equipment and services,

employment policies, incentives to entrepreneurship, etc. The Educational and Social Charters, the Programme of Action for Youth, Sports Charter, the Civil Protection Plan, the Defense Plan Against Forest Fires, Emergency Plans are the temporal programs of action (sometimes preventive), as well as the events with the perspective of spatial distribution and the implementation of specific equipment for age groups or activities in their sectoral context. The Local Strategic Plan, as its name suggests, can't be confused with the projects and works that the Municipality should materialize in the coming years. In Faro, quite apart from what the Municipality can and have to implement, there are various public entities, associations and private organizations that day to day play an extremely important role in the economic, cultural, social, and educational dynamic”.

1.3.3. Principles of the Local Strategy

As CMF (2012 n) points out “we live in the period of crisis, of course, but we also know that the times of crisis are times of change. And these changes, if they arise from thoughtful and reflected choices, based on attitudes of trust and mutual assistance by all the agents which may give the viability will certainly be positive in the short and medium term. There are some principles that we must beware, in the context of equity and social cohesion, respect for the rules of environmental protection and qualification, judicious choice of options that will determine our path, as well as and quite naturally, the role that each of the entities having competencies and responsibilities play at the local level and will come to assume their performances in the short and medium term”.

In accordance with CMF (2012 n) “Faro plays and will always play in the future a pivotal role in the development process to assist the Algarve region in the coming years. This is the reason of why we count on the involvement and contribution of all who live or develop their activity here, so that we can choose the best strategic options for the future. However, the importance and relevance of all the entities and organizations that work more directly with the relevant sets of citizens, customers or users are recognized, there, beyond the assisting role to the Municipality, as well should be the rely on their interest and availability for the choices and commitments assumed to be for the future. The influences and responsibilities for the Algarve region shouldn't be forgotten. The existing public facilities here, as well as the companies nowadays have an extremely important weight in the economy of the region, this is

the reason why the contribution, choices and decisions made in this process have a decisive influence for the future”.

1.3.4. Tourism strategic planning

According to CMF (2012 o), the Councilor in charge of several municipal segments including Tourism and Culture, Ms Alexandra Gonçalves, proposed that the Municipal Town-Hall, “given the provisions of subparagraph b) of n° 4 of article 64 of Law n. 169/99, September 18th, in the drafting of the law n° 5-A/2002 of January 11th, to deliberate the approval of the Norms for the establishment and operation of the Municipal Tourism Council of Faro, from January 5th, 2012.

Given that:

- The tourism development is essential in the contemporary societies;
- The Council will encourage the participation of tourist and economic agents in the definition of strategic objectives which promote and streamline the tourist activities in the territory;
- The relationship between private and public entities is fundamental for achieving the objectives of boosting the sector;
- 14 entities were invited to join the Council, with all affirmative responds”

By reference to CMF (2012 p) “according to the Announcement n° 9 / 2012, the publication of the proceedings of the Town-Hall with the external efficacy, José Macário Correia, the President of Faro’s Municipal Town-Hall, makes public, in accordance with n° 1 of Article 91 of Law n.169/99, September 18th, in the drafting of the law n° 5-A/2002 of January 11th, that in a meeting of the Town-Hall of 11th of January 2012 the following decision was made with external efficacy: Proposal n°1/2012/CM - The Town-Hall decided to approve the Norms for the establishment and operation of the Municipal Tourism Council of Faro, which is translated into an organ of reflection and debate on tourism, which is aimed to delineate the joint strategies between public and private local entities in order to improve the tourist offer, identify market opportunities and promote tourism development in the municipality of Faro”.

Regarding the tourism strategic planning for Faro, there was an interview held (Annex 1) with the Director of the Division of Culture and Tourism, Ms Cristina Neto, according to which it was found out that the tourism strategic planning for Faro is in a process of elaboration. And

just after the conducted inquiries establish the tourist profile, current tourist situation, other important matters, as well as the thorough work of all Faro's tourist and economic agents in the definition of strategic objectives, which promote and streamline the tourist activities in the territory, the tourism strategic planning for Faro will be on hand approximately by the end of 2012.

Part II. Department of Culture / Division of Culture and Tourism

2.1. Department of Culture

According to the official site of Câmara Municipal de Faro (CMF, 2012 q), the internal characterization and the contact details of the Department of Culture is stated below:

Business: Municipal Services

Director: Dr^a Cristina Pereira Neto

Address: Rua da Misericórdia, n.º.12, 8000 - Faro

Phone: 289 870 894 / 289 870 808

Email: dc@cm-faro.pt / dct.dc@cm-faro.pt

Site: www.cm-faro.pt

As provided by Câmara Municipal de Faro (CMF, 2012 r), the divisions that function under the direct subordination of the Department of Culture are:

1. Division of Culture and Tourism;
2. Division of Museums, Archaeology and Restoration;
3. Division of Libraries and Archives;
4. Service of Event Support.

As mentioned by Câmara Municipal de Faro (CMF, 2012 r) “the Department of Culture activities should be developed to improve the cultural level of the population of the county, protect and enhance the cultural heritage of the city, as well as their historical and ethnological values, to promote contact of the population with the universal values and with the testimonies of human creativity and with all the new cultural trends, aesthetics, art and creativity and to promote Faro as a tourist destination in all aspects”.

According to Câmara Municipal de Faro (CMF, 2012 r) “the functional responsibilities of the Department of Culture are the named below:

1. Promote the cultural development of the county, through increasing the quality of supply, production and creation as well as the consumption and enjoyment of diverse public;
2. Promote social cohesion and cultural identity through cultural diversity and democratic access to culture;
3. Promote programs in the sphere of culture within the scope of responsibilities and interests of the municipality;

4. Promote and represent the municipality's cultural achievements such as fairs, exhibitions and festivals;
5. Coordinate the development and management of facilities, equipment and other cultural services of the municipality;
6. Support and monitor the initiatives and promote cooperation between the authorities and cultural operators in the county, encouraging strong social participation and a weighted resource management;
7. Promote strategies to attract new audience;
8. Promote projects of socio-cultural animation;
9. Promote the protection and appreciation of the cultural heritage of the county, understood as the testimony with the value of civilization or culture bearers of cultural relevance of the historical, paleontological, archaeological, architectural, linguistic, documentary, artistic, ethnographic, scientific, social, industrial or technical values that reflect memory, antiquity, authenticity, originality, rarity, uniqueness or exemplary;
10. Undertake studies to collect indicators in the areas of its competence, in order to assist the authority in the process of decision-making".

2.2. Division of Culture and Tourism

2.2.1. Mission and functional responsibilities.

According to the main source of information from the official site of CMF (2012 s) “the mission of the Division of Culture and Tourism is promoting and supporting the action plans for the preservation of traditional cultural values. Augmenting and developing Faro’s cultural programs targeted in accordance with various current aesthetic and cultural manifestations. Enhancing the actions for the interaction between Faro’s twin cities. Promoting and boosting the county’s performing groups and artists abroad and vice versa. Supporting the various cultural bodies, associations, as well as the artistic and cultural groups. In terms of tourism: promoting tourism in the county in an integrated perspective of socio – cultural development. Elaborating, promoting and supporting of tourist action programs, as well as maintaining relations with the entities related with the activities of tourist sector. Supporting the publication of editions having the promotional character that can inform and guide visitors and guarantee a good image of Faro with its various potentialities”.

Therefore as stated by CMF (2012 s) “the functional responsibilities of the Division of Culture and Tourism (DCT) are:

1. Animation and promotion of tourist activities, supporting policies and actions for the development and quality of tourist supply in the city;
2. Promotion of tourist activities in the county in an integrated perspective of socio – cultural development;
3. Elaboration, promotion and support of tourist action programmes;
4. Maintaining relations with entities related with the activities of tourist sector;
5. Studying the tourist potential of the municipality;
6. Guide the activity of nature tourism, including tourist activities or events, and cultural values, as well as the geographical and economic characteristics of the municipality;
7. Promote and support the publication of editions having the promotional character that can inform and guide visitors and guarantee a good image of Faro with its various potentialities;
8. Develop actions that can be suitable for the appreciation or dignity of the tourist image of the city and county;
9. The formulation of contributions to the Major Options of the Plan and Budget, as well as the preparation of the respective reports;

10. Promoting and supporting action plans for the preservation of traditional cultural values, including crafts, folklore and ethnography;
11. Promote and develop cultural programs segmented in accordance with the various current aesthetics and new cultural manifestations and trends, through the establishment of calendars of exhibitions, conferences and shows;
12. Promoting and boosting the county's performing groups and artists abroad and vice versa, as well as supporting the participation of other services of the municipality in the twinning activities;
13. Supporting various cultural bodies, associations, as well as artistic and cultural groups;
14. Support the commemorative or other editions related with the manifestations of cultural interest;
15. The disclosure of cultural events through the issue of Cultural Agenda and other media".

2.3. The importance of culture for Faro’s Municipal Town-Hall

Faro’s Municipal Town-Hall supports and finances the activities of the Department of Culture for developing the cultural level of the population and protecting its cultural inheritance as well as historical values. It aims at promoting the contact of the population with the universal values and evidences of the human creativity.

It is possible to observe the dynamic of financing Faro’s cultural sector (Table 2.1) via the information taken from the official site of Câmara Municipal de Faro (CMF, 2012 t) in the period from 2008 to 2012 (the data for the year 2011 is absent).

	2008	2009	2010	2012
Culture	17 098 362 €	19 438 750 €	16 298 925 €	12 694 304 €

Table 2.1- The dynamic of financing the cultural sector of Faro from 2008 to 2012

Source: Câmara Municipal de Faro (2012 t).

According to the above Table 2.1, the Municipal Town-Hall devotes a significant quantity of budget resources to the developing of its cultural sector.

Besides, we can observe a more detailed picture of financing the cultural sector of Faro through the ranking of the financing the cultural projects (Table 2.2) in the period from 2008 to 2012 below, where it is obvious that during these years a significant part of the available resources for cultural projects were used in the “Construction of Municipal theatre”, over 50 % of the total amount. Throughout this period the second highest financial support for a cultural project was given to the recovering is the “Castelo e Fábrica da Cerveja” (except for the year 2012, when the share was of about 20 %). Others projects were targets of concern, such as “Recuperação e reabilitação do Solar do Capitão Mor”, “Antigo Convento”, “Centro Osso-nobense”, and “Comparticipação – Construção de Igreja no Patacão”.

Ranking	2008	%	2009	%	2010	%	2012	%
1º	Construção do teatro Municipal	62,96	Construção do teatro Municipal	55.41	Construção do teatro Municipal	66.05	Construção do teatro Municipal	84.02
2º	Recuperação do Castelo e Fábrica da Cerveja	18,19	Recuperação do Castelo e Fábrica da Cerveja	23.65	Recuperação do Castelo e Fábrica da Cerveja	15.52	Recuperação e reabilitação do Solar do Capitão Mor	5.84
3º	Recuperação e adaptação do Edifício da Casa das Figuras	5.23	Museu da Pedra e do Canteiro – Construção do edifício	4.89	Recuperação e reabilitação do Solar do Capitão Mor	5.15	Recuperação e adaptação do Edifício da Casa das Figuras	5.24
4º	Recuperação e reabilitação do Solar do Capitão Mor	4.95	Recuperação e reabilitação do Solar do Capitão Mor	4.32	Recuperação e adaptação do Edifício da Casa das Figuras	5.00	Recuperação do Castelo e Fábrica da Cerveja	1.64
5º	Antigo Convento	2.26	Recuperação e adaptação do Edifício da Casa das Figuras	4.19	Antigo Convento	1.86	Centro Ossonobense	1.09
6º	Centro Ossonobense	1.35	Antigo Convento	1.20	Remodelação do edifício do Solar do Capitão Mor	1.53	Núcleo museológico do Canteiro e da Pedra – aquisição de terreno	1.02
7º	Comparticipação – Construção de Igreja no Patacão	1.29	Centro Ossonobense	1.08	Centro Ossonobense	0.85	Compart. em obras e equipam. – Entidades Culturais	0.93

Table 2.2 – Ranking “7+” of the financing the cultural projects of Faro from 2008 to 2012

Source: Own table based on Annex 2 - Grandes Opções do Plano. Cultura, Desporto e Tempos Livres (Cultura). Total previsto (valores em euros) 2008 - 2012

As we can see in the above Table 2.1 and Table 2.2 there is a big decrease in the financing process that commences in the year 2009 due to the budget restrictions that result from the global financial crisis and the conditions stipulated by the “Troika” (consisting of the European Commission (EC), the International Monetary Fund (IMF), and the European Central Bank (ECB)).

Notwithstanding these conditions known as “the bottleneck” through which the city of Faro is currently passing, it is not reflected in the entrepreneurial, enthusiastic and active attitude of the department.

2.3.1. The importance of cultural events

Cultural tourism has been defined by Richards (1996) as “the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs”.

In concordance with Erfurt and Johnsen (2003), cultural tourism is one of the fastest growing industries today, thus within the tourism industry events are getting more and more important.

According to Getz (1997), they have during the last decade become an important means for communities and tourist regions to gain advantage and meet a variety of economic, social and environmental goals.

As stated by Getz (2004), due to the increased competitiveness among tourist destinations, the pursuit and development of events has become big business. These benefits are various, and perhaps the most obvious economic impact stems from the roles events play in attracting visitors to an area to which they would not otherwise travel.

According to Moutinho (2000) many destinations suffer from seasonality problems meaning that tourist flows are very concentrated into relatively short periods of the year. Events can play a significant role in surmounting these problems and drawing tourists into destinations during off-season periods. Furthermore, events can shape a positive image of the host destination leading to its more favorable perception as a potential travel point.

As Getz points out (1997), events have important roles as catalysts in stimulating infrastructure, business and trade, and urban renewal. In keeping with Erfurt and Johnsen, for many destinations events can also provide extensive public attention through extensive media coverage. Putting all the benefits of events together it becomes evident that destinations have a great potential in events.

2.3.2. The cultural events organized by the Division of Culture and Tourism

In accordance with the official web site of Câmara Municipal de Faro (CMF, 2012 u), the Municipal Town-Hall has a number of initiatives / events that contribute to the provision of pleasant moments of leisure. Every month there are some relevant initiatives (Annex 3) organized by the municipality, the Municipal Theater or other related entities.

Summer is undoubtedly the period of greatest activity, with the thematic fairs, concerts, sports activities, shows, festivals, among other initiatives. Throughout the year, it is possible to acquire the handicrafts or other products in various markets and fairs which are held monthly by the county. At night, in a friendly, warm and relaxed atmosphere, the people can dance, listen to live music, enjoy a drink or a snack in one of several bars.

As the previously mentioned source (CMF, 2012 v) points out about the projects, in the cultural sphere there are a number of initiatives that are organized by the Division of Culture and Tourism (Annex 4) contributing to the cultural enhancement of the county and in many cases the local community is involved.

Part III. The objectives and activities during the internship

3.1. Daily work in the Division of Culture and Tourism

The internship can be divided into the daily work in the office of the Division of Culture and Tourism, as well as the presence and assistance to the preparation of cultural events.

My office daily work's objectives and activities, which were quite various and characterized by research and practical components, were the following:

- 1) The Director of the Department of Culture Ms. Cristina Neto gave me the task of making the questionnaires (Annex 5) for the audience of the Cycle of Christmas Concerts consisting of a set of questions regarding the source of awareness, the evaluation of the event, the opinion about the time and place of the event where the audience should have rated the answers on a scale "1" – bad to "5" – very good, as well as to make the suggestions to improve the current and future cultural events. This cycle of concerts were held from the 1st to 17th of December 2011, mainly in the Municipal Museum of Archaeology with the final concert of the cycle in Sé Cathedral of Faro.

Subsequently, I introduced all the data from the responses of the audience into Excel tables for analyzing and striking the average figures and making the total evaluation of the Cycle of Christmas Concerts, afterwards becoming the basis for the Report (Annex 6) presented to the President and Councilor of Culture of Faro's Municipal Town-Hall.

Thus, according to the Report on the total evaluation of the Cycle of Christmas Concerts (Annex 6) the number of answered questionnaires accounts for 215. The number of people who attended the Cycle of Christmas Concerts is 625, that being considered an approximate number. The average evaluation of the event on a scale "1" – bad to "5" – very good equals to 4.7, where the average evaluation of time on a scale "1" – bad to "5" – very good is 4.4 and the average evaluation of place on a scale "1" – bad to "5" – very good equals to 4.6 which on the whole demonstrates the positive results.

Regarding the source of awareness of these concerts, the most encountered answer is the "friends and relatives" which accounts for 135 out of the total 215 answered questionnaires, followed by the "other" category that equals to 40, the third more often encountered source of

awareness is the “facebook” that accounts for 18 answers, followed by the “outdoor”, “flyers” and “webpage”, and by the less encountered answers “bus adverts” and “media”.

- 2) The Director of the Department of Culture Ms. Cristina Neto charged me to do the tourist destination questionnaires for Faro city (Annex 7) which were prepared on an example of a tourist destination questionnaire for Slovenia taken from the Internet. It was done in English and Portuguese to be offered to tourists in local hotels. However, it wasn't applied up to the present day.
- 3) The Superior Technician of the Division of Culture and Tourism Ms. Teresa Prazeres gave the task to assist in drafting and updating the database that serves all the Department of Culture by searching the contact details of the entities or persons related to tourist and culture sectors, as well as other Faro's entities from different branches of activity, since the Department of Culture annually updates this database. The objective of this database was not only to assist the department to combine all the information that was dispersed in many other sources like the Internet, computer or physical files into one Excel, Word or Microsoft Outlook programme, but also later to be the basis of contact information for the new website of Faro's Municipal Town-Hall (Annex 8).
- 4) The Director of the Department of Culture Ms. Cristina Neto charged me to assist in the translation from Portuguese to English of the database of contact information and description of activities of the entities and persons related to tourist and culture spheres, as well as other Faro's organizations from various branches of activity (Annex 9).

Since tourist industry is playing an increasingly important role in Portugal's economy, as WTTC (2012) points out, with the direct contribution to GDP that was € 9.2bn (5.3% of total GDP) in 2011, and Faro being the capital of the Algarve region which is one of the main tourist areas, it is necessary for the local entities' websites to have the option of languages. Therefore, Faro's Municipal Town-Hall's new website is currently being translated from Portuguese into English.

- 5) The Superior Technicians of the Division of Culture and Tourism as Ms. Maria Helena Gonçalves, Ana Marta Carapinha, Teresa Prazeres, Maria do Carmo Viegas gave me tasks such as making the Excel and Word database tables of the entities and persons that participated in such cultural events and business meetings as the World Tourism Day, II Cultural Forum, the Handicraft Fair of Faro, the Carnival Parade, Charolas, etc. Among other things, the characteristics and proposed pricelist of the organizations producing the cultural magazines or making the stands for the cultural events were introduced into the computerized tables with the intent that the Division of Culture and Tourism could choose the most appropriate offer (Annex 10 and 11).
- 6) The Director of the Department of Culture Ms. Cristina Neto assigned me to distribute the Cultural Agenda brochures (Annex 12) into the envelopes which were sent to those interested in Faro's cultural life. That took place once in the end of each month, since the Division of Culture and Tourism is in charge of the disclosure and promotion of cultural events. The range of people interested in receiving the Cultural Agenda was determined by means such as telephone enquiries, emails, personal acquaintances, etc. The Cultural Agenda distribution was launched in February of 2001.

3.2. Presence and assistance to the organization of cultural events

The cultural events organized (Table 3.1) during the period of internship where I could participate were:

- 1) Ciclo de Concertos de Natal
- 2) Presépio de Natal - The workshop for children
- 3) Passagem do Ano
- 4) Charolas
- 5) Carnaval
- 6) BTL 2012 - International Tourism Fair of Lisbon
- 7) 25 de Abril
- 8) Presence in the Meetings of the Town-Hall

Table 3.1 – The cultural events during the period of internship

Source: Own elaboration

The characteristics of each event, my functions and self-considered suggestions for improving these events are to be described below:

1) **Ciclo de Concertos de Natal** (Annex 13)

Characteristics: The first cultural events attended, which were organized by the Division of Culture and Tourism from the 1st till the 17th of December, where some talented artists from the Algarve region were performing. The Municipal Museum of Archaeology was chosen as the place for these music concerts. It is located within the 16th century convent (Convento da Nossa Senhora da Assunção), that is amongst Portugal's oldest and best preserved. The spirit of the 16th century heritage building in the evening time was very well harmonized with the sounds of the classic music and gave an exciting sense of thrill. The final concert of the cycle held in Sé Cathedral of Faro, located in the historic center, is considered to be one of the most important historical buildings in Faro, Algarve and Portugal. The origins of this heritage date back to the mid-thirteenth century with the conquest of the city from the Moors. The inside of this Cathedral impresses by its greatness.

The functions:

- Handing out the concert programme brochures to the coming audience and questionnaires regarding the evaluation and source of awareness, as well as the suggestions for the improvement of the current and future cultural events;
- Clarification of the audience's questions regarding the concert time duration, performers, etc;
- Assisting to the preparation and offer of some hot tea to the audience after the concerts, since these cultural events were held in December;
- Collecting the questionnaires with responses from the audience after the concerts, introducing this data into the Excel tables for analyzing and striking the average figures, afterwards becoming the basis for the report presented to the President and Councilor of Faro's Municipal Town-Hall.

The self-considered suggestions:

- The concert programme brochures should have pointed the length of the concert, since the audience prefers to be enlightened in such matters;
- The temperature in the concert hall was not warm enough. It would be right to provide the heating system for making the audience feel more comfortable and perceive the desired experience to the full extent;
- The water closets in the museum should be held cleaner and refreshed more often;
- The dim light of the stage during the two or three first concerts was depressing, and the colorful highlighting of the stage afterwards was a right decision.

2) Presépio de Natal - The workshop for children (Annex14)

The characteristics: The workshop for children was held in the Regional Museum of Faro, and aimed at presenting the local handicrafts and their respective industries from the Algarve. It was dedicated to the upcoming Christmas holidays and organized to teach children to be creative using wool as working material.

In accordance with Encyclopedia Britannica (2012), crèche in Christianity is a three-dimensional representation of the Nativity scene. Those represented usually include the infant Jesus in a manger, Mary and Joseph, animals, shepherds, angels, and the Magi. It is still displayed in many churches, homes, and shops during the Christmas season.

The workshop had the duration of five working days before the Christmas, every afternoon for two and a half hours with a snack break. The continuance of this workshop was well chosen due to the children's general behavior particularities. The managers of the museum and invited artisans were giving a friendly, warm and cozy atmosphere for the children, involving and making them interested in what they were creating. Such kind of workshops is important to involve children in "the creative world" which gives them the opportunity to evolve their probably latent talents, as well as not to be influenced, while occupied, by some dark sides of the world.

The concluding part of the workshop was the exhibition of children made Christmas cribs in the hall of the museum where the parents were beholding the results of their children's work and the process of handing out the certificates by the Councilor of Faro's Municipal Town-Hall.

The functions:

- Assisting the artisan teachers in handing round the tools and materials to children for creating the Christmas cribs as well as helping the children to manage with more difficult parts of making the Nativity Scene;
- Looking after the children while they were having the snack break outside the museum;
- Assisting the museum workers in making the digitalization of the historically valuable photographs for the purpose of the inventory reconciliation.

The self-considered suggestions:

- It would have been good to put some not loud Christmas music while making the Christmas cribs with children to make the process and experience of creation more saturated.

3) Passagem do Ano (Annex 15)

The characteristics: The New Year cultural events were held in Jardim Manuel Bivar de Faro on the 30th and 31st of December. Various Portuguese deejays and pop-groups were invited to perform these two days from the evening till the early morning. On the day of New Year at 00:00 a.m. the approximately ten-minute firework was set there for creating a convivial atmosphere and symbolizing the transition from the old to the New 2012 Year. It was a beautiful show, following which the people with a festive mood continued enjoying the music and dance till the morning. The decision to invite the artists at the beginning of the evenings performing the music repertoire more oriented to the older-aged people, and that much later the deejays putting

more modern and popular tracks for the younger and more energetic generation was a right decision. And the stands vending the drinks were more than appropriate for such kind of events.

The functions:

- Presence with the objectives to observe and understand on the spot how this cultural event is organized, managed and supported by the technicians of the Division of Culture and Tourism of Faro's Municipal Town-Hall.

The self-considered suggestions:

- These events were well organized and the local artists were performing professionally. It would be good to invite the international ones as well, which surely depends more on the budget restrictions.

4) **Charolas** (Annex 16)

The characteristics: The following attended cultural event was Charolas, taking place in the Municipal theatre (Teatro das Figuras).

According to the Destinoslucos, Venha descobrir Portugal internet site (2012) about Charolas ou Janeiras em Faro 2012, Charolas is the traditional festival in the Algarve. It is an ancient way of celebrating the New Year and Epiphany. Traditionally, the performers are formed into groups singing and cheering their locations, going from house to house or standing in a central place, wishing to the present audience a good year. They are often invited to enter homes, offered snacks, red wine, etc. The musical instruments played by performers are usually tambourine, triangle, drum, accordion and guitar. Many of these performing groups in the Algarve are already several decades old, and contribute to keep alive one of the oldest customs of the region.

The Charolas festival was held on the 8th of January 2012 from 14:30 pm, at the Municipal theatre (Teatro das Figuras) with the participation of 12 performing groups of the Algarve region. As Barlavento online (2012) about Encontro de Charolas da cidade de Faro points out the groups were the following: Flor de Liz, Charola Aldeia branca, Charola da Malta, Charola União Bordeirense, Grupo de Charolas do Colégio Algarve, Charola do Clube Desportivo Montenegro, Charola Mocidade União Bordeirense, Charola da Casa do Povo de Estoi, Charola Juventude União Bordeirense, Flor Oriental, Charola Ossoyoba de Estoi e Charola da Casa do Povo da Conceição de Faro.

The Municipal theatre having an ample scene was an appropriately chosen place for holding this traditional festival. Many people mostly of older generation visited and enjoyed this cultural event having been charged with an inspiring energy of good wishes from the performers for the rest of the year.

The functions:

- Presence with the objective to understand better the traditional culture of the Algarve region.

The self-considered suggestions:

- This cultural event was professionally organized and the artists were performing very well.

5) Carnaval (Annex 17)

The characteristics: The Carnival in Faro started on the 17th of February at 10:00 am in the morning with the children's fancy dress parade which took place between the Jardim Manuel Bivar and Praça da Pontinha. On the 18th of February at 11:00 am the traditional Carnival Parade with up to 14 floats and 18 various dancing groups was commenced at the Jardim Manuel Bivar. The themes which were presented by the participants in colorful costumes were every imaginable starting from the performers embodying current crisis situation till the man in a woman's costume demonstrating the birth giving to a child. It was very exciting to observe.

The president of Faro's Municipal Town-Hall, Mr. José Macário Correia was driving the very first car presenting the theme of famous fable "The Grasshopper and the Ant" that is one of Aesop's fables, providing an ambivalent moral lesson about the virtues of hard work and planning for the future. Consequently, this moral lesson was intended to be transferred.

The functions:

- Presence in order to understand and know better the local cultural traditions as well as to observe the role of the Division of Culture and Tourism in the organization and management of the cultural events.

The self-considered suggestions:

- Generally, the carnival parade was well prepared, except for the size of colorful paper used for confetti, which was scattered by participants to the visitors while passing, was quite small. This is kind of dangerous in case of wrong inhalation into the anatomical

airways of people and can cause some not desirable accidents and following problems for the responsible managers.

6) BTL 2012 - International Tourism Fair of Lisbon

The characteristics: BTL 2012 - International Tourism Fair of Lisbon took place in the capital of Portugal from the 29th of February to the 4th of March. This fair is usually held by a professional trade show organizer - Feira Internacional de Lisboa. And as BTL official site (2012) points out, it is aimed to demonstrate the newest products, services and trends in business services industry. International Tourism Fair of Lisbon keeps being the location of choice for the tourist experts, serving as a great market barometer.

And since Portugal is the country that is more focused on tourism industry, this is certainly the place where its potential can display its fullness.

As it was already mentioned before, one of the Division of Culture and Tourism functional responsibilities is to animate and promote the tourist activities, supporting policies and actions for the development and quality of tourist supply in the city, it was unconditionally one of the Fair's participants presenting and promoting Faro's tourism by means of the various colorful advertising pamphlets and a digital photo frame demonstrating the beauties of the county. There were twenty-three countries presenting themselves, where Brazil was highlighted among others during these five days of the fair.

The participation in such kind of fairs definitely allows increasing the flow of the tourists which positively reflects on the economic level of the destination.

The functions:

- Presence in order to understand better the importance of the International Tourism Fairs in promoting the tourist supply of the countries with the objectives to increase the awareness and the tourist flows leading to the beneficial enhancement of the economic level.

7) 25 de Abril (Annex 18)

The characteristics: The subsequent cultural event organized by the above mentioned Division was the Zeca Afonso Tribute Concert held on the 24th of April 2012.

According to the information about Zeca Afonso taken from the official site of Associação José Afonso (2012), José Manuel Cerqueira Afonso dos Santos, known as Zeca Afonso or Zeca (2 August 1929 – 23 February 1987), was born in Aveiro, Portugal. He is

among the most influential folk and political musicians in Portuguese history. He became an icon among Portuguese left-wing activists due to the role of his music in the resistance against the dictatorial regime of Oliveira Salazar, resistance that triumphed in 1974 with the pro-democratic leftist military coup of the Carnation Revolution.

The name of the revolution originates from the fact that there were no shots fired and when the people started going down the streets to celebrate the end of the dictatorship, carnation flowers were put on the guns' ends and on the uniforms.

In keeping with the information from Associação José Afonso (2012), in the ensuing revolutionary process, Zeca was a very active musician and continued composing political and folk songs, often criticizing the post-revolutionary changes. Years after his death, Zeca Afonso is still widely listened to, not only in Portugal, but also abroad.

The concert took place at Palco da Doca of Faro commencing at 22.00 p.m. in the evening with the participation of Portuguese local musicians paying the tribute with a performance including some of Zeca's songs. The audience of the concert was mainly the older-aged people and these had the carnation flower, symbol of the Revolution.

The functions:

- Assisting the workers of the Division of Culture and Tourism in preparation of the seating hall for the forthcoming audience;
- Preparing the sheets having the logo of Faro's Municipal Town-Hall and an inscription "reserved" on them that were put on some seats of the first row intended for the representatives of Town-Hall's authorities;
- Clarification of passing people and tourists' questions before the concert regarding the point, hours and performers of the forthcoming event.

8) Presence in the Meetings of the Town-Hall

In accordance with the approved Rules of Câmara Municipal de Faro (CMF, 2012 w) "the Town-Hall Meetings are usually held in the City Hall building and can be ordinary or extraordinary ones. The ordinary meetings are held fortnightly and take place on Wednesdays starting at 14:30. The last meeting of the month is public. In the public meeting, the period of 60 minutes is reserved for an open intervention of the public. Extraordinary meetings are convened by the President, on his own initiative or at the request of the respective members, upon written request stating the subject to be transacted".

The characteristics: the first attended meeting the “Encontro de Técnicos - Análise do Inquérito” was held on the 4th of January 2012 in the conference hall of Faro School of Health which provides as well the services for the general public including conferences, congresses, workshops, seminars and debates. The technicians of all the departments of Faro’s Municipal Town-Hall and municipal entities were taking part in this meeting. Among the speakers, the Director of the Department of Culture Ms. Cristina Pereira Neto as well was making the presentation titled “Turismo. Que estratégia para Faro?” where she was discussing the global tourist trends, the characteristics of the Algarve region and its tourists, the strategy for Faro where was pointed the necessity to elaborate the tourist development plan, encourage the emergence of private investment, utilize the natural conditions and existing infrastructures divisible into the encouragement of commercial port revitalization (cruises), the creation of better conditions for nature tourism (birdwatching, tours and activities on the Formosa river), more revitalization and promotion of the spaces, cultural and sports facilities, enrichment and enhancement of traditions / customs and involvement of the local population. Besides that, the necessity of more cooperation and planning between public and private entities, improvement of the transport network, road and tourist signs, enhancement of the communication (training, educational visits, tourist activities, maps, guides, tourist cards), as well as having the cognizance of the tourist profile were mentioned in the report.

Besides that, the new website version with a new logo of Faro’s Municipal Town-Hall was introduced at this meeting which is already in a current operation. Afterwards the questionnaires which were handed out to the participants at the beginning of the meeting consisting of some questions inquiring the means and suggestions for improvement of Faro’s municipal issues were collected and afterwards analyzed.

The following three meetings attended were held in the Town-Hall’s conference room where the representatives of Faro’s tourist and cultural sectors were taking part for the purpose of supporting tourist development, building attention to the deficiencies, recognizing the tourist structures, proposing the ideas, means of amelioration and evolvement of the current situation in these areas, as well as the matter of the introducing and correcting some points in the tourist destination questionnaires for Faro were discussed and taken into account for the forthcoming actions.

The functions:

- Presence in order to observe how Faro's Municipal Town-Hall holds and manages the meetings where important issues regarding the improvement of the municipal services are discussed, the compromises and decisions are made.

3.3. The relationship between the theoretical knowledge and practical work

Inner-city tourism is considered as a complex system. In the context of urban tourism supply, a well-established systems approach, established by Jansen-Verbeke (1986) views the inner city environment as a “leisure product”. The model illustrates the interrelationship between primary, secondary and additional elements of the inner city tourism system and the significance of the inner city as a leisure product (Annex 19).

This internship held in the Division of Culture and Tourism gave me the chance to see that Faro’s inner tourist environment is an intricate system that should be considered as a ‘leisure product’ or “tourist product” with its primary, secondary and additional elements which are distributed in terms of location but interrelated among themselves, to understand how the tourist offer is distributed, the information is produced, and a particular city and its cultural events are promoted.

Faro’s “primary” elements consisting of “activity places” which include the cultural or amusement facilities like Municipal and Regional museum, Municipal and Lethes theatre, art galleries or cultural events organized both by Faro’s Municipal Town-Hall and other related entities, as well as its “leisure settings” with its physical or socio-cultural features such as Faro’s historical heritage, churches, Ria Formosa or Portuguese folklore, local friendliness and traditions are viewed as the key “gravitational pull” of Faro’s “tourist product”.

Faro’s local “secondary” elements including the supporting facilities like various categories of lodging, restaurants or shopping malls as well invest the effort into the leisure function of this city.

And the “additional” elements composed of Faro’s tourist infrastructure like the accessibility, convenience of parking, transport supply, tourist information centers, guides, maps or promotional brochures as well stipulate the overall experience of the visitor.

As Wall (2005) points out, ideally, there should be concentrations of facilities together with characteristic environmental features. With various studies leading to the conclusion that tourism facilities and supporting elements have distinctive and diverse spatial distributions within urban areas, all of the above elements are important and each could be analyzed in detail. Moreover, when taken together they are fundamental components contributing to the character of urban environments.

Therefore, all these components of Faro as a tourist product are crucial since they fulfill the function of the power of attraction for the tourist exigencies and the contribution to their overall experience from visiting Faro.

Part IV. Self-evaluation of the activity undertaken in the Division of Culture and Tourism

4.1. Self-evaluation and critical assessment

Regarding the self-evaluation of the activity undertaken in Faro' Town Hall (Division of Culture and Tourism), the following table considers this topic in articulation with each activity undertaken:

Activity	The self-evaluation and critical assessment
1) Making out the questionnaires for the audience of the Cycle of Christmas Concerts	This activity met my expectations since the questionnaires are a significant part of any market research, they give an opportunity to find out the likely performance of any product/service, the audience awareness, demand and attitudes which are a fundamental basis for framing the guidelines for the maintenance and improvement.
2) Drafting and updating the database of contact information of the entities or persons related to tourist and culture sectors that serves all the Department of Culture	It gave me a deeper understanding of how the different elements of Faro's "leisure or tourist product" are dispersed geographically but interrelated and coordinated among themselves being the components of one complex system of inner tourist environment.
3) Assisting to translation of the database of contact details of the entities and persons related to tourist and culture spheres from Portuguese to English which became the source of contact information for a new website of Faro's Municipal Town-Hall	It met my expectations since it is important for any website to have the option of languages which certainly enlarges the quantity of the followers or readers, the more so in the country that highly oriented on its tourist development.

<p>4) Making the Excel and Word database tables of the entities being as participants in the cultural events or business meetings, as well as entering into the computerized tables the characteristics and proposed pricelist of the organizations producing the cultural magazines or the stages for performances</p>	<p>It gave me the opportunity to see the preliminary actions and preparations for organizing the business meetings or cultural events. As well as to see how the Division of Culture and Tourism can choose the most appropriate offer suitable to the available budget resources.</p>
<p>5) Distributing the Cultural Agenda brochures</p>	<p>It demonstrated how the cultural events are promoted in Faro</p>
<p>6) The attended cultural events, organized by the Division of Culture and Tourism of Faro</p>	<p>It gave me the understanding how the cultural events are prepared, promoted, managed, and distributed temporally and geographically.</p>
<p>7) The attended business meetings held by Faro's Municipal Town-Hall</p>	<p>It gave me the chance to see how the important matters regarding the tourist and culture sectors of Faro are discussed, compromises are achieved, and decisions are made. As well as to know what kind of orientations in terms of tourist development the mentioned Town-Hall has for the future.</p>

Table 4.1 – Self-evaluation and critical assessment of the activity undertaken in the Division of Culture and Tourism
Source: Own elaboration

4.2. The key skills obtained during the internship

The key skills which I will be able to apply in the future are:

- Communication skills which are viewed as the capability to convey information verbally and in writing in an effective way. Good communication is very important in any sphere;
- Analytical skills which assist to evaluate the situation, search for various perspectives, gather more information, and find key issues to be managed;
- Computer literacy, since currently almost all employers require the basic knowledge of computer proficiency;
- Flexibility which deals with the ability to cope with different tasks, detect priorities, and adjust to unsteady conditions;
- Interpersonal abilities, given the time spent at practice, the capability to establish a link between the co-workers and lighten some disagreements are certainly significant issues;
- Management skills. The leadership style led by the Director of the Department of Culture Ms. Cristina Pereira Neto is certainly a democratic one that is the most appropriate for the sectors she is managing.

According to Foster D.E (2002), the democratic leadership style consists of the leader sharing the decision-making abilities with group members by promoting the interests of the group members and by practicing social equality.

In concordance with Woods A.P (2010), this style of leadership encompasses discussion, debate and sharing of ideas and encouragement of people to feel good about their involvement. However, the democratic style of leadership still requires guidance and control by a specific leader.

In consonance with Martindale N (2011), this leadership style is one of the most effective and creates higher productivity, better contributions from group members and increased group morale. Democratic leadership can lead to better ideas and more creative solutions to problems because group members are encouraged to share their thoughts and ideas. Democratic leadership works best in situations where group members are skilled and eager to share their knowledge.

In the future, this internship experience of being administered by the democratic style of leadership will be greatly valuable tips of how to manage the staff so that to have more creative solutions to challenges, enhanced group morale and fruitful work outcomes.

- Multicultural sensitivity is the ability to display the sensitivity and awareness to other people and cultures;

- Teamwork. Given that the internship involved working in many different work-groups, the capability to interrelate with others in a professional manner at the same time trying to achieve a common objective is quite important skill.

Part V. Conclusion

5.1. Conclusion and critics

The internship held in the Department of Culture of Faro's Municipal Town-Hall was a great and valuable experience to acquire. Seeing how the professionals try every day, with the scarce budget resources, to serve the population in the most effective way at the same time grappling with the financial crisis that insists on spending. Notwithstanding these conditions, it is not reflected in the entrepreneurial, enthusiastic and active attitude of the Department of Culture.

As it has been already mentioned, the tourist industry is an essential contribution to the economic development of the Algarve region, but currently the "Sun and Sea" destination image is solidly fixed in the tourists' perception about this place, leading to the problem of seasonality. However, the Algarve with Faro as its capital, possesses a lot of various tourist offers through the whole year round, like its multifaceted culture, breathtaking historic heritage, various organized cultural events, an amazing nature that are unique and deserve to be experienced, since there is a wide range of the worshippers of culture, heritage, fauna and flora observation that are not enlightened about the Algarve's rich resources.

At one of Faro's Municipal Town-Hall's meetings held in the beginning of 2012, it was reported by the head of the Division of Culture and Tourism Ms. Cristina Pereira Neto in the strategy for Faro the necessity of a tourist development plan elaboration where the encouragement of private investment emergence, utilization of the natural conditions and existing infrastructures, creation of better conditions for nature tourism, revitalization and promotion of the cultural and sports facilities, enrichment and enhancement of the local traditions/customs, involvement of the local residents were highlighted; besides that, the essentiality of more enhanced collaboration and planning between the public and private entities, improvement of the transport network, roads and tourist signs, as well as the refining of the communication like training, educational visits, tourist activities, maps, guides and the cognizance of the tourist profile were mentioned in this report.

These aspects are demonstrating that Faro is on the right path of tourist development which is considered to be the main pillar of success that should break the existing restraints.

Regarding the completion of my original goals for the internship mentioned in the introduction, it would be necessary to say that the internship was of long continuance and gave

me the chance to understand the basis of developing and maintaining these sectors; building the resume and explore career options were as I expected due to the fact that this internship added a positive plus to my curriculum vitae which is advantageous when presenting it to the future employers connected with tourism and culture sectors; making contacts in these sectors were less than I expected considering that during this period of practice the enlargement of the functions and activities were a bit restrained by the fact of my low level of knowledge of Portuguese language; applying the academic background to “the real world” was less than I expected since the activities and objectives of the internship were more oriented on observation, absorbing the given information and assisting the staff in making the work, therefore it was not as active as I supposed it would be, however this internship experience of seeing how the tourism system really works was quite valuable, useful and worth to get, and the academic knowledge obtained during the studies of Master course in Tourism and Urban Cultures is more than aligned with the real activities and work directions of the Division of Culture and Tourism of Faro.

I had an adequate training and access to the resources I needed to perform the assigned tasks considering that the Director of the Department of Culture Ms. Cristina Pereira Neto and all the working staff of Faro’s Municipal Town-Hall were really responsive and assisting in all the matters I had difficulties with, which quite positively affected on more rapid comprehension of the essence of the working process and the whole internship experience.

This internship has influenced on my positive thinking regarding the career plans, since before I hadn’t been sure in which tourism branch I was more interested. The internship experience gotten in this Department of Culture is very essential for me, and the only thing I could change is the studying of Portuguese language a lot more intensively the previous year so that I could be more dynamic and functional and that could substantially expand the range of performed functions and activities during the practice.

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Annexes

Annex 1 – An interview with the Director of Department of Culture Ms. Cristina Neto
about the tourism strategic plan for Faro

Interviewee: the Director of Department of Culture Ms. Cristina Neto	
Questions	Answers
1) Is there a strategic plan for the development of cultural tourism in Faro municipality?	We do not have the separate strategic plan for the development of cultural tourism in Faro, just the strategic plan for the development of tourism.
2) Is it possible to have an access to this tourism strategic plan?	We are still working on it, it is not ready yet. Just after the conducted inquiries of the tourists coming to Faro to know their profile, analysis of the current tourist situation and other important matters, as well as the thorough work of all Faro's tourist and economic agents in the definition of strategic objectives, which promote and streamline the tourist activities in the territory, this strategic plan for tourism in Faro will be available.
3) When will it be disposable?	The tourism strategic planning for Faro will be on hand approximately by the end of 2012.

Annex 2 – Grandes Opções do Plano. Cultura, Desporto e Tempos Livres (Cultura). Total previsto
(valores em euros) 2008 - 2012

02 001	Cultural projects	2008	Share %	2009	Share %	2010	Share %	2012	Share %
1.	Museu de Arte Contemporânea	-		-		-		-	
2.	Antigo Convento	385,710	2.26	232,710	1.20	303,010	1.86	-	
3.	Recuperação do Castelo e Fábrica da Cerveja	3,110,000	18.19	4,597,009	23.65	2,528,959	15.52	208,675	1.64
4.	Construção do teatro Municipal	10,765,805	62.96	10,770,482	55.41	10,765,720	66.05	10,665,871	84.02
5.	Biblioteca – Extensão da Biblioteca nas Freguesias	1,000	0.01	1,000	0.01	-		-	
6.	Conservação e reformulação de Capelas Municipais	30,620	0.18	30,620	0.16	30,620	0.19	-	
7.	Recuperação e reabilitação do Solar do Capitão Mor	845,622	4.95	840,579	4.32	839,960	5.15	740,832	5.84
8.	Centro Osso nobense	230,000	1.35	209,000	1.08	138,389	0.85	138,385	1.09
9.	Recuperação e adaptação do Edifício da Casa das Figuras	894,357	5.23	815,319	4.19	815,156	5.00	665,260	5.24
10.	Museu da Agricultura – Conceição de Faro	1,000	0.01	-		-		-	

11.	Museu da Pedra – Bordeira – St.ª Bárbara de Nexe	190,000	1.11	-	-	-	-	-	-
12.	Compart. em obras e equipam. – Entidades Culturais	129,031	0.75	104,031	0.54	119,391	0.73	118,486	0.93
13.	Comparticipação – Centro de Ciência Viva	5,000	0.03	1,000	0.01	10,000	0.06	-	-
14.	Recuperação das muralhas da Vila Adentro	5,000	0.03	200,000	1.03	110,000	0.67	-	-
15.	Comparticipação – Construção de Capela na Praia de Faro – projecto	1,000	0.01	-	-	-	-	-	-
16.	Comparticipação – Construção de Igreja no Patacão	220,000	1.29	1,000	0.01	10,000	0.06	-	-
17.	Comparticipação – Recuperação da Igreja Matriz de Estoi	37,085	0.22	26,000	0.13	25,800	0.16	25,795	0.20
18.	Espólio Museológico	24,000	0.14	32,000	0.16	24,780	0.15	-	-
19.	Transferência para obras e equipamentos – Teatro Municipal de Faro	132,132	0.77	118,000	0.61	117,140	0.72	-	-

20.	Comparticipação para a reabilitação da Igreja da Misericórdia	90,000	0.53	80,000	0.41	80,000	0.49	-	
21.	Comparticipação para edifício da Assembleia Distrital	1,000	0.01	20,000	0.10	20,000	0.12	-	
22.	Museu da Pedra e do Canteiro – Aquisição do terreno	-		200,000	1.03	10,000	0.06	-	
23.	Museu da Pedra e do Canteiro – Construção do edifício	-		950,000	4.89	10,000	0.06	-	
24.	Recuperação dos jardins do Palácio de Estoi	-		140,000	0.72	10,000	0.06	-	
25.	Parque infantil nos jardins do Palácio de Estoi	-		30,000	0.15	-	-	-	
26.	Comparticipação para iluminação do edifício do Colég. do Alto e mata adjacente	-		40,000	0.21	80,000	0.49	-	
27.	Remodelação do edifício do Solar do Capitão Mor	-		-		250,000	1.53	-	
28.	Núcleo museológico do Canteiro e da Pedra – aquisição de terreno	-		-		-		130,000	1.02

29.	Conservação e remodelação de capelas Municipais	-		-		-		1,000	0.01
30.	Totais do programa	17,098,362		19,438,750		16,298,925		12,694,304	

Source: Câmara Municipal de Faro (2012 t)

In keeping with Câmara Municipal de Faro (CMF, 2012 x), the relevant initiatives and events are the following:

- “- **January:** Grande Prémio dos Reis, Charolas, Procissão de São Sebastião
- **February:** Cortejos e bailes de Carnaval, Faro Future Portugal 1 em Ténis
- **March:** Dia Internacional da Mulher, Limpar a Ria Formosa , Marcha Corrida da Ria Formosa, Torneio Aberto de Voleibol “Memorial Carlos João” – até maio
- **April:** Procissões pascais, 25 de Abril, Convenção Internacional de Hip Hop Dance, Festival de Danças de Salão Latino-Americanas do Algarve, Concurso Internacional de Dança do Algarve "Dançarte", Fartuna
- **May:** Festa da Pinha, Festa dos Maios, Festa do Borrego
- **June:** Festival da Água, Festas de Santo António do Alto, Marchas populares, Festival de Folclore de Montenegro, Faro Aventura, Festa Sénior, 24 horas em BTT – Estádio do Algarve, ALGARVEminifOOT (Futebol Juvenil), Meeting de atletismo “Vitor Tavares”, Campeonato Nacional de Cadetes em Ténis de Mesa
- **July:** Feira do livro, Workshop de Dança e Festival Internacional da Dança, Festival de Folclore Infantil de Santa Bárbara de Nexe, Concentração Motard, Programação de verão, Festival da Ria Formosa, Cinema ar-livre
- **August:** Feira dos doces, frutos secos e bebidas regionais, Folkfaro, Festival Nacional de Folclore – Conceição, Expedição na Ria Formosa em Caiaques de Mar
- **September:** Festival Adentro, Feira do Cavalo, Comemorações do dia da cidade, Faro Mostra – Mostra de Associações, Passeio noturno, Dia Mundial do Turismo, NexeMostra – Mostra de Artesanato, Four Oceans (Surf), Maratona SportZone Cidade de Faro (BTT), Faro Ativo – Feira do Desporto e Juventude & Mostra Náutica
- **October:** Feira de Santa Iria, Trofeu Centro Náutico (Vela, canoagem e windsurf), Transgharb – Raid BTT, Taça dos Clubes Campeões Europeus em Estrada (Atletismo), Torneio Internacional de Ténis de Mesa
- **November:** Festival do Órgão, Comemorações do São Martinho
- **December:** Jazz de inverno, Ciclo de concertos de Natal, Passagem do Ano”

According to Câmara Municipal de Faro (CMF, 2012 v) the initiatives organized by the Division of Culture and Tourism are stated below:

“Charolas. Held on the Sunday that is the closest to the Epiphany, in the Teatro das Figuras, there is Charolas Meeting in the city of Faro. This is a meeting of the County Charolas groups, where each artist has his votes for the coming New Year and some criticism of what happened last year in the form of "live". This initiative aims to fulfill a tradition usually associated with Janeiras that, in the Municipality of Faro, especially in the parish of Santa Bárbara de Nexe, assumes a particular form.

Carnaval. The Carnival Parade is organized by the Municipality of Faro in collaboration with the community association of the county. It was initiated in 2010 and takes place on the Carnival day, filling the gap in the calendar of Faro’s animation. On this day, for about two hours, dozens of cars and hundreds of extras circle the Garden Manuel Bivar in a parade the wealth of which is based on the diversity, joy and spontaneity.

25 de Abril. Faro commemorates the peaceful Carnation Revolution, which liberated Portugal from a 40-year dictatorship on the 25th of April 1974. This cultural event takes place at Palco da Doca of Faro commencing in the evening with the participation of Portuguese local musicians paying the tribute with a performance including some of Zeca’s songs.

Feira de Artesanato de Faro. This fair came about in order to appreciate what the most traditional is produced in the county and provide the continuity of traditional crafts, which constitute an expression of local identity that must be preserved. The handicraft fair of Faro is held in the Garden Manuel Bivar starting in May till December on particular days and time, in order to revitalize and energize the downtown of Faro. There are 50 artisans participating in this fair whose craft can be sorted out into four categories: jewelry, fashion and accessories; health and welfare; decoration and agro- food products. The jewelry and decorative items made from various materials, handicraft from cork, palm and esparto, paintings, soaps and salts, medicinal and aromatic tea and herbs, liqueur, honey and derivatives, regional cakes among many other products.

Santos Populares e Marchas Populares. It is a tradition in Portugal to commemorate the popular saints. These events take place during the month of June. In the municipality of Faro these festivals, traditional in nature, were losing the impact and ceasing to

be celebrated with the marches and dances that once reunited the population of Faro, in large festivals, particularly in Vila-Adentro. The municipality, in order to revive these memories and traditions, came to reorganize these popular events last year. These marches from different areas of the Algarve gathered and marched in the Plaza de Pontinha. It is intended that this initiative should continue this year with the presence of other popular marches of the region. It is organized by the Municipality, in collaboration with Paróquia de Nossa Senhora da Assunção as Festas de Santo António do Alto. These events take place near the Church of Santo Antonio do Alto, mobilizing the population living nearby.

Feira do livro. The Faro Book Fair has already occurred thirty-five times. It usually takes place in July and August, in the Garden Manuel Bivar, running from 20:00 p.m. in the evening till the midnight. Apart from providing the possibility of acquiring books that are more affordable, this book fair aims to bring the general public to the street. It was estimated that during this fifteen days of fair, it is visited by approximately 30,000 people. The activities of the fair are complemented with some animation, autograph sessions, presentations of books and reading sessions.

Programação de Verão. The summer programme of cultural animation is aimed to give life to some places of the town, where, in a relaxed atmosphere and early evening, the people can stroll and enjoy the diversity and quality of the artistic programme. The host of these shows, which includes jazz, fado, choir, street entertainment, among others, in places like the Garden Manuel Bivar, Vila Adentro or the Municipal Museum, seeks to create closer relationship between the public and the places of historical interest.

A Feira de Antiquários de Faro. This fair is aimed at disclosure and commercialization of antique curios, namely those with symbolic, artistic and cultural value. This fair is held in July in the Garden Manuel Bivar.

Festival Adentro. This Festival takes place at the first weekends of September, forming a kind of auspicious termination of the series of festivals that occur throughout the country during the summer months. There is the reliance on an issue that it intends to grow in size and quality, as well as contribute at the same time to the dissemination of the world music and the revitalization of Vila Adentro as a center of cultural activity. This festival, in addition to music, includes as well the fair of contemporary crafts sessions, stories and invited Dee-Jays.

Faro Mostra. This year it is the second circulation of this event, an exhibition consisting of associations of the municipality of Faro. It takes place by the time of the celebrations of the Town Day – September the 7th, in the Garden Manuel Bivar, with shows, animations, performances and other demonstrations of the activity of these entities. This initiative, which lasts approximately one week, intends to disclose and demonstrate people the work done by these local associations. All the initiatives taking place during the show are free.

Ciclo de Concertos de Natal. This initiative consists of a diverse range of concerts, with free entry and with a repertoire allusive to the festive season, where instruments like the harp, violin, as well as the piano melodies and other great voices lead us to the dream atmosphere full of romance and magic, as the chapel of the Municipal Museum of Faro. It is a cycle consisting of seven concerts, held in the evening during the last week of December and with the participation of various musicians and local associations.

Passagem de Ano. The feast of New Year's Eve is aimed to celebrate the past year and welcome the new one, with joy and the sound of dance music, with bands and invited Deejays. The fireworks show is the highlight of this celebration which is organized by the Municipality in collaboration with Anfaró”.

Relatório

Avaliação total dos concertos

Número de respostas totais: 215

Público (n.º pessoas): 625 (n.º aproximado)

Média de avaliação do evento, horas e local

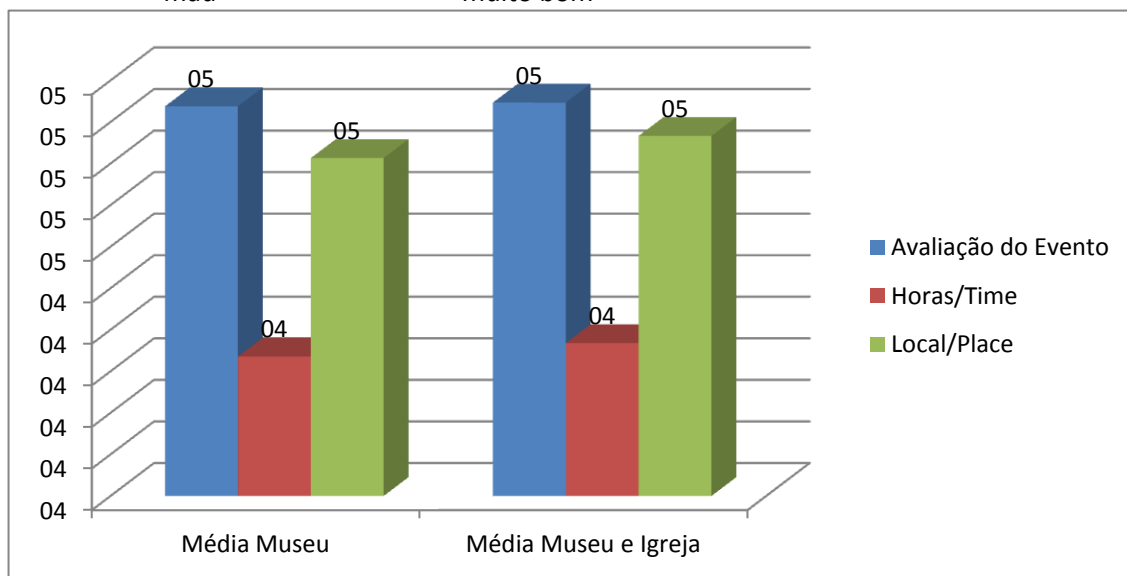
- Qual o grau de satisfação em relação ao evento "7 Notas Musicais"? (Avaliação do Evento)

1 2 3 4 5
 mau muito bom

- Qual é a sua opinião sobre :

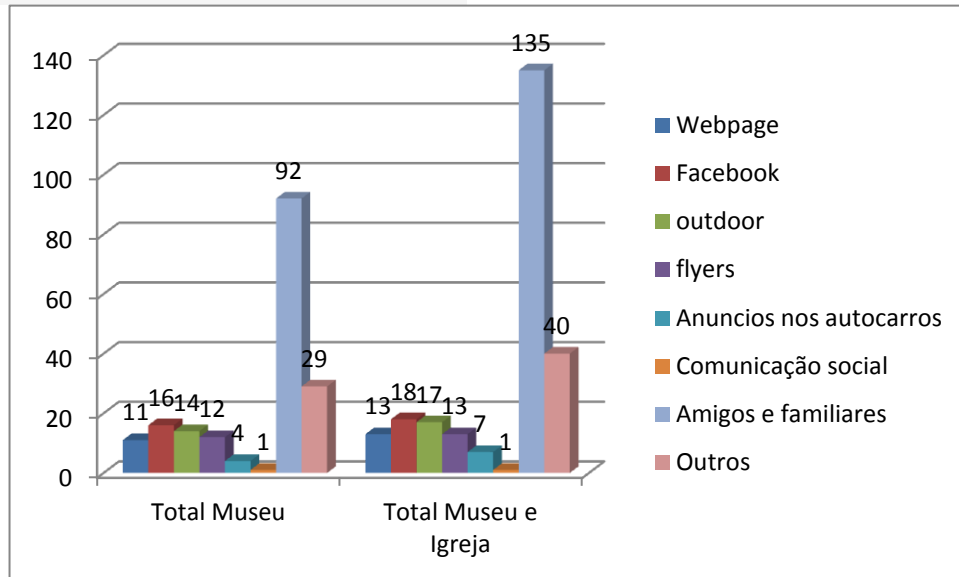
Horário 1 2 3 4 5
 mau muito bom

Local 1 2 3 4 5
 mau muito bom



Conhecimento da iniciativa

- Como teve conhecimento sobre o evento?



Sugestões/comentários:

1. Convidar grupos que consigam tocar algo bem
2. Gostei muito, espero que possam haver muitos mais eventos deste tipo, no sentido de divulgar mais a nossa Orquestra Filarmónica.
3. Estão ótimos! Não mudem nada
4. Deviam haver mais eventos sem ser só no Natal (3)
5. Maior divulgação (2)
6. Muito bem interpretado.
7. Publico pouco participativo (mesmo grátis aparecem pouco).
8. Mais elementos.
9. Infelizmente, a informação sobre os eventos no Algarve são sempre muito próximo das datas.. Por isso, só peço assistir hoje, dia 4 de dezembro.
10. Maior divulgação junto dos media.
11. Acho que deveriam ser mais frequentes estes eventos, quer de divulgação, quer de acesso livre aos cidadãos farenses.
12. Fazer mais e melhor publicidade dos eventos uma vez que nem toda a gente tem internet, como por exemplo os velhinhos. Entreguem papelinhos nos cafes ou carros com cornetas como fazem outros promotores de eventos.

Tourist Destination Questionnaire

Dear Sir or Madam!

Good morning / afternoon and welcome to Faro. We are pleased that you have chosen to stay here. If there is at least one night spent in Faro, please contribute to a study that will help us to meet better the needs of the visitors. The interview will take about 50-10 minutes and is done anonymously.

1. How did you arrive to Faro? *(mark the appropriate answer)*

By car By airline: low-cost By train
By bus major Other, what: _____

2. Where did you hear about Faro? *(mark the appropriate answer, more answers possible)*

I already knew of it The Internet. Media
Books and guides Friends /relatives Travel agency
Fairs/exhibitions. Travel package Other, what: _____

3. Is this your first visit to Faro? *(mark the appropriate answer)*

1. No How many times have you visited Faro in the last 5 years? _____
2. Yes.

4. How many nights are you planning to stay in Faro? _____

5. What are the main reasons for your visit to Faro? *(mark the appropriate answer)*

Culture Health and well-being Other, what: _____
Rest and relaxation Business
Sports and recreation Sun and Sea
Visiting friends and relatives Nature

6. How was your trip to Faro organized? *(mark the appropriate answer)*

Travel agency Phone
Internet Other, what: _____

7. Who is accompanying you on your current visit? *(mark the appropriate answer and number)*

No one Family/relatives : children (until 18) ____
Friends ____ young adults (18-24) ____
Partner ____ adults ____
Business partners ____
Co-workers ____ Other, what: _____

8. When did you decide to stay in Faro? *(mark the appropriate answer)*

Less than a month More than 3 months ago ____ (how much time before?)
1 to 3 months ago

9-10. Below are listed some elements that you might consider when you chose a tourist destination. We ask you to evaluate them twice. First, please indicate HOW IMPORTANT is each of these elements to you when you chose any tourist destination (in general) (rate them on a scale »1« - completely unimportant to »5« - very important). Then we ask you to indicate on a scale 1 – 5 to what extent do you agree with the statement that these elements are EXCEPTIONAL or are at the EXCEPTIONALLY HIGH LEVEL at this tourist destination (where »1« means – I completely disagree, »5« - I completely agree).

ELEMENTS OF FARO AS A TOURIST DESTINATION	“HOW IMPORTANT IS THIS ELEMENT?”					I don't know	“IN FARO, THIS ELEMENT IS EXCEPTIONAL / AT EXCEPTIONALLY HIGH LEVEL”					I don't know
	Completely unimportant			Very important			Completely disagree		Completely Agree			
	1	2	3	4	5		1	2	3	4	5	
1. Safety	1	2	3	4	5		1	2	3	4	5	
2. Location	1	2	3	4	5		1	2	3	4	5	
3. Nature												
4. Climate	1	2	3	4	5		1	2	3	4	5	
5. Diversity of cultural/ historical attractions (architecture, museums, customs, traditions...)	1	2	3	4	5		1	2	3	4	5	
6. The quality of the accommodation (hotel, motel, apartment...)	1	2	3	4	5		1	2	3	4	5	
7. Friendliness of local people	1	2	3	4	5		1	2	3	4	5	
8. Transportation	1	2	3	4	5		1	2	3	4	5	
9. Gastronomy	1	2	3	4	5		1	2	3	4	5	
10. Possibilities for shopping	1	2	3	4	5		1	2	3	4	5	
11. Night life and entertainment	1	2	3	4	5		1	2	3	4	5	
12. Offer of cultural and other events	1	2	3	4	5		1	2	3	4	5	
13. Touristic services (guided tours, bicycles rent, touristic trains.....)	1	2	3	4	5		1	2	3	4	5	
14. Beaches												
15. Sports activities	1	2	3	4	5		1	2	3	4	5	

11. Next, we would like to ask you to rate the general quality of this tourist destination offer on a scale 1 -5, where »1« means the quality of the offer is very poor and »5« - the quality is excellent.

	Very low		Very high			I don't know
	1	2	3	4	5	
General quality of this tourist destination offer is...	1	2	3	4	5	

12. Positive aspects _____

Negative aspects _____

13. Country of residence: _____

14. What is your employment status? *(mark the appropriate answer)*

- Employed Unemployed
 Self-employed Student
 Retired Other, what: _____

15. Chosen educational level:

- Primary school Secondary school University

16. What is your age?

- Less than 18 From 30-39 From 50-59
 From 19-29 From 40-49 More than 60

17. Gender *(mark the appropriate answer)*:

- Male Female

Thank you very much for your time and answers!

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E-mail: cramc@mail.telepac.pt
Site: www.conservatorioalgarve.com

Galeria Trem

Rua do Trem, n.º 5
8000-273 Faro
Tel: 289 870 827 / 29
Fax: 289 870 049
E-mail: dmar.dc@cm-faro.pt
Site: www.cm-faro.pt

Galeria de Arte Arc 16

Lrg. da Estação, nº3
8000-133 Faro
Tel: 289 862 322
E-mail: arc16@clix.pt

Galeria de Arte Estúdio 4

Rua da Jordana, n.º 4
8000-721 S.B.Nexe, Faro
Tel: 289 992 411
Fax: 289 992 142
E-mail: estudio4@estudio4.com

Galeria Artadentro- Arte Contemporânea

Rua Rasquinho, n.º 7
8000-416 Faro
Tel: 289 802 754
Fax: 289 802 754
E-mail: artadentro@hotmail.com
Site: www.artadentro.com

Grande Auditório da Reitoria da Universidade do Algarve

Universidade do Algarve - Campus de Gambelas
8005-810 Faro
Tel: 289 810 560 (Gabinete de Relações Externas)
E-mail: mjmealha@ualg.pt
Site: www.ualg.pt

Instituto Português da Juventude

Rua da P.S.P., Apartado 377
8001-905 Faro
Tel: 289 891 820
Fax: 289 801 413
E-mail: ipj.faro@ipj.pt
Site: www.juventude.gov.pt

Museu Municipal

Lrg. Afonso III, nº 14
8000-167 Faro
Tel: 289 870 827 / 29
Fax: 289 870 049
E-mail: dmar.dc@cm-faro.pt
Site: www.cm-faro.pt

Teatro Municipal de Faro - Teatro das Figuras

EN 125, Horta das Figuras
8005-518 Faro
Tel: 289 888 100 / 289 888 110
Fax: 289 888 120
E-mail: geral@teatromunicipaldefaro.pt
Site: www.teatromunicipaldefaro.pt

Teatro Lethes

Rua de Portugal, nº 59

8000-281 Faro

Tel: 289 870 034

Fax: 289 820 409

E-mail: cmf.teatrolethes@gmail.com

Site: www.teatrodasfiguras.pt

Universidade do Algarve - Campus da Penha

Universidade do Algarve - Campus da Penha

8005-139 Faro

Tel: 289 810 560 (Gabinete de Relações Externas)/ 289 800 100

E-mail: mjmealha@ualg.pt

Site: www.ualg.pt

Artesãos do Concelho de Faro **Artisans of Faro Municipality**

Artesanato em Ferro Forjado

José Miguel Vieira Moreno
Rua Abel Viana, nº 112
8005-226 Faro
Telf: 289817244

Wrought iron handicrafts

José Miguel Vieira Moreno
Address: Rua Abel Viana, nº 112
8005-226 Faro
Phone: 289817244

Técnica do Guardanapo em Vidro, Barro, Madeira. Pregadeiras, porta-chaves e bolsas em feltro

Dolores Gonçalves e Cláudia Fidalgo
Rua Libânio Martins, Lote 11, 3º eq.
8000-502 Faro
Telf: 963114415 – 937012543
doloresgoncalves@live.com.pt;
claudiafidalgo@live.com.pt

Técnica do Guardanapo em Vidro, Barro, Madeira. Pregadeiras, porta-chaves e bolsas em feltro / Technique of making napkins from glass, clay, wood materials. Brooches, key-rings and felt bags.

Dolores Gonçalves e Cláudia Fidalgo
Address: Rua Libânio Martins, Lote 11, 3º eq.
8000-502 Faro
Phone: 963114415 – 937012543
E-mail: doloresgoncalves@live.com.pt; claudiafidalgo@live.com.pt

Crochê

Natália Gonçalves Teixeira
Sítio do Pão Branco, Torre de Natal, CX – Postal 64-A
8005-510 Faro
Telf: 917508034
susanacampina@hotmail.com

Crochet

Natália Gonçalves Teixeira
Address: Sítio do Pão Branco, Torre de Natal, CX – Postal 64-A
8005-510 Faro
Phone: 917508034
E-mail: susanacampina@hotmail.com

Bijutaria

Maria Emília Cabrita Santos Lopes Martins
Rua Actor Nascimento Fernandes nº 60
8000-201 Faro
Telef: 965778066
tucha-24@hotmail.com

Jewelry

Maria Emília Cabrita Santos Lopes Martins
Address: Rua Actor Nascimento Fernandes nº 60
8000-201 Faro
Phone: 965778066
E-mail: tucha-24@hotmail.com

Vitral Tradicional

Horácio Viegas
Rua Capitão José Vieira Branco nº 56
8000-239 Faro
Telf: 289 882 459, 917 825 520
hv@aartedositrais.com
aartedositrais.com

Vitral Tradicional (Traditional Stained Glass Artwork)

Horácio Viegas
Address: Rua Capitão José Vieira Branco nº 56
8000-239 Faro
Phone: 289 882 459, 917 825 520
E-mail: hv@aartedositrais.com
Site: aartedositrais.com

Annex 10 – The information of Faro’s artisans from the Handicraft Fair

Data	E-mail	Nome	Tipo de artesanato	Foto		Nº telef/telemóvel
				sim	não	
03-02-2012	formigatomicazul@hotmail.com	Gildete Guerreiro da Silva / Daya Guerreiro Gonçalves	Bijouterias e acessórios, peças de decoração e utilitários, confeccionados com vários tipos de materiais, tais como, prata, pedras semi preciosas, feltro tecidos, madeira, entre	x		963 118 746
06-02-2012	susanacampina@hotmail.com	Natalia Gonçalves Teixeira	Crochê, tricô, renda, etc.	x		917 508 034
07-02-2012	mart.cor.anapaula@gmail.com	Ana Paula Correia Martins / Catarina Martins Andrade	Acessórios e decoração (pedra, sementes, pano, outro materiais naturais)		x	938 645 591
08-02-2012	anafarrobinha@sapo.pt	Ana Paula Batista Farrobinha	Bijuteria em arame de alpaca e colares em Macramé	x		917 478 204
09-02-2012	salome.caetano@live.com.pt	Salomé Trindade Nunes Dias Caetano / Elia Gonçalves Maria José	Reciclagem, trapilho, crochê, trabalhos em		x	917 304 793
09-02-2012	eunqf@hotmail.com	Eunice Fantasia	Artigos decorativos de temas africanos em tecido e missangas		x	968 045 107
12-02-2012	adias@tui.pt	Dina Maria Gonçalves Dias / Agostinho Martins Margarete	Bijuteria, malas, chinelos.		x	967 771 864
14-02-2012	ideias@milideiasoltas.com	Vera Lúcia Pisco Bandarra Vieira / Manuela F.P.M Bandarra	Bijuteria Artesanal	x		968 204 226
15-02-2012	doritavann@hotmail.com	Doralina de Sousa Vann / Claudia Vann Amorim	Decoração infantil	x		919 093 896
15-02-2012	m.coloridos@gmail.com / clarazacarias@gmail.com	Maria Clara Silva Zacarias Ramos / Dina Oliveira	Reciclagem (lacs, sacos do café, feicho), trabalhos em trapilho		x	965 267 459
16-02-2012	carolina_isabel07@hotmail.com	Lina Domingues / Celia Bom - "Tesourinha magica"	Decoração da caixas diversas, bonecas Eva, canetas Eva, feltro	x		912 765 991
23-02-2012	nidvcc@hotmail.com	Susanne Dengel	Brinquedos em madeira e peças diversas em material reciclado	x		914 952 787

Annex 11 – The pricelist for the acquisition or rent of different stands and other related stuff

Características	Stands Aquisição			
	Modelstand	Efeito eventos	Alltendas	Primevents
<p>Modelstand → Tenda 3x3 - 9 m² - 30/40/60 Unidades. Estrutura em perfil de alumínio; Cobertura e laterais em tela PVC branca; Telas com classificação de resistência ao fogo M2, impermeáveis e resistentes a ventos fortes segundo normas da CE; Perfuração do piso para sustentação da tenda; Instalação eléctrica.</p> <p>Efeito eventos / Alltendas → Tenda multiuso de montagem modular com 3,00 m x 3,00 m (9 m²). Quant: 30/40 ou 60. Estrutura em alumínio quadrado de 0,07 x 0,07 e tubo de aço galvanizado; Cobertura em tela opaca de cor branca em forma de cone ou 4 águas; Laterais em lona PVC M2 opaca; Frente em lona PVC M2 com sistema de fechamento tipo cortina horizontal ou vertical.</p> <p>Primevents → Tend. Tenda 3x3 (Tipo Cónica); Tenda em estrutura de alumínio; Tela em PVC; Cobertura em tela opaca de cor branca; Laterais em tela opaca de cor branca; Sistema de porta em tela PVC de cor branca (tipo cortina); Fixação ao solo através de estacas metálicas; Piso devidamente estar dado e alcatifado em</p>	1.750 €	2.000 €	2.000 €	1.071 €
Estrado madeira	250 €	2.400 €	2.400 €	
<p>Quadro eléctrico</p> <p>Efeito eventos / Alltendas → Quant: 30/40 ou 60. Quadro eléctrico provido de disjuntores de protecção, diferencial, uma tomada de corrente e iluminação com duas armaduras fluorescentes de baixo</p>		450 €	450 €	

	Aluguer			
Características	Modelstand	Efeito eventos	Alltendas	Primevents
<p>Modelstand → Stands de exterior 3x3 - 40 a 50 Unidades. Placas em melamina de cor branca em ambas as faces, estrutura em perfil de alumínio, barras de travamento e fixação para segurança do stand; Cobertura em tela PVC opaca com formato cónico. Instalação eléctrica com posta por quadro diferencial trifásico, disjuntores de protecção, tomada de corrente e armaduras de calhas fluorescentes; Lettering no frontão para identificação de cada expositor; Sistema de fecho em lona; Piso em estrado de madeira aglomerado, revestido a linóleo lavável, assente com fita dupla face.</p> <p>Efeito eventos → Tenda multiuso de montagem modular com 3,00 m x 3, 00 m (9 m 2). Quant: 110 a 120 unidades. Estrutura em alumínio quadrado de 0,07 x 0,07 e tubo de aço galvanizado; Cobertura em tela opaca de cor branca em forma de cone ou 4 águas; Laterais em lona PVC M2 opaca; Frente em lona PVC M2 com sistema de fechamento tipo cortina horizontal ou vertical. Pavimento em estrado de madeira aéreo alcatifado Electrificação composta por quadro eléctrico provido de disjuntores de protecção, diferencial uma tomada de corrente e iluminação com fluorescentes de baixo consumo; Os serviços de Electrificação referem-se sempre ao</p>	600 € (unidade) ; 200 € (unidade, Frg)	160 €		
Estrado madeira				
Quadro eléctrico				
Transporte - montagem e demontagem por evento	1.500 €			



**AGENDA
CULTURAL
FARO**

135 . ABRIL 2012

**comemorações do
38º aniversário do
25 de abril**

tributo a
Zeca Afonso
24 abril 22h00
passeio da doca

 **Faro**
cultura.org



CICLO DE CONCERTOS DE NATAL

7 Notas Musicais

ENTRADA GRATUITA

AUDITÓRIO DO MUSEU MUNICIPAL DE FARO - 18h00

- 01 Dez - Associação Filarmónica de Faro
- 03 Dez - Conservatório Reg. do Algarve Maria Campina
- 04 Dez - Harpa e Canto (Helena Madeira)
- 08 Dez - Violino Romântico
(violinista João Pedro Cunha e pianista Pedro Carlos Silva)
- 10 Dez - Grupo Coral Feminino "Outras Vozes"
- 11 Dez - Recital de Flauta de Bisel (Teresa Matias)

IGREJA DA SÉ
17 Dez - 21h30

- Canção do Grupo Folclórico de Faro
- Grupo Musical de Santa Maria
- Grupo Coral Osseonoba

FARO

Cantai Ó Povos! Foi-nos dado um Salvador!

Os Presépios do Palácio de Estoi
e do Seminário de Faro

4 de dezembro a 8 de janeiro de 2012 | Museu Municipal de Faro



F A R O
PASSAGEM DE ANO
A MELHOR FORMA DE ENTRAR EM

2012

JARDIM MANUEL BIVAR

30 Dez . sexta	31 Dez . sábado
22:30 Nome	22:00 The Dixie Boys
00:00 Dj Mike Fuentesz	00:00 Fogo de artifício
	00:10 The Stone Covers Band
	02:00 Dj Jossa
	DJ Swich

Organização

FARO





38°. ANIVERSÁRIO DO 25 ABRIL

ZECA TRIBUTU



As músicas de abril ! Os temas imortais de José Afonso

Tributo a Zeca Afonso

DIA 24 . 22:00

Local: Passeio a Doca

Org.: Câmara Municipal de Faro

DIA 25 . 08:30»12:30

Cicloturismo Sagres - Faro 2012

Local de partida: Sagres

Local de chegada: Faro (Parque de Lazer das Figuras)

Organização: Altimetria Associação Desportiva

Contactos: 916 129 885 /

altimetria.ad@gmail.com

