



DIVERSITY & SUSTAINABILITY:
OPPORTUNITIES AND THREATS ON TOURISM | 2025

POWERED BY ITSa

4TH - 6TH JUNE 2025
Coimbra, Portugal

BOOK OF ABSTRACTS



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Editors

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WELCOME

The motto of DSOTT'2025 is to combine Science, Industry, and Governance and enhance the work produced by outstanding researchers and professionals around the world in Tourism.

DSOTT '2025 is more than a scientific event, it is an event that combines the perspective of academia and the experience of tourism professionals in one single place. It is a congress that unites Science – through the excellent research carried out in academia, and Industry – bringing together the best professionals from the various areas of the tourism market. The union between Science and Industry has never made so much sense. The current challenges in the industry have shown that the two are inseparable. This congress includes: i) four roundtables where keynotes from Academia and Industry are challenged to debate the most current challenges of Tourism industry, ii) sessions of industry where professionals bring examples of good practices in tourism sustainability and iii) sessions with editors of the most prestigious journals in tourism.

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RITA PERES

SOFIA ALMEIDA

SUSANA MESQUITA

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Executive Organizing Committee



Cláudia Seabra



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Susana Mesquita

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Comité de Organização



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Plenary Sessions

Sessões Plenárias

Keynote Speakers



Alector Ribeiro is an Associate Professor of Tourism Management at the University of Surrey and an international consultant in the field of tourism and sustainability. He has co-authored four books and published over 50 peer-reviewed publications in leading journals such as the Journal of Travel Research, Tourism Management, Annals of Tourism Research, and Journal of Sustainable Tourism. His research expertise lies in sustainable tourism development and consumer behaviour, focusing on social and environmental sustainability, overtourism in urban areas, circular economy, pro-environmental behaviour, corporate social responsibility, and emotional aspects of consumption. Dr Ribeiro actively contributes to the academic community as an Associate Editor for the Journal of Consumer Behavior in Tourism and Hospitality and sits on the editorial boards of leading journals such as the Journal of Travel Research, Journal of Hospitality Marketing and Management, and International Journal of Contemporary Hospitality Management. He has also secured over £23 million in research funding from prestigious institutions such as the European Commission, UK Global Challenge Research Fund, World Bank, or United Nations Industrial Development Organization.



Alfredo Dias is an Associate Professor with Tenure at the Department of Civil Engineering at the University of Coimbra and a researcher at ISISE, where he has been conducting research in the areas of timber structures and mixed timber-concrete structures. He has been Vice-Rector of the University of Coimbra since 2019, with the areas of Heritage and Buildings. He is also responsible for the Tourism area of the University of Coimbra. Throughout his career, he has authored and co-authored more than a hundred scientific publications in independently reviewed journals and scientific meetings. He has participated in more than three dozen national and international research projects, having been the Principal Investigator in most of them.



Álvaro Covões has worked in cultural events for over 35 years. He is the founder and general director of Everything Is New, one of the most important producers in music and cultural events in Portugal. Everything Is New has been responsible for some of the most important shows held in Portugal, bringing renowned artists such as Adele, AC/DC, Beyoncé, Bon Jovi, Cirque du Soleil, Coldplay, Ed Sheeran, Leonard Cohen, Jennifer Lopez, Madonna, Muse, Bob Dylan, One Direction, Guns N' roses, Sam Smith and many others. It is also responsible for the most important national music festival, NOS Alive, this year in its 15th edition, featuring the world's biggest artists. Alvaro, also is co-founder of the Fado Festival since 2011, the largest international Fado show - present in more than 16 cities around the world. In 2013 he entered in the area of art exhibitions: "Joana Vasconcelos at Palácio Nacional da Ajuda", "Rubens, Brueghel and Lorrain (The Prado in Lisbon)", "The Savoy, Kings and Maecenas", "Banksy - Genial or Vandal", "Harry Potter" and "Ai. WeiWei" the most visited exhibitions ever in Portugal. With the aim of boosting one of the most emblematic concert halls in Portugal, he took on the management of the "Sagres Campo Pequeno" since 2020.



Catheryn Khoo is a Professor of Tourism at Torrens University Australia and a recipient of Travel Weekly's prestigious Women in Travel Awards 2023. Globally recognized as one of the World's Top 1% Scientists for Leisure and Tourism, Professor Catheryn Khoo is a distinguished scholar in the field of Tourism and Hospitality. Professor Khoo's research includes consultations to tourism businesses, governments, not-for-profits and the United Nations Tourism to drive pioneering research towards positive tourism outcomes. She is also Editor-in-Chief of the journal, Tourism Management Perspectives.



Craig Webster (Ph.D.) is an Associate Professor of Hospitality and Food Management in the Department of Applied Business Studies at Ball State University, USA. He studied Government and German Literature at St. Lawrence University, received an MA and Ph.D. in Political Science from Binghamton University in and an MBA Intercollege, Cyprus. He has taught at Binghamton University, Ithaca College, the College of Tourism and Hotel Management in Nicosia, and the University of Nicosia. His research interests include the political economy of tourism, robots and artificial intelligence in service industries, and public opinion analysis. Dr. Webster is the Editor-in-Chief of *Tourism Today*, has published in many peer-reviewed journals internationally, and is co-editor of the book *Future Tourism: Political, Social, and Economic Challenges*, an edited book published by Routledge. His most recent book is Emerald Publishing's *Robots, Artificial Intelligence and Service Automation in Travel, Tourism, and Hospitality*, co-edited with Stanislav Ivanov. He currently teaches courses in Hospitality Management at Ball State University's Miller College of Business.



Cristina Maxim is an Associate Professor in Tourism Management at the University of West London. With a BA in Economics and an MA in Public Administration, she was awarded a VC scholarship to conduct PhD research at the Cities Institute, examining the planning and management of tourism in London. She is the co-author of *World Tourism Cities: A Systematic Approach to Urban Tourism*, published in 2022 by Routledge, and the lead editor for the *Handbook on Sustainable Urban Tourism*, published in 2024 by Edward Elgar Publishing. Cristina is a Senior Associate Editor for the *International Journal of Tourism Cities* and a member of the Editorial Board for two other reputable journals in her field. Her research interests include world tourism cities, destination management, sustainable tourism, tourism planning, and local government. Cristina regularly presents at international conferences and is often invited to deliver guest lectures.



Fabio Carbone is a scholar and a humanitarian activist. His work focuses on the link between cultural heritage management, tourism, and the promotion of global understanding and peace in the context of the Sustainable Development Goals, namely the SDG16+. He is senior Lecturer of the University of Northampton (UON), Head of the Special Interest Group "Peace & Development" at the UON Centre for Global Economic and Social Development, and University Lead for UN Academic Impact. He is Honorary Professor at Daneshpajoohan University in Isfahan (Iran), and the Maryam Abacha American University of Nigeria, and visiting professor at the University Roma 3 (Rome). Author of several edge cutting scientific publications. Beyond his academic pursuits, Fabio Carbone is actively involved in various humanitarian projects in regions afflicted by complex challenges (e.g. Gaza, Iran, Afghanistan, Ecuador, Bosnia, Serbia among others). He has several years of experience in humanitarian interventions of Education in Emergency: Save the Children (Italy), FlyUp Foundation (Afghanistan), ACADEMICS4GAZA (Gaza). His commitment to the field has earned him the title of Global Ambassador for the International Institute for Peace through Tourism and Special Envoy to Iran, embodying the ideals of peace, compassion and social progress



Faruk Seyitoğlu is a researcher at the University of Aveiro, Portugal and an Associate Professor at Mardin Artuklu University, Türkiye. His research interests include technology and robots in tourism and hospitality, destination management and marketing, tourism planning and development, and tourist behaviour and experience. He is associate editor for the European Journal of Tourism Research and the Journal of Tourism & Development. He has also been included in the World's Top 2% Scientists list, published by Elsevier and Stanford University (September 2024). The list can be found in the following link. <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/7>



José Pimentel Furtado is a Political Administrator at the Council of the European Union since 2015, working in the Security and Crisis Management Directorate of the External Relations DG, where the international security crisis are monitored, outside and inside the European Union space. Before becoming an EU Official he worked for more than 10 years as a security and safety engineer and consultant, developing several projects in Portugal and abroad, mainly for critical infrastructures. During those ten years he also was an invited Professor in several Portuguese Universities in the areas of Security and Safety and Crisis Management at Events. For more than 28 years he served his country as a Cavalry Officer of the Portuguese Army.



Kevser Çınar earned her bachelor's degree from Middle East Technical University in 2003, and completed her master's (2013) and doctoral degrees (2017) in Tourism Management from Necmettin Erbakan University. As an academic in the Department of Tourism Management and a Project Unit Coordinator at the Social Innovation Agency, Dr. Çınar has showcased adept leadership in numerous international EU projects, prominently including roles as coordinator in projects like iNCLUSION, Get2Action, TOURBAN, and TOURIBOOST, as well as partnership contributions to initiatives such as Heritage4Growth, SMARTDEMA, and SCOUT. Certified in curriculum development by the Institute of Educational Sciences, her research pursuits predominantly focus on innovative practices in tourism, consumer behavior, cultural heritage, and entrepreneurship, with over 50 published works comprising peer-reviewed journal articles and book chapters, and she also serves on the Editorial Board of TÜBA Higher Education Research/Review (TÜBA-HER), and Turkish Academy of Sciences Journal of Cultural Inventory her expertise to the academic discourse and shaping the scholarly landscape in higher education. She has actively organized high-profile events such as the 5th Annual Conference of EATSA and hosted various EU project gatherings in Türkiye. Additionally, Dr. Çınar is a TEDx speaker.



Luis Araujo has a degree in Law from the Faculty of Law of the University of Lisbon, having deepened his knowledge of economics, law and management, applying it to the various roles he has held as a legal advisor, member of the boards of directors of the companies where he has worked, and as President of three tourism organizations. He has spent more than 29 years working in the tourism sector, both in the private and public sectors. In the private sector, he was involved in various companies of the Pestana Group (Portugal's largest travel and tourism group) in Europe and South America. In the public sector, in addition to serving as Chief of Staff to the Secretary of State for Tourism between 2005 and 2007, he contributed to the growth and sustainable development of three organizations between 2016 and 2023: the European Travel Commission (ETC), NEST - Centro de Inovação do Turismo, and Turismo de Portugal, IP. Since 2024 he has been a speaker at various events dedicated to tourism and innovation, and is also dedicated to consulting and supporting various social responsibility projects.



With over 25 years of experience in the aeronautics sector, **Pedro Castro** has a history of working in airlines, airports and tourism companies. His experience spans areas such as business development, hiring, revenue optimization, networking, alliances, sales strategy, distribution and loyalty. Pedro Castro is a former student of the University of Lisbon and Robert Schumann University, where he obtained his degree in Law. He also shares his knowledge by teaching the Transport Systems in Tourism Management course at ISCE. Pedro Castro is also a columnist, contributing with opinion pieces on airports, airlines and tourism to a diverse range of newspapers, magazines, television and radio channels, at regional, national and international levels.



Born in Palestine, **Rami K. Isaac** did his undergraduate studies in The Netherlands, graduate studies in the U.K. and earned his PhD from the University of Groningen, in Spatial Sciences, in The Netherlands. He is currently teaching at the undergraduate as well as postgraduate levels at the Academy for Tourism at Breda University of Applied Sciences in The Netherlands. In addition, he is an associate professor at the Faculty of Tourism and Hotel Management at Bethlehem University, Palestine. His research interests are in the area of tourism development and management, critical theory, and political aspects of tourism. He published numerous articles and edited volumes on tourism and political (in)stability, conflict-ridden destinations, tourism and occupation, tourism and war, and dark/heritage tourism.



Soraya Genin is an architect with a Master's degree in Architectural and Urban Conservation and Rehabilitation and a PhD in Engineering from the Catholic University of Leuven. She is Vice-President of ICOMOS-Portugal and was President from 2018-2023. Professor in the Department of Architecture and Urbanism at ISCTE-Instituto Universitário de Lisboa, Director of the Master's in Conservation and Sustainable Rehabilitation, she has been teaching in the area of Construction and Architectural Conservation since 2002. She coordinates the Research Unity 'Conservation and Rehabilitation - Digital Tools' which supports the PhD in Architecture of Contemporary Metropolitan Territories. Project Leader of the research projects 'Franciscan-Atlas' and 'SizaAtlas. Filling the Gaps for World Heritage'. Soraya Genin is author of several Architectural Conservation projects that she coordinated in her office between 1999 and 2014, namely for the Jerónimos Monastery Church, Belém Tower, the Convent of Christ in Tomar, the French Embassy, the French Lycée and the Parlement in Lisbon. Her publications and communications focus on the History of Construction and Architectural Conservation, her main areas of research. In the context of ICOMOS, she is expert member of the Sustainable Development Goals Working Group (SDGWG) and is particularly interested in the dissemination of good practices and recommendations of the Cultural Tourism Charter.



Dr. **Stanislav Ivanov** is a Professor at Varna University of Management, Bulgaria (<http://www.vum.bg>) and Director of Zangador Research Institute (<https://www.zangador.institute/en/>). At VUM he served for 16 years as Academic Director, Vice-Rector for Academic Affairs and Vice-Rector (Research). Prof. Ivanov is the Founder and (Co-)Editor-in-chief of two academic journals: European Journal of Tourism Research (<http://ejtr.vumk.eu>) and ROBONOMICS: The Journal of the Automated Economy (<https://journal.robonomics.science>). His recent research interests include robonomics, robots/AI/automation in tourism/hospitality, the economics of technology. For more information about Prof. Ivanov please visit his personal website: <http://www.stanislavivanov.com>



Chairwomen

Chairwomen



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



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



Rita Machado is VP Hotel Success at Guestcentric, an award-winning hotel website design, booking engine and tech company. Rita's focus is on optimizing hotels' sales and marketing, whether through Great Hotels of the World, a representation brand for upscale hotels around the world, powered by Guestcentric; or via Guestcentric's inhouse digital marketing agency. Following several years in management consulting she moved into hotel Sales and Marketing – in small independent hotel chains and in larger, international groups. Fluent in five languages, she lived, studied and worked in several countries before settling in her native Portugal. Her academic background is in Management and Tourism Planning, furthered by Strategic Marketing post-graduate studies. Today, Rita also lectures in Hospitality Post-Graduate programmes at Lisbon's top universities. Passionate about consumers and trends, Rita believes that hotel tech companies must stay ahead of the curve, to provide their clients with new opportunities, in different markets and segments.



Vera Margarida Cunha holds a degree in Psychology and has completed postgraduate studies in psychology, tourism and hotel management, people and team management, advertising communication and creativity. She also holds a master's degree in Marketing and Communication, and is currently pursuing a PhD in Tourism. Professionally, she is a Project Manager at Turismo de Portugal, working within the training department. Her diverse educational background reflects her belief that learning is both a privilege and a responsibility, as well as her strong conviction that we can—and should—continually seek new paths for personal and professional growth. Vera is passionate about people, organizations, and communication. She approaches her work with conviction and a genuine desire to make a difference. For over 20 years, she has been a trainer in these areas, gaining extensive experience across a variety of professional and educational settings. She also has significant experience in event hosting and organization, and works as a Communication Coach and Designer. Vera considers herself a creative individual, skilled at building and leading teams in both professional and voluntary contexts. She is the co-founder of Comunidade Mulheres, a community dedicated to promoting the visibility of women.



Program

Programa

Day one – June 4, 2025

08:00-08:30 Registration ATRIUM PAULO QUINTELA

08:45-10:00 Paralel Sessions I

- ➔ Accessible tourism and assistant technology: Challenges and perspectives Room 1 PT
- ➔ Innovation Management in Tourism Room 2 ENG
- ➔ Space-time Visitor Behaviour Room 3 ENG
- ➔ Wine and Olive Tourism: Trends and Challenges Room 4 ENG
- ➔ Creative Tourism as a platform for sustainability Ant. VI ENG

10:00-10:25 Coffe Time

10:25-11:40 Opening Ceremony ENG PAULO QUINTELA THEATER

11:45-13:00 Plenary Session - Urban Tourism ENG PAULO QUINTELA THEATER

- ➔ Alector Ribeiro | University of Surrey
- ➔ Cristina Maxim | University of West London
- ➔ Soraya Guenin | ICOMOS Portugal
- ➔ Álvaro Covões | Everything is New

13:00-02:15 Lunch CULTURAL CENTER D. DINIS

02:25-04:00 Paralel Sessions II

- ➔ Innovation Management in Tourism Room 1 PT
- ➔ Addressing Climate Change in Tourism: Theoretical Insights, Methodological Approaches and Mitigation Strategies Room 2 ENG
- ➔ Circularity in Tourism: Challenges and Innovative Solutions for a Greener Future Room 3 ENG
- ➔ Workforce Dynamics in Tourism & Hospitality Room 4 PT
- ➔ Cultural Tourism, Heritage and Museology Ant. III ENG
- ➔ Inclusion, Diversity and Accessibility in Tourism Ant. VI ENG

04:00-04:20 Coffe Time

04:25-06:00 Paralel Sessions III

- ➔ Tourism Room 1 PT
- ➔ Neurotourism and Neuromarketing Room 2 ENG
- ➔ Religious Tourism as a Tourism Product Room 3 ENG
- ➔ Sustainable Leadership in the Travel & Tourism Industry Room 4 ENG
- ➔ Tourism Foodie's: Gastronomy at the Crossroads of Education, Health, and Culture Ant. III ENG
- ➔ Sustainable Tourism Challenges in Western European Cities Ant. VI ENG

06:15-07:25 Sunset Puratos/ ESHTe Main entrance FLUC



Program

Programa

Day two – June 5, 2025

08:00-08:30 Registration

ATRIUM PAULO QUINTELA

08:30-10:00 Parallel Sessions IV - Workforce Dynamics

- Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism Room 1 PT
- Entrepreneurship, Innovation & Sustainability in Tourism Room 2 ENG
- Governance for the Sustainable Development of Tourism Destinations Room 3 PT
- Internet of Things in Tourism: Trends and Challenges Room 4 ENG
- Workforce Dynamics in Tourism & Hospitality Ant.VI ENG

10:00-10:15

Coffee Time

10:15-11:40

Parallel Sessions V

- Governance for the Sustainable Development of Tourism Destinations Room 1 PT
- Digital Twins and tourism Room 2 ENG
- Wine and Olive Tourism: Trends and Challenges Room 3 PT
- Climate change, water resources and sustainability Room 4 ENG/PT
- Consumer Behaviour, Authenticity and Digital Transformation of Marketing and industries Ant.VI ENG

11:45-13:00

Plenary Session - Tourism Smartification ENG

PAULO QUINTELA THEATER

- Faruk Seyitoglu | University of Aveiro and Mardin Artuklu University
- Stanislav Ivanov | Varna University
- Craig Webster | Ball State University, USA

13:00-02:15

Lunch

CULTURAL CENTER D. DINIS

02:25-03:00 Coimbra SHIFT

Sustainability, Heritage, Innovation, Future, Tourism

ENG PAULO QUINTELA THEATER

03:00-04:15

Editors In The Spotlight ENG

Alastair Morrison Celebration

PAULO QUINTELA THEATER

- International Journal of Tourism Cities
- Tourism Management Perspectives
- Consumer Behaviour in Tourism and Hospitality
- European Journal of Tourism Research
- Journal of Tourism and Development
- Cadernos de Geografia

Trade Session 1 PT

Ant.I

- ABC Hospitality
- Visit Cascais - Cascais Tourism Board
- Passadiços do Paiva
- Sustravel
- WiTH Africa project (NOVASBE)

Moderator: Patricia Araújo (Biosphere)

04:15-05:30

Coffee Time

05:30-06:45

Speed Dating with Editors ENG

ROOM ANTÓNIO VASCONCELOS

- Cristina Maxim
- Catherine Khoo
- Alector Ribeiro
- Stanislav Ivanov
- Carlos Costa
- Luís Silveira

Trade Session 2 PT

Ant.I

- Vila Galé Coimbra
- Portugal Green Travel
- Btrust
- Região de Turismo do Centro
- Travelife

Moderador: Pedro Mendes (Think)

08:00

DSOTT Dinner - Turismo Centro de Portugal

CASA DAS CALDEIRAS



Program

Programa

Day three – June 6, 2025

08:00-08:30

Registration

ATRIUM PAULO QUINTELA

08:30-10:00

Parallel Sessions VI

- 🔗 Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism Room 1 PT
- 🔗 Challenges for tourism in coastal areas: sustainability, climate change and spatial planning Room 2 ENG/PT
- 🔗 Sustainable Tourism in the context of global population changes Room 3 ENG
- 🔗 Tourism and Natural Areas Room 4 ENG
- 🔗 Building Sustainable Tourism: The Blueprint for Circular Ecosystems Anf. iii ENG

10:00-10:15

Coffee Time

10:15-11:40

Parallel Sessions VII

- 🔗 Regenerative Rural Tourism: Co-Creating Impactful Experiences with Local Communities, Entrepreneurs, Visitors and Resources Room 1 ENG
- 🔗 Social media-induced tourism Room 2 ENG
- 🔗 Urban Safety: Risks, Vulnerabilities, and (Un) Sustainability Room 3 ENG
- 🔗 Women's Empowerment in Tourism and Hospitality Room 4 ENG/PT
- 🔗 Transports and Tourism Anf. iii ENG

11:45-13:00

Plenary Session - Tourism In Time of Risk ENG

PAULO QUINTELA THEATER

- 🔗 Fabio Carbone | University of Northampton
- 🔗 Rami Isaac | Breda University of Applied Sciences
- 🔗 Pedro Castro | Sky Expert
- 🔗 José Pimentel Furtado | Council of the European Union

13:00-02:15

Lunch

CULTURAL CENTER D. DINIS

02:25-03:40

Plenary Session - Times of Transition and The Tourism of Tomorrow ENG

PAULO QUINTELA THEATER

- 🔗 Kevser Çinar | Necmettin Erbakan University
- 🔗 Catheryn Khoo | Torrens University
- 🔗 Alfredo Dias | University of Coimbra
- 🔗 Luís Araújo | Tourism and Innovation Consultant & Advisor

03:45-04:30

Closing Session ENG

PAULO QUINTELA THEATER

04:30-05:00

Coffee Time

05:00-06:45

Parallel Sessions VIII

- 🔗 Exploring Niche Tourism - Opportunities and Challenges Room 1 ENG
- 🔗 Bridging tourists and destinations through storytelling Room 2 ENG
- 🔗 Intersectional Approaches to Regenerative Tourism Room 3 ENG
- 🔗 The Role of Tourism in Sustainable Development in Low-density Territories Room 4 ENG
- 🔗 Heritage and culture - The Future of Douro Heritage! Anf. iii PT

06:45-07:30

Sunset DSOTT

Main entrance FLUC



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Organização



International Journal
of Tourism Cities

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GABINETE DO SECRETÁRIO DE
ESTADO DO TURISMO, COMÉRCIO E SERVIÇOS



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INDEX

Accessible tourism and assistant technology: Challenges and perspectives (PT)	1
OC-001 - (407) - ACESSO À EDUCAÇÃO: CONSIDERAÇÕES PARA PESSOAS COM DEFICIENCIA NO BRASIL COMO CONDIÇÃO DE REDUÇÃO DAS DESIGUALDADES	2
OC-002 - (1568) - COMPETITIVIDADE E ACESSIBILIDADE: PROPOSTA DE UM MODELO DE COMPETITIVIDADE DOS DESTINOS TURÍSTICOS COM FOCO NA ACESSIBILIDADE	3
OC-003 - (352) - DIREITO AO TURISMO ACESSÍVEL E TECNOLOGIA ASSISTIVA: DESAFIOS E PERSPECTIVAS NA REGULAÇÃO BRASILEIRA.....	4
OC-057 - (349) – CAPACITISMO E ACESSIBILIDADE TURÍSTICA NO ECOTURISMO BRASILEIRO	5
Creative Tourism as a platform for sustainability (ENG)	6
OC-019 - (372) - CREATIVE TOURISM EXPERIENCES FOR VISITORS' WELLBEING AND SUSTAINABLE MUSEUMS	7
OC-020 - (514) - DIMENSIONS AND VARIABLES OF CREATIVE TOURISM FROM THE PERSPECTIVE OF COOPETITION.....	8
OC-021 - (556) - SCOPE AND CHALLENGES OF CREATIVE TOURISM IN UZBEKISTAN.....	9
OC-022 - (374) - TOURISM COOPERATIVES AS EFFECTIVE GOVERNANCE MODELS FOR CREATIVE TOURISM INITIATIVES.....	10
OC-023 - (464) - CREATIVE TOURISM AS A PATHWAY TO SOCIAL INCLUSION FOR OLDER ARTISANS	11
Innovation Management in Tourism (ENG)	12
OC-004 - (566) - CULTURE MEETS SPORTS TO FOSTER TOURISM: THE CASE OF THE PARIS 2024 GAMES	13
OC-005 - (375) - INBOUND TOURISM AND ECONOMIC AND SOCIAL RISKS: AMIDST THE PANDEMIC AND REGIONAL CONFLICTS	14
OC-006 - (1583) - SURF TOURISM AND DESTINATION IMAGE: LINKAGE AND IMPACTS ON TERRITORIAL DEVELOPMENT	15
OC-007 - (1590) - LEVERAGING INDUSTRIAL HERITAGE FOR TERRITORIAL DEVELOPMENT AND TOURISM PROMOTION	16
Space-time Visitor Behaviour (ENG)	17
OC-009 - (1584) - EXPLORING TIME-SPACE BEHAVIOR IN WINE TOURISM: A CASE STUDY OF THE BAIRRADA WINE ROUTE IN PORTUGAL.....	18
OC-010 - (453) - FLICKR GEOTAGGED PHOTOS IN TOURISM RESEARCH: HOW IMPORTANT THEY ARE TO UNDERSTAND VISITORS' SPACE-TIME BEHAVIOUR?.....	19
OC-011 - (538) - SPATIAL-TEMPORAL ANALYSIS OF COMFORT PERCEPTION AMONG TOURISTS IN THE MUNICIPALITY OF PORTO (PORTUGAL): GPS-BASED INSIGHTS FOR URBAN PLANNING	20
OC-012 - (526) - SPATIOTEMPORAL TOURIST BEHAVIOUR FORECASTING	21
OC-013 - (432) - THE RELATIONSHIP BETWEEN TOURISTS EMOTIONS AND SPACE-TIME BEHAVIOUR: A SCOPING REVIEW.....	22
Wine and Olive Oil Tourism: Trends and Challenges (ENG)	23
OC-014 - (403) - CHALLENGES FOR THE DEVELOPMENT OF WINE TOURISM IN THE ALENTEJO	24
OC-015 - (410) - WINE AND OLIVE OIL TOURISM: OPPORTUNITIES TO DEVELOP NEW COMPLEMENTARY TOURISM EXPERIENCES IN ALENTEJO	25
OC-016 - (354) - WINE TOURISM FOR SOCIAL SUSTAINABILITY IN LOW-DENSITY ALENTEJO.....	26
OC-017 - (426) - AN OVERVIEW OF WINE TOURISM BY BEHAVIOR AND COGNITIVE DIMENSIONS.....	27
Addressing Climate Change in Tourism: Theoretical Insights, Methodological Approaches and Mitigation Strategies (ENG).....	28
OC-030 - (560) - HISTORIC GARDENS AS STRATEGIC LOCATIONS IN CLIMATE-RESILIENT TOURISM	29

OC-031 - (1589) - MAPPING THE IMPACT OF RISING TEMPERATURES ON URBAN TOURIST MOVEMENTS IN LISBON	30
OC-032 - (1587) - THERMAL COMFORT IN URBAN TOURISM: INSIGHTS FROM THE COOL NOONS PROJECT	31
OC-033 - (1588) - TOURIST ADAPTIVE BEHAVIOUR AND PERCEPTIONS OF URBAN COOLING INTERVENTIONS IN MEDITERRANEAN CITIES	32
OC-034 - (459) - THE GREEN DILEMMA: SUSTAINABILITY CHALLENGES IN LITHUANIAN HOSPITALITY	33
Circularity in Tourism: Challenges and Innovative Solutions for a Greener Future (ENG)	34
OC-035 - (470) - ANALYTICAL DIMENSIONS OF ASSESSMENT CIRCULARITY ACHIEVEMENTS IN THE TOURISM SYSTEM	35
OC-036 - (568) - SHAPING A SUSTAINABLE FUTURE: CIRCULAR ECONOMY PRACTICES IN LATVIAN FESTIVALS AND SPORTING EVENTS	36
OC-037 - (528) - TRANSITION TO CIRCULAR ECONOMY IN FOOD SYSTEM OF A DIVERSIFIED SME WITHIN THE TOURISM SECTOR: RESEARCH CHALLENGES	37
OC-038 - (472) - TRANSITIONING TO CIRCULAR BUSINESS MODELS IN THE DUTCH HOTEL INDUSTRY: AN EXAMINATION OF THE BARRIERS	38
OC-039 - (1585) - GENERATING A CIRCULAR ECOSYSTEM – THE CASE OF CARDIFF'S REFILL-RETURN CUP SCHEME	38
OC-040 - (489) - CIRCULAR ECONOMY STRATEGIES IN HOSPITALITY: THE ROLE OF COOPETITION IN WASTE MANAGEMENT	40
Cultural Tourism, Heritage and Museology (ENG)	41
OC-047 - (449) - THE EXPERIENCE OF CULTURAL TOURISTS AT THE UNIVERSITY OF COIMBRA (PORTUGAL)	42
OC-048 - (423) - MAPPING COIMBRA'S INTANGIBLE CULTURAL HERITAGESCAPE: AN HOLISTIC APPROACH FOR A SUSTAINABLE DESTINATION	43
OC-049 - (335) - SUSTAINABILITY IN THE PORTUGUESE CULTURAL SECTOR – CALOUSTE GULBENKIAN AND OTHER MUSEUMS	44
OC-050 - (399) - TOURISM, ETHNOGRAPHY AND MUSEOGRAPHY FROM A PERSPECTIVE OF TERRITORIAL COHESION	45
OC-051 - (1603) - SUSTAINABLE TOURISM AND CULTURE: SUCCESS STORIES AND THE WAY FORWARD FOR LESS POPULAR DESTINATIONS IN INDIA	46
Inclusion, Diversity and Accessibility in Tourism (ENG)	47
OC-052 - (376) - GENERATION Z'S PURSUIT OF A GOOD ONE; THE CONTRIBUTION OF TOURISM EXPERIENCES	48
OC-053 - (1593) - INCLUSIVE EVENTS: CHALLENGES AND SOLUTIONS FOR AUDIENCES WITH AUTISM SPECTRUM DISORDERS TITLE	49
OC-054 - (460) - WORKING IN CREATIVE TOURISM AND ITS IMPACT ON THE QUALITY OF LIFE OF OLDER ARTISANS: INSIGHTS FROM ALGARVE, PORTUGAL	50
OC-055 - (570) - ASSESSING THE PRESENCE OF ACCESSIBLE TOURISM CONTENTS IN PORTUGUESE HIGHER EDUCATION PROGRAMS: INSIGHTS FROM A STUDENT SEGMENTATION ANALYSIS	51
OC-056 - (457) - HOW CAN CO-CREATION IN MUSEUM EXPERIENCES FOR PEOPLE WITH SENSORY IMPAIRMENTS BE ENHANCED?	52
Innovation Management in Tourism (PT)	53
OC-024 - (368) - A IMPORTÂNCIA DOS PRODUTOS TURÍSTICOS BASEADOS EM ROTAS PARA A COMPETITIVIDADE DOS DESTINOS DO INTERIOR: O CASO DA ESTRADA NACIONAL 2	54
OC-025 - (573) - ARQUITETURA VITIVINÍCOLA E ENOTURISMO: ANÁLISE COMPARATIVA ENTRE A QUINTA DO SEIXO E O CHÂTEAU PICHON LONGUEVILLE COMTESSE DE LALANDE	55
OC-026 - (427) - DARK TOURISM: ANÁLISE COMPARATIVA ENTRE O HALLOWEEN E O DIA DE LOS MUERTOS	56
OC-027 - (371) - MARCA AÇORES, DO PLACE BRANDING À GESTÃO DE PRODUTO	57

OC-028 - (385) - PERCEÇÃO DOS RESIDENTES SOBRE OS IMPACTOS DOS NÓMADAS DIGITAIS EM ÁREAS NATURAIS	58
OC-029 - (2609) - DA MONITORIZAÇÃO À EXPERIMENTAÇÃO: REPENSAR OS OBSERVATÓRIOS E OS LABS NA GOVERNANÇA DOS DESTINOS TURÍSTICOS UMA REVISÃO SISTEMÁTICA DA LITERATURA	59
OC-008 - (445) - ACOLHIDA NA COLÔNIA – BRASIL: 25 ANOS COMO TECNOLOGIA SOCIAL TRANSFORMADORA NA PROMOÇÃO DA SAÚDE, EDUCAÇÃO E QUALIDADE DE VIDA PARA MORADORES E VISITANTES	60
Neurotourism and Neuromarketing (ENG)	61
OC-064 - (510) - DECISION MAKING IN TOURISM: HEURISTICS AND BIASES THROUGH NEUROSCIENCE SUPPORTED BY ARTIFICIAL INTELLIGENCE TOOLS	62
OC-065 - (511) - EMOTIONS RUN HIGH IN LEISURE AND TOURISM: THE ROLE OF SKIN CONDUCTANCE IN MEASURING PHYSIOLOGICAL DATA	63
OC-066 - (508) - INNOVATIVE RESEARCH METHODS IN TOURISM: COMPUTER-SIMULATED SALIENCE PERSPECTIVES	64
OC-067 - (420) - NEUROSCIENCE APPLIED TO THE EMOTIONS IN WINE AND OLIVE OIL TASTING: MANAGEMENT AND DESIGN WINE-OLIVE TOURISM EXPERIENCES IN THE DOURO REGION	65
OC-068 - (454) - UNDERSTANDING DESTINATION IMAGE AND TRAVEL CHOICE THROUGH NEUROSCIENCE: A MIXED METHODS REVIEW AND RESEARCH AGENDA	66
OC-069 - (516) - EXPLORING THE INTERSECTION OF EYE-TRACKING TECHNOLOGY AND TOURISM MARKETING: A REVIEW OF SCIENTIFIC CONTRIBUTIONS	67
Religious Tourism AS A TOURISM PRODUCT (ENG)	68
OC-070 - (392) - "TIERRAS DE LA VERA CRUZ": OPTIMIZING RELIGIOUS TOURISM	69
OC-071 - (571) - ALJUSTREL (FÁTIMA): A VILLAGE OF TOURIST EXPERIENCES	70
OC-072 - (421) - GENERATION Z TOURISM GUIDES IN CATHOLIC RELIGIOUS SITES	71
OC-073 - (563) - NORTHERN PORTUGAL SHRINES ITINERARY FOR PROMOTION TO THE NORTH AMERICAN MARKET	72
OC-074 - (551) - PILGRIMAGE, HOPE, AND MATERIAL COMFORT; FUSING RENEWAL AND VACATION THROUGH SACRED TOURISM	73
OC-075 - (562) - RELIGIOUS TOURISM AND THE FASCINATION WITH INCORRUPT BODIES: THE CASE OF SANTINHO DE BEIRE	74
Sustainable Leadership in the Travel & Tourism Industry (ENG)	75
OC-076 - (393) - CHARTING THE TRIAD: A BIBLIOMETRIC ANALYSIS OF SUSTAINABLE TOURISM, WELL-BEING, AND SUSTAINABILITY	76
OC-077 - (388) - PERSONAL BRANDING AS A POSITIVE CHANGE CATALYST IN MARKETING FOR SUSTAINABLE TOURISM: AN EXPLORATION IN THE HOSPITALITY SECTOR	77
OC-078 - (357) - STAKEHOLDERS' INSIGHTS ON SOCIAL RESPONSIBILITY IN TOURISM: BUILDING SUSTAINABLE DESTINATIONS	78
OC-079 - (343) - SUSTAINABLE LEADERSHIP IN TOURISM: THE IMPACT OF ENVIRONMENTAL TRANSFORMATIONAL LEADERSHIP ON GREEN COMPETITIVENESS	79
OC-080 - (356) - SUSTAINABLE TOURISM PATHWAYS: EVALUATING KEY ENVIRONMENTAL METRICS	80
OC-081 - (513) - SUSTAINABLE HOSPITALITY HUMAN RESOURCE: A SOUTH AFRICAN PERSPECTIVE	81
OC-082 - (543) - SPORTS TOURISM: THE ROLE OF EVENTS IN DESTINATION PROMOTION AND VISITOR ATTRACTION	82
Sustainable Tourism Challenges in Western European Cities (ENG)	83
OC-089 - (1594) - BUILDING IMMUNITY: A CRISIS MANAGEMENT FRAMEWORK FOR TOURISM DESTINATIONS FACING HEALTH-RELATED CRISES	84
OC-090 - (334) - SUSTAINABLE TERRITORIAL BRANDS APPLIED TO TOURISM: THE CASE OF PORTUGAL	85

OC-091 - (554) - CREATIVE CITIES: NEW PERSPECTIVES FOR URBAN TOURISM - THE CASE OF CASTELO BRANCO.....	86
OC-092 - (377) - TOURISM RECREATION IN PORTUGAL: BUSINESS AND REGIONAL CHALLENGES.....	87
OC-093 - (369) - ASSESSING THE RELATIONSHIP BETWEEN TOURISM AND SUSTAINABLE DEVELOPMENT: AN EMPIRICAL APPROACH.....	88
OC-094 - (486) - ENHANCING SMES COMPETITIVENESS THROUGH CIRCULAR ECONOMY TRANSITION IN THE EUROPEAN TOURISM AND HOSPITALITY INDUSTRY	89
Tourism (PT)	90
OC-058 - (1578) - CHARLAS HISPANAS: UMA ESTRATÉGIA INOVADORA PARA O DESENVOLVIMENTO DA EDUCAÇÃO INTERCULTURAL EM SECRETARIADO E TURISMO - ESTUDO DE CASO APLICADO EM ESPANHOL.....	91
OC-059 - (533) - O IMPACTO DA ORGANIZAÇÃO E GESTÃO DE EVENTOS NO DESENVOLVIMENTO DO TURISMO	92
OC-060 - (365) - PLANO DE MARKETING DO CENTRO DE INTERPRETATIVO CASA DO TEMPO.....	93
OC-061 - (400) - PRÁTICAS DE VIAGEM E EXPERIÊNCIAS TURÍSTICAS DA COMUNIDADE MOTARD EM PORTUGAL	94
OC-062 - (455) - SOCIOMUSEOLOGIA E TURISMO CRIATIVO: CONTRIBUIÇÕES PARA O DESENVOLVIMENTO LOCAL DA ILHA DE DEUS E DA BOMBA DO HEMETÉRIO - RECIFE/BR	95
OC-063 - (435) - PATRIMÓNIO MUNDIAL E TURISMO NA CIDADE HISTÓRICA DE MBANZA KONGO (ANGOLA). ORIENTAÇÕES ESTRATÉGICAS PARA A VALORIZAÇÃO, A CONSERVAÇÃO E OS RISCOS DE DESCLASSIFICAÇÃO.....	96
OC-042 - (1577) - MICROSOFT TEAMS: UMA ESTRATÉGIA INOVADORA PARA O DESENVOLVIMENTO DE COMPETÊNCIAS PROFISSIONAIS EM SECRETARIADO E TURISMO - ESTUDO DE CASO APLICADO EM ESPANHOL.....	97
OC-046 - (482) - A TRANSVERSALIDADE DIALÓGICA DA ESTRATÉGIA ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) E DOS OBJETIVOS DE DESENVOLVIMENTO SUSTENTÁVEL (ODS): UM MÉTODO À SUSTENTABILIDADE DOS EMPREENDIMENTOS TURÍSTICOS	98
Tourism Foodie's: Gastronomy at the Crossroads of Education, Health, and Culture (ENG)	99
OC-083 - (415) - CHEESE ROUTES: EXPLORING PORTUGAL'S CERTIFIED PRODUCTS.....	100
OC-084 - (550) - FOOD TOURISM EXPERIENCES IN DIFFERENT GEOGRAPHIC AND CULTURAL CONTEXTS: THE CASE OF PORTUGAL AND GERMANY	101
OC-085 - (382) - FROM SOIL TO TABLE: REVOLUTIONIZING GASTRONOMIC TOURISM THROUGH REGENERATIVE FOOD DESIGN	102
OC-086 - (419) - LITERARY AND GASTRONOMIC EXPERIENCES: EXPLORING THE INTERSECTIONS OF CULTURE, CUISINE, AND TOURISM	103
OC-087 - (383) - SAVORING CULTURE: FOOD DESIGN AS A GATEWAY TO IMMERSIVE GASTRONOMIC TOURISM IN CULTURA À MESA.....	104
OC-088 - (361) - IDENTIFYING A REGION'S 'GASTRONOMIC CHARTERS': TOWARDS A METHODOLOGY FOR DEFINING AND SELECTING REGIONAL 'GASTRONOMIC CHARTERS'	105
Entrepreneurship, Innovation & Sustainability in Tourism (ENG).....	106
OC-096 - (496) - GUINEA-BISSAU STAKEHOLDERS' PERCEPTION ON THE ROLE OF PUBLIC INSTITUTIONS IN TOURISM DEVELOPMENT	107
OC-097 - (332) - MANAGING SOFT AND HARD SKILLS VS PROFESSIONAL EXPERIENCE IN TOURISM INDUSTRY: CPLP EXPLORATORY STUDY	108
OC-100 - (340) - THEORETICAL FOUNDATIONS AND FUTURE PATHWAYS IN TOURISM COOPETITION	109
OC-101 - (1580) - TOURIST GUIDES' ROLE AMPLIFICATION DURING VUCA TIMES AND WAR: MORE TASKS FOR 'CINDERELLAS' AND PROFESSIONAL TRAINING ADAPTATION.....	110
OC-103 - (1596) - DIGITALIZATION AND CONTEXTUAL FACTORS IN SME TOURISM: A FRAMEWORK FOR ENTREPRENEURIAL INTENTIONS AND PERFORMANCE	111

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT)	112
OC-095 - (503) - O BACALHAU À MESA DOS PORTUGUESES: NATUREZA E CULTURA EM DIÁLOGO	113
OC-098 - (491) - O PAPEL DA ESCOLA NA PRESERVAÇÃO DO PATRIMÓNIO ALIMENTAR: TURISMO E IDENTIDADE CULTURAL	114
OC-099 - (381) - GEOGRAFIA E SUSTENTABILIDADE PARA UMA VITIVINICULTURA EM EXPANSÃO	115
OC-102 - (433) - EMPODERAMENTO DE MULHERES POR MEIO DA HORTICULTURA SOCIAL NO TURISMO E NA HOSPITALIDADE DURANTE A PANDEMIA	116
Governance for the Sustainable Development of Tourism Destinations (PT)	117
OC-104 - (477) - A UTILIZAÇÃO DA ANÁLISE PROSPETIVA NO PROCESSO DE PLANEAMENTO TURÍSTICO: O CASO DO DESTINO TURÍSTICO DE VILA DE REI	118
OC-106 - (362) - GOVERNANÇA DE MUSEUS DE PORTUGAL: A CONSTRUÇÃO DO PENSAMENTO SOCIOMUSEOLÓGICO	119
OC-107 - (336) - LIDERANÇA SUSTENTÁVEL: UMA ANÁLISE DAS PRÁTICAS FUNDAMENTAIS NO SETOR DO TURISMO EM PORTUGAL	120
OC-108 - (569) - CIÊNCIA EM PERSPETIVA: O PAPEL DO OBSERVATÓRIO ASTRONÓMICO DE SANTANA - AÇORES NAS PERCEÇÕES PÚBLICAS DA COMUNICAÇÃO DE CIÊNCIA	121
OC-045 - (493) - AVALIAÇÃO DO DESEMPENHO DOS AGENTES TURÍSTICOS NAS REDES SOCIAIS: UMA PROPOSTA METODOLÓGICA APLICADA AO DESTINO TURÍSTICO DE VILA DE REI	122
Internet of Things in Tourism: Trends and Challenges (ENG)	123
OC-109 - (1581) - DIGITAL SKILLS GAPS AND NEEDS IN TOURISM AND HOSPITALITY ORGANISATIONS IN PORTUGAL	124
OC-110 - (456) - IOT: HOW AIS SIGNALS ANALYZED IN GIS CAN BE USEFUL IN THE MANAGEMENT OF NAUTICAL TOURISM AND LEISURE ACTIVITIES	125
OC-111 - (437) - LEVERAGING AI FOR ENHANCING DIGITAL BRAND COMMUNICATION AND CONSUMER PERCEPTION: A SYSTEMATIC LITERATURE REVIEW	126
OC-112 - (494) - NETWORKING STRATEGIES AMONG THE MEMBERS OF THE DÃO WINE ROUTE: AN ANALYSIS OF WEBSITES AND SOCIAL NETWORKS	127
Workforce Dynamics in Tourism & Hospitality (ENG)	128
OC-113 - (462) - HOTEL EMPLOYEES' EMOTIONAL LABOUR: ANALYSIS OF THE REQUIREMENTS IN JOB OFFERS DEPENDING ON THE DEPARTMENT, IN BELGIUM	129
OC-114 - (425) - INNOVATION AND CREATIVITY AS THE "SECRET SAUCE" FOR ATTRACTING AND RETAINING TALENT IN TOURISM INDUSTRY: A MULTILEVEL APPROACH BASED ON TWO CASE STUDIES	130
OC-115 - (428) - SOCIAL DIALOGUE TO PROMOTE TOURISM WORKER WELL-BEING AND EQUALITY: A CONCEPTUAL APPROACH	131
OC-116 - (504) - THE DUVETLIFTER: A LOW-TECH INNOVATION AND ITS POSITIVE IMPACT UPON HOUSEKEEPING AMONG HOTEL STAFF	132
Climate change, water resources and sustainability (PT/ENG)	133
OC-130 - (518) - CLIMATE CHANGE IMPACTS ON TOURISM: THE ADOPTION OF GOOD PRACTICES IN THE PORTUGAL'S HISTORICAL VILLAGES NETWORK	134
OC-131 - (351) - DOES GOVERNANCE MATTER IN DETERMINING THE CONSUMPTION FOOTPRINT OF THE HOSPITALITY INDUSTRY?	135
OC-132 - (541) - WATER RESOURCES AND TOURISM IN WATER-SCARCE REGIONS: THE CASE OF THE ALGARVE AND THE ALENTEJO COAST (PORTUGAL)	136
OC-133 - (542) - INCÊNDIOS FLORESTAIS E RESILIÊNCIA DOS DESTINOS TURÍSTICOS DE INTERIOR: O CASO DE ARGANIL, 2017	137
OC-134 - (2604) - PROCEDIMENTO PARA A GESTÃO DO ECOTURISMO COMO FACTOR DE CONTRIBUIÇÃO AO DESENVOLVIMENTO LOCAL NA REGIÃO ANGOLANA DO OKAVANGO	138

Consumer Behaviour, Authenticity and Digital Transformation of Marketing and industries (ENG)	139
OC-135 - (545) - EXPLAINING TOURIST BEHAVIORAL TOWARD ADOPTING HOTEL LOYALTY PROGRAM BASED ON THE NON-FUNGIBLE TOKEN: EXTENDING THE UTAUT2 MODEL.....	140
OC-136 - (358) - THE PERCEPTION OF AUTHENTICITY IN A CITY-BREAK EXPERIENCE IN COIMBRA WORLD HERITAGE SITE OF UNESCO	141
OC-137 - (333) - THE RELATIONSHIP BETWEEN IMAGE, COMPETITIVENESS AND TOURIST DESTINATIONS: A BIBLIOMETRIC ANALYSIS OF SCOPUS PUBLICATIONS FROM 2000 TO 2023	142
OC-138 - (2605) - THE IMPACT OF DIGITAL COMMUNICATION ON THE PROMOTION OF MUSIC FESTIVALS	143
Digital Twins and tourism (ENG)	144
OC-118 - (537) - DIGITAL TWINS IN TOURISM: A SYSTEMATIC LITERATURE REVIEW.....	145
OC-119 - (469) - THE DIGITAL PRESENCE OF RURAL TOURISM IN ALENTEJO: ASSESSING WEBSITE FUNCTIONALITIES OF ACCOMMODATION UNITS	146
OC-122 - (409) - THE SMART TOURISM EXPERIENCE IN THE CONTEXT OF ACCOMMODATION IN PROPERTIES WITH HERITAGE VALUE	147
OC-123 - (345) - DIGITAL TECHNOLOGIES AS KEY TO ENHANCE SMART TOURISM DESTINATIONS MANAGEMENT	148
Governance for the Sustainable Development of Tourism Destinations (ENG).....	149
OC-117 - (561) - DESTINATION'S TRACK TO SUSTAINABILITY: HOW TO HOLD A CLIMATE-FRIENDLY WHEEL? (THE CASE STUDY OF KYIV-CITY, UKRAINE)	150
OC-120 - (540) - FROM DEVELOPMENT TO DEPENDENCY: A CONCEPTUAL FRAMEWORK FOR RETHINKING TOURISM.....	151
OC-121 - (363) - EXPLORING COLLABORATIVE GOVERNANCE: ENHANCING TOURISM RESILIENCE TO CLIMATE CHANGE.....	152
OC-124 - (379) - COLLABORATIVE GOVERNANCE IN CLIMATE CHANGE ADAPTATION INVESTMENTS: MANAGING STAKEHOLDER EXPECTATIONS IN MOUNTAIN TOURISM DESTINATIONS - A CASE STUDY OF CORNO ALLE SCALE	153
OC-125 - (547) - PUBLIC GOVERNANCE AS MEDIATED COOPETITION FOR TOURISM DEVELOPMENT - A SYSTEMATIC LITERATURE REVIEW.....	154
OC-125 - (572) - RESILIENCE AND SUSTAINABILITY OF THE DOURO REGION: THE CASE OF THE "GUARDIANS OF THE DOURO" PROJECT	155
Wine and Olive Oil Tourism: Trends and Challenges (PT)	156
OC-126 - (495) - ENOTURISMO NA REGIÃO CENTRO DE PORTUGAL: UMA ANÁLISE DAS PERCEÇÕES DOS VISITANTES NO TRIPADVISOR	157
OC-127 - (497) - PRÁTICAS SUSTENTÁVEIS NO MERCADO DE VINHOS ESPUMANTES: UM ESTUDO BENCHMARKING DAS PRINCIPAIS REGIÕES PRODUTORAS	158
OC-128 - (474) - UM ESTUDO DE CASO NO BRASIL SOBRE OLIVOTURISMO NO MEIO RURAL	159
OC-018 - (525) - COMO PROVAR UM VINHO PELO SEU RÓTULO: UMA EXPERIÊNCIA DE ENOTURISMO (DENTRO E FORA DA GARRAFA).....	160
OC-129 - (471) - PERSPECTIVAS HISTÓRICAS DA VITIVINICULTURA NA SERRA CATARINENSE	161
Building Sustainable Tourism: The Blueprint for Circular Ecosystems (ENG).....	162
OC-158 - (505) - CIRCULAR ECONOMY MATURITY IN TOURISM SYSTEM COMPANIES: ELIGIBILITY CRITERIA AND EVALUATION.....	163
OC-159 - (438) - THE NEW PARADIGM IN EDUCATION – CHANGING VALUES AND INTEGRATING SUSTAINABLE DEVELOPMENT GOALS AND CIRCULAR ECONOMY INTO THE STUDY CONTENT	164
OC-160 - (2606) - ENDOGENOUS RESOURCES AS ELEMENTS OF TERRITORIAL ATTRACTIVENESS: THE CASE OF MONTEMOR-O-VELHO MUNICIPALITY	165
OC-161 - (517) - EXPLORING PRO-CIRCULAR CONSUMER BEHAVIOURS: A SYSTEMATIC REVIEW AND FRAMEWORK PROPOSAL.....	166

OC-162 - (530) - SUSTAINABILITY CHALLENGES IN BUSINESS TOURISM: TRANSFORMATIVE FACTORS IN THE MEETING AND EVENT INDUSTRY FOR ADVANCING GREEN PRACTICES.....	167
Challenges for tourism in coastal areas: sustainability, climate change and spatial planning (PT/ENG)	168
OC-143 - (422) - EXPLORING THE ALGARVE AS A HEALTH TOURISM DESTINATION: INSIGHTS FROM STAKEHOLDERS	169
OC-146 - (353) - SMALL COAST DESTINATIONS: A PORTFOLIO OF TOURISM BEST PRACTICES FOR SUSTAINABLE DEVELOPMENT GOALS	170
OC-147 - (1569) - A SPATIAL TYPOLOGY OF PORTUGAL'S COASTAL AREAS BASED ON THE STRUCTURE AND DYNAMICS OF ITS TOURIST ACTIVITY	171
OC-150 - (451) - CAMINHO PORTUGUÊS DE SANTIAGO – CAMINHO DA COSTA: ANÁLISE DA SATISFAÇÃO COM A COMUNICAÇÃO E PROMOÇÃO REALIZADA PELOS MUNICÍPIOS E COM A OFERTA TURÍSTICA.	172
OC-151 - (458) - TURISMO SUSTENTÁVEL: MITO OU REALIDADE? O CASO DO ARCO LITORAL DOS MUNICÍPIOS DE GRÂNDOLA E ALCÁCER DO SAL	173
Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT)	174
OC-139 - (416) - A AMÊNDOA COMO ELEMENTO GASTRONÓMICO E IDENTITÁRIO DO POTENCIAL TURÍSTICO EM TERRITÓRIOS DE BAIXA DENSIDADE: VILA NOVA DE FOZ CÔA E FIGUEIRA DE CASTELO RODRIGO	175
OC-140 - (490) - GASTRONOMIA, PATRIMÓNIOS ALIMENTARES E TURISMO: UMA RELAÇÃO VIRTUOSA.....	176
OC-141 - (405) - MEL PORTUGUÊS: IDENTIDADE, SUSTENTABILIDADE E ATRAÇÃO TURÍSTICA	177
OC-142 - (337) - O ARROZ DOCE COMO PATRIMÓNIO CULTURAL: PRESERVAÇÃO, CONEXÃO E SUSTENTABILIDADE NO TURISMO	178
Sustainable Tourism in the context of global population changes (ENG)	179
OC-144 - (480) - GREY TOURISM AND GLOBAL TRENDS: HOW DEMOGRAPHY IS SHAPING THE FUTURE OF TRAVEL?	180
OC-145 - (412) - THE DESIRED TOURIST IN ALENTEJO: AN ANALYSIS OF THE RESIDENT'S PERCEPTIONS ON TOURISM.....	181
OC-148 - (414) - IMMIGRANT WORKFORCE IN THE TOURISM AND HOSPITALITY INDUSTRY	182
OC-149 - (467) - MEDIA NARRATIVES OF IMMIGRATION IN THE TOURISM AND HOSPITALITY SECTORS IN PORTUGAL	183
OC-152 - (1598) - NEW FAMILY DYNAMICS AND FAMILY TOURISM – CHALLENGES AND IMPACTS IN THE CONTEXT OF TOURISM IN PORTUGAL?.....	184
Tourism and Natural Areas (ENG).....	185
OC-153 - (552) - ASSESSING ISLAND DESTINATION IMAGE: A LITERATURE REVIEW	186
OC-154 - (1582) - ATTITUDES TOWARD NATURE: A GENERATIONAL APPROACH OF NATURE-BASED TOURISM	187
OC-155 - (553) - GLAMPING: A BLIBLIOMETRIC SURVEY	187
OC-156 - (402) - THE LINK BETWEEN TOURISM AND NATURAL AREAS THROUGH THE CONCEPT OF NATURE OVERTIME	189
OC-157 - (413) - PERCEIVED NATURE-BASED DESTINATION IMAGE BY TOURISTS FROM DIFFERENT GENERATIONS	190
Regenerative Rural Tourism: Co-Creating Impactful Experiences with Local Communities, Entrepreneurs, Visitors and Resources (ENG)	191
OC-163 - (439) - ENHANCING NATURE-BASED TOURISM THROUGH TRANSFORMATIVE EXPERIENCES	192
OC-164 - (567) - HOW CO-CREATION TRIGGERS POSITIVE EXPERIENCES AND LOYALTY IN WINE TOURISM?	193
OC-165 - (519) - TOURIST CO-CREATION WITH LOCALS: THE CASE OF SHARED HARVESTING EXPERIENCES.....	194
OC-166 - (430) - FORESTS, HEALTH AND TOURISM: DEVELOPING SUSTAINABLE HEALTH TOURISM OFFERS IN LOCAL FORESTS	195

OC-167 - (555) - EXPLORING THE VALUE OF VIEWPOINTS: THE CASE OF "PARQUE DO BARROCAL" IN CASTELO BRANCO, PORTUGAL	196
Social media-induced tourism (ENG)	197
OC-168 - (338) - DMOS' VIRTUAL INFLUENCERS: ARE THEY REALLY A NEW MARKETING TOOL OR JUST A COPY OF CURRENT HUMAN SOCIAL MEDIA INFLUENCERS?.....	198
OC-169 - (408) - ENGAGEMENT EMOTIONS OF A VIRTUAL TRAVEL INFLUENCER IN TOURISM MARKETING: THE CASE OF SENA ZARO	199
OC-170 - (384) - THE INFLUENCE OF DIGITAL MARKETING AND SOCIAL MEDIA ON SUSTAINABLE TOURISM	200
OC-171 - (394) - UNPACKING THE LINK: SOCIAL MEDIA POPULARITY AND TOURIST ARRIVALS IN EUROPEAN DESTINATIONS	201
OC-172 - (436) - UNESCO NATURAL WORLD HERITAGE SITES AND ONLINE ENVIRONMENTAL DISCOURSE: A TEXTUAL CONTENT ANALYSIS OF TOURISTS' REVIEWING BEHAVIORS	202
Transports and Tourism (ENG)	203
OC-179 - (442) - ASSESSMENT OF GREENWAYS AND LONG-DISTANCE ACTIVE TRANSPORTATION ROUTES IN LATVIA IN CONTEXT OF TOURISM.....	204
OC-180 - (1570) - RAILWAY TOURISM IN ANGOLA, THE CASE OF THE LUANDA-MALANJE RAILWAY	205
OC-183 - (564) - THE IMPORTANCE OF HIGH-SPEED RAIL FOR SUSTAINABLE TOURISM: A LITERATURE REVIEW	206
OC-184 - (483) - OPPORTUNITIES AND CHALLENGES FOR SINO-PORTUGUESE TOURISM IN THE CONTEXT OF THE BELT AND ROAD INITIATIVE	207
OC-187 - (1601) - SUSTAINABILITY IN THE AVIATION INDUSTRY – CASE STUDY OF INTERGLOBE AVIATION LIMITED (INDIGO)	208
Urban Safety: Risks, Vulnerabilities, and (Un) Sustainability (ENG)	209
OC-173 - (346) - PERCEPTION OF THE IMPACT OF RISKS ON TOURISM IN THE DOURO DEMARCATED REGION	210
OC-174 - (546) - SAFETY IN VISITOR HOTSPOTS: UNCOVERING INSIGHTS ON PERCEIVED TOURIST RISKS IN PORTUGUESE CITIES	211
OC-175 - (418) - RESIDENTS' AND TOURISTS' PERCEPTIONS OF THE PARIS 2024 OLYMPIC GAMES AND THEIR IMPACTS	212
OC-176 - (386) - THE IMPACT OF TOURISM SEASONALITY ON THE HEALTHCARE IN ALGARVE	213
OC-177 - (485) - TRANSFORMATIVE HOSPITALITY: COMMUNITY-LED AND ARTISTIC INTERVENTIONS TO COUNTERACTING GENTRIFICATION IN HISTORICAL TOURISM DESTINATIONS	214
Women's Empowerment in Tourism and Hospitality (ENG/PT)	215
OC-178 - (398) - LEISURE AND THE BODY: DEVIATION, FREEDOM, OR EMPOWERMENT?	216
OC-181 - (395) - REVISITING COIMBRA: GENDER, HERITAGE, AND EMPOWERMENT IN THE TRAVELS OF ANN BRIDGES AND SUSAN LOWNDES	217
OC-182 - (1602) - EMPOWERING COMMUNITIES THROUGH GASTRONOMIC ENTREPRENEURSHIP: A FEMINIST PERSPECTIVE	218
OC-185 - (391) - TURISMO AUTOMÓVEL E MOTOTURISMO NO FEMININO: DESAFIOS DE GÉNERO	219
OC-186 - (434) - VIAJANTES MULHERES: O CUIDADO DE SI E A PROMOÇÃO DA SAÚDE DE MOCHILEIRAS SENIORES PELO MUNDO	220
Bridging tourists and destinations through storytelling (ENG).....	221
OC-195 - (523) - NARRATIVE TRANSPORTATION AND POSITIVE EMOTIONS AS DETERMINANTS OF WORD OF MOUTH IN TOURISM.....	222
OC-196 - (452) - CEMETERY TOURISM AND THE CREATION OF SUSTAINABLE CIRCUITS AT CONCHADA'S CEMETERY (COIMBRA, PORTUGAL)	223
OC-197 - (417) - IT'S A KIND OF MAGIC! WITCHES, SPELLS AND STORIES, IN MONTALEGRE (PORTUGAL)	224

OC-198 - (522) - REPRESENTATION OF WHS AND ICH IN CULTURAL TRAVEL PROGRAMS OF TOUR OPERATORS AND TRAVEL AGENCIES	225
OC-189 - (397) - EXPLORING THE SHADOWS: PRACTICES AND MOTIVATIONS ON THE URBEX TOURISM.....	226
Exploring Niche Tourism - Opportunities and Challenges (ENG).....	227
OC-188 - (1573) - CULINARY IDENTITY	228
OC-190 - (448) - CULTURAL TOURISM IN UNIVERSITIES: NICHE TOURISM, SPECIAL INTEREST TOURISM OR BOTH?	229
OC-191 - (499) - WHAT MATTERS IN UNIVERSITY WORLD HERITAGE SITES? USER-GENERATED CONTENT VS. MARKETING COMMUNICATION STRATEGIES IN THE OCCIDENTAL REALITY	230
OC-192 - (565) - TOURIST MOTIVATIONS AND BEHAVIOURAL PATTERNS OF EN2: INSIGHTS FOR DEVELOPING EFFECTIVE MARKETING STRATEGIES	231
OC-193 - (1597) - KEY COMPETITIVENESS FACTORS DRIVING SOCIOECONOMIC VALUE CREATION IN THE DEVELOPMENT OF MOUNTAIN DESTINATIONS IN PORTUGAL	232
OC-194 - (463) - FILM INDUCED TOURISM AND THE SYMBOLIC REINVESTMENT OF HERITAGE: THE CASE OF HOUSE OF THE DRAGON IN MONSANTO, PORTUGAL	233
HERITAGE AND CULTURE: The Future of Douro Heritage (PT).....	234
OC-209 - (500) - CONTRIBUTOS DE UMA IES PARA A EDUCAÇÃO EM TURISMO SUSTENTÁVEL NO DOURO: OPORTUNIDADES DO SISTEMA DE CERTIFICAÇÃO BIOSPHERE SUSTAINABLE	235
OC-210 - (527) - JIGSAW: UMA ESTRATÉGIA INOVADORA PARA O DESENVOLVIMENTO DE COMPETÊNCIAS DO SÉCULO XXI EM SECRETARIADO E TURISMO - ESTUDO DE CASO APLICADO EM ESPANHOL	236
OC-211 - (479) - O PROGRAMA ECO-ESCOLAS COMO FERRAMENTA ESTRATÉGICA DA AGENDA 2030: CONTRIBUTOS DE UMA IES PARA A EDUCAÇÃO EM TURISMO SUSTENTÁVEL NO DOURO	237
OC-212 - (539) - PECHA KUCHA: UMA ESTRATÉGIA INOVADORA PARA O DESENVOLVIMENTO DE COMPETÊNCIAS DE ORALIDADE EM SECRETARIADO E TURISMO - ESTUDO DE CASO APLICADO EM ESPANHOL.....	238
OC-213 - (350) - PLANEAMENTO E GESTÃO DE PROJETOS CULTURAIS: PERNOITAR EM BALÕES DE VINHO....	239
OC-214 - (487) - INTERCÂMBIO CULTURAL ENTRE LAMEGO E PARATY: ESTUDO DA FESTA EM HONRA DE NOSSA SENHORA DOS REMÉDIOS	240
Intersectional Approaches to Regenerative Tourism (ENG)	241
OC-199 - (347) - THE SYNERGY OF ECOFEMINISM AND FOOD ACTIVISM FOR TOURISM REGENERATION.....	242
OC-200 - (348) - TOWARDS REGENERATIVE FESTIVALS: EMBEDDING NET-POSITIVE RELATIONSHIPS THROUGH PARTICIPATORY CULTURAL TOURISM	243
OC-201 - (370) - BIOPHILIC DESIGN IN HEALTH TOURISM: A QUALITATIVE APPROACH.....	244
OC-202 - (507) - GASTRONOMIC HERITAGE: THE INTERSECTION OF FOOD, IDENTITY, AND TOURISM	245
OC-203 - (355) - APPLYING GOOD PRACTICES IN TOURISM: FROM SUSTAINABILITY TO REGENERATIVE TOURISM.....	246
The Role of Tourism in Sustainable Development in Low-density Territories (ENG)	247
OC-204 - (447) - DEVELOPING SUSTAINABLE TOURISM ROUTES IN THE DOURO VALLEY: A CASE FOR INTEGRATING HERITAGE AND CLIMATE RESILIENCE	248
OC-205 - (509) - RURAL TOURISM AS A PROMOTER OF SUSTAINABILITY IN LOW-DENSITY TERRITORIES	249
OC-206 - (557) - SUSTAINABLE WINE TOURISM IN CENTRAL PORTUGAL: VISITOR BEHAVIOR AND REGIONAL IMPACT.....	250
OC-207 - (468) - HOW TO KNOW IF A DESTINATION MAY “SUFFER” OF OVERTOURISM?	251
OC-208 - (360) - ARE TOURISM ROUTES AN OPTION TO AVOID DESERTIFICATION OF THE LESS POPULATED AREAS A CASE STUDY IN MADEIRA ISLAND.....	252

[Adriana Chim-Miki](#), 44, 148, 197
[Adriana Fumi Chim Miki](#), 102
 Adriana Fumi Chim-Miki, 17, 77, 79, 137
[Adriano Bailadeira](#), 137
 Adriano Sampaio, 57
[Aekkus Bir Singh Ahuja](#), 177
[Agita Livina](#), 39
 Agita Līviņa, 174
 Aida Carvalho, 28
 Akash Arora, 47
[Alan Hartman](#), 73
 Albano Figueiredo, 36
 Alexandra Almeida, 125
[Alexandra Lavaredas](#), 46, 132
 Alexandra Matos Pereira, 172
 Alexandra Pereira, 183
 Alexandra Rodrigues Gonçalves, 19, 50
 Alexandre Dias, 113
 Alexandre Martins, 30
 Ali Özduran, 78
[Alice Luxo](#), 45
[Alicia Orea-Giner](#), 184, 203
 Amanda Anselmo De Medeiros, 102
[Aminah Dastan](#), 204
 Ana Braca Carvalho, 202
 Ana Branca Carvalho, 90, 202
 Ana Caldeira, 25, 52, 131, 179
[Ana Carolina Jordão](#), 65
 Ana Cláudia Campos, 76
[Ana Gomes](#), 145
[Ana Gonçalves](#), 20
[Ana Graça](#), 55, 56, 156, 185
 Ana Guia, 90, 196
 Ana I. Miranda, 79
[Ana Maria Caldeira](#), 36, 37, 165, 166
[Ana Moniz](#), 113
[Ana Proserpio](#), 105
[Ana Rita Fachada](#), 138, 139
[Ana Sofia Duque](#), 94, 190
 Ana Teresa Guia, 202
 Anabela Fragata, 61, 62, 89, 199, 201
 Anabela Monteiro, 187
[André Pedrosa](#), 148
 André Samora-Arvela, 178
[Andreia Carvalho](#), 161
[Andreia Martins](#), 100
 Andreia Moura, 99, 125
 Andreia Pereira, 162, 179
 Andreia Vitória, 138, 139
[Andrew Mzembe](#), 42
 Angélica Garcia Couto, 107
 Anirudh R, 177
 Antonia Gravagnuolo, 87
[António Cerdeiras](#), 114
 António Marques Vidal, 85
 António Moreira, 138, 139
 Arthur De Araújo, 68
 Arunachalam Tv, 177
 Augusto Luísa, 188

[Augusto Silva](#), 175
 Aurkene Alzua-Sorzabal, 135
 Bálint Kádár, 26
 Basagaitz Guereño-Omil, 135
 Beatriz Castro, 69
 Beatriz Lins Lobato, 15, 53
[Bebiana Monteiro](#), 67
 Bernardete Sequeira, 76
 Berta Ferrer-Rosell, 171
 Bruna Ranção Conti, 180
 Bruno Sousa, 101
[Camile Ferreira](#), 111
 Carla Braga, 72
 Carla Fonseca, 63, 108
 Carla Fraga, 33, 65, 66, 68, 69
 Carla Oliveira, 59, 61, 62, 89, 199, 201
 Carla Silva, 22, 57, 162, 163, 164
 Carlos Cardoso Ferreira, 54, 91
 Carlos Ferreira, 60, 149, 176
 Carmelina Cosmi, 87
[Catarina Fernandes](#), 202
 Catarina Figueiredo, 129
[Catarina Frias](#), 54
[Catarina Nadaís](#), 182
 Cátia Valéria, 198, 200
[Celeste](#), 51
 Celeste Eusebio, 210
 Celeste Eusébio, 14, 145, 166
 Célia Maria Quitério Ramos, 126
 Célia Reis, 150
 Celso Brito, 94
 Charlene Downing, 79
 Chen Wang, 176
 Claudete Oliveira Moreira, 100, 195
 Cláudia Gouveia, 96
 Cláudia Mataloto, 98
 Claudia Seabra, 91
 Cláudia Seabra, 67
 Cláudia Seabra, 21, 68, 131, 165, 179
 Conceição Cunha, 138, 139
 Courtney Schilling, 36, 37
[Craig Webster](#), 121
 Cristina Barroco, 94, 117
 Dace Dance, 39, 41, 142
 Dalila Dias, 122
[Daniela Alvares](#), 109
 Daniela Amorim, 212
[Daniela Angelina Jelinčić](#), 16
[Danielly Dias Sandy](#), 110
 Diana Cunha, 166
 Diana Ferreira, 79
 Didiana Fernandes, 60, 88
[Dina Amaro](#), 165
[Diogo Miguel Pinto](#), 178
 Diogo Pinto, 73
[Dora Gomes](#), 132
 Dora Lúcia Miguel Agapito, 126
 Dr. Gaitree Gowreesunkar, 47
[Duarte Sampaio De Almeida](#), 130

Dulcineia Ramos, 176
Dzintra Atstaja, 143
Edileuza Lobato Da Cunha, 13
Eduardo Milhões Pinheiro, 196
 Eduardo Pinheiro, 59, 60, 62, 88, 89, 198, 199, 200, 201
 Eirini Alexiou, 181
Elisabeth Kastenholz, 94
 Elisabeth Kastenholz, 22, 36, 51, 131, 161, 166, 167, 210
Elizabeth Abreu Sousa, 91
Elizabeth Kastenholz, 25
 Ema Baptista, 180
 Emese Panyik, 172
 Emilene Leite, 44
Erica Sao Joao, 79
 Eugénia Devile, 14, 125
 Eunice Duarte, 71, 73, 74, 176, 178, 209
Eunice Lopes, 46
 Eva Martin-Fuentes, 171
 Eva Milheiro, 30, 31, 63, 131
Fatemeh Bagheri, 48
Fatima João, 93
 Fatine Ouhtita, 116
 Felipe Borborema Cunha Lima, 23, 107
 Fernanda Sant'Ana, 159
 Fernando Brito E Abreu, 130
Fetine Bayraktar, 78
 Filipa Brandão, 77, 148, 206
 Filipa Martinho, 101
Filipe Ambrósio, 61, 199, 201
 Filipe Ribeiro, 157
 Fiona Bakas, 120
 Francesca Nicolais, 181
Francisca Santos, 79
 Francisco Dias, 46
 Francisco Lopes, 85
 Francisco Mondragão-Rodrigues, 31
 Gabriel Santos García, 33
 Gabriela Marques, 187
Galina Bukovska, 146
George Ramos, 63, 108, 122
Germana Torres, 195
Ginés Rodríguez, 70
 Ginesa Martínez Del Vas, 70
Giovana Goretti Feijó Almeida, 83, 128, 207
Giuseppe Aliperti, 135, 136
 Gorete Dinis, 137
 Graça Carvalho, 31
 Gregorz Kwiatkowski, 192
 Gurid Gjøstein Karevoll, 192
 Hélder Lopes, 27
 Hélder Silva Lopes, 124
 Helena Albuquerque, 25, 124
 Helena Alves, 75, 86
 Helena Pina, 178
Helene Maristuen, 192
 Hernanda Tonini, 33
Hilal Akdemir, 19, 50, 208
 Himani Singh, 47
 Humberto Fois Braga, 65
Igor Araújo, 150
 Ilenia Pierantoni, 136

İlker Gül, 134
Inês Almeida, 44, 194
 Inês Boavida Portugal, 82
 Inês Boavida-Portugal, 130
 Inês Rodrigues, 197
 Ines Schneider, 121
 Isabel Andrade, 198, 200
 Isabel Cabo, 59, 60, 61, 62, 88, 89, 198, 199, 200, 201
Isabel Paiva, 124
 Isabel Reis, 101
Isaura Alberton De Lima, 110
Jaime Serra, 157, 160
 Jesús Manuel López-Bonilla, 191
Jin Hooi Chan, 43, 44
Joana A. Quintela, 147
Joana Capela De Campos, 127
 Joana Costa, 114
 Joana Lima, 157, 160
 Joana Martins, 159
João Caldeira Heitor, 71
João Capucho, 75, 86
 João Emílio Alves, 30
 João Emílio Estêvão, 30
 João Estêvão, 131
 João Heitor, 73
 João Leitão, 75, 86
 João Manaia Rato, 34
 João Paulo, 212
João Reis, 58
João Vaz Estêvão, 31, 32
Joice Lavandoski, 33, 180
 Jorge Marques, 147
 Jorge Mota, 138, 139
Jorge Ramos, 115
 José De São José, 19, 50
José Ezequias, 125
 José Pereira, 83, 128
 José Rodrigues, 63, 108, 122
 Josefina Salvado, 106, 154
 José-Luis Rodríguez Sánchez, 172
 Juan Manuel Aguado-García, 184
Julia Marti-Ochoa, 171
Juliana Lobo, 159
 Juliana Marques, 164
 Juliana Meneses, 117
 Kaarina Barbosa Virkki, 180
 Karlaganis Corinne, 17
 Katerina Volchek, 94
 Kateryna Dolhova, 133
 Kettrin Farias Bem Maracajá, 102
 Kevin Hemsworth, 211
 Klaas Koerten, 121
Larissa F.L. Almeida, 77
Lídia Aguiar, 152
 Lidia Tomé, 157
 Lorenzo Francisci, 22
 Luana Sousa De Oliveira, 23
 Luciana Pessoa, 188
 Lucília Cardoso, 65, 66, 67, 68, 69, 144
 Lúcio Cunha, 36
Luís Ambrósio, 59

Luis Lima Santos, 65
Luís Lima Santos, 68
Luis Miguel López-Bonilla, 191
Luís Mota, 193
Luís Silveira, 44, 151, 189, 194
Luís Simões, 80
Mafalda Pacheco, 109
Manal Nadi, 116
Manish Nanda, 47
Manuel Reis, 57, 164
Manuel Salgado, 114
Manuela Costa, 84, 169
Manuela Guerreiro, 48
Māra Grīnberga-Šilaua, 174
Marcelino De Souza, 33, 140
Marcella De Martino, 87
Marcelo Knop, 65, 66, 69
Márcio Martins, 25, 26, 27, 28
Márcio Ribeiro Martins, 36
Marco Arraya, 187
Marco Martins, 74
Marcuzzi Caroline, 118
Margarita Robaina, 145
Maria Borges, 157
Maria Carlos Lopes, 196
Maria De Lurdes Calisto, 104
Maria De Lurdes Martins, 94
Maria Del Pilar Pascual Fraile, 170
Maria Do Rosário Borges, 160
Maria Gorete Araújo, 83
Maria Gorete Dinis, 32
Maria Jaqueline Elicher, 180
Maria João Carneiro, 51, 52, 131, 161, 166, 167, 210
Maria João Pires Da Rosa, 51
Maria José Araújo, 153
Maria José Pires, 97
Maria Leonor Ferreira, 138, 139
Maria Lúcia De Jesus Pato, 140
Maria Lúcia Pato, 117
Maria Pato, 162
Mariana Carvalho, 167
Mariana Casal-Ribeiro, 82
Mariana Inácio Marques, 71
Mariana Miranda, 57
Mariana Reiser Guedes, 107
Marianna Sigala, 195
Mariia Rastvorova, 103, 133
Marília Durão, 158
Mário Cruz, 60, 88
Marklea Da Cunha Ferst, 15, 53
Marko Raic, 16
Markov Sebastian, 168
Marrcella De Martino, 181
Marta Bubicz, 64
Marta De Alexandre, 17, 138, 139
Marta Kontina, 40
Marta Marta Saracho-Arnáiz, 60
Marta Quintas, 105
Marta Santos, 49
Marta Saracho-Arnáiz, 88
Marta Šveb Dragija, 16

Maryam Shams, 76
Matheus Carneiro Moreira, 65
Medéia Veríssimo, 158, 159
Micaela Durães, 22
Michelson Kairo Ribeiro Nogueira, 65
Miguel Belo, 85
Miguel Brito, 72
Miguel Mota, 59, 62, 88, 89, 196, 198, 199, 200, 201
Miguel Pinheiro, 29
Miguel Puig Cabrera, 70
Minkyung Park, 18
Miriane Frossard, 65
Mónica Brito, 151, 160
Mónica Ferreira, 152
Monica Proto, 87
Monika Belhaj, 38
Morgana Secchi, 140
Nadine Leder, 43
Nasim Hekmat, 147
Natália Oliveira, 212
Natércia Veiga, 202
Nelson Félix, 97
Nicole Maia, 65
Nilgün Demirel İli, 205
Noémi Marujo, 157, 160
Nora Annesi, 136
Norberto Santos, 93, 144
Nuno Almeida, 191
Orlando Simões, 25
Osvaldo Silva, 113
Ove Oklevik, 192
Pablo Moreira, 68
Paola Bastos Lohmann, 180
Patrícia Esteves, 132, 207
Patrícia Pinto, 48
Patrick Moratori, 66, 69
Paula Reis, 63, 108, 122
Paula Remoaldo, 27
Paula V. Martins, 180
Paula Zamprogna, 141
Paulo Almeida, 46, 83, 128, 132, 207
Paulo Carvalho, 175
Pedro Duarte De Almeida, 34
Pedro Espírito Santo, 188
Pedro Manuel Do Espírito Santo, 188
Pedro Silva, 27
Pedro Vaz Serra, 21, 131
Peres Rita, 101
Pippirs Corinna, 168
Prathmesh Ranjan Khillare, 47
Priscilla Marques, 92
Priscilla Teixeira Da Silva, 186
Prof. Agita Livina, 146
Rebeca Suárez Álvarez, 170
Reis Manuel, 162
Renê Artur Ferreira, 107
Ricardo Bonacho, 96, 98
Ricardo Correia, 28
Ricardo Ferreira, 99
Ricardo Lanção, 105
Ricardo Marcão, 101

Rita Lankauskienė, 38
Rita Peres, 82, 129
Rocío López Muniesa, 172
Rogério Dardeau, 106
Romeu Cequeira, 62, 89
Romeu Sequeira, 59, 60, 88, 198, 199, 200, 201
Rosa Conde, 211
Rúben Feijão, 58
Rúbia Silene Alegre Ferreira, 13
Rui A Costa, 77
Rui Augusto Costa, 79
Rui Augusto Da Costa, 17
Rui Costa, 28, 114, 137, 138, 139, 148, 197
Rui Ferreira De Figueiredo, 37
Rui Ribeiro, 176
Ruta Fontes, 28
Salman Yousaf, 173
Sâmara Christina Souza Nogueira, 15
Sandra Lopes, 144
Sandra Simões, 206
Sara Alonso-Muñoz, 184
Sara Filipe, 122
Sara Madeira, 189
Sara Rodrigues De Sousa, 187
Sara Santos, 188
Sarmite Rozentale, 39, 142
Sarmite Rozentāle, 41
Sérgio Guerreiro, 54
Serra Jaime, 157
Sevil Acar, 123
Silvia De Ascaniis, 22
Silvia Fernandes, 180
Sofia Almeida, 96, 98
Sónia Ferreira, 188
Sónia P. Nogueira, 110
Steckenbauer Georg Christian, 168
Stroma Cole, 120

Suah Kim, 18
Susana Fonseca, 202
Susana Gonçalves, 49
Susana Lima, 125
Susana Marques, 119
Susana Mesquita, 52, 211
Susana Msr Fonseca, 90, 202
Susana Silva, 35, 37
Suzana Parreira, 34
Tania Sofia Almeida, 191
Tatjana Thimm, 17
Thomas Baum, 79
Tiago Alvarenga, 141
Tiago Lopes, 85
Tomo Valeriano, 14
Umut Gülşen, 123
Valentina Apicerni, 181
Vander Valduga, 141
Vasco Santos, 101
Vera Margarida Cunha, 119
Vera Steiner, 64
Victor Afonso, 129
Viktoria Kiptenko, 133
Vildan Yilmaz, 205
Vitor Ambrósio, 72
Vitor Sá, 183
Vítor Sá, 172, 193
Yasmine Digby, 43
Yassine Mountije, 126
Yolanda Flores E E Silva, 23, 107
Yolanda Flores E Silva, 186
Youssef El Archi, 66
Zahed Ghaderi, 48
Zehra Yardi, 134
Zélia Breda, 206
Živilė Gedminaitė-Raudonė, 38

04th June 2025

08:45 am

Accessible tourism and assistant technology: Challenges and perspectives (PT) (Room 4)

1

ACCESSIBLE TOURISM AND ASSISTANT TECHNOLOGY: CHALLENGES AND PERSPECTIVES (PT)

08:45 am

Accessible tourism and assistant technology: Challenges and perspectives (PT) (Room 4)

OC-001 - (407) - ACESSO À EDUCAÇÃO: CONSIDERAÇÕES PARA PESSOAS COM DEFICIÊNCIA NO BRASIL COMO CONDIÇÃO DE REDUÇÃO DAS DESIGUALDADES

Edileuza Lobato Da Cunha¹; Rúbia Silene Alegre Ferreira¹

1 - Universidade do Estado do Amazonas - UEA

Proposal and Originality

A busca pelo conhecimento embora seja uma caminhada subsidiada como um direito na legislação brasileira, apresenta peculiaridades inerentes às dificuldades vivenciadas pelas pessoas. Nesse contexto, tem-se a realidade de pessoas que possuem uma dada deficiência, nos mais diversos níveis. Assim, na presente pesquisa se faz uma apreciação do quantitativo de nível de instrução dos PcD's considerando pessoas sem instrução e ensino fundamental incompleto; fundamental completo e médio incompleto; médio completo e superior incompleto e superior completo.

2

Methodology

Como base para a obtenção de resposta ao objetivo estabelecido se fará uso dos dados do Instituto Brasileiro de Geografia e Estatística (IBGE), que faz a cobertura dos dados para os 27 estados do País, por meio de série temporal.

Results and Implications

Os resultados demonstrarão a evolução do quantitativo da população PcD no acesso a educação, um fator indispensável na efetivação da inclusão, bem como na adesão ao mercado de trabalho, ocupando postos formais, como garantia de suas demandas diárias e uso de todos os direitos reservados aos brasileiros. Isso tudo reforça a importância das garantias da acessibilidade à pessoas tão valiosas, pois em um passado não tão distante, eram enormes as dificuldades. Sabe-se que o papel exercido pelo conhecimento é de relevante importância, sobretudo no desenvolvimento de competências.

Research Limitations

Por referir-se a uma pesquisa teórica que faz uso de dados secundários, as limitações para a consolidação da pesquisa são mínimas.

References Version APA 6th or 7th Edition

ALMEIDA, Míriam Elena Cesar. 2017. Jovens e adultos em escola especial para pessoas com deficiência intelectual: escolarização em debate. 2017. Dissertação (Mestrado em Educação) – Universidade Federal de São Carlos, Sorocaba.

BAPTISTA, Claudio Roberto. 2011. Ação pedagógica e educação especial: a sala de recursos como prioridade na oferta de serviços especializados. Revista Brasileira de Educação Especial, Marília, v. 17, n. esp. p. 59-76.

BRASIL. A consolidação da inclusão escolar no Brasil: 2003 a 2016. 2016. Brasília, DF: DPEE/SECADI/MEC.

Bíssigo MCK. 2017. As políticas públicas para a construção de uma sociedade inclusiva: conquistas e desafios a partir dos movimentos sociais. ScientiaTec.

08:45 am

Accessible tourism and assistant technology: Challenges and perspectives (PT) (Room 4)

OC-002 - (1568) - COMPETITIVIDADE E ACESSIBILIDADE: PROPOSTA DE UM MODELO DE COMPETITIVIDADE DOS DESTINOS TURÍSTICOS COM FOCO NA ACESSIBILIDADE

Tomo Valeriano¹; Celeste Eusébio²; Eugénia Devile³

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Proposal and Originality

A acessibilidade é essencial para o desenvolvimento do turismo sustentável. No entanto, a maioria dos modelos de competitividade dos destinos turísticos negligenciam esta dimensão. Devido à crescente relevância que o mercado do turismo acessível assume na atualidade é fundamental questionar se os modelos existentes estão adaptados à realidade atual em termos de mercados turísticos. No entanto, poucos estudos têm analisado esta temática. Este estudo pretende apresentar um novo modelo de competitividade dos destinos turísticos com foco na acessibilidade.

Methodology

Com base na revisão da literatura sobre competitividade e acessibilidade de destinos turísticos, foram identificadas dimensões e atributos para um modelo de competitividade com foco na acessibilidade. Um estudo qualitativo com entrevistas semiestruturadas a peritos em acessibilidade e competitividade foi realizado para avaliar a relevância desses elementos.

Results and Implications

Os resultados destacam a importância da integração das dimensões de acessibilidade nos modelos de competitividade dos destinos turísticos. Essa integração torna o destino mais atrativo para todos, incluindo pessoas com deficiência, idosos e outros grupos com necessidades especiais. Um planeamento turístico que considere a acessibilidade confere uma identidade única ao destino, aumentando sua atratividade e competitividade. As entrevistas com especialistas permitiram criar um modelo inovador de competitividade dos destinos onde a acessibilidade é um elemento central.

Research Limitations

Esta investigação focou apenas a perspetiva de peritos em acessibilidade e competitividade. Incluir outros stakeholders é relevante.

References Version APA 6th or 7th Edition

Crouch, G. I., & Ritchie, J. R. B. (1999). Tourism, competitiveness, and societal prosperity. *Journal of Business Research*, 44(3), 137-152.

Domínguez-Vila, T., Darcy, S., & González, A., (2015). Competing for the disability tourism market – A comparative exploration of the factors of accessible tourism competitiveness in Spain and Australia. *Tourism Management*. 47(1), 261-272.

Dwyer L., & Kim, C. (2003). Destination competitiveness: determinants and indicators. *Current Issues in Tourism*, 6(5), 369-414.

Salinas-Fernández, J. A., Azevedo, P. S., Martín-Martín, J. M., & Rodríguez-Martín, J. A. (2020). Determinants of tourism destination competitiveness in the countries most visited by international tourists: proposal of synthetic index. *Tourism Management perspectives*. 33 (2020), 100582.

OC-003 - (352) - DIREITO AO TURISMO ACESSÍVEL E TECNOLOGIA ASSISTIVA: DESAFIOS EPERSPECTIVAS NA REGULAÇÃO BRASILEIRA

Marklea Da Cunha Ferst¹; Sâmara Christina Souza Nogueira¹; Beatriz Lins Lobato¹

1 - Universidade do Estado do Amazonas

Proposal and Originality

O artigo tem como objetivo geral analisar a adequação e os desafios da aplicação da legislação brasileira sobre turismo acessível e tecnologia assistiva e investiga como a legislação brasileira atual aborda a regulamentação do direito ao turismo acessível e o uso de tecnologias assistivas, avaliando se as normas em vigor são suficientes para promover um turismo inclusivo e acessível para pessoas com deficiência.

4

Methodology

A metodologia utilizada no estudo é de caráter descritivo e explicativo, baseada em uma investigação bibliográfica e na reflexão dedutiva. O estudo envolve o mapeamento das principais normas e leis brasileiras que regulamentam o turismo acessível e a tecnologia assistiva. Também são analisadas as inovações tecnológicas e como estas podem ser melhor integradas na legislação brasileira.

Results and Implications

Demonstra que a legislação brasileira sobre turismo acessível e tecnologia assistiva é adequada em termos teóricos, mas sua aplicação prática é prejudicada pela falta de fiscalização e recursos, confirmado os estudos anteriores que demonstram o quanto a ausência de acessibilidade em produtos e serviços turísticos é um fator impeditivo para a participação do turista com deficiência no turismo, sendo necessária a intervenção estatal na promoção de políticas públicas de desenvolvimento e utilização de tecnologias assistivas no turismo que culminem na promoção do turismo acessível

Research Limitations

Em virtude da extensão territorial brasileira e ausência de informações nos sítios de internet não há exatidão dos dados do uso da tecnologia assistiva no Brasil.

References Version APA 6th or 7th Edition

Domínguez Vila, T., Rubio-Escuderos, L., & Alén González, E. (2024). Accessible tourism: using technology to increase social equality for people with disabilities. *Tourism Review*. <https://doi.org/10.1108/TR-11-2023-0812>

Forstner, M. (2022). Conceptual models of disability: the development of the consideration of non-biomedical aspects. *Disabilities*, 2(3), 540–563. <https://doi.org/10.3390/disabilities2030039>

Hernández-Sales, L., & López Sánchez, J. A. (2023). Accessible Tourism: A Bibliometric Analysis from 2000 to 2021. *International Journal of Sustainable Development and Planning*, 18(7), 2159–2165. <https://doi.org/10.18280/ijstdp.180719>

Jurišić, L., Pinjatela, R., & Perić Bralo, M. (2022). Experiences of experts in using assistive technology. *Research in Education Rehabilitation*.

Proposal and Originality

O artigo traz como contribuições teóricas o conceito de ecoturismo e capacitismo turístico e a discussão dos impactos do capacitismo na prática de atividades de ecoturismo, ofertando uma análise detalhada das barreiras enfrentadas pelos turistas com deficiência física. Como contribuições práticas, o estudo oferece uma base sólida para o desenvolvimento de intervenções e políticas que promovam um ecoturismo mais inclusivo e acessível.

5

Methodology

Caráter descritivo, explicativo e aplicado. Bibliográficos, documentais e de levantamento de campo. Trata-se de uma pesquisa qualitativa com amostragem por conveniência, em que foram utilizadas as estratégias de análises propostas pela literatura. Foram entrevistadas 5 pessoas com deficiência física, através de chamada de videoconferência, realizadas no período de 03/07/2024 à 08/07/2024.

Results and Implications

Foi feita a codificação dos dados a partir de temáticas, com posterior análise criteriosa e observando as interseções existentes em cada resposta. Os respondentes foram questionados sobre a prática de atividades de ecoturismo e, se não o faziam, por qual motivo. Os respondentes destacaram alguns fatores impeditivos, tais como: Falta de profissionais capacitados para atender a pessoa com deficiência; Falta de equipamentos que auxiliem nas atividades; Dificuldade de mobilidade e condições de terreno; Pouca autonomia para a pessoa com deficiência física

Research Limitations

Dificuldade de encontrar respondentes com deficiência que praticassem atividades de ecoturismo

References Version APA 6th or 7th Edition

Cram, E., Law, M. P., & Pezzullo, P. C. (2022). Crippling Environmental Communication: A Review of Eco-Ableism, Eco-Normativity, and Climate Justice Futurities. Em *Environmental Communication* (Vol. 16, Número 7, p. 851–863). Routledge.

De La Fuente-Robles, Y. M., Muñoz-De-Dios, M. D., Mudarra-Fernández, A. B., & Ricoy-Cano, A. J. (2020). Understanding stakeholder attitudes, needs and trends in accessible tourism: A systematic review of qualitative studies. Em *Sustainability (Switzerland)* (Vol. 12, Número 24, p. 1–23). MDPI. <https://doi.org/10.3390/su122410507>

Wall-Reinius, S., Kling, K. G., & Ioannides, D. (2023). Access to Nature for Persons with Disabilities: Perspectives and Practices of Swedish Tourism Providers. *Tourism Planning & Development*, 20(3), 336–354

04th June 2025

08:45 am

Creative Tourism as a platform for sustainability (ENG) (Room 4)

CREATIVE TOURISM AS A PLATFORM FOR SUSTAINABILITY (ENG)

08:45 am

Creative Tourism as a platform for sustainability (ENG) (Room 4)

OC-019 - (372) - CREATIVE TOURISM EXPERIENCES FOR VISITORS' WELLBEING AND SUSTAINABLE MUSEUMS

Marta Šveb Dragija¹; Daniela Angelina Jelinčić¹; Marko Raic¹

1 - Institute for Development and International Relations

Proposal and Originality

Museums of today are becoming multifunctional centers offering emotional experiences (Jelinčić & Senkić, 2017), learning and wellbeing opportunities (Chatterjee & Noble, 2017). Creative, engaging and interactive activities may even have impacts on visitors' transformational experiences (Thomson et al., 2018; Šveb Dragija & Jelinčić, 2022;). This is a novel approach in museum studies and the paper seeks to address factors necessary for tourists' transformations and the role of emotions in the promotion of museum visitor' wellbeing, having scientific implications.

Methodology

Apart from the desk research which served in providing theoretical background, a focus group has been applied with Croatian participants ($N = 10$), which included tourism and culture decision makers ($N = 3$), museum and interpretation centers experts ($N = 5$) and travel operators ($N = 2$). It lasted for 2 hours and was recorded, while its transcript was analyzed applying thematic analysis.

Results and Implications

Museums will have to develop new functions with new topics able to incite personal growth. This entails both real and virtual (creative) experiences, while craft or eco-museums are especially suitable for it. Factors having impact on it are internal (e.g. museum staff's strong interpretation skills; interdisciplinary museum activities; personalized creative experiences, etc.) and external (policy, travel agencies' and other professional support). Authentic and universal emotions, both positive and negative have enormous importance in wellbeing-related transformations.

Research Limitations

The research does not focus on their practical implementation, or possibilities of measuring visitors' wellbeing and transformation, opening avenues for future research.

References Version APA 6th or 7th Edition

Chatterjee, H., and Noble, G. (2017). *Museums, health and well-being*. UK: Routledge.

Jelinčić, D. A.; Senkić, M. (2019). The value of experience in culture and tourism: The power of emotions. In: N. Duxbury and G. Richards (Eds.), *A Research Agenda for Creative Tourism* (pp. 41-53). Edward Elgar Publishing.

Šveb Dragija, M., and Jelinčić, D. A. (2022). Can Museums Help Visitors Thrive? Review of Studies on Psychological Wellbeing in Museums. *Behavioral Sciences*, 12(11), 458.

Thomson, L.J., Lockyer, B., Camic, P.M., and Chatterjee, H.J. (2018). Effects of a museum-based social prescription intervention on quantitative measures of psychological wellbeing in older adults. *Perspect. Public Health*, 138, 28–38.

08:45 am

Creative Tourism as a platform for sustainability (ENG) (Room 4)

OC-020 - (514) - DIMENSIONS AND VARIABLES OF CREATIVE TOURISM FROM THE PERSPECTIVE OF COOPETITION

Marta De Alexandre¹; Rui Augusto Da Costa¹; Adriana Fumi Chim-Miki²

1 - Department of Economics, Management, Industrial Engineering and Tourism, Aveiro University, Aveiro, Portugal; 2 - Management Department, Federal University of Campina Grande, Campina Grande, Brazil

Proposal and Originality

Given the growing demand for sustainable tourism development models (Duxbury & Richards, 2019) this study focuses on creative tourism. The research goal was to identify and validate dimensions and variables of creative tourism. The originality of this study lies in creating a toolbox for managing creative territories based on a coopetition strategy for tourism development.

Methodology

A qualitative approach was used, with a literature review and identification of the dimensions and variables of creative tourism. Subsequently, a face validity was carried out with three experts in creative tourism and governance models for final validation. Each variable was assessed for adequacy and clarity using a scale ranging from 1 (Not adequate at all) to 5 (Completely adequate).

Results and Implications

The results indicated that creative tourism can be represented by 73 variables distributed across 7 dimensions. The coopetition strategy is distributed across various dimensions as it is an intrinsic behaviour of tourism and a basic premise of creative tourism, i.e., co-creation and co-production. The results of this research can serve as a basis for future investigations. They can be tested in different projects and creative territories, contributing to the formation of coopetition ecosystems to accelerate the development of creative tourism.

Research Limitations

The main limitation was the small number of participants in the face validity, as this was a preliminary exploratory study.

References Version APA 6th or 7th Edition

Chim-Miki, A. F., & Batista-Canino, R. M. (2016). A pesquisa sobre coopetição: em direção a uma melhor compreensão do construto e sua aplicação no turismo. *Revista Turismo - Visão e Ação - Eletrônica*, 18 (3), 424-447. 10.14210/rtva.v18n2.p424-447.

Duxbury, N., & Richards, G. (2019). *Towards a research agenda for creative tourism: Developments, diversity, and dynamics*. In *A Research Agenda for Creative Tourism*, 1-14. <https://doi.org/10.4337/9781788110723.00008>

Richards, G. (2011). *Creativity and Tourism: The State of the Art*. *Annals of Tourism Research*, 38 (4), 1225-1253. <https://doi.org/10.1016/j.annals.2011.07.008>

Richards, G. (2021). Business Models for Creative Tourism. *Journal of Hospitality and Tourism*, 19(1), 1-13. <https://johat.org/wp-content/uploads/2021/09/1-Greg-180721.pdf>.

08:45 am

Creative Tourism as a platform for sustainability (ENG) (Room 4)

OC-021 - (556) - SCOPE AND CHALLENGES OF CREATIVE TOURISM IN UZBEKISTAN

Karlaganis Corinne¹; Tatjana Thimm¹

1 - Constance University of Applied Sciences

Proposal and Originality

The Central Asian country Uzbekistan, a former center of the Silk Road, has a longstanding heritage in craft production. Creative tourism is being offered in some locations. The focus of our research interest and paper lies on the examination of the existence and the development of creative tourism in Uzbekistan. Addressing a research gap, our paper focuses on what the chances, obstacles and scope of creative tourism in Uzbekistan are. Of interest is also which stakeholders are involved and who is currently offering and benefitting from creative tourism and what role networks play.

9

Methodology

The study applies a mixed methods approach. Qualitative in-depth interviews based on a guideline have been conducted with different stakeholders such as crafts people, travel agents and development experts. This is complemented with a quantitative survey with tourists on their knowledge about and interest in creative tourism, as well as participant observation, secondary data analysis and netnography.

Results and Implications

Results show that there are creative tourism activities in many locations. There is a vast potential for the expansion of creative tourism in Uzbekistan, not only in the main tourist centres around World Heritage Sites, but also in more rural or suburban areas. Creative tourism activities include miniature painting, embroideries and pottery. There are close interactions between art schools and artisans. Creative tourism is also a possibility to foster female entrepreneurship. Networks are important, especially in more rural or suburban contexts.

Research Limitations

Limitations of the study were given through regional constraints (restriction to three locations). Depending on the area, the scope and potential of creative tourism varies.

References Version APA 6th or 7th Edition

Douglas, A., Hoogendoorn, G. and Richards, G. (2024). Activities as the critical link between motivation and destination choice in cultural tourism, *Journal of Hospitality and Tourism Insights*, Vol. 7 No. 1, 249-271. <https://doi.org/10.1108/JHTI-09-2022-0442>

OECD (2014). *Tourism and the Creative Economy*. Paris: OECD.

Richards, G. (2019). Creative tourism: opportunities for smaller places? *Tourism and Management Studies*, 15(Special Issue), 7-10.

Richards, G. and Raymond, C. (2000). Creative tourism. *ATLAS News* no. 23, 16-20. ISSN 1388-3607.

08:45 am

Creative Tourism as a platform for sustainability (ENG) (Room 4)

OC-022 - (374) - TOURISM COOPERATIVES AS EFFECTIVE GOVERNANCE MODELS FOR CREATIVE TOURISM INITIATIVES

Minkyung Park¹; Suah Kim²

1 - George Mason University; 2 - Hanyang University

Proposal and Originality

This study explores how tourism cooperatives can serve as a governance model to foster the development, growth, sustainability, and inclusivity of creative tourism initiatives. Our case study illustrates how such cooperatives can revitalize dwindling rural communities, transforming them into thriving rural tourism destinations through creative initiatives. By utilizing local knowledge, skills, and resources, these cooperatives strengthen communities. The study's originality lies in applying the cooperative governance model specifically to creative tourism.

10

Methodology

We identified six tourism cooperatives in rural South Korea and interviewed representatives from each to understand their organization and operations. Each 90-120 minute interview was recorded and transcribed for analysis. Additionally, we conducted a content analysis of documents related to each cooperatives studied in this research.

Results and Implications

Our study found that while each tourism cooperative is uniquely organized with varying goals, activities, sizes, and memberships, they all emphasize voluntary resident involvement, transparent operations, and equitable benefit distribution from tourism growth as key factors for their success. This suggests that tourism cooperatives can serve as a useful tool for revitalizing rural areas and fostering local ownership and inclusivity, empowering residents to actively shape their community's tourism industry in similar contexts.

Research Limitations

Our study interviewed only six cases, limiting generalization. Future research could include more members and residents for broader perspectives.

OC-023 - (464) - CREATIVE TOURISM AS A PATHWAY TO SOCIAL INCLUSION FOR OLDER ARTISANS

Hilal Akdemir¹; José De São José¹; Alexandra Rodrigues Gonçalves¹

1 - University of Algarve

Proposal and Originality

The study offers original insights by exploring the intersection of creative tourism (CT) and social inclusion for older artisans. Despite the recognized social benefits of CT, research on its impact on artisans' social inclusion or exclusion remains scarce (Costa et al., 2020; Genç & Genç, 2017). By focusing on Loulé Criativo, this qualitative research highlights the perspectives of artisans and management, illustrating how CT mitigates social exclusion. It contributes actionable strategies for policymakers to enhance the empowerment and social recognition of older artisans.

11

Methodology

This study used semi-structured interviews with 11 artisans and 6 managerial staff from the Loulé Criativo program. Participants were selected through purposive sampling. Interviews conducted in Portuguese were translated to English, with member checking for accuracy. Framework analysis (Ritchie, 2014) was employed to identify key processes influencing social inclusion among older artisans.

Results and Implications

The research reveals that CT positively impacts older artisans' social inclusion, enhancing dimensions like service provision and access and social relations. While managers focus on health benefits, artisans emphasize emotional wellbeing, highlighting the need for policies that prioritize older adults' perspectives. The findings underscore CT's role in combating isolation, fostering economic opportunities, and enhancing community cohesion. Policymakers should leverage CT as a social intervention tool, aligning with SDG to reduce inequalities and promote inclusivity.

Research Limitations

Limitations include a small sample size, language barriers in interviews, and a focus on Loulé Criativo, limiting generalizability.

References Version APA 6th or 7th Edition

Costa, J., Montenegro, M., & Gomes, J. (2020). Tourism – ten possible solutions for a more inclusive society. *Worldwide Hospitality & Tourism Themes*, 12(6), 775–779. <https://doi.org/10.1108/whatt-07-2020-0081>

Genç, R., & Genç, E. A. (2017). Promotion of social inclusion through new steps in tourism. *Acta Universitatis Danubius OEconomica*, 13(3), 194–201. <https://www.ceeol.com/search/article-detail?id=728692>

Ritchie, J., Lewis, J., Nicholls, C. M., & Ormston, R. (2014). *Qualitative research practice. A guide for social science students & researchers* (2 ed.). Sage.

04th June 2025

08:45 am

Innovation Management in Tourism (ENG) (Room 4)

12

INNOVATION MANAGEMENT IN TOURISM (ENG)

OC-004 - (566) - CULTURE MEETS SPORTS TO FOSTER TOURISM: THE CASE OF THE PARIS 2024 GAMES

Ana Gonçalves¹

1 - Escola Superior de Hotelaria e Turismo do Estoril, Centro de Estudos Geográficos, Laboratório Associado TERRA, IGOT-ULisboa

Proposal and Originality

Culture and sports offer unique experiences that attract visitors with diverse interests and contribute to heritage appreciation and social cohesion, playing a crucial role in creating attractive destinations. Large-scale competitions such as the Olympics are highly sought after events by major cities worldwide to leverage tourism, generate local economic impact, and strengthen cultural identity. Yet the role of culture and cultural programming in such events has deserved little attention in academia.

Methodology

By focusing on the Paris 2024 Olympics as a case study, this proposal adopts a qualitative methodological approach that is exploratory in nature. It will, on one hand, analyse the Cultural Olympiad programme that has run before and during the Olympic and Paralympic Games in Paris, while also shedding light on the cultural programming of the opening and closing ceremonies of both Games.

Results and Implications

The findings of this research will contribute to a renewed understanding of the articulation of culture and sports and their relationship with tourism, especially in the case of mega-events such as the Olympics. The so-called 'curatorial turn' (Richards, 2024) that has held sway in tourism in recent years implies that curators are now influencing tourism fluxes by presenting culturally-rich programmes and events that seek to attract both visitors and residents.

Research Limitations

Given the exploratory nature of the research, it lacks more in-depth analysis of the perceived role of culture in the Paris 2024 Games, by decision-makers and tourists alike.

References Version APA 6th or 7th Edition

Fairley, S. & Tyler, B. D. (2009). Cultural learning through a sport tourism experience: The role of the group. *Journal of Sport & Tourism*, 14, 273-292.

Galily, Y., Spaaij, R., & McGannon, K. R. (2024). Beyond the Rings: Exploring the Cultural and Behavioral Impact of the 2024 Paris Olympics. *American Behavioral Scientist*, 0(0).

Richards, G. (2024). The curatorial turn in tourism and hospitality. *International Journal of Contemporary Hospitality Management*, 36(13), 19-37.

Richards, G. (2021). *Rethinking Cultural Tourism*. Edward Elgar Publishing.

OC-005 - (375) - INBOUND TOURISM AND ECONOMIC AND SOCIAL RISKS: AMIDST THE PANDEMIC AND REGIONAL CONFLICTS

Pedro Vaz Serra¹; Cláudia Seabra¹

1 - University of Coimbra

Proposal and Originality

Between December 2019 and October 2023, three events of exceptional impact occurred sequentially: the COVID-19 pandemic, the invasion of Ukraine by Russia, and the war between Israel and Hamas. Their direct and indirect effects quickly became global. Because it contemplates risk perception, tourism activity is also very exposed to these events. We aim to carry out an analysis of the registered movements which allows us to conclude about similarities and differences between countries. We have not found a study with identical characteristics in existing literature.

14

Methodology

Study on the 7 main inbound tourism markets – France, Spain, the US, Turkey, Italy, Mexico, and the UK – for some of their main socio-economic indicators, population, GDP per capita, inflation rate, unemployment rate, savings rate, with the inbound flows and inbound tourism revenue. Between 2019 and 2023, using panel data methodology, data will be obtained through the IMF, OECD, UN, UNWTO, WEF, and the World Bank.

Results and Implications

The evaluation of the indicators will allow us to establish double readings, common and specific. Contributions are expected for science, management, as well as public decision-makers, considering, respectively (i) the absence of studies with a methodology that uses a series of indicators that are complementary and recent; (ii) a comparative analysis of the results, demonstrating realities with common and distinctive features; (iii) the support that central, regional and local authorities can provide, given these facts and circumstances.

Research Limitations

There are other factors which can influence the economic and social indicators and their populations. This is an approach that does not exhaust alternative scenarios.

References Version APA 6th or 7th Edition

Arce, Ó., Koester, G., & Nickel, C. (2023). *One year since Russia's invasion of Ukraine – the effects on euro area inflation*.

Glantz, M. (2023). *How Does the Israel-Hamas War Impact Russia and Ukraine?* United States Institute of Peace.

OECD (2023). *National accounts*.

Seabra, C., & Korstanje, M. E. (2023). Tourism: A Global Industry With Global Risks – Risk Perception Theory in the Age of Extremes. In C. Seabra & M. E. Korstanje (Eds.), *Safety and Tourism* (pp. 1–9). Emerald.

UNWTO, W. T. O. (2023). *UNWTO Tourism Data Dashboard*.

Vaz Serra, P., & Seabra, C. (2023). Hygiene and health in tourism, in a post-pandemic context: From expected requirement to mandatory criterion. In C. Seabra & M. Korstanje (Eds.), *Safety and Tourism: A Global Industry with Global Risks*. Emerald.

World Bank. (2023). *World Bank Open Data*.

OC-006 - (1583) - SURF TOURISM AND DESTINATION IMAGE: LINKAGE AND IMPACTS ON TERRITORIAL DEVELOPMENT

Micaela Durães¹; Elisabeth Kastenholz¹; Carla Silva²

1 - University of Aveiro; 2 - Polytechnic Institute of Viseu

Proposal and Originality

This research reviews surf tourism and destination image literature to merge these fields and create a unique research focus. It investigates how surf tourism impacts the formation of a destination's image and supports development. Despite limited studies linking the areas, exploring this connection could benefit tourism marketing. The study identifies existing concepts and research gaps, aiming to enhance understanding of destination image formation in surf contexts, advancing marketing strategies and sustainable growth for these locations.

15

Methodology

This study uses a systematic literature review to identify research contributions and gaps in surf destination image formation. Documents were sourced from SCOPUS using keywords related to destination image, surf tourism, marketing, and sustainability, following the PRISMA protocol for selection criteria. The central question explored is how surf tourism impacts the formation of a destination's image.

Results and Implications

This review is another contribution to understanding the state of the art regarding an important concept in tourism literature. The analysis of the state of the art in cross-research within these two areas allows for the recognition of the benefits that result from this merging and the identification of existing gaps in the literature.

Research Limitations

The research was conducted using only the SCOPUS database. The language considered for document analysis was exclusively English.

References Version APA 6th or 7th Edition

Steven Andrew Martin (2022): From shades of grey to Web of Science: a systematic review of surf tourism research in international journals (2011–2020), *Journal of Sport & Tourism*

Da Rosa, S., Anjos, F. A. dos, Pereira, M. de L., & Arnhold Junior, M. (2019). Image perception of surf tourism destination in Brazil. *International Journal of Tourism Cities*, 6(4), 1111–1127

Pahlevan-Sharif, S., Mura, P., & Wijesinghe, S. N. R. (2019). A systematic review of systematic reviews in tourism. *Journal of Hospitality and Tourism Management*, 39, 158–165.

Martin, S. A., & Assenov, I. (2012). The genesis of a new body of sport tourism literature: A systematic review of surf tourism research (1997–2011). *Journal of Sport and Tourism*, 17(4), 257–287

08:45 am

Innovation Management in Tourism (ENG) (Room 4)

OC-007 - (1590) - LEVERAGING INDUSTRIAL HERITAGE FOR TERRITORIAL DEVELOPMENT AND TOURISM PROMOTION

Lorenzo Francisci¹; Silvia De Ascaniis²

1 - Università degli studi di Perugia; 2 - Università della Svizzera italiana, USI

Proposal and Originality

Industrial heritage is usually neglected in programmes of territorial valorization and tourism promotion, because it is often in a situation of degradation and has not an aesthetic appeal. Nevertheless, in the past it has shaped the identity of the territory where it is located and nowadays constitutes an educational and cultural resource for understanding the history, transformations, and cultural heritage of local communities. The case of Stifone and Gole del Nera is presented, a rural area in the centre of Italy that is historically intertwined with industry since the Middle Ages.

16

Methodology

A masterplan of industrial archaeology has been developed, with the goal of establishing a structured method for gradually defining a pathway towards cultural sustainability and tourism promotion leveraging on industrial heritage. It employs a multifaceted methodological approach, ranging from the development of technical industrial archaeology records to direct interviews with residents of the area.

Results and Implications

The masterplan is grounded in a participatory model that includes all stakeholders, from public institutions to private entities and individual citizens. This active community involvement in decision-making enables a comprehensive reflection on the area's future, encouraging the creation of a shared vision focused on redefining local identity and recognizing the educational and touristic value of industrial monuments, suggesting new didactic and cultural roles for them.

Research Limitations

This experience can be applied to similar projects aimed at social, cultural, and economic regeneration in areas historically marked by industrial presence.

References Version APA 6th or 7th Edition

- Montella, M. (1987). L'archeologia industriale per una politica dei beni culturali. In G. Bovini, R. Covino, M.G. Fiorito, G. Gallo and M. Giorgini, *Un modello catalografico per l'archeologia industriale*, Electa, Milano, pp. 13-39.
- Mautone, M. (2001). *I beni culturali. Risorse per l'organizzazione del territorio*, Pàtron, Bologna.
- Desplanques, H. (2006). *Campagne umbre. Contributo allo studio dei paesaggi rurali dell'Italia centrale*, Quattroemme, Perugia.
- Preite, M. (2009). *Masterplan. La valorizzazione del paesaggio minerario*. Polistampa, Firenze.
- Di Capua, V. (2021). La Convenzione di Faro. Verso la valorizzazione del patrimonio culturale come bene comune. *Aedon. Rivista di arti e diritto online*, 3, pp. 162-171.

04th June 2025

08:45 am

Space-time Visitor Behaviour (ENG) (Room 4)

SPACE-TIME VISITOR BEHAVIOUR (ENG)

08:45 am

Space-time Visitor Behaviour (ENG) (Room 4)

OC-009 - (1584) - EXPLORING TIME-SPACE BEHAVIOR IN WINE TOURISM: A CASE STUDY OF THE BAIRRADA WINE ROUTE IN PORTUGAL

Elizabeth Kastenholz¹; Ana Caldeira²; Márcio Martins³; Orlando Simões⁵; Helena Albuquerque⁴

1 - Universidade de Aveiro; 2 - Universidade de Coimbra; 3 - Instituto Politécnico de Bragança; 4 - Universidade Portucalense; 5 - Instituto Politécnico de Coimbra

Proposal and Originality

Wine routes support tourism by merging wine, culture, and regional experiences to boost local economies and preserve terroir. This study investigates the Bairrada Wine Route in Portugal, focusing on visitor behavior via GPS tracking and surveys. The research offers an innovative look at how digital platforms and mapped itineraries impact tourists' time-space movements, enhancing understanding of wine routes' role in sustainable regional development and destination management by steering visitor flows and amplifying under-visited locations.

18

Methodology

The study employs a mixed-methods approach combining GIS-based maps of Bairrada's wineries, tourist attractions, and visitor itineraries, with GPS tracking data to monitor tourist flows. Surveys data on visitor experiences additionally helped understand tourist behavior. This case-study framework elucidates how mapped routes shape spatial and behavioral patterns in wine tourism.

Results and Implications

The findings reveal that the itineraries suggested by the Bairrada wine route were not actually followed by the visitors whose movements were analysed, with real time-space patterns and survey data giving additional insight on visitor behavior, presenting relevant insights on the potential of geographic wine route planning that may improve destination management and marketing, reinforcing appealing experience design as well as sustainability, promoting local culture, gastronomy, and attractions.

Research Limitations

This study is limited to one region, Bairrada, and data collected over a single season. Results may vary across regions and seasons, impacting generalizability.

References Version APA 6th or 7th Edition

- Brás, J. M., Costa, C., & Buhalis, D. (2010) Network analysis and wine routes: the case of the Bairrada Wine Route. *The Service Industries Journal*, 30(10), 1621–1641.
- Caldeira, A. M., & Kastenholz, E. (2020) Spatiotemporal tourist behaviour in urban destinations: a framework of analysis. *Tourism Geographies*, 22(1), 22–50.
- Golledge, R.G., & Stimson, R.J. (2001). *Spatial Behavior: A Geographic Perspective*. New York: Guilford Press.
- Gómez, M., Pratt, M. A., & Molina, A. (2019) Wine tourism research: A systematic review of 20 vintages from 1995 to 2014. *Current Issues in Tourism*, 22(18), 2211–2249.
- Kastenholz, E., & Lane, B. (2021) Delivering appealing and competitive rural wine tourist experiences. In R. Sharpley (Ed.), *Handbook of the Tourist Experience* (pp. 508-520).

08:45 am

Space-time Visitor Behaviour (ENG) (Room 4)

OC-010 - (453) - FLICKR GEOTAGGED PHOTOS IN TOURISM RESEARCH: HOW IMPORTANT THEY ARE TO UNDERSTAND VISITORS' SPACE-TIME BEHAVIOUR?

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1 - Instituto Politécnico de Bragança; 2 - Transdisciplinary Research Center in Education and Development (CITeD), Bragança; 3 - Department of Urban Planning and Design, Budapest University of Technology and Economics, Budapest, Hungary

Proposal and Originality

This research is a pioneering exploration into the role of geotagged photos from the Flickr social network in understanding visitors' space-time behaviour. It aims to identify the main research topics, the methods used, and their contributions to tourism research, highlighting this important source of information to tourism studies, particularly in tourism management. As far as the authors know, no research has yet delved into this unique and promising area, which we believe will spark a new wave of interest in the field.

19

Methodology

A systematic literature review was conducted on the Scopus database using the coding scheme *touris* OR visitor* AND Flickr*. Results were limited to documents published in English (n=408), and 80 were selected for content analysis because they were related to the spatiotemporal or "space-time" study of visitors.

Results and Implications

A key study areas and implications were identified, providing a roadmap for future research. The methods and their significant contributions have been highlighted, offering valuable insights for advancing tourism research. The most active research areas using Flickr Photos were grouped into a) Descriptive analysis, b) Development of predictive factors, c) Creation of typologies, d) Understanding tourists' decision-making choices, e) Movement pattern and flow, f) Destination consumption, and g) Artificial intelligence and machine learning.

Research Limitations

The use of Scopus database may not include all the documents on Flickr and tourism literature. This research only took into account the geotagged photos from one social network.

References Version APA 6th or 7th Edition

- Bettaieb, B., & Wakabayashi, Y. (2021). Comparison of the areas of interest in central Tokyo among visitors by country of residence using geotagged photographs. *Geographical Review of Japan Series B*, 93(2), 66–75. <https://doi.org/10.4157/GEOGREVJAPANB.93.66>
- Paulino, I., Domènech, A., & Bassols, N. (2022). Do Visitors Visit What the Tours Industry Supplies? Sightseeing Tours Versus First-timers' Photos. *Tourism Planning and Development*. <https://doi.org/10.1080/21568316.2021.2023206>
- Solazzo, G., Maruccia, Y., Lorenzo, G., Ndou, V., Del Vecchio, P., & Elia, G. (2022). Extracting insights from big social data for smarter tourism destination management. *Measuring Business Excellence*, 26(1), 122–140. <https://doi.org/10.1108/MBE-11-2020-0156>

08:45 am

Space-time Visitor Behaviour (ENG) (Room 4)

OC-011 - (538) - SPATIAL-TEMPORAL ANALYSIS OF COMFORT PERCEPTION AMONG TOURISTS IN THE MUNICIPALITY OF PORTO (PORTUGAL): GPS-BASED INSIGHTS FOR URBAN PLANNING

Pedro Silva^{1,2,3}; Helder Lopes^{2,3,4}; Paula Remoaldo^{1,2,3}; Márcio Martins^{5,6,7}

1 - Lab2PT – Landscape, Heritage and Territory Laboratory; 2 - IN2PAST; 3 - Department of Geography /ICS, University of Minho, Guimarães, Portugal; 4 - Lab2PT – Landscape, Heritage and Territory Laboratory//; 5 - Applied Management Research Unit (UNIAG); 6 - Centro de Investigação, Desenvolvimento e Inovação em Turismo (CITUR); 7 - Polytechnic University of Bragança (IPB) Bragança, Portugal

Proposal and Originality

A literature review on outdoor thermal comfort reveals a significant influence of weather conditions on the tourist' behaviour (e.g., Hardy et al., 2017; Yao et al., 2021; Geletič et al., 2023). In recent years, the outdoor thermal comfort issue has posed a significant challenge to urban planning. The use of GPS data is becoming increasingly widespread in the analysis of behaviour and the relationship between meteorological conditions and decision-making processes. The territorial management depends of a proactive approach to achieve the sustainable development of the sector.

20

Methodology

The present case study of the municipality of Porto (Portugal) was carried out during the summer of 2024 (June to September) and used two complementary methodologies. The geographical positions of tourists were determined using GPS devices (I-GOTU GPS) at their accommodation points (n=103). In addition, a questionnaire was used to assess the respondents' perceptions of their visit (n=198).

Results and Implications

The main findings indicate that extreme climatic conditions have a significant impact on the way tourists approach their visit, including the means of transport used, the places visited and the duration of their stay. The search for green areas, especially those close to rivers, tends to be more frequent on days with exceptionally high temperatures. The average duration of visits is relatively shorter, which can be attributed to the influence of urban characteristics.

Research Limitations

The main constraints pertain to the fieldwork. Only GPS data from one hotel was gathered. Also, the administration of the questionnaire to tourists presents a challenge.

References Version APA 6th or 7th Edition

- Yao, Q., Shi, Y., Li, H., Wen, J., Xi, J., & Wang, Q. (2021). Understanding the Tourists Spatio-Temporal Behavior Using Open GPS Trajectory Data: A Case Study of Yuanmingyuan Park (Beijing, China). *Sustainability*, 13, 94.
- Hardy, A., Hyslop, S., Booth, K., Robards, B., Aryal, J., Gretzel, U., & Eccleston, R. (2017). Tracking tourists' travel with smartphone-based GPS technology: a methodological discussion. *Information Technology & Tourism*, 17(3), 255–274. <https://doi.org/10.1007/s40558-017-0086-3>
- Geletič, J., Lehnert, M., Resler, J., Krč, P., Bureš, M., Urban, A., & Krayenhoff, E. S. (2023). Heat exposure variations and mitigation in a densely populated neighborhood during a hot day: Towards a people-oriented approach to urban climate management. *Building and Environment*, 242, 110564.

OC-012 - (526) - SPATIOTEMPORAL TOURIST BEHAVIOUR FORECASTING

Ruta Fontes^{1,2,3}; Rui Costa^{1,4}; Márcio Martins^{5,6,7}; Aida Carvalho^{3,7}; Ricardo Correia^{5,7}

1 - Universidade de Aveiro;; 2 - Fundação para a Ciência e a Tecnologia;; 3 - Fundação Côa Parque; 4 - GOVCOPP - Unidade de Investigação em Governança, Competitivade e Políticas Públicas; 5 - CITUR - Centro de Investigação, Desenvolvimento e Inovação em Turismo;; 6 - CITED - Centro de Investigação Transdisciplinar em Educação e Desenvolvimento; 7 - Instituto Politécnico de Bragança

Proposal and Originality

This research systematically explores spatiotemporal tourist behaviour forecasting by examining and comparing traditional, machine learning, and hybrid models. Specifically, it seeks to identify key data sources, analyze their impact on prediction accuracy, and evaluate the performance of diverse analytical models. Furthermore, it investigates the practical applications of these forecasts across different areas, offering valuable insights for tourism stakeholders (Zheng et al., 2017)

21

Methodology

This study follows PRISMA guidelines for a systematic review. A total of 585 articles were identified in Scopus and narrowed to 25 after applying selection criteria. The review focused on analysing different predictive models and assessing data types and sources for their role in enhancing forecasting accuracy and effectiveness.

Results and Implications

Different predictive models vary in effectiveness for spatiotemporal behaviour forecasting. Traditional models handle short-term predictions, while machine learning models capture complex dependencies but are more challenging regarding cost and data needs (Xia et al., 2011; Xu et al., 2022; Ding et al., 2023). Hybrid approaches combine different models to enhance accuracy. By integrating these methods, destinations can improve the visitor experience while enhancing operational efficiency and sustainability.

Research Limitations

This review is limited to English articles in Scopus, excluding other studies. The diversity of context has made synthesis challenging, with nuances potentially overlooked.

References Version APA 6th or 7th Edition

Xia, J. (Cecilia), Zeephongsekul, P., & Packer, D. (2011). Spatial and temporal modelling of tourist movements using Semi-Markov processes. *Tourism Management*, 32(4), 844–851.

Xu, Y., Zou, D., Park, S., Li, Q., Zhou, S., & Li, X. (2022). Understanding the movement predictability of international travelers using a nationwide mobile phone dataset collected in South Korea. *Computers, Environment and Urban Systems*, 92, 101753.

Ding, D., Zhang, Y., Liu, Y., & Gao, Y. (2023). Analyzing factors on tourist movement predictability: a study based on social media data. *International Journal of Digital Earth*, 16(2), 4141–4163.

Zheng, W., Huang, X., & Li, Y. (2017). Understanding the tourist mobility using GPS: Where is the next place? *Tourism Management*, 59, 267–280.

OC-013 - (432) - THE RELATIONSHIP BETWEEN TOURISTS EMOTIONS AND SPACE-TIME BEHAVIOUR: A SCOPING REVIEW

Miguel Pinheiro^{1,2}; Ana Caldeira ^{1,2}; Claudia Seabra ^{1,2}

1 – Faculdade de Letras da Universidade de Coimbra; 2 – CEGOT: Centro de Estudos de Geografia e Ordenamento do Território

Proposal and Originality

This article presents a Scoping Review that explores the relationship between tourists' emotions and their spatial behaviour across various tourist destinations. It aims to map the existing literature on how emotions influence tourists' spatial behaviour. The literature review identifies the available evidence and key research gaps, providing a comprehensive overview of the current state of research. The study proposes a solid foundation for future research, with the goal of improving the tourist experience and the sustainable management of destinations.

22

Methodology

The methodology adopted is a Scoping Review, following the PRISMA-ScR guidelines. The research was conducted using the Scopus and Web of Science databases, focusing on studies published from 2010 that explore the connection between tourists' emotions and their spatial behaviour. The review provides the available evidence and identifies gaps and areas in the literature that require further investigation.

Results and Implications

The expected outcomes of this Scoping Review include identifying existing trends in the literature on the relationship between tourists' emotions and their spatial behaviour, as well as synthesising the available evidence. The implications involve highlighting research gaps that could guide future studies and inform tourism management strategies, aimed at improving the tourist experience and promoting the sustainability of destinations.

Research Limitations

The dependence on available studies, the methodological variability among the investigations reviewed, and the lack of in-depth quantitative analysis.

References Version APA 6th or 7th Edition

Shoval, N., Schvimer, Y., & Tamir, M. (2018). Real-time measurement of tourists' objective and subjective emotions in time and space. *Journal of travel research*, 57(1), 3-16.

Shoval, N., Schvimer, Y., & Tamir, M. (2018). Tracking technologies and urban analysis: Adding the emotional dimension. *Cities*, 72, 34-42.

Kim, J., & Fesenmaier, D. R. (2015). Measuring emotions in real time: Implications for tourism experience design. *Journal of Travel Research*, 54(4), 419-429.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

04th June 2025

02:25 pm

Wine and Olive Oil Tourism: Trends and Challenges (ENG) (Room 2)

WINE AND OLIVE OIL TOURISM: TRENDS AND CHALLENGES (ENG)

OC-014 - (403) - CHALLENGES FOR THE DEVELOPMENT OF WINE TOURISM IN THE ALENTEJO

Eva Milheiro¹; Alexandre Martins²; João Emílio Alves³; João Emílio Estêvão⁴

1 - CITUR Algarve.; 2 - CARE -Research Center on Health and Social Sciences.; 3 - CIES_iscte – Centre for Research and Studies in Sociology.; 4 - GOVCOPP - Research Unit on Governance, Competitiveness and Public Policies

Proposal and Originality

Wine tourism allows for a broad exploration of wine-producing territories, by articulating with it endogenous products, particularly in the field of regional gastronomy, as well as with their heritage, cultural and natural resources.

By using qualitative methodologies, this study aims to understand how wine tourism has developed in the Alentejo region and what are the main challenges and opportunities by contrasting the vision of the public organisations with the experience of the private operators who run wine tourism projects.

24

Methodology

Using a literature review on the various dimensions of wine tourism and multiple qualitative sources and interviews, this study aims to demonstrate the importance of the wine tourism product for the development of low-density territories, in this case the Alentejo, despite the various challenges it faces.

Results and Implications

The analysis of the literature and the testimonies collected suggest that wine tourism operators should focus on a dynamic concept of products and qualifying them. Networking, involving the various players in the tourism value chain, wineries and the organisations responsible for managing destinations, is proving to be a challenge for affirming the wine tourism product. Training and qualifying human resources is another crucial factor. Digital marketing and sustainability are other aspects that companies and the destination cannot neglect.

Research Limitations

This study is focused on supply and the public sector. It might be relevant to develop studies from a demand perspective, exploring the needs and expectations of wine tourists.

References Version APA 6th or 7th Edition

Carmichael , B. (2005). Understanding the Wine Tourism Experience for Winery Visitors in the Niagara Region. *Tourism Geographies*, 7(2), 185-204, DOI: 10.1080/14616680500072414

Carvalho, M., Kastenholz, E. & Carneiro, M. J. (2021a). A co-criação de experiências enogastrónomicas: O caso da Rota da Bairrada. *Journal of Tourism & Development*, 36 (1), 325-339. DOI 10.34624/rtd.v1i36.10695

Cunha, D., Kastenholz, E., & Lane, B. (2021). Challenges for collecting questionnaire-based onsite survey data in a niche tourism market context: The case of wine tourism in rural areas. *Sustainability*, 13, 12251.

Trigo, A.; Silva, P. (2022). Sustainable Development Directions for Wine Tourism in Douro Wine Region, Portugal. *Sustainability*, 14,3949. <https://doi.org/10.3390/su14073949>

02:25 pm

Wine and Olive Oil Tourism: Trends and Challenges (ENG) (Room 2)

OC-015 - (410) - WINE AND OLIVE OIL TOURISM: OPPORTUNITIES TO DEVELOP NEW COMPLEMENTARY TOURISM EXPERIENCES IN ALENTEJO

João Vaz Estêvão¹; Eva Milheiro²; Francisco Mondragão-Rodrigues³; Graça Carvalho⁴

1 - GOVCOPP - Research Unit on Governance, Competitiveness and Public Policies.; 2 - CITUR Algarve; 3 - MED - Mediterranean Institute for Agriculture, Environment and Development, Portugal; 4 - VALORIZA - Research Centre for Endogenous Resources Valorization, Portugal

Proposal and Originality

Wine and olive oil often enable unique tourist experiences in their production areas. In Alentejo, some wine producers are using olive oil to create alternative tourism products combining wine and olive tourism experiences. This study uses qualitative methods to present various eno and olive oil tourism experiences with varying maturity levels in Alentejo, exploring the reasons behind the development of each of these types of tourism. It also analyses the public sector's perspective on the potential and challenges of each of these two types of agrotourism products in the region.

Methodology

The study uses a qualitative methodology, including interviews with four wine and olive oil producers offering eno and olivotourism experiences as well as with the head of Alentejo's regional DMO. These interviews aim to assess how such tourism experiences enhance the producers' offer and create value for wineries and their regions, which face low demographic density and investment challenges.

Results and Implications

Wine tourism significantly enhances winery activities by boosting brand visibility. The undertaken study demonstrates that olive oil is emerging as a product for developing complementary tourist experiences, with growing tourist interest. Both wine and olive oil integrate well with other local products, facilitating experiences that embrace the landscape, identity, historical, architectural, and natural heritage, along with local traditions, gastronomy, customs, and lifestyles of the communities where they are produced.

Research Limitations

Based on five interviews, this exploratory study may offer a somewhat limited view of wine and olive tourism development in Alentejo, focusing on the supply side.

References Version APA 6th or 7th Edition

Bezerra, R., & Correia, A. I. (2019). The potential of olive oil for creative tourism experiences in the northern region of Portugal. *Revista Portuguesa de Estudos Regionais*, 51, 55-72.

Freire, D. (2017). Changing the olive oil value chain: Food regime and development in Portugal. In *Transforming the Rural* (Vol. 24, pp. 197-220). Emerald Publishing.

Mattas, K., Baourakis, G., Tsakiridou, E., Hedoui, M. A., & Hosni, H. (2020). PDO olive oil products: a powerful tool for farmers and rural areas. *Journal of International Food & Agribusiness Marketing*, 32(4), 313-336.

Salvado, J., & Monteiro, B. (2024). Wine & Olive Oil food heritage synergies within the tourism experience: Analyzing corporate websites. *Via. Tourism Review*, (25).

Travel BI (2022). *Enoturismo Dimensão Nacional e Europeia*. Turismo de Portugal, IP.

Proposal and Originality

Wine tourism, as a form of rural tourism with high potential for generating wealth in low-density areas, sees its services' perceived value significantly enhanced through the implementation of sustainable practices. This study examined the social sustainability of wineries, with a focus on community engagement and human resource policies at four wineries in the Alentejo region, considering the perspectives of the wineries, their employees, and visitors.

26

Methodology

Qualitative methodological triangulation combined: (i) in-depth semi-structured interviews with four winery managers on sustainability and community-based practices; (ii) employees testimonials about motivations and impacts of working in wine tourism on their personal development; (iii) content analysis of Tripadvisor reviews to assess the influence of human resources on the tourist experience.

Results and Implications

Wine tourism managers face challenges in recruiting due to their location and the demands of the job. However, they demonstrate a commitment to integrating local human resources and ensuring the well-being of both the community and visitors. Employee testimonials highlight wine tourism as key in retaining qualified locals. Tripadvisor reviews emphasize the value of local professionals sharing community knowledge and values. This comprehensive analysis underscores social sustainability as a competitive advantage for wine tourism, particularly in low-density areas.

Research Limitations

While the relatively small sample size of wineries may be seen as a limitation it is justified by the innovative methodology and the limited existing research in these areas.

References Version APA 6th or 7th Edition

- Cortez, A., & Ferreira, F. (2019). Wine tourism and sustainable rural development: Insights from interviews with managers and technicians. *Tourism and Hospitality Research*, 19(2), 203-217.
- Flanigan, S., & Schmit, T. M. (2018). Understanding stakeholder perceptions in wine tourism: A comparative study of winery managers and technicians. *International Journal of Tourism Research*, 20(3), 346-355.
- Patten, K. (2021). Assessing the role of wine tourism in promoting social sustainability: Perspectives from managers and technicians. *Sustainability*, 13(4), 1852.
- Roldan, J., & Garcia, A. (2017). Wine tourism and community development: A comparative analysis of managerial and technician insights. *Tourism Management*, 60, 148-161.

02:25 pm

Wine and Olive Oil Tourism: Trends and Challenges (ENG) (Room 2)

OC-017 - (426) - AN OVERVIEW OF WINE TOURISM BY BEHAVIOR AND COGNITIVE DIMENSIONS

Joice Lavandoski^{1,7}; Carla Fraga^{2,3}; Hernanda Tonini⁴; Marcelino De Souza⁵; Gabriel Santos García⁶

1 - Coordinator of Tourism Events Laboratory.; 2 - Professor of the Department of Tourism, Federal University of Juiz de Fora (UFJF/Brazil).; 3 - Leader of Tourism Research Group: Neurosciences and Computing (TRG:N&C).; 4 - Professor at the Federal Institute of Education, Science and Technology of Rio Grande do Sul (IFRS/Brazil) - Bento Gonçalves Campus, Brazil.; 5 - Full professor at the School of Economic Sciences and the Postgraduate Program in Agribusiness at the Federal University of Rio Grande do Sul (UFRGS/Brazil).; 6 - Deputy Director of the Chair of Agrotourism and Wine Tourism of the Canary Islands of the Canary Islands Institute of Agri-Food Quality (ICCA) and the University of La Laguna (ULL).; 7 - Postdoctoral student in the Postgraduate Program in Agribusiness at the Federal University of Rio Grande do Sul (UFRGS/Brazil)

Proposal and Originality

In the 21st century, Pine and Gilmore's (2013) progression of economic value focuses on transformative experience design. Although the main asset of wine tourism experiences involves sensory and perception issues, there is little research that considers neuroscience theories and methods. Therefore, the proposal and originality reside in the analysis of the relationship between wine and tourism from the cognitive and behavioral dimensions of neuroscience. The new theoretical and practical insights can be improved by destination managers.

Methodology

Exploratory mixed-method research, of the scoping review type, with the Web of Science search string: *touris** (topic) and *wine** (topic) and *cogni** or *behavi** (topic) on October 14th, 2024, with a result of n=210 for articles in the English language. The analysis used an adapted Prisma flowchart, Rayyan artificial intelligence support and textual analysis.

Results and Implications

The relationship between tourism and wine has been treated more from a behavioral than cognitive perspective. Therefore, the theoretical deepening of cognition and behavior by the neurosciences, as well as empirical studies with neuroscientific methods (Cerf, 2017), such as electroencephalogram (EEG), eyetracking (ETT) will allow planners and managers of tourist destinations to develop better solutions for the design of transformative wine tourism experiences in the 21st century.

Research Limitations

Future research could use other databases and test other textual analysis software. Funding: scholarship of Carolina Foundation - Tordesillas Group.

References Version APA 6th or 7th Edition

Cerf, M. (2017). Method. In: Garcia-Garcia, M., Cerf, M. (eds.). Consumer Neuroscience. MIT, Cambridge.

Pine, B. J., & Gilmore, J. H. (2013). The experience economy: past, present and future. In: Handbook on the experience economy (pp. 21-44). Edward Elgar Publishing.

04th June 2025

02:25 pm

Addressing Climate Change in Tourism: Theoretical Insights, Methodological Approaches and Mitigation Strategies
(ENG) (Room 2)

28

ADDRESSING CLIMATE CHANGE IN TOURISM: THEORETICAL INSIGHTS, METHODOLOGICAL APPROACHES AND MITIGATION STRATEGIES (ENG)

02:25 pm

Addressing Climate Change in Tourism: Theoretical Insights, Methodological Approaches and Mitigation Strategies

OC-030-(560) - HISTORIC GARDENS AS STRATEGIC LOCATIONS IN CLIMATE-RESILIENT TOURISM

Susana Silva¹

1 - CEGOT - Centre of Studies in Geography and Spatial Planning

Proposal and Originality

Within their multiplicity of functions, historic gardens have become popular urban destinations, offering visitors a connection to nature and local history. However, their importance extends beyond mere tourist attractions. In light of the challenges posed by climate change, this work proposes a reflection on the role of historic gardens in enhancing visitor experiences and destination appeal, particularly in regions severely affected by heat waves. This offers an innovative and interdisciplinary approach to understanding the relevance of historic gardens in urban planning.

29

Methodology

In pursuit of the defined objectives, this work focuses on a theoretical analysis based on a review of the scientific literature on the subject.

Results and Implications

In the context of rising global temperatures and extreme weather events, the results reinforce the significant relevance of historic gardens in the fields of tourism and sustainable urban planning. By highlighting their role as mitigators of thermal discomfort and promoters of more resilient tourism experiences – not only due to their intrinsic features but also through the incorporation of climate adaptation measures – this research contributes to the academic debate on how cultural heritage can play a central role in climate mitigation and adaptation strategies in urban areas.

Research Limitations

The limited research conducted on this specific topic. Future studies should consider the perspectives of visitors and the various stakeholders involved.

References Version APA 6th or 7th Edition

Benfield, R. (2021). *New Directions in Garden Tourism*. Wallingford & Boston: CABI.

Brownlee, M. T. J., Hallo, J. C., & Krohn, B. D. (2013). Botanical garden visitors' perceptions of local climate impacts: awareness, concern, and behavioral responses. *Managing Leisure*, 18(2), 97-117.

Elsayed, I. S. M. (2012). Type of Gardens that Reduce the Intensity of an Urban Heat Island. *European Journal of Social Sciences*, 35(3), 343-356.

Kumar, P. et al. (2024). Urban heat mitigation by green and blue infrastructure: Drivers, effectiveness, and future needs. *The Innovation*, 5(2), 100588.

Wong, N. H., Tan, C. L., Kolokotsa, D. D., & Takebayashi, H. (2021). Greenery as a mitigation and adaptation strategy to urban heat. *Nature Reviews Earth & Environment*, 2(3), 166-181.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

02:25 pm

Addressing Climate Change in Tourism: Theoretical Insights, Methodological Approaches and Mitigation Strategies

OC-031 (1589) - MAPPING THE IMPACT OF RISING TEMPERATURES ON URBAN TOURIST MOVEMENTS IN LISBON

Ana Maria Caldeira¹; Márcio Ribeiro Martins²; Elisabeth Kastenholz³

1 - Faculty of Arts and Humanities, CEGOT – Centre of Studies on Geography and Spatial Planning, University of Coimbra, Coimbra, Portugal; 2 - Polytechnic Institute of Bragança, Bragança, GOVCOPP; 3 - Department of Economics, Management, Industrial Engineering and Tourism, GOVCOPP, University of Aveiro, Aveiro, Portugal

Proposal and Originality

Tourism in climate-sensitive regions, particularly Mediterranean areas, faces challenges due to rising temperatures. Building on a broader doctoral project (Caldeira, 2014), this study uses GIS mapping to analyze GPS-tracked tourist movements in Lisbon on high- and moderate-temperature days. The study offers insights into adaptation needs for sustainable urban tourism in Mediterranean cities increasingly impacted by climate change.

30

Methodology

Using a GIS approach and grounded on temporal geography, the study maps the space-time patterns of tourists in Lisbon, derived from GPS tracking data collected on days of contrasting temperature levels. Findings show broader dispersal on hotter days, likely due to increased car use and avoidance of prolonged outdoor activity in the hottest hours.

Results and Implications

Findings indicate that higher temperatures in Lisbon, a city with a Mediterranean climate, lead to broader but less intensive spatial engagement as tourists opt for vehicles over walking (Caldeira & Kastenholz, 2018). This trend underscores the need for adaptive measures in urban tourism management to enhance thermal comfort and accommodate altered movement patterns, particularly as temperature increases become more pronounced in Mediterranean regions (Agulles et al., 2022).

Research Limitations

This research focuses on one city and summer leisure travelers; results may not be generalizable to other tourists, cities, non-Mediterranean climates, or seasons.

References Version APA 6th or 7th Edition

Agulles, M., Melo-Aguilar, C., & Jordà, G. (2022). Risk of loss of tourism attractiveness in the Western Mediterranean under climate change. *Frontiers in Climate*, 4, 1019892.

Caldeira. (2014). *A experiência de visita dirigida a múltiplas atrações: Análise do comportamento espacial do turista e da sua satisfação* [PhD Thesis, Universidade de Aveiro]. <https://core.ac.uk/download/pdf/32242763.pdf>

Caldeira, A. M., & Kastenholz, E. (2018). It's so hot: Predicting climate change effects on urban tourists' time-space experience. *Journal of Sustainable Tourism*, 26(9), 1516–1542. <https://doi.org/10.1080/09669582.2018.1478840>

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

02:25 pm

Addressing Climate Change in Tourism: Theoretical Insights, Methodological Approaches and Mitigation Strategies

OC-032 (1587) - THERMAL COMFORT IN URBAN TOURISM: INSIGHTS FROM THE COOL NOONS PROJECT

Ana Maria Caldeira¹; Albano Figueiredo¹; Lúcio Cunha¹; Courtney Schilling²

1 - Faculty of Arts and Humanities, CEGOT – Centre of Studies on Geography and Spatial Planning, University of Coimbra, Coimbra, Portugal; 2 - Faculty of Arts and Humanities, University of Coimbra, Coimbra, Portugal

Proposal and Originality

The Cool Noons Project aims to test strategies for reducing thermal discomfort in Mediterranean urban tourism under intensifying regional warming conditions. This work examines the applicability of the defined comprehensive methodology (Caldeira et al., in press) for evaluating “cool paths” and mitigation actions selected with resident and stakeholder input. By assessing its implementation challenges, we offer insights into future research on urban heat mitigation and sustainable tourism adaptation (Lopes et al., 2021; Baruti et al., 2020).

31

Methodology

The project uses a mixed-method approach by coupling satellite imagery data with data from meteorological sensors, GPS tracking, GIS mapping, and questionnaire surveys across five cities to assess cooling efficacy, attractiveness of suggested cool paths and tested solutions, and experience enhancement. This work addresses the methodological implementation challenges involved.

Results and Implications

The methodology assessment highlighted practical and ethical challenges, such as integrating geolocation with topoclimatic data as well as with immediate in-situ survey responses. Additionally, the feasibility of placing signage or devices on urban furniture proved complex in some cities. Survey limitations in accurately capturing behaviours and exact response locations are noted. Physiological sensors to monitor objective responses could provide deeper insight into thermal comfort and tourist experience.

Research Limitations

The study is limited to a single project. Geolocation challenges for in-situ surveys were noted, and few meteorological data collection sites restrict extrapolation.

References Version APA 6th or 7th Edition

Baruti, M. M., Johansson, E., & Yahia, M. W. (2020). Urbanites' outdoor thermal comfort in the informal urban fabric of warm-humid Dar es Salaam, Tanzania. *Sustainable Cities and Society*, 62, 102380.

Caldeira, A. M., Silva, S., Figueiredo, R. F., Cunha, L., & Figueiredo, A. (in press). Assessing heat mitigation strategies in Mediterranean cities: A methodological framework. In J. V. Carvalho, P. Liberato, & A. Peña (Eds.), *Advances in Tourism, Technology and Systems: Selected Papers from ICOTTS 2025*. Springer.

Lopes, H. S., Remoaldo, P. C., Ribeiro, V., & Martín-Vide, J. (2021). Perceptions of human thermal comfort in an urban tourism destination – A case study of Porto (Portugal). *Building and Environment*, 205, 108246.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

02:25 pm

Addressing Climate Change in Tourism: Theoretical Insights, Methodological Approaches and Mitigation Strategies

OC-033 (1588) - TOURIST ADAPTIVE BEHAVIOUR AND PERCEPTIONS OF URBAN COOLING INTERVENTIONS IN MEDITERRANEAN CITIES

Ana Maria Caldeira¹; Susana Silva¹; Rui Ferreira De Figueiredo¹; Courtney Schilling²

1 - Faculty of Arts and Humanities, CEGOT – Centre of Studies on Geography and Spatial Planning, University of Coimbra, Coimbra, Portugal; 2 - Faculty of Arts and Humanities, University of Coimbra, Coimbra, Portugal

Proposal and Originality

This study investigates thermal comfort in urban tourism, examining tourists' adaptive behaviours and perceptions of cooling interventions. Preliminary survey data from four Mediterranean cities, gathered within the Cool Noons Project, which tests methods to alleviate urban thermal discomfort (Caldeira et al, in press), provide insights into how individual climate adaptation actions or city interventions can improve overall comfort (Lopes et al., 2022) and enhance visitor satisfaction (Caldeira & Kastenholz, 2018).

32

Methodology

A questionnaire was administered in Marseille, Budva, Imola, and Dubrovnik, four Mediterranean pilot cities, as part of the Cool Noons Project, to assess tourists' perceptions of thermal comfort, adaptive behaviours, and preferences for cooler routes. Statistical analysis provides insights into tourists' feedback on adaptive behaviours and urban cooling interventions.

Results and Implications

Preliminary analysis indicates that tourists adapt their behaviour to seek relief from heat in various ways. Challenges were noted in balancing tourists' interest in “must-see” sites with their preference for alternative spaces offering greater thermal comfort. The study highlights the need for urban cooling solutions and provides insights for destination planners on implementing scalable interventions, such as identifying and promoting cooler pathways, which can be adapted to enhance visitor experiences in other urban destinations facing similar climate challenges.

Research Limitations

This study is limited to four Mediterranean cities, focusing on testing designated cooling city interventions rather than broader climate resilience aspects.

References Version APA 6th or 7th Edition

Caldeira, A. M., & Kastenholz, E. (2018). It's so hot: Predicting climate change effects on urban tourists' time-space experience. *Journal of Sustainable Tourism*, 26(9), 1516–1542.

Caldeira, A. M., Silva, S., Figueiredo, R. F., Cunha, L., & Figueiredo, A. (in press). Assessing heat mitigation strategies in Mediterranean cities: A methodological framework. In J. V. Carvalho, P. Liberato, & A. Peña (Eds.), *Advances in Tourism, Technology and Systems: Selected Papers from ICOTTS 2025*. Springer.

Lopes, H. S., Remoaldo, P. C., Ribeiro, V., & Martín-Vide, J. (2022). Pathways for adapting tourism to climate change in an urban destination – Evidences based on thermal conditions for the Porto Metropolitan Area (Portugal). *Journal of Environmental Management*, 315, 115161.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

OC-034 - (459) - THE GREEN DILEMMA: SUSTAINABILITY CHALLENGES IN LITHUANIAN HOSPITALITY

Monika Belhaj¹; Rita Lankauskienė¹; Živilė Gedminaitė-Raudonė¹

1 - Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development

Proposal and Originality

This study addresses a gap in sustainability research within the Lithuanian hospitality sector by examining 37 hotels in Vilnius, the capital. While global tourism increasingly embraces sustainable practices (Bobbett, 2010), the Lithuanian context remains under-explored. The originality of this research lies in its empirical investigation of the hotels' corporate social responsibility practices, revealing significant gaps in formal sustainability policies and transparency. This study offers valuable insights into the sector's current state and future prospects.

33

Methodology

A mixed-methods approach was used to examine corporate social responsibility practices in the selected hotels. By combining qualitative and quantitative techniques, the researchers achieved data triangulation (Creswell & Clark, 2018), ensuring a more thorough assessment of sustainability practices, including measurable outcomes and contextual factors.

Results and Implications

Key results indicate that most three- to five-star hotels in Vilnius voluntarily adopt sustainability practices despite the absence of formal policies. Certified chain hotels (32% of the sample) often exhibit more structured initiatives (Eskerod & Đurić, 2018), while boutique hotels face resource constraints. This highlights the need for institutional support. Implications for businesses include adopting more structured and transparent sustainability strategies, while future research should expand regionally and analyze the long-term impact of sustainability measures.

Research Limitations

The study focuses solely on Vilnius, which may not reflect broader trends in Lithuania. Additionally, it relies on self-reported data, posing bias risks (Oxenswärdh, 2022).

References Version APA 6th or 7th Edition

- Bobbett, E. J. (2010). An investigation of sustainable environmental practices and consumer attitudes & behaviors toward hotel bathroom amenities. PhD Thesis, University of Nevada, Las Vegas, USA.
- Creswell, J. W., & Clark, V. L. P. (2018). Designing and Conducting Mixed Methods Research. Sage publications.
- Eskerod, P., & Đurić, J. (2018). Motivations for and comparisons of green certificates within the hotel industry. *Universal Journal of Management*, 6(6), 179-189.
- Oxenswärdh, A. (1773). Sustainability efforts in practice in European hotels: A tricky business? *Quality Innovation Prosperity*, 26 (3), 1–21.

04th June 2025

02:25 pm

Circularity in Tourism: Challenges and Innovative Solutions for a Greener Future (ENG) (Room 3)

CIRCULARITY IN TOURISM: CHALLENGES AND INNOVATIVE SOLUTIONS FOR A GREENER FUTURE (ENG)

02:25 pm

Circularity in Tourism: Challenges and Innovative Solutions for a Greener Future (ENG) (Room 3)

OC-035 - (470) - ANALYTICAL DIMENSIONS OF ASSESSMENT CIRCULARITY ACHIEVEMENTS IN THE TOURISM SYSTEM

Agita Livina¹; Dace Dance²; Sarmite Rozentale¹

1 - Professor; 2 - PhD student

Proposal and Originality

Only a few studies (Segarra-Oña et al., 2024; Xu, A. et al., 2022) have investigated and analysed the tourism system as a whole in relation to the achievement of Green Deal targets for climate neutrality, including circularity as tool.

The study explains an analytical framework for analysing the tourism system as a whole ecosystem.

The primary challenge for the research team was to develop a methodology that could be applied to various categories of tourism system of different sizes, from private accommodation with a room to a 200-room establishment of an international hotel chain.

Methodology

The research team conducted a scientific and grey literature review to identify the challenges and best practices for assessing circularity in the tourism industry. Based on the knowledge gathered, we set up one modelling workshop.

We developed analytical dimensions encompassing the entire tourism system based on insights from academic publications, policy documents, and the workshop.

Results and Implications

As a result, five analytical dimensions were identified with equal weights in assessment. Dimensions are: 1) Planning and assessment of circularity. The organization aims to have a strategy that incorporates the principles of circularity. 2) Energy. The aim - efficiency and use of green energy. 3) Transport and mobility. The aim is use of micromobility and location is accessible by public transport. 4) Waste. The aim is that waste sorting is a daily routine for organisation and clients. 5) Water. The aim is that the organisation saves water, reuse it, wastewater is treated.

Research Limitations

The debate was on the distribution of biodiversity as a dimension, but due to the diversity of entities in the tourism, was not allocated.

Research is funded by lzp-2023/1-0478.

References Version APA 6th or 7th Edition

Xu, A., Wang, C., Tang, D., Ye, W. (2022) Tourism circular economy: Identification and measurement of tourism industry ecologization, Ecological Indicators, Volume 144. <https://doi.org/10.1016/j.ecolind.2022.109476>

Segarra-Oña, M., Santamarina-Campos, V., Peiró-Signes, A. (2024) Managing the Transition to a Circular Economy: Action Plans in the Tourism Sector. Springer. <https://doi.org/10.1007/978-3-031-49689-9>

OC-036 - (568) - SHAPING A SUSTAINABLE FUTURE: CIRCULAR ECONOMY PRACTICES IN LATVIAN FESTIVALS AND SPORTING EVENTS

Marta Kontina¹

1 - BA School of Business and Finance

Proposal and Originality

This study examines the implementation of circular economy (CE) principles within the context of sporting events and festivals in Latvian tourism sector.

Methodology

By synthesizing existing research and analyzing six Latvian case studies, the research aims to identify current CE practices and assess the influence of leadership on their successful adoption. Furthermore, the study investigates the policy instruments and incentives that promote CE-based sustainable practices within these events and the broader tourism and cultural and creative economy sectors.

Results and Implications

Findings from reveal that festivals and sporting events in Latvia have integrated various sustainable practices aligned with CE principles, including deposit refund systems, recycling initiatives, water refill stations, and the utilization of renewable energy sources. However, these efforts often lack comprehensive strategic planning and appear significantly influenced by the motivation and commitment of organizational leadership and staff. This suggests that the depth and effectiveness of CE implementation may vary considerably depending on the managerial approach.

Research Limitations

This study provides insights into circular economy challenges and solutions in Latvian events, offering valuable perspectives for the international tourism sector.

References Version APA 6th or 7th Edition

- Harris, R., & Schlenker, K. (2018). An Exploratory Study of "Best Practice" in Environmentally Sustainable Event Management in Australian Public Events. *Event Management*, 22(6), 1057-1071.
- Hazel, D., & Mason, C. (2020). The role of stakeholders in shifting environmental practices of music festivals in British Columbia, Canada. *International Journal of Event and Festival Management*, 11(2), 181-202.
- Laing, J., & Frost, W. (2010). How green was my festival: Exploring challenges and opportunities associated with staging green events. *International Journal of Hospitality Management*, 29(2), 261-267.
- Mair, J., & Laing, J. (2012). The greening of music festivals: Motivations, barriers and outcomes. Applying the Mair and Jago model. *Journal of Sustainable Tourism*, 20(5), 683-700.

OC-037 - (528) - TRANSITION TO CIRCULAR ECONOMY IN FOOD SYSTEM OF A DIVERSIFIED SME WITHIN THE TOURISM SECTOR: RESEARCH CHALLENGES

Dace Dance¹; Sarmīte Rozentāle¹

1 - Vidzeme University of Applied Sciences

Proposal and Originality

The concept of circular economy (CE) has gained enormous attention in the academic, business and political spheres. However, according to Li et al. (2023), a systematic review of case studies concerning CE in the tourism industry remains lacking.

Many existing studies focus on larger tourism companies, while SMEs often face unique constraints in resources, scalability and expertise in circularity adoption.

The current study identifies methodological challenges and barriers when analysing SME circularity adoption in business processes of a multi-sector SME in tourism sector.

Methodology

1. The study focused on a literature review on methodological approaches when assessing transfer to circular economy in the food system of a multi-sector SME.
2. Data collected via interviews, document analysis, observations.
3. A case study of a local multi-sector tourism company was conducted with a focus on CE of its food system – catering and food production, and the main research challenges were identified.

Results and Implications

The main challenge of the study is the different activities of the company, as some assets, business processes and resources are attributable to several activities at the same time, which is not always reflected in the financial data and other internal documents of a SME. Typically, the following dimensions are analysed regarding CE: resource management (energy, water), waste management, strategic management and knowledge, transport. To get the result, the involvement and interest of the SME in the outcome of the research is critical.

Research Limitations

Initially, only one company was analysed with feedback and improvements made to the research approach.

References Version APA 6th or 7th Edition

Li, K., Cipolletta, G., Andreola, C. *et al.* Circular economy and sustainability in the tourism industry: critical analysis of integrated solutions and good practices in European and Chinese case studies. *Environ Dev Sustain* 26, 16461–16482 (2024). <https://doi.org/10.1007/s10668-023-03395-7>

OC-038 - (472) - TRANSITIONING TO CIRCULAR BUSINESS MODELS IN THE DUTCH HOTEL INDUSTRY: AN EXAMINATION OF THE BARRIERS

Andrew Mzembe¹

Proposal and Originality

Hotels are beginning to engage with the Circular Business Models (CBMs). However, transitioning to CBMs seems to be highly complex. Such a complexity presents significant barriers which many hotels face (Sorin and Sivarajah, 2021). Research on the barriers to the adoption of CBMs in the hotel industry is limited, and prevents us from gaining an in-depth understanding of the dynamics involved in the transition (Bux and Amicarelli, 2023). Therefore, it is fundamental that barriers to the transition towards CBMs should be investigated.

38

Methodology

Focusing on selected basic to premium hotels in the Netherlands, this qualitative study utilised twenty-four semi-structured interviews and a review of publicly available documents such as hotels' sustainability reports and the relevant hospitality industry position papers. An inductive approach was used to analyse data. The themes for our findings were then generated from the data (Gioia et al., 2013).

Results and Implications

We identified three fundamental barriers to the adoption of CBMs that include a.) a lack of understanding of the circular practices; b.) inadequate market and societal support for CBMs; and c.) unfavourable institutional regimes. These findings have implications for practice. They call for enhanced collaboration between different actors – hotels, suppliers, customers, knowledge institutions, and policymakers – if the transition towards CBMs is to be achieved. Policymakers may need to create an enabling environment where collaborations and innovations flourish.

Research Limitations

This study is based on a single case study of the Dutch hotel industry and small sample size. The findings generated may not be applied to the entire global hotel industry.

References Version APA 6th or 7th Edition

- Bux, C., & Amicarelli, V. (2023). Circular economy and sustainable strategies in the hospitality industry: Current trends and empirical implications. *Tourism and Hospitality Research*, 23(4), 624-636. <https://doi.org/10.1177/14673584221119581>
- Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational research methods*, 16(1), 15-31. <https://doi.org/10.1177/1094428112452151>
- Sorin, F., & Sivarajah, U. (2021). Exploring circular economy in the hospitality industry: Empirical evidence from Scandinavian hotel operators. *Scandinavian Journal of Hospitality and Tourism*, 21(3), 265- 285 <https://doi.org/10.1080/15022250.2021.1921021>

Proposal and Originality

In a circular ecosystem, independent actors collaborate to create an environment that delivers circular value (e.g., Trevisan et al., 2022). Key partners in these ecosystems include industry players, public entities, government bodies, non-profits, and educational institutions (e.g., Pietrulla, 2022). Despite the growing focus, empirical studies on the transition from traditional to circular ecosystem are limited. This study addresses this gap by exploring the establishment of a circular ecosystem by accompanying a refill-return cup scheme in Cardiff, Wales.

Methodology

The study is longitudinal over the period of 18 months. A mixed-method approach including surveys, interviews and focus groups with actors of the ecosystem allows to capture detailed insights into the dynamics of implementing and sustaining the refill-return cup scheme.

Results and Implications

Findings from the first phase offer insights into the development of the refill-return cup scheme network, including recruitment of cafes. The survey results showed sustainability practices, motivations, and challenges faced by participating cafes in preparation to launch the scheme. Evaluation meetings with the scheme facilitators revealed insights about ongoing adjustments to the initiative. The findings will contribute to a best practice blueprint aiming to guide other communities, cities, and regions in implementing their own refill-return cup schemes.

Research Limitations

This research is limited to the city of Cardiff, which may introduce a regional bias and city-specific challenges.

References Version APA 6th or 7th Edition

- Pietrulla, F. (2022). Circular ecosystems: A review. *Cleaner and Circular Bioeconomy*, 3, 100031. <https://doi.org/10.1016/j.clcb.2022.100031>
- Trevisan, A. H., Castro, C. G., Gomes, L. A. V., & Mascarenhas, J. (2022). Unlocking the circular ecosystem concept: Evolution, current research, and future directions. *Sustainable Production and Consumption*, 29, 286–298. <https://doi.org/10.1016/j.spc.2021.10.020>

02:25 pm

Circularity in Tourism: Challenges and Innovative Solutions for a Greener Future (ENG) (Room 3)

OC-040 - (489) - CIRCULAR ECONOMY STRATEGIES IN HOSPITALITY: THE ROLE OF COOPETITION IN WASTE MANAGEMENT

Emilene Leite^{1,2}; Adriana Chim-Miki³; Jin Hooi Chan⁴

2 - University of Vaasa, Finland; 3 - University of Aveiro, Portugal.; 4 - University of Greenwich, United Kingdom

Proposal and Originality

The tourism and hospitality (T&H) sectors are transitioning from linear to circular models, utilizing various coopetition schemes (Chan et al., 2024). This study aims to identify how competitors cooperate to promote a circular economy (CE) in hotel waste management. It considers the case of World Wildlife Fund (WWF) that in collaboration with several international hotel companies developed a standardized food waste measurement methodology.

40

Methodology

We conduct an exploratory, qualitative in-depth case study of leading brands in the hotel industry including Accor, Hilton, Hyatt, IHG Hotels & Resorts. Data collection was through secondary sources. We performed a content analysis.

Results and Implications

The findings provide valuable insights into organizing coopetition for a circular economy (CE) and highlight key aspects of multi-actor engagement from an international marketing perspective. For network players, such as firms, it generates competitive benefits by reducing costs, enhancing brand image, and improving sustainability performance. From a societal perspective, it mitigates negative environmental impacts and can lead to lower consumer prices through more efficient resource use. CE delivers both individual business benefits and collective societal gains.

Research Limitations

We examined a single network within one industry. The findings should be interpreted with caution and validated through larger-scale empirical studies.

References Version APA 6th or 7th Edition

Chan, J.H., Sciacca, A., Gao, X., Coles, A., Roskam, H., Debruyne, D., van Maldegem, A., Zavala, J., Métreau, E., Brutyn, E. & Brinkman, M. (2022). Financing the circular economy in the tourism sector: how can tourism SMEs use reward-based crowdfunding to finance circular solutions? Interreg 2 Seas project FACET

Sustainability Hospitality Alliance (2021) World Sustainable Hospitality Alliance – Advancing responsibility

04th June 2025

02:25 pm

Cultural Tourism, Heritage and Museology (ENG) (Room Anf.III)

CULTURAL TOURISM, HERITAGE AND MUSEOLOGY (ENG)

OC-047 - (449) - THE EXPERIENCE OF CULTURAL TOURISTS AT THE UNIVERSITY OF COIMBRA (PORTUGAL)

Inês Almeida¹; Luís Silveira¹

1 - University of Coimbra, CEGOT, Faculty of Arts and Humanities

Proposal and Originality

Understanding the tourist's experience in tourist attractions supports the development of products, services and marketing strategies more concerted with the demand's needs. The number of cultural tourists visiting universities is growing worldwide. The University of Coimbra (Portugal), in particular, was receiving more than 400.000 visitors/year before the COVID-19 pandemic. The purpose of this research is to analyse how cultural tourists are experiencing the visit to the university.

42

Methodology

A total of 388 valid questionnaires were collected at the historic nucleus of the University of Coimbra (Portugal) between July and September 2022. Visitors were randomly approached on site. The data was analysed recurring to the SPSS software.

Results and Implications

Pre-, during and post-experience variables were analysed. Recommendation from others is the main information source. Visitors are mainly attracted by the Baroque library and the institutions' architecture and history. The majority spend less than 3 hours at the university and concentrated the visit to the Paço das Escolas. More than 75% are (very) satisfied with the visit and willing to recommend to others. The results might support managers regarding planning, operational and marketing decisions.

Research Limitations

The main limitations are (i) the short period of data collection and (ii) the lack of the perspective of visitors in organised trips.

References Version APA 6th or 7th Edition

Moreira, C. M., Santos, N., & Silveira, L. (2020). O turismo na cidade de Coimbra após a inscrição do Bem Universidade de Coimbra - Alta e Sofia na lista do Património Mundial UNESCO. In C. H. Henriques, M. C. Moreira, P. de A. Bittencourt César, & V. B. M. Herédia (Eds.), *Turismo e História: Perspectivas sobre o Patrimônio da Humanidade no Espaço Ibero-Americano*. EDUCS. <https://doi.org/10.18226/9786551080128>

Rocha, M. (2019). *Marketing e Comunicação numa atração de turismo cultural: Um plano de Marketing para o Turismo da Universidade de Coimbra* [Master dissertation]. Escola Superior de Educação de Coimbra.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

OC-048 - (423) - MAPPING COIMBRA'S INTANGIBLE CULTURAL HERITAGESCAPE: AN HOLISTIC APPROACH FOR A SUSTAINABLE DESTINATION

Alice Luxo^{1,2}, Cláudia Seabra^{1,2}

1 - Departamento de Geografia e Turismo - Faculdade de Letras da Universidade de Coimbra; 2 – CEGOT – Centro de Estudos de Geografia e Ordenamento do Território

Proposal and Originality

This paper explores the use of intangible cultural heritage (ICH) mapping as a co-creative and participatory methodology for defining sustainable urban destinations, using Coimbra as a case study. The study aims to examine the city's layered historical and cultural landscape by: (1) understanding the complexity of its heritage and identities; (2) documenting key cultural assets and practices; (3) analyzing how the built and lived environment reflects cultural diversity, inclusion, and continuity; and (4) investigating the evolving character of the urban landscape. Through participatory mapping processes that engage both residents and visitors, this approach demonstrates how ICH can strengthen the sense of place and positively influence perceptions of quality of life. The project emphasizes bottom-up cultural mapping as a tool for inclusive urban development, offering new insights into how heritage-driven strategies can contribute to shaping sustainable urban destinations.

Methodology

Our methodological process begins with on-site documentation of cultural assets through field visits, followed by data collection via interviews and questionnaires with both residents and visitors. The final stage involves consolidating and analyzing the collected data to understand how perceptions of ICH contribute to shaping a sustainable urban destination.

Results and Implications

As Longley and Duxbury (2016) note, “the process of mapping often reveals many unexpected resources and builds new cross-community and cross-sector connections,” while Gibson (2010) asserts that “sometimes the seemingly intangible qualities that make communities work, that get people together, have a geographical dimension that can be quantified and revealed through a mapping exercise.” These perspectives highlight the potential of cultural mapping as an organic and dynamic tool, capable of uncovering hidden resources and fostering new connections within the community. The methodology proposed in this study holds significant potential for enhancing the identity of an urban destination by involving both residents and visitors in the mapping process. By engaging diverse stakeholders in documenting ICH, this approach fosters a deeper understanding of the city's cultural dynamics, strengthens shared perceptions of place, and enhances quality of life. Therefore, the participatory process proposed in this study may serve as a valuable tool for defining and developing sustainable urban destinations.

Research Limitations

A significant limitation of this study is the scarcity of literature specifically addressing the methodology of intangible cultural heritage (ICH) mapping within the context of urban tourism destinations. This gap, identified through the scoping review conducted to date, limits the ability to draw on a broader range of case studies and theoretical frameworks, which could further inform and strengthen the methodological approach.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

OC-049 - (335) - SUSTAINABILITY IN THE PORTUGUESE CULTURAL SECTOR – CALOUSTE GULBENKIAN AND OTHER MUSEUMS

Alexandra Lavaredas¹; Francisco Dias¹; Paulo Almeida¹

1 - Citur, Instituto Politécnico de Leiria

Proposal and Originality

While preserving heritage and promoting social inclusion and cultural diversity, museums are a resource for local development providing positive externalities (Galluccio & Giambona, 2024). However, the degree to which museums link sustainability and local development requires further study. The aim of this study is to test the validity of the model of determination of a museum's sustainability level, from Pop & Borza (2016), assess the level of sustainability in different Portuguese museums and compare performances and identify areas for improvement.

44

Methodology

Based on the theory of externalities and the model of Pop & Borza (2016), this research follows a qualitative approach, using semi-structured interviews to experts from the five most visited museums in Portugal during the year 2023. The study will be complemented by an in-depth review of the literature in this field.

Results and Implications

This paper compares top public museums located in Portugal and validates a tool for classifying museums and infer their sustainability status. It offers valuable insights about the current sustainability development of the museums analyzed. The findings emphasize the elements that can be used to define a museum's level of sustainability and the adequacy of the existing measures used to measure museums' sustainability. It considers a comprehensive assessment of the framework that captures economic, environmental, and social indicators of the 5 most visited Portuguese museums.

Research Limitations

In order to enable policymakers to engage in more specific policies to foster sustainable development growth, it is recommended to test other measurement models or indicators.

References Version APA 6th or 7th Edition

Galluccio, C.& Giambona, F., (2024). Cultural heritage and economic development: measuring sustainability over time. *Socio-Economic Planning Sciences*, Vol. 95, 101998, <https://doi.org/10.1016/j.seps.2024.101998>.

Pop I.L. & Borza A. (2016). Factors influencing museum sustainability and indicators for museum sustainability measurement. *Sustainability*, 8 (1) (2016), pp. 101-123.

Proposal and Originality

The study aims to understand the value attributed to railway heritage, focusing on the tile panels present in railway stations, by those who move between railway stations. Tile sets in several railway stations represent the territories' unique ethnographic context(s). The main contribution of this study understood as original, is to realize that there is a vast tile heritage that “is not interpreted”, going unnoticed by those who benefit from railway mobility—reinforcing its “ethnography and museography” importance from a territorial cohesion perspective.

45

Methodology

The methodological option included a case study applied to existing tile panels in railway stations located between the Tomar railway station and the Santarém railway station, using the interview method.

Results and Implications

The conclusions of this study made it possible to understand the state of conservation of railway stations at a general level, which in some situations is between a “reasonable and sufficient” assessment. Also, the level of knowledge about the existence of tile panels in railway stations, by those moving via rail transport, is “insufficient”. Finally, the importance they attribute to railway heritage as an “important” value and element of territorial cohesion.

Research Limitations

The main limitation of this study is related to the still low level of comparison between the tile panels and between railway stations.

02:25 pm

Cultural Tourism, Heritage and Museology (ENG) (Room Anf.III)

OC-051 - (1603) - SUSTAINABLE TOURISM AND CULTURE: SUCCESS STORIES AND THE WAY FORWARD FOR LESS POPULAR DESTINATIONS IN INDIA

Himani Singh¹; Dr. Gaitree Gowreesunkar¹; Akash Arora¹; Manish Nanda¹; Prathmesh Ranjan Khillare¹

1 - Indian Institute of Management, Sirmaur

Proposal and Originality

India's tourism industry faces overcrowding & ecosystem degradation, stressing the need for sustainable practices (Blain et al, 2005) (Fyall et al, 2020). We aim to explore sustainable tourism in emerging destinations, balancing cultural & natural heritage with economic benefits for local communities & developing custom approaches for each site. (Dixit, 2020)

To study sustainable practices at popular Indian sites and develop a framework for sustainable destination management, focusing on community-driven resource preservation and adaptable plans for emerging sites.

Methodology

This research examines sustainable tourism practices at both established and emerging destinations. Using case studies, we compare well-known sites with successful models to lesser-known ones. The research involves stakeholder analysis, data from reports, and direct observations, focusing on ecology, economy, culture, and sustainability metrics.

Results and Implications

This research examines sustainable tourism at established and emerging sites using stakeholder analysis, observations, and data focusing on culture, ecology, economy, and sustainability metrics.

- Ajanta and Ellora thrive due to UNESCO status and government efforts, while Lonar Lake needs promotion and infrastructure
- Kanha National Park's community-led model can guide Ghughwa Fossil Park's tourism
- Varanasi's crowd management gives insights for Ayodhya
- Chilika Lake's ecotourism success can inspire Daringbadi's development through better infrastructure and crowd control

Research Limitations

Research limitations include limited access to some sites, varying availability of data, and potential biases in stakeholder perspectives.

References Version APA 6th or 7th Edition

1. Blain, C., Levy, S. E., & Ritchie, J. R. B. (2005). Destination branding: Insights and practices from destination management organizations. *Journal of Travel Research*, 43(4), 328-338. <https://doi.org/10.1177/0047287505274646>
2. Nowacki, M., Chawla, Y., & Kowalczyk-Anioł, J. (2021). What drives the eco-friendly tourist destination choice? The Indian perspective. *Energies*, 14(19), 6237. <https://doi.org/10.3390/en14196237>
3. Dixit, S. K. (2020). Special issue: Tourism in India. *Anatolia*, 31(2), 177-180. <https://doi.org/10.1080/13032917.2020.1749454>
4. Fyall, A., & Garrod, B. (2019). Destination management: A perspective article. *Tourism Review*. Advance online publication. <https://doi.org/10.1108/TR-07-2019-0311>

04th June 2025

02:25 pm

Inclusion, Diversity and Accessibility in Tourism (ENG) (Room Anf.VI)

INCLUSION, DIVERSITY AND ACCESSIBILITY IN TOURISM (ENG)

02:25 pm

Inclusion, Diversity and Accessibility in Tourism (ENG) (Room Anf.VI)

OC-052 - (376) - GENERATION Z'S PURSUIT OF A GOOD ONE; THE CONTRIBUTION OF TOURISM EXPERIENCES

Fatemeh Bagheri¹; Manuela Guerreiro²; Patrícia Pinto¹; Zahed Ghaderi³

1 - Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics, University of Algarve, Campus of Gambelas, Faro 8005-139, Portugal.; 2 - Research Centre for Tourism, Sustainability and Well-being (CinTurs), Faculty of Economics, University of Algarve, Campus of Gambelas, Faro 8005-139, Portugal.; 3 - Department of Tourism, College of Arts and Social Sciences, Sultan Qaboos University, Al Seeb Al Khoudh SQU SEPS Muscat OM, 123, Oman

Proposal and Originality

Despite the growing interest in exploring the tourism experiences of Generation Z and their significant influence on the tourism industry, there is a dearth of investigation into the eudaimonic consequences of tourism among this cohort. Eudaimonic well-being refers to understanding yourself, having a meaningful life, and actively pursuing excellence. Drawing on the psychological well-being approach, this study explores how Generation Z describes the long-term eudaimonic effects of tourism experiences in their lifetime.

Methodology

Applying the interpretive paradigm, we conducted 21 in-depth semi-structured interviews with a sample of frequent Iranian travelers from Generation Z in different regions of the country. The sample was chosen based on specific criteria: individuals who are frequent travelers, and aged between 18-28. Then, qualitative thematic analysis was conducted manually.

Results and Implications

The qualitative findings reveal seven key themes that elucidate the eudaimonic dimensions of travel experiences among Generation Z, categorized into three more general and interconnected groups: individual characteristics, interpersonal experiences, and societal influences. The seven central themes include authentic self-development, mastery of challenges, interpersonal bonds, spirituality and mindfulness, future professional advancement, conscientiousness, and hedonic happiness.

Research Limitations

Personality traits and cultural environments can moderate the eudaimonic impacts of travel, shaping how individuals experience growth and well-being over time.

References Version APA 6th or 7th Edition

- Ryan, R. M., & Deci, E. L. (2001). On happiness and human potentials: A review of research on hedonic and eudaimonic well-being. *Annual review of psychology*, 52(1), 141-166.
- Ryff, C. D. (2019). Entrepreneurship and eudaimonic well-being: Five venues for new science. *Journal of Business Venturing*, 34(4), 646–663. <https://doi.org/10.1016/j.jbusvent.2018.09.003>
- Ryff, C. D. (1989). Happiness is everything, or is it? Explorations on the meaning of psychological well-being. *Journal of Personality and Social Psychology*, 57(6), 1069–1081. <https://doi.org/10.1037/0022-3514.57.6.1069>
- Ryff, C. D. (2017). Eudaimonic well-being, inequality, and health: Recent findings and future directions. *International Review of Economics*, 64(2), 159–178. <https://doi.org/10.1007/s12232-017-0277-4>

OC-053 - (1593) - INCLUSIVE EVENTS: CHALLENGES AND SOLUTIONS FOR AUDIENCES WITH AUTISM SPECTRUM DISORDERS TITLE

Susana Gonçalves¹; Marta Santos²

1 - ESHTe (Escola Superior de Hotelaria e Turismo do Estoril) e CiTUR; 2 - ESHTe (Escola Superior de Hotelaria e Turismo do Estoril)

Proposal and Originality

In the current context of growing relevance of social sustainability, the conceptual evolution and the search for practical solutions are vital so that the inclusion of diversity is effective. Knowing the scarcity of scientific research on the topic related to events' participants in the Autism Spectrum Disorder (ASD), the aim of this presentation is to understand the specific conditions that people in the ASD may need in the context of events; and to identify good practices that already exist in other sectors that can be adjusted to the specific context of the events.

49

Methodology

As this is an exploratory study, the methodology is based on an inductive approach, applying qualitative methods, naming bibliographic review, content analysis of secondary data (websites of organizations that support people in the ASD), and semi structured interviews to different players on the phenomenon. It was decided to restrict the object of empirical study to music festivals to avoid dispersion.

Results and Implications

Bearing in mind that ASD is a spectrum that can include diverse conditions, support needs in events can be very different because of diverse neurodivergences. Results triangulation showed that are main areas that can be improved in events, by the application of universal experience design, especially related with venue sensory accessibility, communication and feedback. Discussion of results relates these inputs with the feasibility of music festivals.

Research Limitations

A gap in the literature concerning events and autism was identified.

Primary data collected includes a small group of participants, only from the demand side of events.

References Version APA 6th or 7th Edition

Bowdin, G., Allen, J., Harris, R., Jago, L., O'Toole, W., & McDonnell, I. (2024). *Events Management*. (4th ed.). Routledge.

Finkel, R., & Dashper, K. (2020). Accessibility, diversity and inclusion in events. In Page, S. & Connell, J. (eds.) *The Routledge Handbook of Events*, (2nd ed., pp. 475-490). Routledge.

Fletcher, T., Chen, A., Norris, A., Pizarro, E., Tran, J., & Tripp, M. (2024). Guidelines for Sensory Havens in Autism and Sensory-Friendly Events. *TEACHING Exceptional Children*, 57(1), 34-42. <https://doi.org/10.1177/00400599231171715>.

Sharples, L., Crowther, P., May, D., Orefice, C. (Eds.) (2014). *Strategic Event Creation*. Goodfellow Publishers Limited.

OC-054 - (460) - WORKING IN CREATIVE TOURISM AND ITS IMPACT ON THE QUALITY OF LIFE OF OLDER ARTISANS: INSIGHTS FROM ALGARVE, PORTUGAL

Hilal Akdemir¹; José De São José¹; Alexandra Rodrigues Gonçalves¹

1 - University of Algarve

Proposal and Originality

Creative tourism (CT) has gained recognition as a transformative element within tourism, offering not only economic benefits but also the potential to improve the quality of life (QoL) in host communities (Richards and Raymond, 2000; Duxbury, 2021). Despite this, little research has focused on how CT affects the QoL of its workforce, particularly older artisans (Akdemir et al., 2023). This study addresses this gap by exploring the extent to which working in CT influences older artisans' QoL. To measure this impact, we utilized the QoL domains framework (van Leeuwen et al., 2019).

50

Methodology

This qualitative case study includes semi-structured interviews with older artisans (11 participants) and managers at Loulé Criativo (6 participants), in total 17 participants. Direct observations were conducted during workshops and daily activities. Data were analyzed using a framework method (Ritchie, 2014), combining deductive and inductive approaches to examine impacts on quality of life.

Results and Implications

This study explored how working as an older artisan in creative tourism improves quality of life (QoL). It shows that creative tourism fosters personal growth, social appreciation, and inclusion, offering non-material benefits like a sense of value and feeling active. The research also highlights that QoL gains come from subjective experiences and social interactions, not just physical activity or financial gain, making creative tourism a valuable social intervention to promote well-being and combat ageism.

Research Limitations

The study had limitations, including language barriers, a small sample size, a specific regional focus, and the impact of post-COVID-19 safety measures.

References Version APA 6th or 7th Edition

Duxbury N (2021) *Cultural Sustainability, Tourism and Development:(Re) articulations in Tourism Contexts*. Routledge.

Richards G and Raymond C (2000) Creative tourism. *ATLAS news* 23(8): 16-20.

Ritchie J, Lewis J, Nicholls CM, et al. (2014) *Qualitative Research Practice. A Guide for Social Science Students & Researchers*. Los Angeles: Sage.

van Leeuwen KM, van Loon MS, van Nes FA, et al. (2019) What does quality of life mean to older adults? A thematic synthesis. *PLoS One* 14(3): e0213263.

OC-055 - (570) - ASSESSING THE PRESENCE OF ACCESSIBLE TOURISM CONTENTS IN PORTUGUESE HIGHER EDUCATION PROGRAMS: INSIGHTS FROM A STUDENT SEGMENTATION ANALYSIS

Celeste Eusébio⁴; Maria João Carneiro^{1,2}; Maria João Pires Da Rosa³; Elisabeth Kastenholz⁴

1 - GOVCOPP; 2 - University of Aveiro; 3 - CIPES, University of Aveiro; 4 - GOVCOPP, University of Aveiro

Proposal and Originality

Sustainable tourism requires that all individuals can enjoy tourism experiences with equity and dignity. Many groups, especially people with disabilities, those with other functional limitations, and seniors, face significant barriers to participation. A key reason for this is the lack of specialized training for tourism professionals, which limits their ability to engage with these markets. This paper emphasizes the crucial role of higher education tourism programs in promoting inclusivity, underscoring the urgent need for curriculum reforms to address accessible tourism.

51

Methodology

A total of 508 valid responses to a student survey in higher education tourism programs in Portugal were analyzed using hierarchical cluster analysis to identify homogeneous groups based on their knowledge and skills related to accessible tourism. To characterize and compare these clusters, bivariate analysis methods such as ANOVA, Kruskal-Wallis tests, and Chi-square tests were employed.

Results and Implications

Findings reveal an alarming absence of accessible tourism content in higher education programs and varied levels of awareness among students. Three clusters are identified: the "Less Knowledgeable," "Generally Knowledgeable" (basic understanding), and "Specifically Knowledgeable" (in-depth insights). Differences between groups reflect their educational and previous personal experiences with the accessible tourism. Recommendations suggest better curriculum integration of accessible tourism to equip future professionals to meet diverse tourist needs effectively.

Research Limitations

This research focuses on Portuguese tourism students in higher education. Including perspectives from students in other programs could provide valuable insights.

References Version APA 6th or 7th Edition

Deville, E.L., Eusébio, C. & Moura, A. (2024). Traveling with special needs: investigating constraints and negotiation strategies for engaging in tourism activities, *Journal of Hospitality and Tourism Insights*, 7(2), 820-843.

Eusébio C., Alves, J. P., Rosa, M. J., & Teixeira, L. (2022). Are higher education institutions preparing future tourism professionals for tourism for all? An overview from Portuguese higher education tourism programmes. *Journal of Hospitality, Leisure, Sport & Tourism*, 31,100395.

OC-056 - (457) - HOW CAN CO-CREATION IN MUSEUM EXPERIENCES FOR PEOPLE WITH SENSORY IMPAIRMENTS BE ENHANCED?

Susana Mesquita¹; Maria João Carneiro²; Ana Caldeira³

1 - ISAG - Instituto Superior de Administração e Gestão; 2 - Universidade de Aveiro; 3 - Universidade de Coimbra

Proposal and Originality

While there is research on museum accessibility, it often focuses on general accessibility or visitor experiences, seldom examining the active participation of people with sensory impairments in shaping their visits or exploring co-creation outcomes for this group. This paper investigates the emotional, learning and social outcomes of co-creation for this, often, marginalized group. Therefore, it provides valuable empirical evidence on co-creation benefits, offering insights that can inform museum management, fostering inclusive and engaging environments.

52

Methodology

The study involved a survey to collect data from people with sensory impairments who visited museums (n=254), focusing on their co-creation experiences in museums. Data were gathered both in-person and online from September 2020 to June 2021. The analysis of outcomes of co-creation in museums for people with sensory impairments, was conducted using SmartPLS for structural equation modeling (SEM).

Results and Implications

Results reveal that co-creation in museums contributes to perception of higher emotional, learning and social values by visitors with sensory impairments. Emotional and learning values significantly impact satisfaction, which in turn boosts loyalty, including intention to revisit. Museums should adopt inclusive visitor-centered practices and improve interactivity of experiences, as well as prioritize co-creation strategies to foster emotional and educational engagement of visitors with sensory impairments, to enhance the satisfaction and loyalty of these visitors.

Research Limitations

The research has some limitations, including the use of a snowball sampling method, limiting the generalizability of findings, and its focus only on sensory impairments.

References Version APA 6th or 7th Edition

- Balakrishnan, A., Kulkarni, K., Moirangthem, S., Kumar, C. N., Math, S. B., & Murthy, P. (2019). The Rights of Persons with Disabilities Act 2016: Mental health implications. *Indian Journal of Psychological Medicine*, 41(2), 119–125. https://doi.org/10.4103/IJPSYM.IJPSYM_364_18
- Deville, E., & Kastenholz, E. (2018). Accessible tourism experiences: The voice of people with visual disabilities. *Journal of Policy Research in Tourism, Leisure and Events*, 10(3), 265–285.
- Mohammadi, F., Yazdani, H. R., Jami Pour, M., & Soltani, M. (2021). Co-creation in tourism: A systematic mapping study. *Tourism Review*, 76(2), 305–343.
- Zizka, L., Stierand, M., Buhalis, D., Murphy, H., & Dörfler, V. (2018). In search of co-creation experts in tourism: A research agenda. *CHME 2018: Annual Research Conference*, 41(0), 1–19.

04th June 2025

02:25 pm

Innovation Management in Tourism (PT) (Room 1)

53

INNOVATION MANAGEMENT IN TOURISM (PT)

OC-024 - (368) - A IMPORTÂNCIA DOS PRODUTOS TURÍSTICOS BASEADOS EM ROTAS PARA A COMPETITIVIDADE DOS DESTINOS DO INTERIOR: O CASO DA ESTRADA NACIONAL 2

Catarina Frias¹; Carlos Cardoso Ferreira¹; Sérgio Guerreiro²

1 - Universidade de Coimbra, CEGOT; 2 - Nova School of Business and Economics

Proposal and Originality

A Estrada Nacional 2 é uma infraestrutura nacional de interesse turístico declarado – nacional e regional, que se localiza essencialmente em territórios de baixa densidade populacional.

Reconhecendo o exposto, surge o interesse em analisar o potencial da Estrada Nacional 2 como elemento competitivo e diferenciador versus unificador dos locais atravessados. Neste sentido, importa compreender a importância que os municípios atribuem à EN2 e como a expressam através da imagem divulgada, que surge como um dos principais elementos da promoção do destino (Fakeye & Crompton, 1991).

Methodology

Para validar os objetivos definidos privilegiou-se uma abordagem metodológica mista, que incluiu a análise de conteúdo dos sites oficiais dos 35 municípios atravessados pela EN2, em articulação com a análise quantitativa realizada a partir de inquéritos por questionário aos dirigentes dos respetivos 35 municípios.

Results and Implications

De acordo com os resultados foi possível perceber de que forma é (ou não) divulgada a Imagem da EN2 para a promoção turística do seu território; distinguir os meios de comunicação mais utilizados na promoção do território; e compreender o posicionamento dos municípios face a outras entidades públicas e/ou privadas na gestão da Imagem da EN2, um produto turístico que além de local é regional e nacional.

Tudo isto com vista à criação de estratégias de gestão de destino(s) mais atrativo(s) diferenciador(es) e competitivo(s), no seu contexto local e global.

Research Limitations

O estudo beneficiaria da realização de questionários aos turistas que permitissem cruzar os resultados aqui obtidos com a Imagem percebida pelos turistas/visitantes da EN2.

References Version APA 6th or 7th Edition

Anuar, M. A., & Marzuki, A. (2022). Critical elements in determining tourism routes: a systematic literature review. *Geografie*, 127(4), 319-340.

Baloglu, S. (2000). A Path Analytic Model of Visitation Intention Involving Information Sources, Socio-Psychological Motivations, and Destination Image. *Journal of Travel & Tourism Marketing*, 8(3), 81-90.

Fakeye, P., & Crompton, J. (1991). Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley. *Journal of Travel Research*, 30(2), 10-16.

Hosseini, S., García, F. A., & Macias, R. C. (2021). Memorable tourism experience research: a systematic review of the literature. *Tourism Recreation Research*, 48, 465-479.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

OC-025 - (573) - ARQUITETURA VITIVINÍCOLA E ENOTURISMO: ANÁLISE COMPARATIVA ENTRE A QUINTA DO SEIXO E O CHÂTEAU PICHON LONGUEVILLE COMTESSE DE LALANDE

Ana Graça^{1,2}

1 - Centro de Investigação em Organizações, Mercados e Gestão Industrial; 2 - Centro de Estudos em Geografia e Ordenamento do Território

Proposal and Originality

Análise comparativa entre a Quinta do Seixo, em Portugal, e o Château Pichon Longueville Comtesse de Lalande, em França, para investigar a forma como a arquitetura vitivinícola impacta a experiência enoturística, explorando as percepções dos visitantes ao mesmo tempo que é examinada a relação entre o design arquitetónico e a satisfação, combinando teorias do turismo pós-moderno e do enoturismo, um estudo que destaca a influência da arquitetura em ambientes vitivinícolas, gerando insights práticos para a Indústria 4.0 (Mazurkiewicz-Pizło, A., 2023).

55

Methodology

A metodologia utilizada foi quantitativa, baseada nos questionários aplicados a 575 visitantes das quintas estudadas, tendo sido analisadas as correlações entre as preferências de arquitetura e as experiências enoturísticas, tendo sido utilizadas ferramentas online, como o Google Forms e as redes sociais para recolher os dados (Alvares, D., Dalonso, Y., & Lourenço, J., 2019).

Results and Implications

Os resultados apontam para a influência da arquitetura vitivinícola na experiência enoturística, revelando que as preferências dos visitantes indicam uma maior satisfação em quintas com designs modernos e sustentáveis, como a Quinta do Seixo. A análise revelou uma correlação positiva entre a apreciação da arquitetura e a probabilidade de recomendar a experiência (Bunghez, C., 2022). Insights que podem orientar estratégias para otimização do design arquitetónico em quintas vitivinícolas, promovendo experiências enoturísticas memoráveis e alinhadas com a Indústria 4.0.

Research Limitations

Concentração dos dados recolhidos em duas quintas específicas e a dependência dos métodos quantitativos, como fatores que limitam a generalização dos resultados.

References Version APA 6th or 7th Edition

Alvares, D., Dalonso, Y., & Lourenço, J. (2019). Modelos de Avaliação de Destinos Turísticos. *Revista Turismo Em Análise*, 30(1), 1–23. <https://doi.org/10.11606/issn.1984-4867.v30i1p1-23>

Bunghez, C. (2022). Enotourism: Analysis and Case Study. *Journal of Eastern Europe Research in Business and Economics*, 1–8. <https://doi.org/10.5171/2022.403938>

Mazurkiewicz-Pizło, A. (2023). Winery and enotourism management. *Wine. Consumer. Social media*.

Proposal and Originality

Análise comparativa entre as celebrações do Halloween e do Dia de Los Muertos, focando-se nas suas origens históricas, dinâmicas de transformação cultural e influências globais, no contexto do dark tourism. Este estudo reflete sobre as nuances culturais e os significados simbólicos destas festividades, destacando a relação entre o processo de escolha de destinos turísticos e a satisfação dos visitantes, oferecendo uma contribuição original ao aprofundar a compreensão académica sobre festividades culturais e as suas interações com o turismo pós-moderno (Zhang et al., 2023).

56

Methodology

A metodologia quantitativa, utilizando questionários para analisar as experiências culturais e práticas associadas às tradições do Halloween e do Dia de Los Muertos. Uma análise exploratória com um total de 233 respostas que identificou padrões temporais, variações regionais e transformações nas celebrações, oferecendo assim uma compreensão ampla e contextualizada das tradições (Alvares et al., 2019).

Results and Implications

Existência de padrões temporais nestas celebrações com variações regionais nas práticas culturais associadas, descobertas que fornecem insights sobre o perfil dos visitantes e o impacto destas festividades nas experiências individuais. O estudo destaca o papel das tradições culturais na formação da experiência turística e contribui para o desenvolvimento de estratégias que maximizem a satisfação dos turistas, tendo em consideração as particularidades culturais e as necessidades do turista contemporâneo orientado pela experiência (Kiráľová & Šperková, 2024).

Research Limitations

Foco apenas em duas tradições culturais específicas, restringindo a generalização dos resultados.

References Version APA 6th or 7th Edition

Alvares, D. F., Dalonso, Y., & Lourenço, J. (2019). Modelos de Avaliação de Destinos Turísticos. *Revista Turismo Em Análise*, 30(1), 1–23. <https://doi.org/10.11606/issn.1984-4867.v30i1p1-23>

Kiráľová, A., & Šperková, R. (2024). Mapping the dark: a bibliometric examination of research in Dark Tourism. *Cogent Social Sciences*, 10. <https://doi.org/10.1080/23311886.2023.2294552>

Zhang, Y., Moyle, B., Lohmann, G., Oliveira, R., Chang, L., & Weaver, D. (2023). A social identity perspective on dark tourism impacts. *Annals of Tourism Research*. <https://doi.org/10.1016/j.annals.2023.103669>

Proposal and Originality

As ilhas são mais vulneráveis do ponto de vista geográfico e ambiental. Hoje, em muitas ilhas, o turismo é uma fonte de moeda estrangeira que estabilizou o déficit da balança comercial. A construção de uma marca competitiva costuma surgir como uma saída para atrair visitantes, mas também esbarra nas armadilhas do turismo de massa e da especulação imobiliária. Neste texto, teremos como objeto o arquipélago dos Açores, que optou por estratégias de cooperativismo e biofilia para construir sua marca lugar. Afinal, quais as vantagens de um place branding voltado para a sustentabilidade?

57

Methodology

Trata-se de uma pesquisa qualitativa ancorada em entrevistas em profundidade com dez profissionais açorianos que possuem amplo conhecimento do tema. Uma ferramenta utilizada para comparação de resultados será o Atlas.TI. No terceiro momento, daremos início à análise das entrevistas, divulgando o sistema de dados para a elaboração de infográficos e análise semântica.

Results and Implications

O objetivo da pesquisa é comunicar aos pesquisadores o respeito às tendências e desafios enfrentados pela população neste momento de expansão da marca lugar açoriana. Através dos dados, faremos uma interpretação preliminar sobre tópicos polêmicos - como a especulação imobiliária, a abertura do espaço aéreo, o aumento do custo de vida e a criação da Marca Açores - que poderá subsidiar a criação de políticas públicas para uma melhor distribuição de renda e para fortalecer a marca lugar açoriana perante a diplomacia internacional.

Research Limitations

Trata-se de uma amostra pequena, de apenas dez pessoas, não generalizável. Também temos o risco de perda de resultados por conta de fatores como classe social.

References Version APA 6th or 7th Edition

Será utilizado no versão APA 7, por ser mais atualizado.

Proposal and Originality

Na última década a literatura em nomadismo digital tem crescido exponencialmente (Bednorz, 2024). No entanto, apesar do poder transformativo que esse fenómeno pode ter nos destinos, particularmente nas áreas naturais, a literatura ainda é limitada na análise dos efeitos dos nómadas digitais nesses lugares (Hannonen et al., 2023). Estima-se que até 2035 os nómadas digitais ultrapassassem mil milhões, o que pode ter um impacto tremendo nos destinos naturais. Assim, a proposta do presente estudo é analisar as perceções dos impactos do nomadismo digital em destinos de áreas naturais.

58

Methodology

O estudo assenta numa abordagem metodológica quantitativa através da aplicação de um inquérito online partilhado nas redes sociais entre outubro e dezembro de 2022 a residentes de destinos de áreas naturais da Região Centro de Portugal. No final obtiveram-se 438 inquéritos válidos.

Results and Implications

Os resultados indicam que os residentes das áreas naturais percecionam os impactos dos nómadas digitais na região como economicamente e culturalmente positivos e socialmente negativos. Por outro lado, o peso atribuído aos diferentes impactos é significativamente diferente. Os impactos económicos são significativamente mais valorizados do que os impactos culturais e sociais, e os impactos culturais são significativamente mais valorizados do que os impactos sociais. Surpreendentemente não há resultados significativos relativos aos efeitos ambientais.

Research Limitations

A utilização de uma metodologia estruturada que pode não considerar todas as dimensões dos impactos, omitindo assim outros possíveis construtos que possam ser relevantes.

References Version APA 6th or 7th Edition

Bednorz, J. (2024). Working from anywhere? Work from here! Approaches to attract digital nomads. *Annals of Tourism Research*, 105(3), 103715.

Hannonen, O., Quintana, T.A. & Lehto, X.Y. (2023). A supplier side view of digital nomadism: The case of destination Gran Canaria. *Tourism Management*, 97, 104744.

OC-029 - (2609) - DA MONITORIZAÇÃO À EXPERIMENTAÇÃO: REPENSAR OS OBSERVATÓRIOS E OS LABS NA GOVERNANÇA DOS DESTINOS TURÍSTICOS UMA REVISÃO SISTEMÁTICA DA LITERATURA

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1 - Escola Superior de Hotelaria e Turismo do Estoril

2 – CITUR

Proposal and Originality

Este estudo analisa criticamente o papel dos observatórios e dos Labs na governança sustentável dos destinos turísticos. Embora os Destinos Turísticos Inteligentes tenham ganho destaque, são escassos os estudos que abordam estas estruturas como instrumentos de governança colaborativa. A originalidade reside na cartografia do debate académico e na exploração da transição de modelos centrados na monitorização para modelos experimentais.

59

Methodology

Foi realizada uma revisão sistemática da literatura, centrada na identificação, selecção e análise crítica de estudos sobre observatórios, Labs e governança sustentável. A revisão categorizou os enquadramentos teóricos e empíricos, evidenciando tendências e lacunas no conhecimento.

Results and Implications

A literatura destaca o papel dos observatórios na recolha de dados e na monitorização de indicadores de sustentabilidade. Contudo, a sua evolução para modelos mais experimentais, como os Labs, permanece pouco explorada. Este estudo sistematiza o conhecimento existente e sugere que os Labs podem fomentar inovação, envolvimento dos stakeholders e soluções práticas na governança dos destinos.

Research Limitations

A principal limitação prende-se com a escassez de estudos empíricos sobre a aplicação prática dos Labs em destinos turísticos, o que restringe a avaliação da sua eficácia.

References Version APA 6th or 7th Edition

Boes, K., Buhalis, D. & Inversini, A. (2016). Smart tourism destinations: ecosystems for tourism destination competitiveness. *International Journal of Tourism Cities*, 2(2), pp. 108–124.

Coca-Stefaniak, J. A. & Seisdodos, G. (2021). Smart urban tourism destinations at a crossroads: Being “smart” and urban are no longer enough. In *Routledge handbook of tourism cities* (pp. 359–373). Routledge.

Gretzel, U. & Jamal, T. B. (2020). Guiding principles for good governance of the smart destination. *Travel and Tourism Research Association: Advancing Tourism Research Globally*, 42.

Gretzel, U. & Koo, C. (2021). Smart tourism cities: A duality of place where technology supports the convergence of touristic and residential experiences. *Asia Pacific Journal of Tourism Research*, 26(4), 352–364.

02:25 pm

Innovation Management in Tourism (PT) (Room 1)

OC-008 - (445) - ACOLHIDA NA COLÔNIA – BRASIL: 25 ANOS COMO TECNOLOGIA SOCIAL TRANSFORMADORA NA PROMOÇÃO DA SAÚDE, EDUCAÇÃO E QUALIDADE DE VIDA PARA MORADORES E VISITANTES

Yolanda Flores E E Silva¹; Felipe Borborema Cunha Lima¹; Luana Sousa De Oliveira²

1 - Universidade do Vale do Itajaí; 2 - Instituto Federal do Tocantins

Proposal and Originality

Análise de um modelo de agroturismo iniciado em 1998 no sul do Brasil com o apoio de universidades e pesquisadores. Agricultores desistem do uso de agrotóxicos e iniciam cultivos agroecológicos associados ao agroturismo como fonte secundária de renda. Nesta proposta, os visitantes são apresentados a modos de vida com experiências de desenvolvimento e sustentabilidade em Escala Humana, a partir de uma perspectiva focada na 'liberação de atividades criativas' para promover a vida humana e ambiental segundo Max-Neef (2017) que se caracteriza como uma Tecnologia Social.

60

Methodology

Abordagem antropológica com monitoramento, observação e entrevistas sobre as atividades dos últimos 25 anos da Associação de Agroturismo *Acolhida na Colônia* (AAAC), que demonstram como foi fomentado o desenvolvimento territorial sustentável e a criação de estratégias que deram visibilidade ao território, por meio de sua história, cultura e pessoas.

Results and Implications

As famílias ampliaram a renda familiar através de uma gestão econômica circular com oferta de serviços e produtos sustentáveis economicamente rentáveis. Suas práticas criativas com foco na história e cultura local tornaram possível a fidelização dos visitantes nesses 25 anos de atividades. (Lima; Silva, 2019; Junqueira, Moretti, 2018).

Research Limitations

Documentos perdidos em uma enchente na região, vem dificultando a recuperação do registro de algumas estratégias do modelo de gestão das primeiras famílias do agroturismo.

References Version APA 6th or 7th Edition

Junqueira, AH; Moretti, SL do A. (2018). Comunidade que Sustenta a Agricultura (CSA): tecnologia social.....*Revista estudos, Sociedade e Cultura*, 26(3): 518-538. Disponível em: <https://www.revistaesa.com/ojs/index.php/esa/issue/view/esa26-3> .

Lima, FCB; Silva, YF e . (2019). Turismo Comunitário e Desenvolvimento Local. *Caderno Virtual de Turismo* , 19(2): 1-13. DOI: <https://doi.org/10.18472/cvt.19n2.2019.1443> / Max-Neef, M. (2017). *Economia herética. Treinta e cinco anos a contracorriente* . Madri: Icaria Editorial

Silva, YF e; Cunha-Lima, FB; Oliveira, L. de S. (2010). Um Olhar Sobre os Discursos Acadêmicos e Midiáticos do Agroturismo em Santa Rosa de Lima. *Revista Brasileira de Pesquisa em Turismo*, 4(3): 41-53. DOI: <https://doi.org/10.7784/rbtur.v4i3.329>

04th June 2025

02:25 pm

Neurotourism and Neuromarketing (ENG) (Room 2)

NEUROTOURISM AND NEUROMARKETING (ENG)

02:25 pm

Neurotourism and Neuromarketing (ENG) (Room 2)

OC-064 - (510) - DECISION MAKING IN TOURISM: HEURISTICS AND BIASES THROUGH NEUROSCIENCE SUPPORTED BY ARTIFICIAL INTELLIGENCE TOOLS

Nicole Maia¹; Carla Fraga²; Miriane Frossard³; Michelson Kairo Ribeiro Nogueira⁴; Luis Lima Santos⁵

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62

Proposal and Originality

Tourists make decisions based on desirable attributes, using heuristics and biases to simplify choices. Heuristics like availability and anchoring allow for quick decisions, while biases such as confirmation and optimism can distort perception. Berthet & Gardelle (2023) proposed an open-source tool to explore these biases and suggested a research agenda that integrates neuroscience into tourism consumption, offering fresh perspectives on the subject.

Methodology

The research was exploratory, conducted in two stages: (1) Systematic Literature Review and (2) Textual Analysis. The Web of Science database was consulted, with support from Rayyan AI (2024) for the review steps. For Textual Analysis, the Iramuteq software (2020) organized and categorized the collected data, streamlining the analysis process.

Results and Implications

The results show five key steps to establish a new agenda on the topic, focusing on (1) measuring effects, (2) decision-making based on website offers, (3) neuroscience with Kahneman's Systems 1 and 2 (2011), (4) mobile methods for field experiments, and (5) neurotourism as an emerging discipline.

Research Limitations

This topic remains a challenge that requires overcoming through empirical research, and this study was limited to secondary data.

References Version APA 6th or 7th Edition

Berthet, V., & Gardelle, V. de (2023). The heuristics-and-biases inventory: An open-source tool to explore individual differences in rationality. *Frontiers in Psychology*, 14, 1145246.

Iramuteq (2020). Available at <<http://www.iramuteq.org/>>. Accessed at Apr., 2024.

Kahneman, D. (2011). Thinking, fast and slow. *Farrar, Straus and Giroux*.

Rayyan (2024). Available at <<https://www.rayyan.ai/>> Accessed at Apr., 2024.

OC-065 - (511) - EMOTIONS RUN HIGH IN LEISURE AND TOURISM: THE ROLE OF SKIN CONDUCTANCE IN MEASURING PHYSIOLOGICAL DATA

Ana Carolina Jordão⁵; Matheus Carneiro Moreira¹; Carla Fraga²; Marcelo Knop³; Humberto Fois Braga⁴; Lucília Cardoso⁶

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Proposal and Originality

A excitação emocional no turismo, medida pela condutância da pele (SC), fornece uma interface com a neurociência. A SC é uma das medidas fisiológicas periféricas (Balconi & Sansone, 2021) e tem diferentes nomenclaturas (por exemplo, resposta galvânica, atividade eletrodérmica) e tecnologias (hardware/software). A originalidade desta pesquisa está na proposta de rastrear essa complexidade dentro do amplo escopo de publicações que estão na intersecção do turismo com a hospitalidade, lazer e recreação.

Methodology

A busca no Web of Science com a sequência: skin conductance OR galvanic skin response OR electrodermal activity OR SCL OR SCA OR GSR OR EDA (tópico) AND emotion* OR feeling* OR cognit* OR behavi* (tópico) AND touris* OR travel* OR hospitalit* OR leisure* OR recreation* (tópico), resultou em n=92. O software Voyant Tools foi usado para análise textual.

Results and Implications

Em resumo, as descobertas sugerem que a condutância da pele é uma parte metodológica importante da medição de respostas emocionais no contexto de experiências turísticas, embora seja essencial cruzar os dados com autorrelatos. Portanto, desvendar algumas das complexidades relatadas em termos de nomenclatura e tecnologia abriu novos caminhos para entender mais sobre comportamento e cognição com base na medição da excitação no turismo.

Research Limitations

Devido à falta de detalhes nos estudos analisados, a análise de hardware e software é limitada.

References Version APA 6th or 7th Edition

Balconi, M. & Sansone, M. (2021). Neurociência e comportamento do consumidor: para onde agora? *Front. Psychol.* 12:705850. doi:10.3389/fpsyg.2021.705850

02:25 pm

Neurotourism and Neuromarketing (ENG) (Room 2)

OC-066 - (508) - INNOVATIVE RESEARCH METHODS IN TOURISM: COMPUTER-SIMULATED SALIENCE PERSPECTIVES

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Proposal and Originality

The tourist's gaze is key in tourism research from a social sciences perspective (Urry & Larsen, 2011). Social sciences need alliances with fields like neuroscience and cognitive science (Scott, 2020). This proposal's originality lies in addressing visual salience through human visual processing concepts and computational simulations in case studies. To enrich the salience model, this approach incorporates case studies to validate applicability across varied contexts, enhancing tourism research.

Methodology

Based on the selection of photographs of tourist destinations, the Ogama software (Voßkühler, 2022) is used with the simulated saliency model to identify the first ten fixation points, examining the results combined or separately by components: colour, intensity and orientation.

Results and Implications

The results help highlight a complementary methodological approach to the use of neuroscience tools like eye-tracking, allowing the design of experimental research on salience through computational simulations. This approach makes financial investment in the acquisition of hardware and software more targeted and effective, ensuring greater precision in research outcomes.

Research Limitations

A limitation is the reliance on simulated models, which may miss real-world tourist dynamics, and novel methods face challenges in generalizability.

References Version APA 6th or 7th Edition

Dupont, L., Ooms, K., Antrop, M., & Van Eetvelde, V. (2017). Testing the validity of a saliency-based method for visual assessment of constructions in the landscape. *Landscape and Urban Planning*, 167, 325–338.

Scott, N. (2020). Cognitive psychology and tourism—surfing the “cognitive wave”: a perspective article. *Tourism Review*, 75(1), 49-51. <https://doi.org/10.1108/tr-06-2019-0217>

Urry, J. & Larsen, J. (2011). *The Tourist Gaze 3.0*, 3rd ed. Londres: Sage Publications. <https://doi.org/10.4135/9781446251904>

Voßkühler, A. (2022). OGAMA - open gaze and mouse analyzer. Publications. Available at < <http://www.ogama.net/node/2> > Accessed on 27th of Sept., 2024.

02:25 pm

Neurotourism and Neuromarketing (ENG) (Room 2)

OC-067 - (420) - NEUROSCIENCE APPLIED TO THE EMOTIONS IN WINE AND OLIVE OIL TASTING: MANAGEMENT AND DESIGN WINE-OLIVE TOURISM EXPERIENCES IN THE DOURO REGION

Bebiana Monteiro¹; Lucília Cardoso²; Cláudia Seabra³

1 - CiTUR, ESHT, Polytechnic of Porto, rua D. Sancho I, 4480-876 Vila do Conde, Portugal; 2 - CiTUR – Centre for Tourism Research, Development and Innovation, Polytechnic University of Leiria, 2411-901 Leiria, Portugal; 3 - Faculty of Arts & Humanities, University of Coimbra, Portugal, CEGOT - Centre of Studies in Geography and Spatial Planning

Proposal and Originality

The proposal of this study is to produce scientific evidence, extension, and dissemination of knowledge in the study area of emotions in the wine and olive oil tasting tourism experience, in real time and *in situ*, impacting the memory and behavioral intentions of wine and olive oil tourists.

The originality is the application of neuroscientific techniques, skin conductance (SC) and heart rate (HR), in real time and *in situ*, to the wine and olive oil tasting experiences, and combining the neuroscientific tools with traditional methods.

Methodology

To address the challenges proposed in this study, a mixed-methods approach was chosen, using both quantitative (neuroscientific methods - Skin Conductance (SC) and Heart Rate (HR)) and qualitative (questionnaires and self-report) instruments. The application of different methodological techniques allows for multiple perspectives and broadens the scope of the results.

Results and Implications

As it is a proposal for a research project, the expected results are a deeper understanding of the emotions of the wine and olive oil tourists and, consequently, the development of a value proposition for the management and design of wine and olive oil tourism products in the Douro Demarcated Region, enabling managers to provide memorable experiences and, simultaneously, be more competitive in the tourism market.

Research Limitations

A limitation is its focus on a single PDO region, restricting the generalizability of the findings. Expanding to other national and international PDO regions is recommended.

References Version APA 6th or 7th Edition

Al-Nafjan, A., Aldayel, M., & Kharrat, A. (2023). Systematic review and future direction of neuro-tourism research. *Brain Sciences*, 13(4), 682.

Bastiaansen, M., Lub, X. D., Mitas, O., Jung, T. H., Ascensão, M. P., Han, D. I., & Strijbosch, W. (2019). Emotions as core building blocks of an experience. *International Journal of Contemporary Hospitality Management*, 31(2), 651–668.

Crespi-Vallbona, M., & Mascarilla-Miró, Ò. (2020). Wine lovers: their interests in tourist experiences. *International Journal of Culture, Tourism and Hospitality Research*, 14, 239-258.

Hosany, S., Martin, D., & Woodside, A. G. (2020). Emotions in Tourism: Theoretical Designs, Measurements, Analytics, and Interpretations. *Journal of Travel Research*, 004728752093707. doi:10.1177/0047287520937079

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

02:25 pm

Neurotourism and Neuromarketing (ENG) (Room 2)

OC-068 - (454) - UNDERSTANDING DESTINATION IMAGE AND TRAVEL CHOICE THROUGH NEUROSCIENCE: A MIXED METHODS REVIEW AND RESEARCH AGENDA

Arthur De Araújo¹; Luís Lima Santos^{2,5}; Lucília Cardoso²; Pablo Moreira³; Carla Fraga⁴; Cláudia Seabra⁶

1 - CETRAD, Porto, Portugal; 2 - CITUR – Centre for Tourism Research, Development and Innovation in Portugal. International Researcher at TRG:N&C - Tourism Research Group: Neuroscience & Computing.; 3 - Interdisciplinary Postgraduate Program in Leisure Studies at the Federal University of Minas Gerais (UFMG); 4 - Department of Tourism of the Universidade Federal de Juiz de Fora (UFJF). Leader in the TRG:N&C - Tourism Research Group: Neurosciences & Computing.; 5 - CITUR – Centre for Tourism Research, Development and Innovation, Leiria, Portugal.; 6 - University of Coimbra, Faculty of Arts & Humanities, Coimbra, Portugal CEGOT - Geography and Spatial Planning Research Centre

Proposal and Originality

A constant limitation of research on destination image and travel choice is the reliance on self-report methods to measure a sub-consciously processed construct. Recently, this gap has been slowly bridged through the employment of neuroscientific methods. In this context, the present work explores how neuroscientific theories and methods can be applied to understand destination image formation and its role on travel choices. As a result, an original conceptual model connecting destination image theory with brain mechanisms involved in destination choice is proposed.

Methodology

To achieve the described goal, the present study employed mixed-methods exploratory research consisting of two phases: 1. A Literature scope review – using Scopus database – based on an adaptation of the Prisma (2020) guidelines; 2. A textual analysis with the following outputs: a. A Factorial Correspondence Analysis; b. A similitude analysis conducted with the aid of Iramuteq (version 0.7 Alpha 2).

Results and Implications

The retrieved papers (n=55) were divided into two groups through the Factorial Correspondence Analysis: 1. status quo and 2. Outliers: Moreover, the similitude analysis generated eight prominent halos: 1. Destination; 2. Research; 3. Model; 4. Image; 5. Study; 6. Perceive; 7. Tourist; 8. Datum. These findings allowed for the development of a research agenda for advancing theoretical knowledge on destination image through the employment of neuroscience theories and methods, which should bring about implications for tourism researchers and practitioners.

Research Limitations

The main limitation of the present work is its theoretical character. The findings must be employed in empirical studies to scrutinise its implications.

References Version APA 6th or 7th Edition

Araújo, C., Kastenholz, E., & Santos, I. (2017). The relevance of neuromarketing in tourism: literature review. *Revista Turismo & Desenvolvimento*, 27/28.

Cardoso, L., Dias, F., de Araújo, A. F., & Andrés Marques, M. I. (2019). A destination imagery processing model: Structural differences between dream and favourite destinations. *Annals of Tourism Research*, 74(October 2018), 81–94.

Šerić, N., Jurišić, M., & Petričević, D. (2015). Neuromarketing potential for tourist destination brand positioning. *Tourism in South East Europe*, (Archive).

Tham, A., Schaffer, V., & Sinay, L. (2021). The ethics of experimental research employing intrusive technologies in tourism: A collaborative ethnography perspective. *Tourism and Hospitality Research*, 21(3), 303-316.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

02:25 pm

Neurotourism and Neuromarketing (ENG) (Room 2)

OC-069 - (516) - EXPLORING THE INTERSECTION OF EYE-TRACKING TECHNOLOGY AND TOURISM MARKETING: A REVIEW OF SCIENTIFIC CONTRIBUTIONS

Beatriz Castro¹; Carla Fraga¹; Marcelo Knop²; Patrick Moratori³; Lucília Cardoso⁴

1 - Professor of the Department of Tourism from Federal University of Juiz de Fora (UFJF). Leader of Tourism Research Group: Neurosciences and Computing (TRG:N&C).; 2 - Professor of the Department of Tourism from Federal University of Juiz de Fora (UFJF). Member of Tourism Research Group: Neurosciences and Computing (TRG:N&C).; 3 - Professor of the Department of Computer Science from Fluminense Federal University (UFF). Member of Tourism Research Group: Neurosciences and Computing (TRG:N&C).; 4 - CiTUR – Centre for Tourism Research, Development and Innovation, Polytechnic University of Leiria, 2411-901 Leiria, Portugal

Proposal and Originality

The economics of attention presents a significant challenge for marketing professionals in tourism. Understanding how visual stimuli capture attention could open a new frontier in tourism knowledge (Scott et al., 2019). This proposal aims to identify the application of eye-tracking technology in tourism marketing through a thorough review of scientific literature. The originality of this study lies in its design, which seeks to create a comprehensive state-of-the-art overview of the subject, offering insights that can enhance marketing strategies in the tourism sector.

Methodology

The study employs an exploratory mixed-methods approach, integrating qualitative and quantitative research. Conducted in April 2024, it utilized the Web of Science and Scopus for a systematic literature review, supported by Rayyan AI for data management. Textual analysis was performed using Iramuteq software (version 0.7 Alpha 2, 2020) to identify themes and patterns in the research findings.

Results and Implications

The state of the art is characterized by several key findings: (a) the review covers research from 2015 onwards; (b) readership in specialized journals related to Computing, Neuroscience, and Marketing remains limited; (c) the primary themes identified are: (1) Tourism; (2) Study; (3) Tourist; (4) Destination; and (5) Market. These findings suggest opportunities for further exploration of the technological and statistical dimensions in empirical studies, highlighting the potential for deeper insights into the intersections of these fields within tourism research.

Research Limitations

Future studies can explore hardware/software (technological dimension) and analysis types (statistical dimension) to enhance decision-making.

References Version APA 6th or 7th Edition

Iramuteq (2020). Available at <<http://www.iramuteq.org/>>. Accessed at Apr., 2024.

Rayyan (2024). Available at <<https://www.rayyan.ai/>> Accessed at Apr., 2024.

Scott, N., Zhang, R., Le, D., & Moyle, B. (2019). A review of eye-tracking research in tourism. *Current Issues in Tourism*, 22(10), 1244-1261.

04th June 2025

04:25 pm

Religious Tourism (ENG) (Room 3)

RELIGIOUS TOURISM AS A TOURISM PRODUCT (ENG)

OC-070 - (392) - "TIERRAS DE LA VERA CRUZ": OPTIMIZING RELIGIOUS TOURISM.

Ginés Rodríguez¹; Miguel Puig Cabrera¹; Ginesa Martínez Del Vas¹

1 - Cátedra Internacional de Inteligencia Turística de la Región de Murcia (CITUR)

Proposal and Originality

The Camino de la Cruz de Caravaca connects municipalities with significant religious heritage. Caravaca, a Holy City since 1998, celebrates the Jubilee Year every seven years, boosting this type of tourism and other local sectors. While these municipalities already apply a Smart Tourist Destination model, they face challenges in adapting to the evolving demands of visitors. This project aims to advance that model through innovative technological solutions that optimize heritage management, enhance visitor experiences, and promote sustainable development.

69

Methodology

The methodology develops proposals to enhance religious tourism in the "Tierras de la Vera Cruz" municipalities. It refines initial ideas into actionable plans with necessary resources, timelines, and evaluation metrics. A feasibility analysis using SWOT follows. Proposals are contextualized through local consultations and validated in workshops, ensuring they meet community needs effectively.

Results and Implications

The proposals aim to enhance visitor experience and improve religious heritage management, leading to greater tourist satisfaction. Practical implications include boosting economic sustainability, preserving local culture, and promoting community engagement in tourism. These practices strengthen local identity and pride. Additionally, the results can serve as a replicable model for other destinations with similar heritage, offering a framework for future research and tourism practices focused on sustainability and community involvement.

Research Limitations

Constraints include the need for cooperation and funding from public institutions, access to accurate tourism data, and community concerns about commodifying identity.

References Version APA 6th or 7th Edition

Instituto de Turismo de la Región de Murcia. (2022). Plan de Turismo de la Región de Murcia [PDF file]. Retrieved from https://www.turismoregiondemurcia.es/webs/murciaturistica/documentos/1/DOCUMENTOS_1_2742.pdf

Moreno, B. G., & Alcantud, A. F. (2022). The smart tourism destinations (DTI) model: a commitment to sustainable tourism. *Economía industrial*, (426), 93-106.

SEGITTUR. (2019). White paper on smart tourism destinations [PDF file]. Retrieved from <https://www.segittur.es/wp-content/uploads/2019/11/Libro-Blanco-Destinos-Turisticos-Inteligentes.pdf>

SEGITTUR. (2022). Guide to best practices in cultural heritage [PDF file]. Retrieved from <https://www.segittur.es/wp-content/uploads/2022/03/Guia-buenas-practicas-en-patrimonio-cultural.pdf>

OC-071 - (571) - ALJUSTREL (FÁTIMA): A VILLAGE OF TOURIST EXPERIENCES

João Caldeira Heitor³; Eunice Duarte²; Mariana Inácio Marques¹

1 - ISG – Business & Economics School, CIGEST and GOVCOPP; 2 - ESCAD-IPLUSO, CiTUR Leiria; 3 - ISG - Business & Economics School, CiTUR Leiria, CIGEST

Proposal and Originality

This study analyses the potential of Aljustrel as a destination for experiential tourism based on its cultural and historical heritage. Being the place of origin and life of the little shepherds and because of its religious, historical and rural dimension, the village attracts thousands of visitors. The study seeks to explore how the cultural and historical elements - the houses of the seers and local traditions - can enhance a richer tourist experience. By focussing on authenticity and identity, Aljustrel can increase the promotion of cultural and religious tourism in Fátima.

70

Methodology

An analysis was carried out of studies (2017/2024) on religious tourism and experiential tourism in rural environments, using sources from Scopus and other databases. Key terms included 'Experience Tourism', 'Aljustrel' and 'Cultural Heritage'. By analysing the literature, trends in sustainable tourism were identified, comparing the results with cultural heritage and tourism in Aljustrel.

Results and Implications

Aljustrel is highly attractive to tourists who want a distinctive experience due to its context. The main attractions (the shepherd's houses, the museum) hark back to rural life at the beginning of the 20th century. The creation of tourist experiences (cultural and rural activities, immersive tours and rural accommodation with historic architecture) can attract visitors looking for authentic cultural interactions. For the destination's managers, the results prove the value of the village's heritage for creating memorable experiences, realising a sustainable tourism strategy.

Research Limitations

This study would benefit from interviews with local residents and tourists to enrich the understanding of the potential of experiential tourism in Aljustrel.

References Version APA 6th or 7th Edition

Beigang T.; Ling Y., Lin J.-C., & Liang Z.-F. (2021). Pesquisa sobre o desenvolvimento do turismo religioso e o desenvolvimento sustentável do ambiente rural e da saúde. *Revista Internacional de Pesquisa Ambiental e Saúde Pública*, 18(5), 2731.

Português Doina G. & Florin IS (2023). "Turismo religioso e desenvolvimento sustentável da economia no contexto da globalização na área nordeste da Romênia", Sustentabilidade, MDPI, vol. 15(16), páginas 1-15, agosto.

Li, L. e Phakdeephrot, N. (2023). Pesquisa sobre fatores que influenciam a intenção de consumo do turismo de hospedagem rural experiencial com base na teoria do comportamento planejado: um estudo de caso da cidade de Dali, província de Yunnan. Destaques em arte e design.

Proposal and Originality

From Research to Working Life (ReWo) is an Erasmus+ project aiming to uncover the best practices for applying and implementing tourism research findings into working life in the tourism field. The presentation aims to understand the main characteristics of the present tourism information students, i.e., the characteristics of Generation Z tour guides. We also want to understand how solid Generation Z tour guides' knowledge of the Old and New Testament is to assess whether the new generation of guides is as well prepared as the previous ones to lead groups in Catholic religious sites.

Methodology

To characterize the Generation Z, 351 questionnaires were implemented in the ReWo four partner institutions. In the Portuguese partner's tourist information course, 79 questionnaires were validated among the approximately 100 students on this course. Interviews with those responsible for the internships in ESHTe took place to know if students look for internships in Catholic religious sites.

Results and Implications

Considering that more than 50% of the Portuguese built heritage visited is religious (built within Catholicism), future guides have to increase their religious culture (knowledge about the Old and New Testament), as, after graduating, their knowledge is undoubtedly weak, according to what was observed in the data obtained with the questionnaires. Regarding the interviews, the data obtained is not solid, as the students do not show interest in performing internships in religious places, or because those responsible for these places do rarely contact ESHTe asking for trainees.

Research Limitations

This study must be extended to other institutions that teach the tour guide course, to attest the solidity of the data obtained and together they should look for solutions.

References Version APA 6th or 7th Edition

- Chaudhary, A. & Jha, V. (2021). Generation Z's Perceptions and Attitudes towards Tourism and Hospitality a Career Option – A Preliminary Investigation of Residents of Jharkhand. *Psychology And Education* 58(1), 2953-2984.
- Illfelder-Kaye, J., Lese-Fowler, K., Bursley, K., Reyes, E. & Bieschke, K. (2009). Implementing the training values statement addressing diversity in university counseling center internships. *The Counseling Psychologist* 37(5), 721-743.
- Polok, G. & Szromek, A. (2024). Religious and Moral Attitudes of Catholics from Generation Z. *Religions*, 15(1), 25. <https://doi.org/10.3390/rel15010025>
- Turner, A. (2015). Generation Z: Technology and social interest. *The journal of individual Psychology* 71(2) 2 (2015), 103-113.

Proposal and Originality

This proposal aims to develop and promote the "Northern Portugal Sanctuaries Itinerary," targeting the North American market. With growing interest in authentic and spiritually enriching travel experiences, the North American demographic is well-suited for religious and cultural tourism. This itinerary would connect key sanctuaries across Northern Portugal, including Braga, Guimarães, and Bom Jesus do Monte, creating a cohesive journey that highlights the region's rich religious heritage.

72

Methodology

The proposal is based on market analysis of North American travel preferences, focusing on the demand for cultural and religious tourism. A review of existing pilgrimage and sanctuary tours in Portugal was conducted, alongside case studies of similar itineraries. The itinerary's design combines logistical planning, visitor experience enhancement, and strategic partnerships.

Results and Implications

The itinerary would spotlight Northern Portugal's key religious sites, with planned activities that foster a deep cultural connection. Partnerships with travel agencies and digital marketing efforts would increase Northern Portugal's visibility in North America, potentially establishing it as a prominent destination for religious tourism. This initiative could diversify Portugal's tourism economy by tapping into the growing North American market, increasing visitor numbers, and supporting local communities through tourism spending.

Research Limitations

Further market testing could offer valuable insights into the itinerary's appeal and logistical needs, enhancing its effectiveness in the North American market.

References Version APA 6th or 7th Edition

Coelho de Azevedo, P. R. (2023). Ways of Saint James in the Interior North of Portugal: An Analysis of Touristic Routes. *International Journal of Religious Tourism and Pilgrimage*, 11(5), 4.

Griffin, K. A., & Raj, R. (2017). The importance of religious tourism and pilgrimage: Reflecting on definitions, motives and data. *International Journal of Religious Tourism and Pilgrimage*.

de Souza, V. C., & do Nascimento, A. F. (2019). O turismo religioso na sociedade líquido-moderna: apropriação da fé pelo trade turístico. *Estudos de religião*, 33(2), 291-315.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

OC-074 - (551) - PILGRIMAGE, HOPE, AND MATERIAL COMFORT; FUSING RENEWAL AND VACATION THROUGH SACRED TOURISM

Alan Hartman¹

1 - Mercy University

Proposal and Originality

Christian pilgrimages to holy sites began as early as the second century. These same places together with many others remain the loci of sacred tourism today. Contemporary “sacred tourists” fuse, and even confuse, their spiritual interests with secular passions. The resulting “sacred tourism industry” remains rooted in the historically divine but innovatively appeals to contemporary tourist desires through promises of personal growth and comfort. Sacred tourism consequently renders the esoteric accessible and tangible

73

Methodology

In this presentation I will show how contemporary literature and cinema of personal renewal and self-empowerment liaise with traditional promoters and recorders of tourism at key sacred tourist destinations to show that popular culture, modern media, and attentive marketing collaborate effectively to innovatively support sacred tourism today in a way that is little studied and often undiscussed.

Results and Implications

The result of this will show that sacred tourism is a powerful and innovative form of tourism that profits from sacred tourists who wish to combine personal faith with activities surrounding personal empowerment and interior growth together with experiences of comfort desired by almost all contemporary tourists.

Research Limitations

Sacred tourism sites in the United States is understudied and thus little secondary literature surrounding this happening in the United States compared to Europe.

References Version APA 6th or 7th Edition

- Amberg, Marion. *Monuments, Marvels, and Miracles: A Traveler's Guide to Catholic America*. Our Sunday Visitor, 2021.
- Becker, Elziabeth. *Overbooked: The Exploding Business of Travel and Tourism*. Simon & Schuster, 2016.
- Cousineau, Phil and Huston Smith. *The Art of Pilgrimage: The Seekers Guide to Making Travel Sacred*. (2nd ed.) Conari Press, 2021.
- Dispenza, Joseph. *The way of the Traveler: Making Every Trio a Journey of Self-Discovery*. Avalon Travel Publishing, 2022.
- Egan, Timothy. *A Pilgrimage to Eternity*. Penguin Books, 2020.
- Kujawa-Holbrook, Sheryl A. *Pilgrimage - the Sacred Art: Journey to the Center of the Heart*. Skylight Paths, 2013.
- Sanchez y Sanchez, Samuel and Annie Hesp. *The Camino de Santiago in the 21st Century: Interdisciplinary Perspectives and Global Views*. Routledge, 2015.

OC-075 - (562) - RELIGIOUS TOURISM AND THE FASCINATION WITH INCORRUPT BODIES: THE CASE OF SANTINHO DE BEIRE

Eunice Duarte^{1,2}; Marco Martins³

1 - ESCAD_IPLUSO; 2 - CiTUR Leiria; 3 - CiTUR Coimbra

Proposal and Originality

This study explores how incorrupt bodies, particularly the case of Santinho de Beire, can drive religious tourism and support local development. As religious tourism gains recognition as a valuable sector, offering authentic spiritual experiences and cultural appreciation, incorrupt bodies—preserved without chemical processes—attract both tourists and pilgrims. Despite rising interest in sacred sites, few studies address how unique spiritual phenomena can foster sustainable tourism in small communities.

74

Methodology

A systematic approach analysed articles (2017-2024, Scopus) on the impact of religious tourism and sustainability in low-density communities, using keywords “Incorrupt Bodies,” “Religious Tourism,” and “Sustainability.” Textual analysis identified trends and practices, aiding understanding of implications for local development and cultural preservation.

Results and Implications

The findings show a rising interest in religious tourism, especially in devotion sites like Santinho de Beire, attracting both devotees and spiritual seekers. Popular veneration and a sense of connection create unique experiences, appealing to those seeking deeper tourism. Public policies and local initiatives are essential for respectful, sustainable tourism. Investment in infrastructure is needed to welcome visitors without straining the community, offering insights for managers on tourist expectations: authenticity, spirituality, and cultural connection.

Research Limitations

This study could be further enhanced by conducting interviews with community members and, tourists.

References Version APA 6th or 7th Edition

de Jong, F. (2023). Traces of the Sacred: Loss, Hope, and Potentiality in Religious Heritage in England. In *The Future of Religious Heritage* (pp. 125-146). Routledge.

Leitão, I., & Fernandes, C. (2023). Conceptualising Heritage Routes for Tourism: The Miracle of the Roses. *International Journal of Religious Tourism and Pilgrimage*, 11(4), 9.

Nash, M. L., & Nash, M. L. (2019). The Odour of Sanctity. *The History and Politics of Exhumation: Royal Bodies and Lesser Mortals*, 165-189.

04th June 2025

04:25 pm

Sustainable Leadership in the Travel & Tourism Industry (ENG) (Room 4)

75

SUSTAINABLE LEADERSHIP IN THE TRAVEL & TOURISM INDUSTRY (ENG)

04:25 pm

Sustainable Leadership in the Travel & Tourism Industry (ENG) (Room 4)

OC-076 - (393) - CHARTING THE TRIAD: A BIBLIOMETRIC ANALYSIS OF SUSTAINABLE TOURISM, WELL-BEING, AND SUSTAINABILITY

João Capucho^{1,2}; João Leitão^{1,2}; Helena Alves^{1,2}

1 - Faculty of Human and Social Sciences, University of Beira Interior (UBI), Covilhã, Portugal; 2 - NECE, Research Unit in Business Sciences, University of Beira Interior (UBI)

Proposal and Originality

The relevance of this study aims to connect sustainable tourism, sustainability and well-being through a systematic literature review. The symbiotic interaction between these research topics is extremely important in order to achieve SD goals and improve society worldwide (Dluzewska, 2019; Dwyer, 2021). This comprehensive Systematic Literature Review (SLR) provides a robust foundation for researchers, policymakers, and industry practitioners to advance sustainable tourism practices that enhance well-being and contribute to broader sustainable development objectives.

76

Methodology

Adhering to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, a rigorous bibliometric analysis unveils four pivotal thematic clusters: 1. Tourism; 2. Sustainable tourism; 3. Well-being; and 4. Sustainable development. Bibliometrix software was used to provide a robust bibliometric base (Aria & Cuccurullo, 2017).

Results and Implications

The research makes significant contributions to the field of sustainable tourism by meticulously mapping the interconnected research topics linking sustainable tourism, well-being, and sustainable development. Critical knowledge gaps are also identified, and future study topics are suggested. Important research topics include: (i) assessing the effectiveness and long-term effects of sustainable tourism initiatives; and (ii) evaluating the complex effects of sustainable tourism practices on the well-being of individuals and communities.

Research Limitations

This study exclusively used the Web of Science database to select and analyse the articles included.

References Version APA 6th or 7th Edition

Dluzewska, A. M. (2019). Well-being versus sustainable development in tourism-The host perspective. *Sustainable Development*, 27(3), 512–522. <https://doi.org/10.1002/sd.1903>

Dwyer, L. (2021). Resident well-being and sustainable tourism development: the 'capitals approach'. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2021.1990304>

Aria, M., & Cuccurullo, C. (2017). Bibliometrix : An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959–975. <https://doi.org/10.1016/j.joi.2017.08.007>

OC-077 - (388) - PERSONAL BRANDING AS A POSITIVE CHANGE CATALYST IN MARKETING FOR SUSTAINABLE TOURISM: AN EXPLORATION IN THE HOSPITALITY SECTOR

Maryam Shams¹; Ana Cláudia Campos¹; Bernardete Sequeira¹

1 - Algarve University

Proposal and Originality

This study explores personal branding's role in promoting sustainability in tourism and hospitality, a topic that has received little attention in studies on professional and career development. While personal branding is widely discussed in management literature, its potential for promoting sustainability in tourism remains underexplored. Addressing this gap, the study examines managers' perspectives on how personal branding can drive positive marketing changes for sustainable tourism, highlighting important aspects and practical contributions.

Methodology

This research uses a qualitative design, gathering primary data through online focus group discussions with tourism and hospitality managers in February 2025. Content analysis will be conducted using Nvivo software, applying both deductive and inductive approaches to identify key themes and insights on the impact of personal branding on sustainability in the industry.

Results and Implications

It is expected that the findings will identify effective communication strategies and how personal values that shape sustainable consumer behavior in tourism. Theoretically, this study expands the concept of personal branding in the context of tourism and hospitality, clarifying how individuals can leverage their personal brands to shape actors' behaviors, including tourists', as a way to promote sustainability in tourism and hospitality businesses. Managerially, businesses are recommended to further implement personal branding as a way to promote sustainable tourism.

Research Limitations

The study's qualitative design limits generalizability and focuses on managers' views, leaving tourists' perspectives unexplored.

References Version APA 6th or 7th Edition

- Brundtland, G.H. (1987) Our Common Future: Report of the World Commission on Environment and Development. Geneva, UN-Dokument A/42/427.
- Ge, J. (2020). Personal branding and sustainability: Aligning values and actions. *Journal of Brand Management*.
- Kapitan, S., & Silvera, D. H. (2016). From digital media influencers to celebrity endorsers: Attributions drive endorser effectiveness. *Marketing Letters*.
- Morgan, D.L. (1990). *Focus Groups as Qualitative Research*. Newbury Park, Sage Publications.
- Shepherd, I. D. H. (2021). Sustainable branding: Building brand equity through sustainability. *Journal of Brand Management*.
- Tran NL., & Rudolf W. (2022). Social Media and Destination Branding in Tourism: A Systematic Review of the Literature.

OC-078 - (357) - STAKEHOLDERS' INSIGHTS ON SOCIAL RESPONSIBILITY IN TOURISM: BUILDING SUSTAINABLE DESTINATIONS

Adriana Fumi Chim-Miki¹; Larissa F.L. Almeida²; Filipa Brandão²; Rui A Costa²

1 - Federal University of Campina Grande and Aveiro University; 2 - Universidade de Aveiro

Proposal and Originality

Sustainable tourism development focuses on creating collective and individual benefits while addressing societal needs and resource preservation (Chim-Miki et al., 2023). Measuring tourism's effects on the community is crucial for helping destinations achieve sustainable development goals (SDGs) and well-being (Dwyer, 2023). This study aims to validate a theoretical framework and a set of indicators of tourism impacts from the stakeholder's perspective, considering the value generation of tourism toward residents' well-being.

78

Methodology

We performed a qualitative methodology using the Focus Group (FG) technique to validate the model and set of indicators of tourism impacts on community with stakeholders of the Barra and Costa Nova region. The initial proposal was developed based on a literature review. The data collected in the FG sections was examined by a content analysis.

Results and Implications

Results showed that, from the stakeholders' perspectives, tourism effects should be monitored and aligned with the value generated by tourism toward residents' well-being, using Beyond GDP perspectives. The set of indicators generated by this study is a toolbox for destination managers toward Destination Social Responsibility and SGDs. Results also can help the destination to be affiliated with international networks of sustainable tourism such as INSTO.

Research Limitations

The FG technique indicates a limited number of participants representing the tourism stakeholders being a research limitation.

References Version APA 6th or 7th Edition

Chim-Miki, A. F., da Costa, R. A., & Oliveira-Ribeiro, R. (2023). Tourism coopetition for a better world: a cycle of creation, appropriation, and devolution of social value. *Current Issues in Tourism*, 1-15. <https://doi.org/10.1080/13683500.2023.2254448>

Dwyer, L. (2023a). Tourism development and sustainable well-being: A Beyond GDP perspective. *Journal of Sustainable Tourism*, 31(10), 2399-2416. <https://doi.org/10.1080/09669582.2020.1825457>

OC-079 - (343) - SUSTAINABLE LEADERSHIP IN TOURISM: THE IMPACT OF ENVIRONMENTAL TRANSFORMATIONAL LEADERSHIP ON GREEN COMPETITIVENESS

Fetine Bayraktar¹; Ali Özdoğan²

1 - PhD Student; 2 - assistant professor

Proposal and Originality

This study examines how Environmental Transformational Leadership (ETL) influences Green Organizational Climate (GOC) and Green Competitive Advantage (GCA), with green knowledge as a moderating variable. It addresses gaps in understanding ETL's role in sustainability, particularly in the T&H sector, offering new insights into effective green leadership practices. Its aims to provide empirical evidence and new insights into how ETL drives sustainability and competitive advantage through enhancing understanding of effective green leadership and practices.

79

Methodology

This study will use a quantitative approach with surveys targeting five-star hotels in Bafra, Northern Cyprus. Questionnaires, available in Turkish and English, will cover demographics, ETL Green Organizational Climate, Green Knowledge, and Green Competitive Advantage, measured on a 5-point Likert scale.

Results and Implications

It anticipates that ETL will positively impact both GOC and GCA. Effective ETL is expected to foster strong green climate and drive competitive edge on sustainable practices. A robust GOC is likely to enhance GCA, with GK playing a crucial moderating role. High GK among employees is expected to strengthen the relationship between GOC and GCA by having green innovation and sustainability. The implications suggest investing in green leadership, cultivating a supportive organizational climate, and enhancing employee green knowledge to achieve a sustainable competitive advantage.

Research Limitations

The study's limitations include a focus on five star hotels in a specific region potentially limiting generalizability. The reliance on self reported data may introduce bias.

References Version APA 6th or 7th Edition

Aboramadan, M., Crawford, J., Turkmenoglu, M. A., & Farao, C. (2022). Green inclusive leadership and employee green behaviors in the hotel industry: Does perceived green organizational support matter? *International Journal of Hospitality Management*, 107, 103330.

Ali, B. (2024). What we know about transformational leadership in tourism and hospitality: A systematic review and future agenda. *The Service Industries Journal*, 44(1-2), 105-147.

Erbaşı, A. (2022). Green organizational climate: Measurement scale development and validation to measure green climate structure in organizations. *Ege Academic Review*, 23(1), 59-74.

Piowar-Sulej, K., & Iqbal, Q. (2023). Leadership styles and sustainable performance: A systematic literature review. *Journal of Cleaner Production*, 382, 134600.

04:25 pm

Sustainable Leadership in the Travel & Tourism Industry (ENG) (Room 4)

OC-080 - (356) - SUSTAINABLE TOURISM PATHWAYS: EVALUATING KEY ENVIRONMENTAL METRICS

Francisca Santos¹; Diana Ferreira¹; Ana I. Miranda¹; Rui Augusto Costa²; Adriana Fumi Chim-Miki³

1 - Center for Environmental and Marine Studies (CESAM), Department of Environment and Planning, University of Aveiro, Portugal; 2 - Research Unit on Governance, Competitiveness and Public Policies (GOVCOPP), University of Aveiro University, Portugal; 3 - Federal University of Campina Grande, Brazil

Proposal and Originality

The Environmental, Social and Governance (ESG) and SDG approaches provide baseline criteria for rethinking societal development. Decision-makers should incorporate these parameters into tools for monitoring the effects of economic activities, particularly in the tourism industry. Our study provides a novel assessment tool for tourism's environmental effects and identify pathways towards greener destinations. It provides a framework for balancing environmental, tourism and development.

80

Methodology

A Integrative Systematic Literature Review of 154 scientific articles on tourism and sustainability indicators was done. Content and Co-word analysis was used to group indicators based on: What environmental effect of tourism does the indicator measure? To identify the literature's evolution towards metrics for greener tourism destinations we divided the analysis into two periods 2004-2016 and 2017-2023.

Results and Implications

We identified 1655 indicators related to environmental impacts of tourism that were grouped into co-word families according to their similarities. The word families shaped six dimensions and 36 subdimensions covering three main aspects of the host society: environmental resources, environmental management, and environmental pressure. Our results suggest that scholars have paid more attention to monitoring the environmental effects of tourism than monitoring the improvements to minimize them.

Research Limitations

The wide variety of environmental indicators required a non-automatized classification in a double-check procedure, being a research limitation.

References Version APA 6th or 7th Edition

Lim, W. M., Ciasullo, M. V., Douglas, A., & Kumar, S. (2022). Environmental social governance (ESG) and total quality management (TQM): a multi-study meta-systematic review. *Total Quality Management and Business Excellence*. <https://doi.org/10.1080/14783363.2022.2048952>

Ronda-Pupo, G. A., & Guerras-Martin, L. Á. (2012). Dynamics of the evolution of the strategy concept 1962–2008: a co-word analysis. *Strategic management journal*, 33(2), 162-188.

Scheyvens, R., & Cheer, J. M. (2022). Tourism, the SDGs and partnerships. *Journal of Sustainable Tourism*, 30(10), 2271–2281. <https://doi.org/10.1080/09669582.2021.1982953>

UNWTO, & UNDP. (2017). *Tourism and the Sustainable Development Goals – Journey to 2030, Highlights*. World Tourism Organization (UNWTO) <https://doi.org/10.18111/9789284419340>

04:25 pm

Sustainable Leadership in the Travel & Tourism Industry (ENG) (Room 4)

OC-081 - (513) - SUSTAINABLE HOSPITALITY HUMAN RESOURCE: A SOUTH AFRICAN PERSPECTIVE

Erica Sao Joao¹; Thomas Baum²; Charlene Downing³

1 - University of Johannesburg; 2 - School of Tourism and Hospitality, University of Johannesburg, Department of Work, Employment and Organisation, University of Strathclyde, Glasgow; 3 - Department of Nursing, University of Johannesburg

Proposal and Originality

The hospitality industry has always been a difficult industry to work in, with poor wages, poor promotional opportunities and unsocial hours. The industry has passionate employees, but there is trouble with retention. Three questions were asked about work-life balance, changes managers want to see, and lastly, which strategies do you think will prompt change in the industry. The data confirms existing literature but the nuanced narratives of the South African chefs contribute to the necessity to implement transformative strategies that will improve this challenging industry.

Methodology

This exploratory qualitative study utilised a questionnaire with three open-ended questions to collect textual data. Three questions were asked with a link to a questionnaire was sent out to managers in the hospitality industry, resulting in 35 respondents. The textual data was loaded, coded and analysed using Atlas ti. This thematic analysis confirmed aspects of the Five Fair Work principles and SDG 5 and 8.

Results and Implications

The resultant data identified areas that can challenge current non-compliance of fair work and decent work principles. Employees would like to fulfill their responsibilities as workers and the demands placed on them as family and community members. There is a call for strategies to promote DEI and a more intentional sense of belonging, implementing an improved work-person-life balance. A summary of findings revealed that putting employees before profits will result in a sustainable future, with employees being able to achieve and prosper in the difficult hospitality industry.

Research Limitations

The Delphi Technique questionnaire was distributed with 35 hospitality managers, employed in a variety of management positions, responded to these open-ended questions.

References Version APA 6th or 7th Edition

Baum, T., Mooney, S.K., Robinson, R.N. & Solnet, D. (2020). COVID-19's impact on the hospitality workforce—new crisis or amplification of the norm?. *International Journal of Contemporary Hospitality Management*, 32(9), pp.2813-2829.

Braun, V. & Clarke, V. (2013). *Successful Qualitative Research: A practical guide for beginners*. Sage publications: Los Angeles.

Fouché, C. B., Strydom, H. & Roestenburg, W. J. H. *Research at grass roots: For the social sciences and human services profession*. 5th Ed. Pretoria: Van Schaik Publishers.

Hadjisolomou, T., Booyens, I., Nickson, D., Cunningham, T. & Baum, T. (2022). Fair work for all? A review of employment practices in the Scottish hospitality industry.

Proposal and Originality

The relationship between tourism and sport is definitely gaining relevance, thus implying more empirical research. The objective of this research is to analyze how sporting events, leveraged on sustainable development practices, can attract visitors to the territory who wish to participate or attend the events, can improve the image of the destination by associating it with unique experiences and can influence future behavioral prospects, namely revisiting the destination, recommending the destination and encouraging others to visit the destination.

Methodology

This research proposal will be characterized by quantitative and qualitative analysis, supported by bibliographical review. Data will be collected through questionnaires applied to participants in sporting events characterized by urban races with more than 1000 participants, in several regions of mainland Portugal.

Results and Implications

This research aims to understand whether sporting events drive an increase in the number of visitors; whether they have an impact on improving the destination image; and finally, whether the destination image has an impact on future behavioral intentions, namely: recommending the destination, revisiting the destination, and encouraging family and friends to visit the destination. This study provides practical suggestions for politicians and tourism managers of sporting events and enables them to allocate resources more efficiently and make more effective decisions in the tourism promotion of the territory.

Research Limitations

This research is limited to sporting events with more than 1000 participants and urban running modalities in Portugal that take place in mainland Portugal.

References Version APA 6th or 7th Edition

- An, B., & Yamashita, R. (2024). A study of event brand image, destination image, event, and destination loyalty among international sport tourists. *European Sport Management Quarterly*, 24(2), 345–363. <https://doi.org/10.1080/16184742.2022.2120903>
- Bazzanella, F., Schnitzer, M., Peters, M., & Bichler, B. F. (2023). The role of sports events in developing tourism destinations: A systematized review and future research agenda. *Journal of Sport & Tourism*, 27(2), 77–109. <https://doi.org/10.1080/14775085.2023.2186925>
- Wang, W.-C., & Lin, C.-H. (2021). A model for sustainable tourism development of hot spring destinations following poverty alleviation: Understanding the tourists' perspective. *Sustainability (Switzerland)*, 13(17). Scopus. <https://doi.org/10.3390/su13179856>

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

04th June 2025

04:25 pm

Sustainable Tourism Challenges in Western European Cities (ENG) (Room Anf.VI)

83

SUSTAINABLE TOURISM CHALLENGES IN WESTERN EUROPEAN CITIES (ENG)

OC-089 - (1594) - BUILDING IMMUNITY: A CRISIS MANAGEMENT FRAMEWORK FOR TOURISM DESTINATIONS FACING HEALTH-RELATED CRISES

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Proposal and Originality

The COVID-19 pandemic has highlighted significant gaps in existing tourism crisis management frameworks, emphasizing the need for continuous testing and refinement. Plus, literature stresses that the traditional frameworks often fall short in addressing the unique, multidimensional impacts of pandemics, which affect not only economic activity but also social cohesion (Casal-Ribeiro et al., 2023). This study aims to address these gaps by developing a pandemic-specific crisis management framework, based on insights from Lisbon's tourism sector during COVID-19.

84

Methodology

The research employed qualitative methods, with two rounds of semi-structured interviews with the Portuguese National Tourism Board and stakeholders over three years, to understand crisis management and recovery. Surveys with hotels and Airbnb analysed challenges and mitigation measures. This mixed approach provided a comprehensive view of Lisbon's resilience efforts during the pandemic.

Results and Implications

This study developed a tailored crisis management framework for pandemic-related challenges in tourism. Traditional models often lack the depth for complex crises like pandemics (Ritchie & Jiang, 2019). The new framework includes phases for prevention, adaptive health measures, and integrated communication, enhancing resilience. It offers a practical, evidence-based tool for improved crisis response in future health emergencies.

Research Limitations

The study's single-destination (Lisbon) focus limits generalisability. Broader comparisons could enhance the framework's adaptability for diverse health crises.

References Version APA 6th or 7th Edition

Casal-Ribeiro, M., Boavida-Portugal, I., Peres, R. & Seabra, C. (2023). Review of crisis management frameworks in tourism and hospitality: A meta-analysis approach. *Sustainability*, 15 (15), 12047

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Amaro, D. (2021). Crisis Management and Resilient Destinations During Covid-19 in the Southern European Countries, Seabra, C., Paiva, O., Silva, C. and Abrantes, J.L. (Ed.) *Pandemics and Travel (Tourism Security-Safety and Post Conflict Destinations)*, Emerald Publishing Limited, Leeds, pp. 243-258.

04:25 pm

Sustainable Tourism Challenges in Western European Cities (ENG) (Room Anf.VI)

OC-090 - (334) - SUSTAINABLE TERRITORIAL BRANDS APPLIED TO TOURISM: THE CASE OF PORTUGAL

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Proposal and Originality

This study analyzes how sustainable territorial brands, understood as a specific type of territorial brand that incorporates sustainability principles, have been used in tourism in Portugal in the period from 2020 to 2024. The originality of the research lies in the practical examination of how these brands are operationalized in a context recognized for their leadership in sustainable tourism in Europe, especially in Portugal, a destination recognized as sustainable. The work explores how they promote low-impact tourism and contribute to tourism and sustainable.

85

Methodology

The case study method allowed the analysis of sustainable territorial brands in tourism in Portugal, combining bibliographic and documentary research. Content analysis was used, data coding, thematic categorization and interpretative analysis of narratives and practices related to territorial brands applied to tourism.

Results and Implications

The results reveal that sustainable territorial brands in Portugal are associated with strategies of cultural enhancement, circular economy and mitigation of negative impacts of tourism. These practices contribute to consolidating the country's reputation as a sustainable tourist destination and offer subsidies for the formulation of public policies and territorial marketing strategies. The study broadens the understanding of the relationship between territorial brands and sustainability.

Research Limitations

The limitations of the study include the analysis of a single case (Portugal) and the delimited period (2020-2024).

References Version APA 6th or 7th Edition

Almeida, G. G. F. (2018) Marca territorial como produto cultural no âmbito do desenvolvimento regional: o caso de Porto Alegre, RS, Brasil. Doctoral thesis, Brazil.

Anholt, S. (2010). Places: identity, image and reputation. Palgrave Macmillan, Hampshire.

Hanna, S. et al. (2021). Place and Destination Branding: A Review and Conceptual Mapping of the Domain. *European Management Review*, 18(2), 105-117.

Majeed, S. et al. (2024). Destination brand image and destination brand choice in the context of health crisis. *Tourism and Hospitality Research*, 24(1), 134-151.

Rop, W. (2023). Gaining competitive advantage through destination branding: a factorial analysis. *Anatolia*, 34(4).

Proposal and Originality

The present study aims to evaluate the impact of Creative Cities in the Central Region of Portugal on the development/growth of urban tourism, as well as analyzing the competitive advantages of the existence of networks between cities and their impact on the territory's tourist affirmation and specialization. The originality of the study lies in the Castelo Branco case: the city aims to implement new development paradigms based on embroidery, one of the city's brands, promoting diversity, technology, sustainability, social inclusion and urban regeneration.

86

Methodology

We will collect information on “Creative Cities” with international, national and local institutions (for example, UNESCO, Turismo de Portugal, Municipality) and analyze available documents on this for the specific case of Castelo Branco. Additionally, we will collect survey data with tourists in the city as well as interviews with both residents and key policy makers in the city tourism's strategy.

Results and Implications

The analysis will focus on explaining how creative tourism applied to cities contributes to the development of the urban and surrounding spaces, as well as how networks of creative cities present competitive advantages to the affirmation of tourism and its specialization. We also want to make connections between the creative tourism and the social sustainability goals. If confirmed, our results will derive important implication for practice, reflected in the improvement of the local populations' quality of life.

Research Limitations

Castelo Branco has only been part of the Creative Cities network for a year. Therefore we anticipate some limitations in the study due to the limited data available.

References Version APA 6th or 7th Edition

Vareiro, L., Mendes, R., Sousa, B., & Valeri, M. (2022). Tourism impacts of the UNESCO creative cities classification and destination recovery: Residents' perceptions. In *The Emerald handbook of destination recovery in tourism and hospitality* (pp. 355-373). Emerald Publishing Limited.

Carvalho, R., Ferreira, A. M., & Figueira, L. M. (2016). Cultural and Creative tourism in Portugal. *PASOS. Revista de Turismo y Patrimonio Cultural*, 14(5), 1075-1082.

Zhao, G., & Prompanyo, M. (2024). The Influence of Social Innovation, Value Perception, and Leadership on Tourism Destination in China's UNESCO Creative cities. *Nimitmai Review Journal*, 7(2), 85-108.

OC-092 - (377) - TOURISM RECREATION IN PORTUGAL: BUSINESS AND REGIONAL CHALLENGES

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Proposal and Originality

This paper aims to characterize Portugal's tourism recreation sector and highlight its specific challenges, considering its impact on the development of tourism regions and its role in creating a competitive tourism supply. These findings may contribute to a deeper understanding of the complexity of this sector and enhance strategic measures for tourism recreation development.

87

Methodology

The adopted methodology included a literature review focused on the specificities of small and medium enterprises (SMEs) in tourism and the application of questionnaires to tourism recreation entrepreneurs in Portugal. These questionnaires were distributed to all companies registered in the National Register of Tourist Recreation Agents in Portugal.

Results and Implications

Chi-square was performed to test heterogeneity in the economic activity, provided products, and operational features of tourism recreation businesses across different regions in Portugal. The results reveal business-specific characteristics within the sector, including aspects of business structure, provided products, and operational features. Additionally, these characteristics are linked to the regions where these companies operate, influenced by the dynamics of both demand and supply in these tourism areas.

Research Limitations

This research addresses multidimensional and complex issues that depend heavily on specific geographic and temporal contexts.

References Version APA 6th or 7th Edition

Almeida, P., & Araújo, S. (2017). *Introdução à Gestão de Animação Turística* (2ª). Lidel.

Jakovlev, Z., Serafimova, M., Koteski, C., & Zezova, A. (2015). Entrepreneurship and management of animation in tourism. *Economic Development*, 1(2), 307–320.

Shvets, I. Yu., Shvets, Y. Yu., Evdokimova, Y. V., & Kolpakova, G. M. (2015). Territorial Structure of the Tourist Market in the Context of Regional Competitiveness. *Mediterranean Journal of Social Sciences*. <https://doi.org/10.5901/mjss.2015.v6n3s5p267>

Silva, F., Lopes, T., & Silva, M. (2022). The Resilience of Tourism Recreation Companies in a Pandemic Context: The Case of Canyoning in the Azores. *Social Sciences*, 11(12), 558. <https://doi.org/10.3390/socsci11120558>

OC-093 - (369) - ASSESSING THE RELATIONSHIP BETWEEN TOURISM AND SUSTAINABLE DEVELOPMENT: AN EMPIRICAL APPROACH

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Proposal and Originality

This study empirically investigates the relationships between tourism intensity, sustainable development, economic growth, and corruption. Although the association between tourism intensity and corruption control is lacking from the reference literature, different studies have already examined the relationship between tourism and sustainable development (Berbeka et al., 2024; Tang et al., 2017), as well as the connection among tourism and economic growth (Rasool et al., 2021).

88

Methodology

This empirical approach applies panel data of twelve years and for twenty-eight European countries. The empirical model employed after all the preliminary tests carried out on the panel data was the panel vector autoregressive (PVAR). To measure the phenomenon of sustainable development, the index measuring the fulfilment of the SDGs was used.

Results and Implications

The main results indicate a negative causality between high levels of tourism intensity and sustainable development. These results suggest that increases in tourism flows in countries reduce sustainable development performance, directing policymakers towards the tourism-sustainability nexus. Thus, it is proposed that sustainable tourism practices be encouraged, with policymakers enhancing a more dynamic position in green infrastructure and encouraging the local community and tourists to implement practices that reduce environmental, cultural and social impact.

Research Limitations

The availability of data and countries limits research.

References Version APA 6th or 7th Edition

Berbeka, K., Alejziak, W., & Berbeka, J. (2024). Sustainable development goals of Agenda 2030 in the declarations and aims of international tourism organisations. *Journal of Travel & Tourism Marketing*, 41(1), 142–153. <https://doi.org/10.1080/10548408.2023.2239862>

Rasool, H., Maqbool, S., & Tarique, Md. (2021). The relationship between tourism and economic growth among BRICS countries: a panel cointegration analysis. *Future Business Journal*, 7(1), 1. <https://doi.org/10.1186/s43093-020-00048-3>

Tang, C., Zhong, L., & Ng, P. (2017). Factors that Influence the Tourism Industry's Carbon Emissions: a Tourism Area Life Cycle Model Perspective. *Energy Policy*, 109, 704–718. <https://doi.org/10.1016/j.enpol.2017.07.050>

04:25 pm

Sustainable Tourism Challenges in Western European Cities (ENG) (Room Anf.VI)

OC-094 - (486) - ENHANCING SMES COMPETITIVENESS THROUGH CIRCULAR ECONOMY TRANSITION IN THE EUROPEAN TOURISM AND HOSPITALITY INDUSTRY

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Proposal and Originality

This study investigates how small and medium-sized enterprises (SMEs) in the tourism and hospitality industry can enhance their competitiveness through the transition to circular economy models. The originality lies in its focus on SMEs across five European countries, exploring how circularity can promote sustainability in a post-COVID-19 context. This research addresses barriers and enablers for SMEs and identify capacity-building paths to foster circular economy models.

89

Methodology

The study employs a survey-based approach, collecting data from 95 SMEs in the tourism and hospitality sector across Italy, Belgium, Spain, Romania, and Cyprus. A tailor-made questionnaire was used. A cluster analysis categorized SMEs into four groups (Inno-Susta, Inno, Susta, No-Inno), to explore varying levels of sustainability and innovation adoption, along with barriers and drivers for each group.

Results and Implications

The findings reveal distinct SME clusters with different needs and development pathways toward circularity. Innovative and Sustainable SMEs integrate digital and sustainability practices, while others lag in adopting environmental measures. The research identifies key enablers such as collaboration and innovation, along with challenges like financial constraints. The study's implications guide policymakers to design customized support schemes, including financial assistance and capacity-building programs to foster circular economy adoption in tourism.

Research Limitations

The reliance on self-reported data through a survey may introduce biases. Future research should expand the geographic scope and use longitudinal data for long-term impacts.

References Version APA 6th or 7th Edition

De Martino, M., Apicerni, V. and Gravagnuolo, A. 2024. "Sustainable hospitality and tourism in the Anthropocene era: the need for a more radical shift of the current circular economy models", *International Journal of Contemporary Hospitality Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJCHM-06-2023-0854>

Fusco Girard, L. and Gravagnuolo, A. (Editors). 2024. Adaptive Reuse of Cultural Heritage. Circular Business, Financial and Governance Models. Springer. Open access Book. <https://doi.org/10.1007/978-3-031-67628-4>

04th June 2025

04:25 pm

Sustainable Tourism Challenges in Western European Cities (ENG) (Room Anf.VI)

TOURISM (PT)

OC-058 - (1578) - CHARLAS HISPANAS: UMA ESTRATÉGIA INOVADORA PARA O DESENVOLVIMENTO DA EDUCAÇÃO INTERCULTURAL EM SECRETARIADO E TURISMO - ESTUDO DE CASO APLICADO EM ESPANHOL

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91

Proposal and Originality

O Projeto Charlas Hispanas é um tándem virtual de aprendizagem integrado nas aulas de Espanhol; visa desenvolver competências interculturais através da participação em encontros virtuais temáticos com nativos ou falantes proficientes de Espanhol; é inovador por combinar práticas de comunicação intercultural com formação académica e recorrer a experiências práticas de imersão cultural, linguística e de comunicação intercultural, num ambiente de aprendizagem híbrido, capacitando profissionais de Secretariado e Turismo para saber atuar em distintos contextos culturais.

Methodology

Este estudo caracteriza-se como exploratório e configura um estudo de caso, integrando inquéritos por questionário e entrevistas estruturadas, aplicados antes e após os encontros virtuais, e visa aferir as perceções e o impacto dos encontros virtuais de aprendizagem do Projeto Charlas Hispanas no desenvolvimento de competências de 34 estudantes da área do Secretariado e do Turismo.

Results and Implications

Os resultados indicam que o Projeto Charlas Hispanas é uma estratégia inovadora de desenvolvimento de competências interculturais; os participantes possuem competências culturais hispanas, perfil de experiência e sensibilidade interculturais positivas e interesse em conhecer aspetos da cultura hispana, o que pode aumentar a qualidade do atendimento no setor de Secretariado e Turismo. O estudo é relevante para o mercado de trabalho, dado que a sensibilidade cultural e as competências de comunicação intercultural são cruciais, pelo que pode ser replicado para outras áreas.

Research Limitations

Destaca-se a variação no nível de comprometimento dos participantes nos encontros virtuais, pelo que deve ser acautelado o enquadramento das temáticas culturais.

References Version APA 6th or 7th Edition

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- Silva, A. D. A. (2022). Educação intercultural e diálogo entre diferentes saberes: desafios e possibilidades no ensino de ciências da escola básica.
- Flores, S. R. (2022). Algunos fundamentos teóricos y metodológicos para el desarrollo de intercambios virtuales (e-tandem/tutorías en línea) y sus beneficios con estudiantes de ELE chinos. *marcoELE. Revista de Didáctica Español Lengua Extranjera*, (35), 1-31

04:25 pm

Sustainable Tourism Challenges in Western European Cities (ENG) (Room Anf.VI)

OC-059 - (533) - O IMPACTO DA ORGANIZAÇÃO E GESTÃO DE EVENTOS NO DESENVOLVIMENTO DO TURISMO

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Proposal and Originality

Este artigo tem como objetivo explorar o impacto da organização e gestão de eventos na região do Alto Douro Vinhateiro (ADV). A originalidade deste estudo consiste em analisar o impacto de eventos como uma estratégia para atratividade, desenvolvimento econômico e promocional, além de valorizar o patrimônio turístico local.

92

Methodology

Foi aplicado um questionário online em escala Likert (5 pontos) a 200 participantes (60% residentes, 40% visitantes do ADV), com idades entre 18 e 65 anos. Amostragem por conveniência facilitou o acesso, embora com limitações de representatividade. Dados analisados no SPSS 28 com estatísticas descritivas e inferenciais.

Results and Implications

Eventos bem estruturados (culturais, esportivos, empresariais ou gastronômicos) geram impactos positivos significativos, treinando visitantes, fortalecendo a imagem do ADV como destino turístico.

Prática: Os eventos impulsionam a economia local, beneficiando setores como hotelaria e gastronomia. Recomenda-se investir em parcerias e ferramentas digitais para ampliar o alcance.

Científica: Este estudo contribui com evidências sobre a relação entre eventos e turismo em regiões rurais e vinícolas. Sugere-se analisar impa

Research Limitations

A investigação limita-se ao ADV, com um n.º reduzido de inquiridos e dependente de métodos de recolha o que pode restringir a aplicação dos resultados a outras regiões ou setores.

References Version APA 6th or 7th Edition

Arcodia, C. e Reid, S. (2021). Eventos e Sustentabilidade. Routledge.

Deery, M. e Jago, L. (2021). Turismo de eventos sustentável: superando a lacuna entre teoria e prática. *Perspectivas de Gestão do Turismo*, 38, 100828.

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Pinto, DM, Pina, H., Arvela, AS, & Barreiros, JP (2024). A percepção dos autarcas da Região Demarcada do Douro sobre o desenvolvimento turístico.

Proposal and Originality

Pretende-se com este artigo apresentar o Plano de Marketing para o Centro Interpretativo Casa do Tempo, inaugurado em 2013 e localizado em Cabeceiras de Basto, idealizado com o objetivo de desenvolver estratégias inovadoras para o Centro. A escolha deste centro interpretativo tem o propósito de criar estratégias para melhorar o desempenho e a dinâmica deste espaço. Pretendemos para o Centro Interpretativo uma maior promoção, aproveitar melhor o seu espaço, criar atividades mais diversificadas, intensificar o turismo e proporcionar uma melhor experiência aos seus visitantes.

93

Methodology

Para proceder à elaboração deste trabalho optou-se por realizar uma recolha e uma análise de dados relevantes para a investigação e para o desenvolvimento deste plano. Começamos pela elaboração de um enquadramento teórico, passando depois a uma análise de forma interna e externa do Centro Interpretativo, tendo sido disponibilizado um questionário onde se obteve 126 respostas.

Results and Implications

Diante do estudo do resultado de todas as análises realizadas foram delineados os objetivos e as estratégias do plano, assim como análises à concorrência, análises de conteúdos, análise SWOT e uma implementação do Marketing Mix, que foi mais focado na parte da Promoção/Comunicação, que segundo o inquérito realizado e depois de ser feita uma investigação, foi possível perceber que este é um dos pontos fracos deste espaço. Seguidamente, foi importante identificar a estratégia criativa e tudo aquilo que lhe concerne, bem como a calendarização e o orçamento deste Plano de Marketing.

References Version APA 6th or 7th Edition

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- Tocquer, G., & Zins, M. (1999). *Marketing do Turismo*. (F. Duarte, Trad.) Instituto Piaget.
- Torres, H. (2011). *PME: Plano de Marketing Empresarial*. Edições Afrontamento.

Proposal and Originality

A investigação a realizar tem como objetivo principal analisar as práticas e experiências da pessoa Motard enquanto turista. Para a compreensão deste trabalho, é necessário levar em consideração as vocações turísticas que atraem o motociclismo na realização das experiências em Portugal. Pesquisar o movimento Motard, de forma a permitir aprofundar o conhecimento sobre o motociclismo, a começar pela evolução do mototurismo a partir das transformações na comunidade, estendendo-se às questões de género na condução sobre duas rodas.

Methodology

Uma metodologia quali-quantitativa será distribuída no estudo empírico após o mapeamento dos motoclubes, grupos, federações, associações e concentrações Motards em todo o território nacional. Os dados qualitativos serão recolhidos nos órgãos de representação das autoridades de turismo em Portugal, para fins de compreensão dos impactos socioeconómicos, bem como a realização de entrevistas semiestruturadas.

Results and Implications

A investigação deverá resultar em contribuições teóricas relativas à especificidade da comunidade Motard na experiência turística no contexto de Portugal e formular recomendações para a oferta turística a partir das necessidades da comunidade encontradas neste estudo. Se os estudos sobre mototurismo precisam ser expandidos sob caráter científico, esta pesquisa procurará trazer uma contribuição relevante para um melhor conhecimento sobre a realidade da comunidade Motard enquanto segmentos da procura turística, ou seja, suas motivações, práticas e experiências.

Research Limitations

No contexto académico, a literatura sobre o tema abordado é incipiente, vejamos que a discussão sobre o mototurismo é rara e interdisciplinar.

References Version APA 6th or 7th Edition

Frash, Robert E; Blose, Julia E. Investigando o fluxo no turismo de motocicleta: uma revisão de pesquisas anteriores e identificação de oportunidades. ZfTW 2022; 14(3): 263-283

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Proposal and Originality

O presente artigo tem como objetivo verificar como as dinâmicas preconizadas pela sociomuseologia e as práticas desenvolvidas pelo turismo criativo contribuem para o desenvolvimento local de duas comunidades – Ilha de Deus e Bomba do Hemetério – localizadas no Recife, nordeste brasileiro. É interesse desse estudo ainda compreender as similitudes que existem entre a sociomuseologia e o turismo criativo, usando as atividades nessas comunidades e também seus espaços de memória, Museu Comunitário Frei Beda e Museu dos Sonhos Vivos, como fio condutor das análises.

95

Methodology

Entende-se esse trabalho como um estudo de caso que se utilizou, para coletar os dados, da observação assistemática durante visitas realizadas ao local, das falas produzidas mediante as entrevistas realizadas com os interlocutores locais e também com técnicos que atuaram ou atuam nas comunidades investigadas, além de pesquisa bibliográfica e documental.

Results and Implications

Observou-se que tanto no turismo criativo como nos museus comunitários as narrativas locais são as bases de tais atividades, como também a participação ativa das comunidades em questão. A proposta dos museus presentes nas comunidades vem proporcionando protagonismo a suas histórias, protagonismo esse já bastante presente no turismo que esses territórios desenvolvem. O imbricamento dessas atividades proporciona o fortalecimento da identidade local e a melhoria de sua qualidade de vida, fundamentos essenciais para o desenvolvimento local.

Research Limitations

A investigação ainda se encontra em fase de análise dos resultados, podendo ser acrescida de mais dados, conteúdos e reflexões.

References Version APA 6th or 7th Edition

Almeida, Larissa. (2021). Turismo Criativo: uma viagem por culturas, encontros e experiências. Rio de Janeiro. Bambual Editora

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04:25 pm

Sustainable Tourism Challenges in Western European Cities (ENG) (Room Anf.VI)

OC-063 - (435) - PATRIMÓNIO MUNDIAL E TURISMO NA CIDADE HISTÓRICA DE MBANZA KONGO (ANGOLA). ORIENTAÇÕES ESTRATÉGICAS PARA A VALORIZAÇÃO, A CONSERVAÇÃO E OS RISCOS DE DESCLASSIFICAÇÃO

Fátima João¹; Norberto Santos²

1 - Universidade de Coimbra; 2 - Professor Catedrático da Universidade de Coimbra e membro do CEGOT

Proposal and Originality

O reconhecimento de Mbanza Kongo como Património Mundial pela UNESCO em 2017 representa uma oportunidade para o desenvolvimento sustentável do turismo cultural, promovendo a preservação do património e benefícios para a comunidade local. A elaboração de um Plano Estratégico Turístico é essencial para valorizar e conservar este património, abordando também os riscos de desclassificação.

96

Methodology

Esta investigação, ainda em curso, faz parte de uma tese de doutoramento na área de Turismo, Património e Território. Para orientar a investigação, optou-se por uma abordagem metodológica mista, combinando métodos quantitativos e qualitativos, com a aplicação de um estudo de caso de natureza exploratória e descritiva. A metodologia inclui também interação com especialistas e autores relevantes para o tema.

Results and Implications

Esta investigação ainda está na sua fase inicial, pelo que os resultados são limitados. Até o momento, foi possível identificar alguns desafios significativos. A classificação do centro histórico de Mbanza Kongo como Património Mundial representou um marco relevante para Angola, tanto em termos de reconhecimento cultural como de potencial turístico. No entanto, a falta de progresso eficaz na gestão e conservação do local revelou um obstáculo importante. Um Plano Estratégico Turístico para Mbanza Kongo estará diretamente relacionado com o desenvolvimento regional.

Research Limitations

Na distribuição distribuída pela área de investigação, a produção científica é muito reduzida sobre o turismo, com particular escassez de estudos dedicados a Mbanza Kongo.

References Version APA 6th or 7th Edition

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Domingos, Z. (2013). Preservação e valorização do património angolano no contexto nacional e mundial: Caso do Sítio de Mbanza Kongo (Candidato ao Património da Humanidade). *Tecnologia e Ambiente*, 19(1), 262–275. <https://periodicos.unesc.net/ojs/index.php/tecnoambiente/article/view/1334> (Acessado em 10 de fevereiro de 2024)

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

04:25 pm

Sustainable Tourism Challenges in Western European Cities (ENG) (Room Anf.VI)

OC-042 - (1577) - MICROSOFT TEAMS: UMA ESTRATÉGIA INOVADORA PARA O DESENVOLVIMENTO DE COMPETÊNCIAS PROFISSIONAIS EM SECRETARIADO E TURISMO - ESTUDO DE CASO APLICADO EM ESPANHOLIsabel Cabo¹; Carlos Ferreira²; Didiana Fernandes³; Mário Cruz⁴; Marta Marta Saracho-Arnáiz⁵; Romeu Sequeira¹; Eduardo Pinheiro⁶

1 - Escola Superior de Tecnologia e Gestão de Lamego, Instituto Politécnico de Viseu; 2 - Universidade de Trás-Os-Montes e Alto Douro; 3 - Escola Superior de Tecnologia e Gestão de Lamego, Instituto Politécnico de Viseu, Centro de Estudos em Educação e Inovação (CI&DEI) e CIAC e CITUR (colaboradora); 4 - Politécnico do Porto & inED - Centro de Investigação e Inovação em Educação; 5 - InED - Centro de Investigação e Inovação em Educação e Escola Superior de Educação do Instituto Politécnico do Porto; 6 - Escola Superior de Tecnologia e Gestão de Lamego, Instituto Politécnico de Viseu e CITeD – Centro de Investigação em Educação Básica, Portugal

Proposal and Originality

O Microsoft Teams é uma ferramenta virtual de comunicação e colaboração que foi integrada nas aulas presenciais de Espanhol como Sistema de Gestão de Aprendizagem; é inovador enquanto estratégia de ensino, aprendizagem e avaliação por combinar ambientes híbridos de aprendizagem com novas dinâmicas nas práticas pedagógicas, facilitar a aquisição de conhecimentos e desenvolver capacidades e atitudes, capacitando profissionais de Secretariado e Turismo de competências comunicativas em Espanhol, técnicas e comportamentais, essenciais para as exigências do mercado moderno.

Methodology

Este estudo caracteriza-se como exploratório e configura um estudo de caso, integrando inquéritos por questionário e entrevistas estruturadas, aplicados no fim do semestre, e visa aferir as perceções e o impacto da integração do MS Teams no processo de ensino, aprendizagem e avaliação na disciplina de Espanhol para o desenvolvimento de competências de 33 estudantes da área do Secretariado e do Turismo.

Results and Implications

Os resultados indicam que o uso do MS Teams configurou uma estratégia pedagógica inovadora que permitiu aos estudantes desenvolverem, de forma colaborativa, aprendizagens em Espanhol e promoveu o desenvolvimento de competências interpessoais, técnicas e práticas em contexto real e seguro, como comunicação, organização, gestão de tempo, trabalho em equipa e em ambientes digitais. O estudo é relevante para o mercado de trabalho, dado que o digital, as línguas e a colaboração são essenciais, pelo que pode ser replicado para outras áreas.

Research Limitations

Destaca-se a dificuldade de adaptação ao Microsoft Teams, pelo que os estudantes devem ser, previamente, capacitados quando à utilização desta plataforma digital.

References Version APA 6th or 7th Edition

Krašna, M., & Pesek, I. (2020, September). Influence of Moodle and MS Teams on teaching-learning-studying (TLS) processes. In *2020 43rd international convention on information, communication and electronic technology (MIPRO)* (pp. 612-616). IEEE.

Hai-Jew, S. (2020). Evaluating “MS Teams” for teaching and learning. *C2C Digital Magazine*, 1(13), 7.

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Al-Abidi, S., Owais, A., & Alabedi, F. (2023). The Effects of Using MS Teams Mobile Application on Language Learners’ Motivation During and After the Covid-19 Pandemic. *World*, 13(2).

04:25 pm

Sustainable Tourism Challenges in Western European Cities (ENG) (Room Anf.VI)

OC-046 - (482) - A TRANSVERSALIDADE DIALÓGICA DA ESTRATÉGIA ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) E DOS OBJETIVOS DE DESENVOLVIMENTO SUSTENTÁVEL (ODS): UM MÉTODO À SUSTENTABILIDADE DOS EMPREENDIMENTOS TURÍSTICOS

Vera Steiner¹; Marta Bubicz²

1 - Universidade de Caxias do Sul; 2 - Escola de Ciências Econômicas e das Organizações (ECEO) Universidade Lusófona

Proposal and Originality

É notória a preocupação com a sustentabilidade entre as organizações, o poder público e a população. As organizações turísticas têm buscado estratégias para equilibrar o desenvolvimento econômico com a sociedade e o meio ambiente. Tem-se como objetivo geral analisar a estratégia ESG em relação aos Objetivos de Desenvolvimento Sustentável (ODS) no intuito de identificar se esta estratégia pode auxiliar os empreendimentos turísticos a melhorarem seu desempenho para tornarem-se mais sustentáveis.

98

Methodology

O método escolhido foi exploratório, descritivo, analítico e comparativo com abordagem qualitativa, por meio de pesquisas bibliográficas em artigos científicos publicados em sites, como *Web of Science* e *Scopus*, além de teses e dissertações desenvolvidas em universidades brasileiras, e livros nacionais e internacionais relativos ao tema.

Results and Implications

A estratégia ESG adota algumas das práticas sustentáveis, de acordo com os princípios universais do Pacto Global, tanto nas dimensões social, ambiental e de governança para que os empreendimentos turísticos possam atingir os 17 objetivos do desenvolvimento sustentável definidos pela ONU. Como resultado, pela análise e comparação com os ODS, foi possível confirmar que a estratégia *Environmental, social and governance* (ESG) pode ser utilizada pelos empreendimentos turísticos no intuito de se tornarem sustentáveis, pois conseguem cumprindo as metas dos ODS.

Research Limitations

Cabe ressaltar que a efetividade da adoção da estratégia está diretamente ligada a seu monitoramento e transparência na divulgação dos resultados.

References Version APA 6th or 7th Edition

Aguilera, C.; Puerto Becerra, DP. (2012). Crescimento empresarial baseado na Responsabilidade Social. *Pensamento & Gestão*. Barranquilla, 32 (1), p.1-26. http://www.scielo.org.co/scielo.php?script=sci_abstract&pid=S1657-62762012000100002.

Armstrong, A., (2020). Ethics and ESG, *Australasian Accounting, Business and Finance Journal*.14(3), p.6-17. DOI:10.14453/aabfj.v14i3.2.

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04th June 2025

04:25 pm

Tourism Foodie's: Gastronomy at the Crossroads of Education, Health, and Culture (ENG) (Room Anf.III)

TOURISM FOODIE'S: GASTRONOMY AT THE CROSSROADS OF EDUCATION, HEALTH, AND CULTURE (ENG)

OC-083 - (415) - CHEESE ROUTES: EXPLORING PORTUGAL'S CERTIFIED PRODUCTS

Maria De Lurdes Martins^{1,2}; Ana Sofia Duque^{2,3}; Cristina Barroco^{2,4}

1 - CIDEI; 2 - Instituto Politécnico de Viseu; 3 - CEGOT; 4 - CISED

Proposal and Originality

The aim of the study is to examine and evaluate Portuguese gastronomic routes centered on cheese. Our goal is to identify successful practices and areas for improvement in these routes.

The study's originality comes from its emphasis on Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) certified cheese products in the context of Portugal's food tourism. Although there are studies on food tourism, this one fills a gap by focusing on cheese tourism, in Portugal particularly.

100

Methodology

The methodology employed follows a qualitative approach, combining content analysis and interviews. An inventory of all certified food products in Portugal was compiled, with a focus on certified cheeses. A subsequent search aimed to identify tourist routes linked to the certified cheeses. Interviews were then conducted with the agents responsible for implementing these routes.

Results and Implications

Portugal has 16 certified cheeses and 4 routes directly associated with them. Only 2 of these routes were included in the study: Route of the Cheeses of Central Portugal and S. Jorge Cheese Route. These routes were selected because they are the only ones offering structured experiences such as visits to cheese factories, tastings and cultural activities. The other 2 routes lack a well-defined structure, functioning merely as informal guides. This study can guide the development of routes leading to more sustainable experiences for visitors and greater economic benefits for the regions.

Research Limitations

A key limitation is that many experiences are marketed as "gastronomic routes," but closer examination reveals significant variations in their structure and offerings.

References Version APA 6th or 7th Edition

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- Liutikas, D. (2023). Gastronomy tourism as a tool for the development of regions. *Tourism and Heritage Journal*, 5, 100-119. <https://doi.org/10.1344/THJ.2023.5.6>

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

OC-084 - (550) - FOOD TOURISM EXPERIENCES IN DIFFERENT GEOGRAPHIC AND CULTURAL CONTEXTS: THE CASE OF PORTUGAL AND GERMANY

Celso Brito¹; Katerina Volchek²; Elisabeth Kastenholz¹

1 - University of Aveiro; 2 - Technische Hochschule Deggendorf

Proposal and Originality

Food tourism attracts visitors, enhances local identity, and adds value to destinations. Many studies have explored the link between food and tourism in specific regions. However, comparative studies across different geographic and cultural contexts are scarce. This study bridges this gap by investigating food tourism experiences in Portugal and Germany, acknowledging their differences. It addresses: a) experiential elements linked to food tourism in each context, b) their differences and overlaps, and c) the most studied food tourism experiences in both countries.

101

Methodology

The research employed a literature review to identify pertinent contributions by setting criteria for selecting sources (Figure 1) and analysing the eligible studies. Boolean operators were used for food and tourism in Portugal and Germany. Based on the inclusion/exclusion criteria, irrelevant, inaccessible, or duplicate documents were excluded, resulting in 10 sources from Germany and 16 from Portugal

Results and Implications

The results show tradition as a common element in food tourism across both contexts, with rural environments being the typical experiences. German food tourism emphasises quality, tradition, and affordability linked to farm tourism. Portuguese food tourism highlights sensory aspects, authenticity, socialising, and co-creation (Figure 2). These findings offer insights for targeted marketing, such as promoting organic and healthy food in Germany and authentic, sensory-rich, co-creating experiences in Portugal to enhance tourist satisfaction and destination image.

Research Limitations

The main limitation of this study is the selection of English-language sources, potentially excluding important non-English material on food tourism in Portugal and Germany.

References Version APA 6th or 7th Edition

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Enzenbacher, D. J. (2020). Exploring the food tourism landscape and sustainable economic development goals in Dhofar Governorate, Oman. *British Food Journal*, 122(6), 1897–1918.

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Rachão, S., Z. Breda, Fernandes, C., & Joukes, V. (2019). Food tourism and regional development: A systematic literature review. *European Journal of Tourism Research*, 21, 33–49.

OC-085 - (382) - FROM SOIL TO TABLE: REVOLUTIONIZING GASTRONOMIC TOURISM THROUGH REGENERATIVE FOOD DESIGN

Ricardo Bonacho¹; Cláudia Gouveia¹; Sofia Almeida¹

1 - Faculdade de Ciências Sociais e Tecnologia da Universidade Europeia, CETRAD – Europeia

Proposal and Originality

Our research proposal will examine the “Regenerative Food Design: Vivid Farms for Healthy and Sustainable Food Systems” boot camp from a tourism and gastronomy perspective. It will explore how regenerative agriculture and innovative food design can enhance gastronomic tourism by offering authentic, sustainable food experiences that align with ecological principles. This study will not only contribute to the evolving discourse on sustainable gastronomy but also establish a crucial link between local food systems and global sustainability efforts.

102

Methodology

This study employs a mixed-methods approach, gathering qualitative data through participant observation, interviews, content analysis of projects, and quantitative data from surveys of participants, experts, and community members. The focus is on the impacts of regenerative food design on gastronomy tourism, food innovation, and community involvement.

Results and Implications

Preliminary findings are expected to show how regenerative agriculture practices, integrated with food design, can enhance gastronomic tourism by promoting sustainability and authentic culinary experiences. These insights will be valuable for tourism operators, policymakers, and food designers in creating sustainable food-tourism models. The boot camp’s outcomes hold the potential to inspire new gastronomy experiences that support local economies, biodiversity, and health-conscious tourism trends, bringing hope for a more sustainable future.

Research Limitations

The study's focus on a single event which limits generalization. Future research should explore diverse contexts to enhance the findings' applicability.

References Version APA 6th or 7th Edition

Marti, P., Massari, S. & Recupero, A. (2023) Transformational design for food systems: Cultural, social and technological challenges. *Journal of Food Design*, Vol. 8, 109 - 132.

Star, M., Rolfe, J. & Brown, J. (2020) From farm to fork: Is food tourism a sustainable form of economic development? *Economic Analysis and Policy*. Vol. 66, 325-334.

Stalmirska, A. M. & Ali, A. (2023) Sustainable development of urban food tourism: a cultural globalization approach. *Tourism and Hospitality Research*. Vol.0.

Wang, J. (2019). Design Driven Innovation for Sustainability: An Analysis of 7 Cases. In: Stephanidis, C., Antona, M. (eds) *HCI International 2019 – Late Breaking Posters*. HCII 2019. Communications in Computer and Information Science, vol 1088. Springer, Cham.

04:25 pm

Tourism Foodie's: Gastronomy at the Crossroads of Education, Health, and Culture (ENG) (Room Anf.III)

OC-086 - (419) - LITERARY AND GASTRONOMIC EXPERIENCES: EXPLORING THE INTERSECTIONS OF CULTURE, CUISINE, AND TOURISM

Maria José Pires¹; Nelson Félix¹

1 - Escola Superior de Hotelaria e Turismo do Estoril

Proposal and Originality

This project explores the intersection of literature, gastronomy, and tourism through the Cascais Literary Route and Angela Carter's footsteps in Caldas da Rainha. Developed within the MSc in Innovation in Culinary Arts and Sciences | ESHTe context, it involves students and scholars studying literary tourism and gastronomy. The originality lies in combining education with cultural and culinary tourism, reflecting trends in experiential tourism while serving as a pedagogical tool for engaging with cultural heritage.

103

Methodology

The methodology includes qualitative analysis of literary texts from Cascais and Caldas da Rainha, combined with field research on visitor experiences. Data from observations, interviews, and surveys will be analyzed, using content analysis to explore the cultural and educational value of integrating literature and gastronomy in tourism.

Results and Implications

Preliminary findings show that literary and gastronomic experiences developed in an academic context enhance cultural tourism by creating immersive settings where visitors engage with local literature and cuisine. These integrative experiences can broaden cultural tourism's scope, offering deeper sensory and intellectual engagement, while also serving as case studies for higher education, illustrating how academic projects influence tourism practices and support regional development.

Research Limitations

Limitations include a small sample size, cultural bias, seasonal tourism, and the academic focus, which may not capture casual tourists' perspectives.

References Version APA 6th or 7th Edition

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Cascais Municipality. (n.d.). *Rota literária de Cascais*. <https://360.cascais.pt/pt/rota/rota-literaria-de-cascais>

Dredge, D. (2016). *The Routledge Handbook of Literary Tourism*. Routledge.

Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354-377. <https://doi.org/10.1177/1096348006286797>

Santos, C., & Reis, R. (Eds.). (2023). *Cultural heritage and tourism: International perspectives*. Springer.

04:25 pm

Tourism Foodie's: Gastronomy at the Crossroads of Education, Health, and Culture (ENG) (Room Anf.III)

OC-087 - (383) - SAVORING CULTURE: FOOD DESIGN AS A GATEWAY TO IMMERSIVE GASTRONOMIC TOURISM IN CULTURA À MESA

Ricardo Bonacho¹; Cláudia Mataloto²; Sofia Almeida¹

1 - Faculdade de Ciências Sociais e Tecnologia da Universidade Europeia, CETRAD – Europeia; 2 - Cascais Food Lab

Proposal and Originality

This proposal explores how Food Design enhances the *Cultura à Mesa* project in Cascais, transforming gastronomic experiences into culturally immersive tourism events. By integrating Food Design and Tourism, the study demonstrates how Food Design can increase tourist satisfaction, engagement, and sustainability. The originality lies in expanding Food Design territory to Gastronomy and Tourism, creating deeper cultural connections and enriching local tourism offerings through gastronomic-centered experiences.

104

Methodology

This study adopts a design-led approach, using *Cultura à Mesa* as the experimental medium. Ethnographic observations will document participants interactions with traditional and food design-enhanced experiences. Prototyping and iterative design will refine the Food Design elements, while experience mapping will analyze tourist behaviour and engagement throughout the event.

Results and Implications

The expected outcomes of this study are significant. We anticipate higher tourist satisfaction and deeper cultural engagement in food design-enhanced experiences than traditional ones. The study will show that Food Design can increase the appeal of Gastronomic Tourism by elevating sensory and emotional engagement while promoting sustainable practices. The implications of these findings are far-reaching, including the potential to use Food Design to create new tourism models that preserve local culture, boost the local economy, and attract diverse visitor demographics.

Research Limitations

Limitations include the project's scope being restricted to Cascais and the *Cultura à Mesa* context, which may not fully generalize to other regions or types of tourism.

References Version APA 6th or 7th Edition

- Gálvez, J. C. P., Granda, M., López-Guzmán, T. & Coronel, J. (2017) Local Gastronomy, Culture and Tourism Sustainable Cities: The Behavior of the American Tourist. *Sustainable Cities and Society*. Vol. 32, 604-612.
- Leer, J. (2020) Designing Sustainable Food Experiences: Rethinking Sustainable Food Tourism. *Journal of Food Design*. Vol.5, Issue 1-2, 65-82.
- Stone, M. J., Soulard, J. & Wolf, E. (2017) Elements of Memorable Food, Drink, and Culinary Tourism Experiences. *Journal of Travel Research*. Vol.57, Issue 8.

04:25 pm

Tourism Foodie's: Gastronomy at the Crossroads of Education, Health, and Culture (ENG) (Room Anf.III)

OC-088 - (361) - IDENTIFYING A REGION'S 'GASTRONOMIC CHARTERS': TOWARDS A METHODOLOGY FOR DEFINING AND SELECTING REGIONAL 'GASTRONOMIC CHARTERS'

Ricardo Ferreira¹; Andreia Moura^{2,3,4,5}

1 - Faculty of Arts and Humanities – University of Coimbra, Coimbra, Portugal; 2 - CITUR; 3 - GOVCOPP; 4 - CIDEHUS; 5 - Coimbra Education School – Polytechnic University of Coimbra, Coimbra, Portugal

Proposal and Originality

Gastronomic mapping through the creation of Gastronomic Charters (GC) has been growing in Portugal in recent decades, driven by food heritage preservation policies (Lei n.º 107/2001, 2001; Resolução do Conselho de Ministros n.º 96/2000, 2000; UNESCO, 2003; UNESCO Intangible Cultural Heritage, 2010; Zocchi et al., 2023). These works, often commissioned by public tourism entities, are valuable but inconsistent in titling, content, and accessibility. This article presents a reproducible methodology for defining, inventorying, analyzing, and selecting these works.

105

Methodology

A focused literature review identified existing definitions of GC, followed by semi-structured expert interviews to refine key characteristics. The central region of Portugal was selected for its 100 municipalities, and a region-wide survey was conducted. Documents were analyzed using a formula to assess their closeness to defined GC criteria, selecting those with the highest scores.

Results and Implications

A total of 85 responses were received from 100 municipalities and 15 from 80 gastronomic associations, yielding 157 references (146 from municipalities, 11 from associations). Only 10 documents met the criteria for a "Gastronomic Charter" (GC). A formula assessed each document's "% Proximity to Ideal GC," with the highest score at 69%. Região de Coimbra and Viseu Dão Lafões had the most GCs (n=4), followed by Região de Aveiro (n=2). This methodology aids public entities in informed decision-making and policy development.

Research Limitations

This methodology was developed for Portuguese tourism entities and policies, which may limit its applicability in other countries.

References Version APA 6th or 7th Edition

Lei n.º 107/2001, Diário da República n.º 209/2001, Série I-A 5808 (2001).

Resolução do Conselho de Ministros 96/ 2000, Diário da República 171/2000, Série I B 3618 (2000).

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UNESCO Intangible Cultural Heritage. (2010). Gastronomic meal of the French. <https://ich.unesco.org/en/RL/gastronomic-meal-of-the-french-00437>

Zocchi, D. M., Mattalia, G., Aziz, M. A., Kalle, R., Fontefrancesco, M. F., Söukand, R., & Pieroni, A. (2023). Searching for Germane Questions in the Ethnobiology of Food Scouting. *Journal of Ethnobiology*, 43(1), 19–30. <https://doi.org/10.1177/02780771231162197>

05th June 2025

08:30 am

Entrepreneurship, Innovation & Sustainability in Tourism (ENG) (Room 2)

106

ENTREPRENEURSHIP, INNOVATION & SUSTAINABILITY IN TOURISM (ENG)

OC-096 - (496) - GUINEA-BISSAU STAKEHOLDERS' PERCEPTION ON THE ROLE OF PUBLIC INSTITUTIONS IN TOURISM DEVELOPMENT

Andreia Martins¹; Claudete Oliveira Moreira^{1,2}

1 - Universidade de Coimbra; 2 - CEGOT

Proposal and Originality

Countries are increasingly investing in initiatives that perceive tourism for development and poverty reduction, especially in developing and least developed countries. Governance plays a key role in achieving sustainable tourism, through both government capacity and effectiveness, determined by institutional skills and resources that shape how processes are managed to define goals and explore opportunities for stakeholders. Thus, gathering stakeholders' perceptions on public tourism measures in Least Developed Countries, such as Guinea-Bissau, is highly relevant.

107

Methodology

The methodology used to collect stakeholders' perception was the semi-structured, with a total of 21 interviews conducted. The panel of interviewees was defined using the Quintuple Helix Innovation Model, including the five helices, public and private agents, academia, civil society, and environment, whose answers were also categorized accordingly, allowing a more detailed analysis of the results.

Results and Implications

The results show that a majority of stakeholders defend that the most important measures to be taken by public institutions are on infrastructures' investment and international promotion of Guinea-Bissau as a tourism destination. However, while private agents mainly advocate for public support to companies and facilitation of visa acquisition, public agents defend qualification of human resources and safety investment. Political instability was also a concern to most interviewees, except public agents and tourists.

Research Limitations

Dependency on the availability of interviewees, linguistic and cultural barriers. It led to a smaller number of interviewees and limited representation in certain helices.

References Version APA 6th or 7th Edition

Dinica, V. (2009). Governance for sustainable tourism: A comparison of international and Dutch visions. *Journal of Sustainable Tourism*, 17(5), 583–603. <https://doi.org/10.1080/09669580902855836>

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08:30 am

Entrepreneurship, Innovation & Sustainability in Tourism (ENG) (Room 2)

OC-097 - (332) - MANAGING SOFT AND HARD SKILLS VS PROFESSIONAL EXPERIENCE IN TOURISM INDUSTRY: CPLP EXPLORATORY STUDY

Vasco Santos¹; Bruno Sousa³; Peres Rita⁴; Isabel Reis²; Filipa Martinho⁵; Ricardo Marcão⁵

1 - ISLA Santarém, GOVCOPP e CiTUR; 2 - ISLA Santarém e CEFAGE; 3 - IPCA-Polytechnic Institute of Cávado and Ave, CiTUR e UNIAG; 4 - Escola Superior de Hotelaria e Turismo do Estoril e CiTUR; 5 - ISLA Santarém

Proposal and Originality

This paper aims to analyze and evaluate the role and impact of hard and soft skills in employees performance of tourism industry, applied in the Community of Portuguese Language Countries (CPLP) comprising Brazil, Angola, Cabo Verde, Guinea-Bissau, Equatorial Guinea, Mozambique, Portugal, Sao Tome and Principe, and Timor-Leste. This is the first study to demonstrate the combined use of soft and hard skills along with years of professional experience of employees in a tourism industry sectors.

108

Methodology

An interceptive survey was conducted with employees of tourism industry. A convenience sample of 1803 international CPLP tourism employees was obtained. A SPSS statistics was used to analyse and the validity of the constructs, based on a multivariate and bivariate descriptive analysis

Results and Implications

The major global result indicated that employees in the tourism industry value both types of skills - soft and hard - equally, and consider them crucial to their performance in their jobs, due to the fact the growth and competition of CPLP's tourism industry.

There is a growing potential for researchers and managers to achieve theoretical and practical benefits, such as recruiting and selection processes, attraction and retention of talent, and also and performance employees in terms of soft and hard skills in an organisational context.

Research Limitations

The full generalisability of the results may be limited for the other countries and continents due to the CPLP sample.

References Version APA 6th or 7th Edition

Carlisle, S., Ivanov, S., & Espeso-Molinero, P. (2023). Delivering the European Skills Agenda: the importance of social skills for a sustainable tourism and hospitality industry. *Tourism & Management Studies*, 19(3), 23-40.

CG Davidson, M., McPhail, R., & Barry, S. (2011). Hospitality HRM: past, present and the future. *International journal of contemporary hospitality management*, 23(4), 498-516.

Haven-Tang, C., & Jones, E. (2008). Labour market and skills needs of the tourism and related sectors in Wales. *International Journal of Tourism Research*, 10(4), 353-363. <https://doi.org/10.1002/jtr.666>

Sisson, L. G., & Adams, A. R. (2013). Essential hospitality management competencies: The importance of soft skills. *Journal of Hospitality & Tourism Education*, 25(3), 131-145.

Proposal and Originality

This article aims to identify the theoretical roots of tourism coopetition and its directions towards consolidating this paradigm in tourism and hospitality (T&H). Previous studies in management indicated some theoretical backgrounds of coopetition (Klimas et al., 2023), but there is a literature gap on tourism. The intellectual structure of coopetition in the T&H area has not been outlined in depth yet. Considering the specificities of the T&H sector, this study addresses this gap.

Methodology

It was a systematic literature review on coopetition in tourism that used a multi-method approach. 85 scientific articles from the Web of Science and Scopus databases were analyzed using bibliometric and statistical techniques, such as citation and co-citation analysis, to map theoretical evolution and Multidimensional Scaling Analysis (MDS).

Results and Implications

The results indicate the authors and articles that influence the field. 28 theoretical currents were identified as assumptions of coopetition in tourism studies, with 12 predominant theories. Most of the theories are from the management area. However, specific roots of tourism theories were also identified that support coopetition and suggest new paths and integration with other approaches. Findings from the MDS Analysis indicated the school of thoughts of coopetition in tourism.

Research Limitations

We used the two more extensive databases, but did not cover all the literature. Some studies had diffused theoretical roots, hindering the classification.

References Version APA 6th or 7th Edition

Klimas, P., Ahmadian, A. A., Soltani, M., Shahbazi, M., & Hamidizadeh, A. (2023). Coopetition, Where Do You Come From? Identification, Categorization, and Configuration of Theoretical Roots of Coopetition. *SAGE Open*, 13(1), 215824402210850. <https://doi.org/10.1177/21582440221085003>

OC-101 - (1580) - TOURIST GUIDES' ROLE AMPLIFICATION DURING VUCA TIMES AND WAR: MORE TASKS FOR 'CINDERELLAS' AND PROFESSIONAL TRAINING ADAPTATION

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1 - University of Graz, Institute of Geography and Regional Science

Proposal and Originality

The increasing global geopolitical turmoil has made life more challenging for tourism professionals. Current guidelines for tourism workers (e.g., Terumoto 2022) do not address the full range of VUCA (Volatility, Uncertainty, Complexity, Ambiguity) factors affecting the sector (Lubowiecki-Vikuk et al. 2023). This paper explores changes in tourist guiding, described as “the ‘Cinderella’ of the tourism industry: attractive, useful, but often neglected” (Mak, Wong, & Chang, 2011), focusing on guides’ roles during wartime and potential professional training adaptations.

110

Methodology

To address complex challenges and explore various scenarios, the methodology relies on a series of expert interviews with tourist guides and workshop outcomes conducted by the author within the activities of the World Federation of Tourist Guide Associations (WFTGA), supported by analyses of international and national regulations on tourist guiding in the countries affected by these emergencies.

Results and Implications

The preliminary analysis of the existing regulations on national and international levels, tourist guide’s training curriculums together with the outcomes of the WFTGA workshop “Tourist Guiding during Turbulent Times: Responses to the Risks, Safety Measures and Interpretation Approaches” outcomes conducted by the author during 2024 WFTGA Convention highlights the urgent need for developing regulations on tourist guide behavior and actions during emergencies, and incorporating those regulations into training

Research Limitations

Research limitations stem from diverse legislative approaches regarding tourist guiding and training worldwide, and can be also caused by VUCA factors as new global tendency.

References Version APA 6th or 7th Edition

1. Terumoto, K. (2022). Tourism workers’ perceptions of supporting tourists’ evacuation in emergency situations. *International Journal of Disaster Risk Reduction*, 77, 103091. <https://doi.org/10.1016/j.ijdrr.2022.103091>
2. Lubowiecki-Vikuk, A., Budzanowska-Drzewiecka, M., Borzyszkowski, J., & Taheri, B. (2023). Critical reflection on VUCA in tourism and hospitality marketing activities. *International Journal of Contemporary Hospitality Management*, 35(8), 2983–3005. <https://doi.org/10.1108/IJCHM-04-2022-0479>
3. Mak, A. H. N., Wong, K. K. F., & Chang, R. C. Y. (2011). Critical issues affecting the service quality and professionalism of tour guides in Hong Kong and Macau. *Tourism Management*, 32, 1442–1452.

OC-103 - (1596) - DIGITALIZATION AND CONTEXTUAL FACTORS IN SME TOURISM: A FRAMEWORK FOR ENTREPRENEURIAL INTENTIONS AND PERFORMANCE

Maria De Lurdes Calisto^{1,2}

1 - Escola Superior de Hotelaria e Turismo do Estoril; 2 - CiTUR

Proposal and Originality

Existing research overlooks how digitalisation interacts with contextual factors such as regional infrastructure and institutional policies. This paper proposes a conceptual framework integrating entrepreneurship, digital transformation, and contextual theory to explore these dynamics, providing a comprehensive understanding of the factors enabling or hindering digital entrepreneurship. This multi-dimensional framework offers a broader understanding of the digitalisation of tourism SMEs, which are often underrepresented in digital transformation studies.

111

Methodology

The paper synthesises existing research. Theoretical approaches inform the framework, including the Technology-Organization-Environment Framework, Entrepreneurial Event Model, and AMO Theory (Ability, Motivation, Opportunity), which collectively address the interplay of digital readiness, individual capabilities, and contextual factors on digital adoption and entrepreneurial success.

Results and Implications

The framework highlights how digitalization acts as both an enabler and a mediator for entrepreneurial intentions and firm performance. It identifies pathways linking digital literacy, institutional support, and entrepreneurial ecosystems with SME growth and innovation. Policymakers and stakeholders can leverage the proposed framework to design targeted interventions to promote equitable access to digital entrepreneurship. The paper also outlines future research avenues.

Research Limitations

As a conceptual study, the framework relies on existing literature and theoretical assumptions, requiring empirical validation.

References Version APA 6th or 7th Edition

Gartner, W. B. (1985). A conceptual framework for describing the phenomenon of new venture creation. *Academy of management review*, 10(4), 696-706.

Otache, I., Edopkolor, J. E., & Okolie, U. C. (2021). Entrepreneurial self-confidence, perceived desirability and feasibility of hospitality business and entrepreneurial intentions of hospitality management technology students. *The International Journal of Management Education*, 19(2), 100507.

Suder, M., Duda, J., Kusa, R., & Mora-Cruz, A. (2024). At the crossroad of digital and tourism entrepreneurship: mediating effect of digitalization in hospitality industry. *European Journal of Innovation Management*, 27(4), 1057-1081.

05th June 2025

08:30 am

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT) (Room 1)

112

FOOD HERITAGE, CULTURAL IDENTITY, AND SENSE OF BELONGING: DYNAMICS AND PERSPECTIVES IN CONTEMPORARY REGENERATIVE TOURISM (PT)

05th June 2025

08:30 am

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT) (Room 1)

OC-095 - (503) - O BACALHAU À MESA DOS PORTUGUESES: NATUREZA E CULTURA EM DIÁLOGO

Ana Proserpio¹

1 - Centro de Estudos Clássicos e Humanísticos da Faculdade de Letras da Universidade de Coimbra

Proposal and Originality

Nesta comunicação iremos debruçarmo-nos sobre as razões do aparecimento do bacalhau em Portugal na época moderna (séc. XVI) e analisar, de seguida, a sua introdução e permanência, ao longo dos tempos, na mesa dos portugueses.

113

Methodology

Na análise feita iremos recorrer a fontes da época, como os receituários, relatos de viagens, manuais dietéticos, legislação municipal, textos literários, iconografia, etc.,

Results and Implications

Foi possível constatar, e dela daremos conta, que o consumo inicial do bacalhau se circunscreveu a apenas alguns grupos sociais e, só depois, se alargou a toda a sociedade portuguesa. Realidade essa que não se deveu propriamente à falta desse pescado no mercado, mas a um “desconforto” inicial que teria subjacente factores de ordem sócio- cultural e que só, séculos depois do seu surgimento, se vão atenuar, passando este pescado de mal-amado para um “fiel amigo” desejado em todas as mesas.

References Version APA 6th or 7th Edition

Proserpio, A.M., (2021). As salgas e seca de pescado, como património alimentar portugues, da antiguidade à época moderna. o estudo de um caso o bacalhau. tese

08:30 am

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT) (Room 1)

OC-098 - (491) - O PAPEL DA ESCOLA NA PRESERVAÇÃO DO PATRIMÓNIO ALIMENTAR: TURISMO E IDENTIDADE CULTURAL

Ricardo Lanção^{1,3}; Marta Quintas²

1 - ILSA Gaia; 2 - ESH T - Escola Superior de Hotelaria e Turismo, P. Porto; 3 - ISLA Gaia

Proposal and Originality

O objetivo principal deste trabalho é identificar o papel das escolas na transmissão do Património Alimentar, destacando como valor identitário e diferencial no turismo. Analisamos as “materialidades e ideologias alimentares” das heranças gastronómicas regionais para preservar a memória coletiva e valorizar a experiência turística. É essencial que os alunos identifiquem os Patrimónios Alimentares e seus principais atributos para tornar a experiência turística mais atrativa.

Methodology

Aplicou-se a metodologia qualitativa de “Estudos de Caso” aos alunos do Curso de Hotelaria e Restauração, adequada para tratar os dados recolhidos. O objetivo foi identificar “O papel da Escola na transmissão do património como valor identitário” e como fator diferenciador no turismo de território, salvaguardando a transferência de conhecimento.

Results and Implications

Da análise dos resultados obtidos e referidos tiraram-se as seguintes conclusões: Que a maioria dos alunos conseguiu identificar os pratos que constituem o Património Alimentar, tido como valor identitário e fator diferenciador no turismo de territórios. Os alunos do género masculino suplantaram os alunos do género feminino em respostas corretas, sendo que a idade média compreendida nos 17 anos. Tal facto parece significar alguma imaturidade na compreensão do conceito de Património Alimentar, como valor identitário como diferenciador do turismo de territórios.

Research Limitations

A idade dos alunos podem ter alguma imaturidade na compreensão do conceito de Património Alimentar como valor identitário no turismo.

References Version APA 6th or 7th Edition

Carole Couninhan, (2014), Cultural heritage in food activism: Local and Global Tensions, p.2.

Clare A. Sammells, (2014), “Haute Traditional Cuisine: How UNESCO’s List of Intangible Heritage Links the Cosmopolitan to the Local”, pp.141-158

Limpo. B.R, (1949), “o livro de Pantagruel”, 1a edição.

Maciel, M. E, (2005) “Identidade, cultura e alimentação”, in A.M. Canesqui, R.W.D. Garcia (eds.), 2005 p 53.

Modesto, M.L. (1982), *Cozinha Tradicional Portuguesa*, Verbo, Lisboa, 1a edição. Poulain. J.P, (2018, 2a ed.), “Dictionnaire des cultures alimentaires”, Presse Universitaires de France, Paris.

Poulot, D. (2006), “Une histoire du patrimoine en Occident XVIIIe-XXIe siècle”, Paris, PUF, pp 4-8. Trubek. B, (2008), “The taste of place, a cultural journey into terroir, Amy, p 7.

08:30 am

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT) (Room 1)

OC-099 - (381) - GEOGRAFIA E SUSTENTABILIDADE PARA UMA VITIVINICULTURA EM EXPANSÃO

Rogério Dardeau¹; Josefina Salvado²

1 - Pontifícia Universidade Católica do Rio de Janeiro; 2 - Universidade de Coimbra - CECH

Proposal and Originality

A viticultura e a produção de vinhos no Brasil estão em expansão. No entanto, há muitas questões que carecem de respostas mais precisas. Conhecemos os espaços geográficos, onde há novos projetos vitivinícolas em implantação, de modo a preservar o meio ambiente, em todos os aspectos? Há levantamentos sobre as paisagens rurais pré-existentes e identidades das populações nas áreas que se pretendem ocupar com a vitivinicultura? Estamos atentos ao uso dos recursos naturais como a água? E os tempos, em que medida são considerados, de maneira a respeitar as culturas pré-existentes?

115

Methodology

Pesquisas de dados consolidadas por diversos autores e pesquisas de campo, em regiões vitivinícolas brasileiras. A busca de respostas às questões recomenda aplicar os instrumentos da geografia à vitivinicultura, especialmente escalas, no sentido da análise dos contextos nos quais se instala tal atividade econômica, para oferta de alternativas de tratamento dos conflitos inerentes à expansão.

Results and Implications

Estimular compromissos acadêmicos e políticos, considerando as condições de vida das comunidades impactadas pela chegada da vitivinicultura. Arranjos produtivos locais formalmente constituídos podem contribuir com esse objetivo. Identificar as oportunidades geradas por novos projetos vitivinícolas, promovendo a sustentabilidade, a formação de trabalhadores rurais no manejo da vinha, a geração de renda de agricultores locais, o turismo sustentável, o pertencimento, a cultura. Buscar modelo de implantação de vitivinicultura que se possa aplicar em diferentes regiões.

Research Limitations

Escassez de literatura específica e de pesquisas anteriores.

References Version APA 6th or 7th Edition

BUTTIMER, Ana. 2015. Lar, horizontes de alcance e sentido do lugar. Geografia, v.5, n.1. DARDEAU, Rogério. 2020/2024. Gente, lugares e vinhos do Brasil. Tomos I e II. Mauad Editora.

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MEDEIROS, Rosa MV & Lindner, M. orgs. 2015. Expressões da Cultura no território.

EVANGRÁF. SANTOS, Milton A. 2006. A Natureza do Espaço: Técnica e Tempo, Razão e Emoção - 4. ed. 2. reimprimir.

EDUSP. SOUZA, Marcelo L. de. 2020. Articulando ambiente, território e lugar: a luta por justiça ambiental e suas lições para a epistemologia e a teoria geográfica. Ambientes. Volume 2, Número 1.

VALDUGA, R. 2005. Sonho de um imigrante. Letra & Vida.

08:30 am

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT) (Room 1)

OC-102 - (433) - EMPODERAMENTO DE MULHERES POR MEIO DA HORTICULTURA SOCIAL NO TURISMO E NA HOSPITALIDADE DURANTE A PANDEMIA

Yolanda Flores E E Silva¹; Angélica Garcia Couto¹; Felipe Borborema Cunha Lima¹; Mariana Reiser Guedes¹; Renê Artur Ferreira¹

1 - Universidade do Vale do Itajaí

Proposal

and

Originality

Esta comunicação faz parte do projeto 'Hortas sociais culinárias e terapêuticas: tecnologias e produtos tecnológicos em uma comunidade litorânea de Santa Catarina', aprovado na Chamada Pública FAPESC nº 54/2022. A pesquisa descreve a organização de hortas sociais no sul do Brasil em um município com 25 mil moradores, que recebe cerca de um milhão de visitantes no verão. O isolamento social durante a COVID-19 e a diminuição do fluxo turístico resultaram em desemprego nos setores de hospitalidade e restaurantes, fome e desintegração familiar (Silva, 2022).

116

Methodology

Abordagem comunicativa-crítica junto a 60 famílias com lideranças femininas que atuavam no mercado turístico. A coleta e análise incluíram: oficina sobre cultivo de hortas orgânicas, rodas de conversas acerca das demandas e necessidades; e uma avaliação sobre criação e reconstrução econômica laboral através de oficinas culinárias e de gestão sustentável (Freire, 2006; Gómez, et al 2006).

Results and Implications

As ações realizadas mostraram que as mulheres podem ser fornecedoras de alimentos na hospedagem e restauração ou em oficinas culinárias ofertadas a residentes e visitantes. Sobre o que isto representa no setor turístico ainda não existe uma avaliação, contudo, o trabalho coletivo, retirou do setor um 'certo poder' de oferta sem uma boa política trabalhista. E as mulheres, por sua vez, debatem hoje, que um trabalho que não garanta a saúde dos humanos e do planeta, não cabe nas políticas de um turismo sustentável e isto elas falaram durante o período eleitoral em 2024 (Onu, 2015).

Research Limitations

Poucas pesquisas que discutam o papel das mulheres na gestão de alternativas de renda, empoderamento cultural e os direitos das trabalhadoras do turismo em situação adversa.

References Version APA 6th or 7th Edition

Freire, P. (2006). *Pedagogia da autonomia: saberes necessários à prática educativa*. Rio de Janeiro: Paz e Terra. Disponível em: <https://nepegeo.paginas.ufsc.br/files/2018/11/Pedagogia-da-Autonomia-Paulo-Freire.pdf>

Gómez, J.; La Torre, A.; Sanchez, M. & Flecha, R. (2006). *Metodologia Comunicativa Crítica*. Barcelona: El Roure. Disponível em: <https://www.redalyc.org/pdf/2010/201014898007.pdf>

Onu. (2015). *Transformando Nosso Mundo: Uma Agenda 2030 para o Desenvolvimento Sustentável*. Brasília: ONU Brasil. Disponível em: <https://nacoesunidas.org/pos2015/agenda2030>

Silva, YF e. (2022). *Hortas sociais culinárias e terapêuticas: tecnologias e produtos tecnológicos em uma comunidade do litoral catarinense* Chamada Pública FAPESC Nº 54/2022. Florianópolis: UNIVALI/FAPESC.

05th June 2025

08:30 am

Governance for the Sustainable Development of Tourism Destinations (PT) (Room 3)

117

GOVERNANCE FOR THE SUSTAINABLE DEVELOPMENT OF TOURISM DESTINATIONS (PT)

08:30 am

Governance for the Sustainable Development of Tourism Destinations (PT) (Room 3)

OC-104 - (477) - A UTILIZAÇÃO DA ANÁLISE PROSPETIVA NO PROCESSO DE PLANEAMENTO TURÍSTICO: O CASO DO DESTINO TURÍSTICO DE VILA DE REI

George Ramos^{1,2}; Paula Reis^{3,4}; José Rodrigues⁵; Carla Fonseca^{4,6}

1 - CITUR – Centro de Investigação, Desenvolvimento e Inovação em Turismo; 2 - IPCB - Instituto Politécnico de Castelo Branco; 3 - CARE – Centro de Investigação em Saúde e Ciências Sociais; 4 - IPP - Instituto Politécnico de Portalegre; 5 - Art - Centro de Tecnologia, Restauro e Valorização das Artes; 6 - CIEQV – Centro de Investigação em Qualidade de Vida

Proposal and Originality

Esta proposta visa demonstrar como a análise prospetiva constitui uma ferramenta diferenciadora e potenciadora de um planeamento estratégico turístico participativo em territórios marcados pela incerteza. Esta abordagem destaca-se pela capacidade em envolver ativamente os atores territoriais no processo de construção do futuro (Silva & Saragoça, 2017). A utilização de métodos prospetivos por parte dos atores do sistema turístico pode ser uma mais-valia na definição de estratégias orientadas para o desenvolvimento turístico sustentável em destinos rurais a longo prazo.

118

Methodology

Em termos metodológicos, procedeu-se à realização de um exercício prospetivo sobre o sistema turístico de Vila de Rei com a operacionalização das duas principais etapas do Método dos Cenários da Escola Francesa de Michel Godet (1993), a Análise Estrutural do Sistema através do método MICMAC e a Análise Estratégica de Atores (método MACTOR). Esta abordagem difere dos modelos tradicionais de planeamento.

Results and Implications

A realização das principais etapas do método permitiu-nos reduzir a complexidade do estado atual do sistema turístico em análise com a identificação e hierarquização das variáveis-chave mais importantes ao funcionamento do destino turístico de Vila de Rei, recensear e caracterizar os principais atores-chave do sistema, identificar os desafios e objetivos estratégicos, projetos, meios de ação, alianças ou conflitos entre atores, para além da elaboração de cenários estratégicos a longo prazo, contribuindo para a gestão colaborativa e sustentabilidade do destino turístico.

Research Limitations

O elevado tempo para concretização do exercício prospetivo, em geral, 12 ou 18 meses, e a mobilização e a participação contínua de todos os atores ao longo de todo o processo.

References Version APA 6th or 7th Edition

Godet, M. (1993). *Manual de prospectiva estratégica. Da antecipação à ação*. Publicações Dom Quixote.

Reis, P., Balão, A., Santos, M. O., Baltazar, M.S., Ramos, G., & Rodrigues, J. (2021). *Plano Estratégico de Desenvolvimento Turístico para o Concelho de Vila de Rei - 2030. Prospetiva Estratégica dos Atores do Sistema Turístico*. Câmara Municipal de Vila de Rei.

Silva, C. A., & Saragoça, J. (2017). Caracterização e operacionalização dos métodos da escola francesa de prospetiva. In C. A. José Saragoça, & J. Fialho (Coord.), *Prospetiva estratégica - Teoria, métodos e casos práticos* (pp. 127-170). Edições Sílabo.

08:30 am

Governance for the Sustainable Development of Tourism Destinations (PT) (Room 3)

OC-106 - (362) - GOVERNANÇA DE MUSEUS DE PORTUGAL: A CONSTRUÇÃO DO PENSAMENTO SOCIOMUSEOLÓGICO

Danielly Dias Sandy¹; Isaura Alberton De Lima³; Sónia P. Nogueira²

1 - Universidade Tecnológica Federal do Paraná (UTFPR) e Unidade de Investigação Aplicada em Gestão (UNIAG), Instituto Politécnico de Bragança (IPB); 2 - Unidade de Investigação Aplicada em Gestão (UNIAG), Instituto Politécnico de Bragança, Campus de Santa Apolónia, 5300-253, Bragança, Portugal; 3 - Universidade Tecnológica Federal do Paraná (UTFPR).

Proposal and Originality

Esta pesquisa trata sobre a governança de museus de Portugal. O estudo menciona questões relativas à museologia e seus temas correlatos, como patrimônio e preservação, porém aprofunda-se mais em assuntos voltados à esfera da administração pública da cultura, com especial direcionamento ao caso dos museus portugueses. Ademais, destaca-se o fato de ainda haver poucos estudos sobre governança de museus de Portugal e menos a partir de análises baseadas nas diretrizes de governança do International Council of Museums - ICOM, evidenciando o caráter de originalidade desta pesquisa.

119

Methodology

Para a produção deste estudo foi utilizada a abordagem qualitativa. A pesquisa é bibliográfica, baseada em fontes de dados primários e secundários disponibilizados em literatura especializada encontrada em meios como livros, artigos, legislação, relatórios oficiais disponibilizados em sítios de internet de instituições formais. A pesquisa ainda é exploratória e descritiva.

Results and Implications

Os resultados apontam para as bases explicando o direcionamento museológico do país, voltado principalmente à realidade do patrimônio local. Assim, considera-se que a estrutura formal de governança de museus de Portugal o coloca no protagonismo da sociomuseologia, embora as primeiras tomadas de decisão e planejamento estratégico não demonstrem um direcionamento intencional para tanto. A implicação destes pontos reverbera na construção de um pensamento museológico em âmbito global.

Research Limitations

Dentre os limites observados, destaca-se que há muitas particularidades museológicas em cada região de Portugal e cada uma delas mereceria uma análise própria e aprofundada.

References Version APA 6th or 7th Edition

ANICO, M. 2008. Museus e pós-modernidade: discursos e performances em contextos museológicos locais, Lisboa, Universidade Técnica de Lisboa, Instituto Superior de Ciências Sociais e Políticas.

BAILLARGEON, L.; BERGERON, Y.; GÉLINAS, P. 2024. Museum Governance: lessons from the past as a first step towards innovation, Québec, Journal of Leadership, Accountability and Ethics.

ICOM Portugal. (2024). Conselho Internacional de Museus. <https://icom-portugal.org/>

Lei Quadro dos Museus Portugueses. (2004). Lei nº 47/2004. <https://diariodarepublica.pt/dr/detalhe/lei/47-2004-480516>

Museus e Monumentos. (2024). <https://www.museusemonumentos.pt/pt>

PIMENTEL, C. 2005. O sistema museológico português (1833-1991), Coimbra: Fundação Calouste Gulbenkian e Ministério da Ciência e do Ensino Superior.

OC-107 - (336) - LIDERANÇA SUSTENTÁVEL: UMA ANÁLISE DAS PRÁTICAS FUNDAMENTAIS NO SETOR DO TURISMO EM PORTUGAL.

Camile Ferreira¹

1 - Pontifícia Universidade Católica do Rio Grande do Sul – PUCRS. Porto Alegre – Rio Grande do Sul – Brasil

Proposal and Originality

Em Portugal, as dormidas e receitas turísticas cresceram exponencialmente entre 2015 e 2023. A medida que o desempenho econômico do setor do turismo cresce, surge a necessidade urgente de adotar uma abordagem sustentável que venha a mitigar os possíveis efeitos negativos que a pressão turística causa nas comunidades e nos ecossistemas. Este trabalho tem por objetivo verificar as práticas fundamentais de liderança sustentável no setor do turismo e se as mesmas podem contribuir para alcançar os Objetivos de Desenvolvimento Sustentável da Agenda 2030 das Nações Unidas neste setor.

120

Methodology

Na primeira fase, avaliou-se o número de empresas turísticas que aderem às certificações em turismo sustentável. Na segunda fase, pretende-se aplicar a técnica do questionário a 100 gestores de empresas turísticas para medir as práticas fundamentais de liderança sustentável. Serão utilizados os critérios de Gayle, A. e Bergsteiner, H., para distinguir as características típicas da liderança sustentável.

Results and Implications

Os resultados parciais indicam que a percentagem de empresas turísticas que aderem às certificações em turismo sustentável é menor que 1%, sendo maioritariamente alojamentos turísticos. As práticas fundamentais de liderança sustentável no setor do turismo são escassas. O crescimento exponencial do número de turistas no país gera impactos sociais e ambientais significativos. Com vistas ao desenvolvimento sustentável da atividade, faz-se necessário a incorporação de práticas de liderança sustentável nas instituições públicas e privadas do setor do turismo em Portugal.

Research Limitations

O estudo está em andamento. A primeira fase da pesquisa foi concluída. Os questionários referentes à segunda fase, estão a ser aplicados e avaliados.

References Version APA 6th or 7th Edition

Avery, G., & Bergsteiner, H. (2011). Sustainable leadership practices for enhancing business resilience and performance. *Strategy & Leadership*. Vol. 39, Nº 3, 5 – 15. DOI:10.1108/10878571111128766

Jang, Y. (2024) Charting a Course for Sustainable Hospitality by Exploring Leadership Theories and Their Implications. *Sustainability*. 16(8), 3203; <https://doi.org/10.3390/su16083203>

Kalkavan, S. (2015). Examining the level of Sustainable Leadership practices among the managers in Turkish Insurance Industry. 11th International Strategic Management Conference. *Procedia - Social and Behavioral Sciences* 207, 20 – 28. <https://doi.org/10.1016/j.sbspro.2015.10.145>

08:30 am

Governance for the Sustainable Development of Tourism Destinations (PT) (Room 3)

OC-108 - (569) - CIÊNCIA EM PERSPETIVA: O PAPEL DO OBSERVATÓRIO ASTRONÓMICO DE SANTANA - AÇORES NAS PERCEÇÕES PÚBLICAS DA COMUNICAÇÃO DE CIÊNCIA

Ana Moniz¹; Alexandre Dias²; Osvaldo Silva³

1 - CEEAplA, School of Business and Economics, Universidade dos Açores, Portugal; 2 - School of Business and Economics, Universidade dos Açores, Portugal; 3 - CICSNOVA.UAc, Faculdade de Ciências e Tecnologia, Universidade dos Açores, Portugal

Proposal and Originality

A comunicação de ciência tem evoluído como uma ferramenta fundamental para a consolidação da cultura científica. O propósito desta investigação é analisar as iniciativas de comunicação de ciência do Observatório Astronómico de Santana – Açores (OASA) com base nas perceções dos seus públicos, tais como o público escolar, turistas e o público em geral. Destaca-se a importância desta investigação pelo enfoque regional do papel deste Centro de Ciência dos Açores e por fornecer insights para o avanço da literacia científica e para o fomento de uma sociedade mais informada e participativa.

Methodology

O método de investigação baseia-se numa abordagem quantitativa, com recurso à recolha de dados através de um questionário aplicado a 132 visitantes do OASA, com idades compreendidas entre os 14 e os 37 anos, onde é possível averiguar as perceções e visões dos públicos externos do Observatório Astronómico de Santana – Açores.

Results and Implications

Relativamente aos inquiridos, a maioria são estudantes, do sexo feminino, presentes na faixa etária dos 25 anos ou mais, e a frequentar o ensino superior. Há diferenças significativas entre os tipos de visitantes e as suas perceções sobre o OASA. Com este estudo, pretende-se fornecer insights valiosos sobre como fortalecer a comunicação de ciência a nível regional através da adaptação da comunicação aos públicos-alvo, fomento de parcerias, benefício das tecnologias digitais para a transmissão de conhecimento, assim como, a promoção de atividades práticas e interativas.

Research Limitations

Como limitações deste estudo, destaca-se a pequena dimensão da amostra, assim como a inexistência de outros estudos na área da Comunicação de Ciência na Região.

References Version APA 6th or 7th Edition

Acknowledgements: We acknowledge the financial support from FCT- Fundação para a Ciência e Tecnologia (Portugal) through the research grant UIDB/00685/2020 and UID/00685 of the Centre of Applied Economics Studies of the Atlantic - School of Business and Economics | University of the Azores and from the Regional Directorate for Science, Innovation and Development.

Burns, T. W., O'Connor, D. J., & Stocklmayer, S. M. (2003). Science communication: A contemporary definition. *Public Understanding of Science*, 12(2), 183–202. <https://doi.org/10.1177/09636625030122004>

Delicado, A. (2013). O papel educativo dos museus: públicos, atividades e parcerias. *Ensino em Re-Vista*, 20(1), 43-56. <http://hdl.handle.net/10451/9018>

Granado, A., & Malheiros, J. V. (2015). *Cultura científica em Portugal: Ferramentas para perceber o mundo e aprender a mudá-lo*. Fundação Francisco Manuel dos Santos.

Rosenthal, S. (2020). Media literacy, scientific literacy, and science videos on the internet. *Frontiers in Communication*, 5. Article 581585. <https://doi.org/10.3389/fcomm.2020.581585>

OC-045 - (493) - AVALIAÇÃO DO DESEMPENHO DOS AGENTES TURÍSTICOS NAS REDES SOCIAIS: UMA PROPOSTA METODOLÓGICA APLICADA AO DESTINO TURÍSTICO DE VILA DE REI

Carla Fonseca^{1,2}; Paula Reis³; José Rodrigues⁴; George Ramos⁵; Eva Milheiro³

1 - CIEQV – Centro de Investigação em Qualidade de Vida; 2 - IPP - Instituto Politécnico de Portalegre; 3 - CARE – Centro de Investigação em Saúde e Ciências Sociais; 4 - Tech&Art - Centro de Tecnologia, Restauro e Valorização das Artes; 5 - CITUR – Centro de Investigação, Desenvolvimento e Inovação em Turismo

Proposal and Originality

A crescente importância das redes sociais como elemento de comunicação e de promoção no turismo, tanto pela oferta quanto pela procura, exige a adoção de ferramentas de avaliação da utilização destas plataformas pelos diversos intervenientes turísticos. Este estudo visa evidenciar a relevância da gestão destas plataformas através da criação de uma grelha metodológica para os agentes turísticos de Vila de Rei, definindo parâmetros de análise do seu desempenho na plataforma Facebook e Instagram, permitindo uma abordagem mais clara e fidedigna da utilização destas plataformas.

Methodology

O estudo de natureza qualitativa, centrou-se na revisão da literatura para identificar parâmetros e ferramentas de análise de desempenho na gestão de redes sociais de agentes turísticos, a partir da qual se criou uma grelha de análise conteúdo temporal com várias variáveis, que permitiu analisar e avaliar a atividade e o desempenho dos agentes turísticos nas redes sociais Facebook e Instagram.

Results and Implications

Os resultados demonstram que muitos agentes turísticos não têm noção do seu fraco desempenho nas redes sociais, devido à fraca disponibilidade e de conhecimentos para a devida dedicação à gestão dessas plataformas. A análise revela que o desaproveitamento destas plataformas de forma eficiente, condiciona todo o processo de comunicação. A aplicação desta ferramenta contribui para a construção de novos modelos de gestão digital e permite aos agentes reajustar as suas estratégias, melhorar a presença digital, atrair mais visitantes e fortalecer as relações com os consumidores.

Research Limitations

Trata-se de um estudo em constante adaptação, que deve ser considerado em investigações similares como uma análise complementar à compreensão do desempenho nas redes sociais.

References Version APA 6th or 7th Edition

Afonso, C., & Alvarez, S. (2020). *Ser digital - Como criar uma presença online marcante*. Casa das Letras.

Baptista, D., & Costa, P. (2021). *Marketing Digital - Conteúdos Vencedores*. Lidel.

Larrossa, L. (2021). *Instagram, WhatsApp e Facebook para Negócios: Como ter lucro através dos três principais canais de venda*. DVS Editora.

Macarthy, A. (2019). *500 Dicas de Marketing nas Redes Sociais*. Editorial Presença.

Novais de Paula, A., Zeferino, A., Carvalho, F., Gouveia, M., Faustino, P., & Coutinho, V. (2019). *Marketing Digital Para Empresas*. Perfil Criativo.

05th June 2025

08:30 am

Internet of Things in Tourism: Trends and Challenges (ENG) (Room 4)

123

INTERNET OF THINGS IN TOURISM: TRENDS AND CHALLENGES (ENG)

Proposal and Originality

New technologies have changed the way tourism services are accessed and consumed, so the digital skills *gap* that exists in most organisations is an obstacle to the digital transformation and competitiveness of the tourism and hospitality sector (Buhalis, 2020; Ivanova et al., 2022). In this context, the identification of digital skills needs becomes a necessary condition for the success of tourism organisations (Zaragoza-Sáez et al., 2022), thus this study identifies organisational skills gaps and needs as well as emerging training areas in the domain of digital skills.

Methodology

This article analyses digital skills gaps and needs in the tourism and hospitality sector in Portugal, according to the perception of entrepreneurs in the sector. An online survey was developed using a likert scale, and sent to all national companies in the Orbis Europe database. The data collected was analysed through SPSS using descriptive analysis and linear regression analysis (Tabachnick & Fidell, 2007).

Results and Implications

This research investigates digital skill gaps and needs amongst tourism and hospitality organizations in Portugal. The results derived from an online survey show that organizations mostly lack skills gaps relate to social media, online marketing, and communication skills. These findings add to the growing body of literature on the complexity of skills gaps and needs in the tourism and hospitality subsectors. From a practical perspective, this study helps to identify the key areas for human capital skills development of the tourism and hospitality organizations.

Research Limitations

Technology evolves rapidly, so the skills used for evaluation need to be reviewed on an ongoing basis to keep up with the evolving nature of the new and emerging technologies.

References Version APA 6th or 7th Edition

Buhalis, D. (2020). Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article. *Tourism Review*, 75(1), 267–272. <https://doi.org/10.1108/TR-06-2019-0258>

Ivanova, M., Ivanov, S., & Petkova, I. (2022). Digital skills gaps in the bulgarian tourism industry. *Acta Turistica*, 34(2), 113–129. <https://doi.org/10.22598/at/2022.34.2.113>

Tabachnick, B. G., & Fidell, L. S. (2007). *Using Multivariate Statistics* (5th ed.). Pearson Education. Inc.

Zaragoza-Sáez, P., Marco-Lajara, B., & Ubeda-Garcia, M. (2022). Digital skills in tourism. A study from the Next Tourism Generation (NTG) Alliance. *Measuring Business Excellence*, 26(1), 106–121. <https://doi.org/10.1108/MBE-11-2020-0151>

[i.org/10.1108/MBE-11-2020-0151](https://doi.org/10.1108/MBE-11-2020-0151)

08:30 am

Internet of Things in Tourism: Trends and Challenges (ENG) (Room 4)

OC-110 - (456) - IOT: HOW AIS SIGNALS ANALYZED IN GIS CAN BE USEFUL IN THE MANAGEMENT OF NAUTICAL TOURISM AND LEISURE ACTIVITIES

Jorge Ramos¹

1 - CinTurs, Universidade do Algarve

Proposal and Originality

Connection through automatic identification system (AIS) of vessels that have transponders to terrestrial or satellite-based systems are Internet of Things (IoT) tools that allow monitoring coastal areas in their motorized nautical component for leisure and tourist purposes. To date, there are few studies that use these combinations of tools in research on coastal tourism activities and limited to a few geographic areas. The originality of this work lies in the aspect of its potential for multidisciplinary combined with cutting-edge technology that is constantly developing.

125

Methodology

This type of methodological approach has the advantage of being non-intrusive, being able to cover a large area, and being able to access a larger set of data through various computational tools, such as geographic information systems (GIS) and modeling of various types. Despite having these apparent advantages, there are also many limitations and biases that the researchers should take into account.

Results and Implications

Results from previous projects in this area of research show that data acquisition itself can be a major challenge. It may be acquired many data that may not be of practical use, so it is needed to clean it. It is almost always necessary to cross-check data with other sources – for example acoustic sensors, or secondary sources – in order to gain consistency in the analysis of the results obtained. The practical implications are the potential that all this information has. A good scrutiny of results can be very useful in the management of coastal areas with a greater variety of uses.

Research Limitations

The limitations are related to the size of the vessels, the obligation to have transponders on board, or even having the equipment in operation sending signals continuously.

References Version APA 6th or 7th Edition

Buhalis, D., Papathanassis, A., & Vafeidou, M. (2022). Smart cruising: smart technology applications and their diffusion in cruise tourism. *Journal of Hospitality and Tourism Technology*, 13(4), 626-649.

Komninos, A., Kostopoulos, C., & Garofalakis, J. (2022). Automatic generation of sailing holiday itineraries using vessel density data and semantic technologies. *Information Technology & Tourism*, 24(2), 265-298.

Robards, M. D., Silber, G. K., Adams, J. D., Arroyo, J., Lorenzini, D., Schwehr, K., & Amos, J. (2016). Conservation science and policy applications of the marine vessel AIS—a review. *Bulletin of Marine Science*, 92(1), 75-103.

Yang, D., Wu, L., Wang, S., Jia, H., & Li, K. X. (2019). How big data enriches maritime research—a critical review of AIS data applications. *Transport Reviews*, 39(6), 755-773.

OC-111 - (437) - LEVERAGING AI FOR ENHANCING DIGITAL BRAND COMMUNICATION AND CONSUMER PERCEPTION: A SYSTEMATIC LITERATURE REVIEW

Manal Nadi¹; Fatine Ouhtita¹

1 - University Hassan II of Casablanca - ENCG

Proposal and Originality

This review proposes an analysis of existing literature uncovering how AI enhances or detracts from brand communication & consumer perception. While numerous studies focus on AI's role in customer service/personalized marketing, few have evaluated its holistic impact on brand-consumer relationships. This research fills the gap by providing a critical synthesis of how AI technologies influence the key dimensions of consumer perception, like trust, loyalty, & brand identity. It also provides marketers with practical insights to integrate AI tools to their branding strategies.

126

Methodology

The paper at hand follows a systematic literature review to examine AI's impact on digital brand communication and consumer perception. An exhaustive search of academic databases like Scopus and Google Scholar was conducted to determine relevant publishing between 2019 and 2024. Search keywords included AI in Marketing, Digital brand communication, consumer perception and AI, and ethical AI in branding.

Results and Implications

AI-driven communication increases consumer engagement multifold by personalizing experiences. While consumers appreciate the efficiency of AI tools, concerns regarding privacy & transparency remain a barrier to trust. Addressing ethical challenges regarding data usage & bias is required for AI-driven branding to be sustainable. AI technologies can improve satisfaction but a balance has to be struck between automation & human-centered communication. Brands focus on transparency & ethical usage of AI will be much more likely to get long-term trust & loyalty among consumers.

Research Limitations

The scope of available literature, the focus on the studies published between 2019 & 2024. AI technologies are fast-moving, new updates might not be covered.

References Version APA 6th or 7th Edition

Bhuiyan, M. S. (2024). The role of AI-Enhanced personalization in customer experiences. *Journal of Computer Science and Technology Studies*, 6(1), 162–169. <https://doi.org/10.32996/jcsts.2024.6.1.17>

Hermann, E. (2021). Leveraging Artificial Intelligence in Marketing for Social Good—An Ethical Perspective. *Journal of Business Ethics*, 179(1), 43–61. <https://doi.org/10.1007/s10551-021-04843-y>

Huang, M., & Rust, R. T. (2021). A framework for collaborative artificial intelligence in marketing. *Journal of Retailing*, 98(2), 209–223. <https://doi.org/10.1016/j.jretai.2021.03.001>

Kumar, V., Ashraf, A. R., & Nadeem, W. (2024). AI-powered marketing: What, where, and how? *International Journal of Information Management*, 77, 102783. <https://doi.org/10.1016/j.ijinfomgt.2024.102783>

08:30 am

Internet of Things in Tourism: Trends and Challenges (ENG) (Room 4)

OC-112 - (494) - NETWORKING STRATEGIES AMONG THE MEMBERS OF THE DÃO WINE ROUTE: AN ANALYSIS OF WEBSITES AND SOCIAL NETWORKS

Cristina Barroco^{1,2}; Juliana Meneses³; Maria Lúcia Pato^{1,2}

2 - Instituto Politécnico de Viseu; 3 - Escola Superior de Tecnologia e Gestão de Viseu

Proposal and Originality

Over time, wine tourism has established itself as a driver of economic development. Networking offers added advantages for all stakeholders, such as promoting the geographical area, boosting the local economy, fostering social responsibility, and increasing revenue. The aim of this study is to analyze the websites and social networks of the Dão Wine Route (DWR) members to examine the networking strategies developed among them. Implementing networking requires a cooperative environment among the entities, which presents a significant challenge for all involved.

127

Methodology

Out of the 49 members of the DWR, 41 websites, 41 Facebook accounts, and 31 Instagram accounts were analyzed. The research instrument was built based on scales available in the literature review. In addition, a pure exploratory scale was applied, based on the knowledge that one of the authors acquired while working as a DWR member. All variables were tested with dichotomous answer possibilities (Yes/No).

Results and Implications

The results show that the majority of the members only share the basic information about their entity on their websites, not presenting much information about the Dão Region. Most of the members work for themselves and by themselves, there is no networking and the members of DWR do not feel part of a Route. DWR members do not promote other market players or other tourism companies in the region. Only 3 members promote other DWR members on their websites. Networking recognition is observed, but there is a huge difficulty in its practice and implementation.

Research Limitations

The main limitation was the difficulty of applying the formula developed by some authors that would allow calculating the reach rate of DWR members' digital platforms.

References Version APA 6th or 7th Edition

- Barroco, C., & Amaro, S. (2020). Examining the progress of the Dão wine route wineries' websites. *Revista Turismo & Desenvolvimento*, (33), 29-40. <https://doi.org/10.34624/rtd.v0i33.20396>
- Cvijikj, P. I., & Michahelles, F. (2013). Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3, 843–861. <https://doi.org/10.1007/s13278-013-0098-8>
- Gibson, L. & Lynch, P. (2007). Networks: comparing community experiences. In Ewen J. M., Gibson, L., Hall, C. M., Lynch, P., Mitchell, R., Morrison, A., Schreiber, C. (Eds), *Advances in Tourism Research, Micro-Clusters and Networks*(pp.107-126). Elsevier.
- Huertas, A., Setó-Pamies, D. & Miguel-González, M. I. (2015). Comunicación de destinos turísticos a través de los medios sociales. *El Profesional de la Información*, 24(1), 15-21.

05th June 2025

08:30 am

Workforce Dynamics in Tourism & Hospitality (ENG) (Room Anf.VI)

128

WORKFORCE DYNAMICS IN TOURISM & HOSPITALITY (ENG)

OC-113 - (462) - HOTEL EMPLOYEES' EMOTIONAL LABOUR: ANALYSIS OF THE REQUIREMENTS IN JOB OFFERS DEPENDING ON THE DEPARTMENT, IN BELGIUM

Marcuzzi Caroline¹

1 - Université Libre de Bruxelles

Proposal and Originality

This study aims to identify disparities in emotional labour (EL) requirements across five hospitality departments. This research question provides an opportunity to deepen our understanding of the dynamics within the hospitality sector and contributes to research regarding EL as a central concept in organizational and sociological studies. EL has been studied under the prism of different disciplines but most studies focus on front office jobs. Studies on Food & Beverage (F&B) and management positions are rare, and those on Housekeeping (HK) and sales are almost non-existent.

129

Methodology

This study analysed 200 job postings from diverse sources to identify the emotional requirements employers seek in candidates, focusing on positions in Front Office, Food and Beverage, Housekeeping, and Management in Belgium. Data was categorized by department and emotional competencies, revealing both specific departmental needs and common emotional skills across the sector.

Results and Implications

The analysis revealed that the most frequently required emotional competencies in hospitality are managing joy, followed by surprise and anger. While managing joy is crucial across most departments, managing anger is the most demanded emotional competency in management roles, and managing surprise is essential in HK. The findings highlight the challenges each department faces in delivering quality service and help informing training programs that enhance emotional labour practices, ultimately fostering a more harmonious work environment and improving customer experiences.

Research Limitations

Capturing nuances of emotional labour is challenging, and gaps may exist between outlined job expectations and reality, with varying document quantities by department.

References Version APA 6th or 7th Edition

Chau, S. L., Dahling, J. J., Levy, P. E., & Diefendorff, J. M. (2009). *A predictive study of emotional labor and turnover. Journal of Organizational Behavior, 30*(8), 1151-1163.

Ekman, P. (1992). *An argument for basic emotions. Cognition and Emotion, 6* (3-4).

Giacomet A., (2019). *Les enjeux du travail émotionnel individuel et collectif dans les groupes hôteliers multinationaux : la complexité de l'équilibre émotionnel au service de l'homéostasie organisationnelle. Gestion et management. Université d'Angers,*

Hochschild, A. (1983). *The Managed Heart*, Berkeley, University of California Press.

Monchatre S. (2010), *Etes-vous qualifié pour servir ?* La Dispute, coll. « Le genre du monde », 221 p

Quérat-Hément, X. (2014). *Esprit de service. Passer du marketing au management de l'expérience client.* Lexitis Editions.

08:30 am

Workforce Dynamics in Tourism & Hospitality (ENG) (Room Anf.VI)

OC-114 - (425) - INNOVATION AND CREATIVITY AS THE “SECRET SAUCE” FOR ATTRACTING AND RETAINING TALENT IN TOURISM INDUSTRY: A MULTILEVEL APPROACH BASED ON TWO CASE STUDIES

Vera Margarida Cunha¹; Susana Marques²

1 - Universidade de Aveiro; 2 - GOVCOPP, ISCA-Universidade de Aveiro, University of Aveiro, Portugal

Proposal and Originality

Tourism faces a major challenge related to human resources, demanding new ways to attract/retain talent. Based on the concept of HR innovation, and through an ecosystem approach, this article explores attraction/retention strategies in two different levels. Although substantial research exists on tourism HR innovation, there is still a gap in terms of a multilevel approach.

130

Methodology

Based on a review of the literature on HR innovation strategies, the article analysis two case studies, related to two different levels of the tourism ecosystem: a public policy strategy (macro level) and a private tourism organization (meso level). For both case studies, a qualitative methodology was used, combining secondary data with semi-structured interviews.

Results and Implications

Tourism needs new policies and practices, aligning and converting strategies into practices (either political or organizational) concerning talent attraction/retention.

Through a multilevel/ecosystem approach, this work shows the role of creativity/innovation to attract and retain talent, addressing HR innovation as a continuum, between public policies and private organizational practices. At the same time, this work makes a contribution for the literature on sectorial branding, and national human resources strategies in tourism.

Research Limitations

This article is based in only two case studies, considering only one country.

References Version APA 6th or 7th Edition

Baum, T. (1994). National tourism policies: implementing the human resource dimension. *Tourism Management*, 15(4), 259-266. [https://doi.org/10.1016/0261-5177\(94\)90042-6](https://doi.org/10.1016/0261-5177(94)90042-6)

Baum, T., & Szivas, E. (2008). HRD in tourism: A role for government? *Tourism Management*, 29(4), 783-794. <https://doi.org/10.1016/j.tourman.2007.09.002>

Jimad, H., Roslina, Yuningsih, Mardiana, N., & Perdana, R. (2022). Designing a Model for Human Resource Development in the Tourism Industry. *Quality - Access to Success*, 23(191), 189-193. <https://doi.org/10.47750/QAS/23.191.22>

Pandita, D. (2022). Innovation in talent management practice: creating an innovative employer branding strategy to attract generation Z. *International Journal of Innovation Science*, 14(3/4), 556-569. <https://doi.org/10.1108/IJIS-10-2020-0217>

OC-115 - (428) - SOCIAL DIALOGUE TO PROMOTE TOURISM WORKER WELL-BEING AND EQUALITY: A CONCEPTUAL APPROACH

Stroma Cole¹; Fiona Bakas²

1 - University of Westminster; 2 - Universidade de Lisboa

Proposal and Originality

Tourism and hospitality (T&H) represents 9.6% of the European GDP and 11.7% of employment (Statista, 2024). However, staff turnover limit this vital economic sector with 1.2 million job vacancies in T&H in the EU (WTTC, 2022). The T&H sector is known for its labour intensity and precarity with high participation of young people, women, and migrant workers. Social dialogue is a practice that can improve worker well-being and equality by mobilising different actors including workers, managers, policy-makers, trade unions and employer organisations (Bolwell & Wolfgang, 2008).

131

Methodology

An intersectional feminist approach is used to conduct a comprehensive literature review to explore the literatures of overlapping fields by an interdisciplinary team, including tourism labour, digitalisation, European law, social dialogue and well-being. Further details of the methodology can be provided once they are decided by the consortium team in January.

Results and Implications

This conceptual research aims to progress academic knowledge as a foundation for improvements in identification and interpretation of newly emerging digital transformation and innovation within the T&H sector by including addressing gender gaps and inequalities, as well as definition of wellbeing for tourism and hospitality workers. Leading to the creation of a well-being index and benchmarking tools for tourism and hospitality workers and instigate social dialogue for tangible outcomes on T&H workers, including an observatory to help precarious workers know their rights.

Research Limitations

This is an on-going EU project so we will only be able to present as far as we have got to by June, 2025.

References Version APA 6th or 7th Edition

Bolwell D, Wolfgang W (2008) Guide for social dialogue in the tourism industry. Geneva: International Labour Office.

Statista (2024) Gross Domestic Product (GDP) worldwide. Retrieved on 21/10/2024 from <https://www.statista.com/chart/32603/travel-and-tourism-contribution-to-gdp-in-europe/>

WTTC (2022). Staff shortages. World Travel and Tourism Council report.

08:30 am

Workforce Dynamics in Tourism & Hospitality (ENG) (Room Anf.VI)

OC-116 - (504) - THE DUVETLIFTER: A LOW-TECH INNOVATION AND ITS POSITIVE IMPACT UPON HOUSEKEEPING AMONG HOTEL STAFF

Craig Webster¹; Klaas Koerten²; Ines Schneider²

1 - Ball State University; 2 - Hotelschool The Hague

Proposal and Originality

The Duvetlifter is a low-tech, collapsible tool designed to lighten the task of changing a blanket cover for hotel housekeeping staff.. The purpose of this research is to look into how this low-tech innovation can be implemented into housekeeping operations in a hotel to impact positively upon the efficiency of the housekeeping operation and health of the housekeeping staff. The originality is in the practical implementation of a low-tech tool to improve operations and improve the quality of life of employees.

132

Methodology

To learn about how the Duvetlifter could improve the quality of the health and well-being of housekeeping staff, qualitative and quantitative approaches were used. The qualitative aspect involved an experiment with 8 housekeepers out of the total team consisting of 24 people, who also responded to a quantitative survey. The housekeepers were also observed doing their work and a hotel manager was interviewed.

Results and Implications

Observations and interviews highlighted that the Duvetlifter was alleviating pain among housekeepers. This improvement was mainly due to the adoption of a new posture that required less bending. Management and workers reported positive results but mentioned that the contraption slowed the process of cleaning the room.

The implications are that while the Duvetlifter may alleviate the pain and discomfort of the housekeeping staff, it may not make the bed changing operation faster than when the Duvetlifter is not used. Improvements to the tool may need to be made.

Research Limitations

The research is only based upon eight observations and interviews with hotel staff who have used this innovative duvet cover changing tool and a manager in one hotel.

References Version APA 6th or 7th Edition

Chela-Alvarez, X., Bullete, X. O., Garcia-Illan, X. O. E., Vidal-Thomàs, X. O. E. M., Llobera, X. O. E. M. J., (2022). Hotel housekeepers and occupational health: experiences and perceived risks. *Annals of Occupational and Environmental Medicine*, 34, e29. <https://doi.org/10.35371/aoem.2022.34.e29>

Devrim Yilmaz, Ö (2017). An undervalued department or a terra incognita? Hotel housekeeping from the perspectives of executive housekeepers and room attendants. *Tourism: An International Interdisciplinary Journal*, 65(4), 450–461.

05th June 2025

10:15 am

Climate change, water resources and sustainability (PT/ENG) (Room 4)

133

CLIMATE CHANGE, WATER RESOURCES AND SUSTAINABILITY (PT/ENG)

10:15 am

Climate change, water resources and sustainability (PT/ENG) (Room 4)

OC-130 - (518) - CLIMATE CHANGE IMPACTS ON TOURISM: THE ADOPTION OF GOOD PRACTICES IN THE PORTUGAL'S HISTORICAL VILLAGES NETWORK

Sara Filipe¹; George Ramos³; Paula Reis⁴; José Rodrigues²; Dalila Dias⁵

1 - Polytechnic Institute of Castelo Branco; 2 - Techn&Art – Centre for Technology, Restoration and Enhancement of the Arts; 3 - CITUR - Centre for Research, Development and Innovation in Tourism; 4 - CARE - Centro de Investigação em Saúde e Ciências Sociais; 5 - Historical Villages of Portugal - Tourism Development Association

Proposal and Originality

Environmental concerns and climate change are becoming elements of uncertainty in the sustainability of several tourist destinations, so it is important to understand how these changes can impact tourist destinations, travelling habits and tourism products (new or adapted), as well as the image of tourist destinations and their place marketing strategies. Few studies have been carried out relating the concepts of climate change, and destination marketing, which justifies the originality of this work.

Methodology

The study uses literature review to identify good practices in mitigating adverse impacts and aims to analyse the adverse effects of climate change on tourist destinations, security, tourist behaviour, seasonality, the local economy and the image of a particular destination (Historical Villages of Portugal), using Climate Change Vulnerability Framework, Resilience Theory in Tourism and SDGs.

Results and Implications

Warmer winters and prolonged summer periods may shift peak tourist times, disrupting local business operations and destinations. The preservation of historic structures is also at risk, as heavy rains and heatwaves accelerate degradation, and diminish the scenic appeal of landscapes. These changes could lead to economic instability in tourism-dependent communities, requiring investments in destinations, and policymakers and stakeholders should strengthen the resilience to climate change.

Research Limitations

Limited temporal scope may restrict the ability to capture long-term climate change trends; the uncertainty of adaptation strategies limit conclusions.

References Version APA 6th or 7th Edition

Chihwai, P. & Dube, K. (2023). Bibliometric Analysis of Climate Change, Tourism, and Destination Marketing. *African Journal of Hospitality, Tourism and Leisure*, 12(5), 1693-1712.

Hall, C. M., Amelung, B., Cohen, S., Eijgelaar, E., Gössling, S., Higham, J., Leemans, R., Peeters, P., Ram, Y. & Scott, D. (2015). On climate change skepticism and denial in tourism. *Journal of Sustainable Tourism*, 23(1), 4-25.

Kaján, E. & Saarinen, J. (2013). Tourism, climate change and adaptation: a review. *Current Issues in Tourism*, 16(2), 167-195.

Olya, H. G. T., Alipour, H., Peyravi, B. & Dalir, S. (2019). Tourism climate insurance: implications and prospects. *Asia Pacific Journal of Tourism Research*, 24(4), 269-280.

10:15 am

Climate change, water resources and sustainability (PT/ENG) (Room 4)

OC-131 - (351) - DOES GOVERNANCE MATTER IN DETERMINING THE CONSUMPTION FOOTPRINT OF THE HOSPITALITY INDUSTRY?

Umut Gülşen¹; Sevil Acar¹

1 - Boğaziçi University

Proposal and Originality

This study aims to analyze the environmental impact of the hospitality industry, backed by theories such as tourism carrying capacity, and to seek mitigating factors of consumption footprint. It also aims to use the increased understanding of the environmental impact of the industry to facilitate policy-making that may mitigate sustainability issues. Governance is reviewed through corruption and its control, a critical angle for hospitality. The study is original in using policy and institutional variables such as corruption to assess the consumption footprint of the industry.

Methodology

The data collected and used for this research is in the panel format, which facilitates easier analysis for the consumption footprint of the hospitality industry in terms of both varying time spans (1990-2018. 2008-2018) and locations. It is more advantageous when regulating heterogeneity through its ability to deal with variability, on top of limiting the possibility of collinearity between the variables.

Results and Implications

The results of the panel data analysis make it clear that the most important ways of mitigating the consumption footprint of the hospitality industry are through the strong design, implementation, and monitoring of sustainability processes. The presence and establishment of protected areas are shown to be difference makers in ensuring the sustainability of tourism and keeping consumption footprint under control. Sustainable tourism overtures by countries worldwide are also having an effect in combating the overflow of consumption footprint, both globally and within the OECD.

Research Limitations

Data constraints for 1990-2008 timeframe

Unable to measure all aspects of TRECC

Use of generalized proxy variables for institutional quality

Lack of tourism specific FDI data

References Version APA 6th or 7th Edition

Li, G., Zhang, Y., Wang, Y., Wang, Y., & Tian, J. (2023). Evaluation and analysis of tourism resources and environmental carrying capacity (TRECC) of 278 cities in China: A pressure-support perspective. *Journal of Cleaner Production*, 420.

Schönherr, S., Peters, M., & Kuščer, K. (2023). Sustainable tourism policies: From crisis-related awareness to agendas towards measures. *Journal of Destination Marketing and Management*, 27.

Wang, S., Hu, Y., He, H., & Wang, G. (2017). Progress and prospects for tourism footprint research. *Sustainability (Switzerland)*. MDPI.

Wang, Y., Zhang, J., Wang, C., Yu, Y., Hu, Q., & Duan, X. (2021). Assessing tourism environmental psychological carrying capacity under different environmental situations. *Asia Pacific Journal of Tourism Research*, 26(2), 132–146.

10:15 am

Climate change, water resources and sustainability (PT/ENG) (Room 4)

OC-132 - (541) - WATER RESOURCES AND TOURISM IN WATER-SCARCE REGIONS: THE CASE OF THE ALGARVE AND THE ALENTEJO COAST (PORTUGAL)

Isabel Paiva¹; Helena Albuquerque²; Hélder Silva Lopes³

1 - CEGOT, University of Coimbra; 2 - REMIT, University Portucalense; 3 - Lab2PT/IN2PAST, University of Minho

Proposal and Originality

Water scarcity is a critical issue in tourism-intensive regions, especially under the current hydro-climatic change scenario, posing challenges to sustainability. This study employs a multidisciplinary approach, integrating climatic data and water use indicators to investigate the influence of tourism demand on water resources. It also explores the potential impact of regional and national adaptation policies in mitigating future water shortages, considering the scenarios of climate change until 2100.

136

Methodology

The study employs statistical analysis of precipitation and temperature from meteorological stations in Algarve and Alentejo regions from 1950 to 2023. Indicators such as hotel capacity, water consumption, and reservoir storage were examined to assess the impact of peak tourism seasons on water resource pressures. Also, national and regional adaptation strategies and policies will also be analysed.

Results and Implications

Results shows a notable reduction in precipitation, particularly during wet periods, which has been further exacerbated over the past two decades. The levels of water in reservoirs in both the Algarve and Alentejo have been below average for the past ten years, frequently dropping below 20% of capacity during the summer months. Concurrently, the development of luxury tourism facilities and a notable increase in the number of guests during peak periods have intensified the pressure on already scarce water resources, underscoring the urgent need for effective management strategies.

Research Limitations

The study is constrained by its exclusive focus on regional climatic data, which may not fully account for the socio-economic factors that influence water consumption.

References Version APA 6th or 7th Edition

Adamopoulou, J. P., Frantzana, A. A., & Adamopoulos, I. P. (2023). Addressing water resource management challenges in the context of climate change and human influence. *European Journal of Sustainable Development Research*, 7(3), em0223.

Gössling, S., Peeters, P., Hall, M., Ceron, J.-P., Dubois, G., Lehmann, V., & Scott, D. (2012). Tourism and water use: supply, demand, and security. *Tourism Management*, 33, 1–15. doi:10.1016/j.tourman.2011.03.015

Mann, M. E., & Gleick, P. H. (2015). Climate change and water resources: A primer for policy makers. *Water Resources Research*, 51(5), 4625-4629.

Sharpley, R., & Telfer, D. J. (2014). *Tourism and development: Concepts and issues*. Channel View Publications.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

10:15 am

Climate change, water resources and sustainability (PT/ENG) (Room 4)

OC-133 - (542) - INCÊNDIOS FLORESTAIS E RESILIÊNCIA DOS DESTINOS TURÍSTICOS DE INTERIOR: O CASO DE ARGANIL, 2017

Susana Lima¹; Andreia Moura¹; Eugénia Devile¹; Alexandra Almeida²

1 - CiTUR, Coimbra Education School, Polytechnic Institute of Coimbra; 2 - Instituto Politécnico de Coimbra, Escola Superior de Educação de Coimbra

Proposal and Originality

Os desastres naturais, e os incêndios em particular, representam uma ameaça ao setor do turismo, com maior incidência em destinos de interior, onde o turismo constitui uma atividade de grande potencial para a diversificação da economia e inovação territorial. Em Portugal, os grandes incêndios na Região Centro, em 2017, resultaram em impactos profundos a nível ambiental, social e económico em vários destinos de baixa densidade, como foi o caso de Arganil. O objetivo deste estudo é analisar o impacto deste fenómeno na procura turística e os fatores determinantes para a sua recuperação.

137

Methodology

Foi adotada uma metodologia qualitativa, que combinou a recolha e análise de dados secundários sobre a procura turística do território em análise, visitas de campo que permitiram a recolha de dados por observação direta e participação em reuniões de câmara e de freguesia, e a realização de entrevistas semiestruturadas a stakeholders do destino.

Results and Implications

Os resultados evidenciam que a procura turística no destino em análise registava um crescimento consistente antes dos incêndios e que a mesma sofreu uma quebra após a sua ocorrência. A perceção dos stakeholders foi a de que a sua capacidade de resiliência foi afetada pela falta de uma estratégia de comunicação adequada com vista à qualificação e valorização do território após a catástrofe. Os resultados permitem compreender os impactos dos incêndios florestais na atividade turística dos territórios de interior e identificar fatores determinantes para a sua recuperação.

Research Limitations

Como limitação pode-se apontar a natureza qualitativa do estudo por não permitir a generalização dos resultados e o facto de se analisar apenas um dos muitos municípios afetados

References Version APA 6th or 7th Edition

Cartier, E. A., & Taylor, L. L. (2020). Living in a wildfire: The relationship between crisis management and community resilience in a tourism-based destination. *Tourism Management Perspectives*, 34, 100635.

Otrachshenko, V., & Nunes, L. C. (2022). Fire takes no vacation: Impact of fires on tourism. *Environment and Development Economics*, 27(1), 86-101.

Paiva, C., & Santos, N. (2020). Destinos Turísticos e Resiliência a Crises e Catástrofes: Os Incêndios de outubro de 2017 em Arganil, Oliveira do Hospital e Tábua. *Cadernos de Geografia*, (42), 7-25.

Rosselló, J., Becken, S., & Santana-Gallego, M. (2020). The effects of natural disasters on international tourism: A global analysis. *Tourism management*, 79, 104080.

10:15 am

Climate change, water resources and sustainability (PT/ENG) (Room 4)

OC-134 - (2604) - PROCEDIMENTO PARA A GESTÃO DO ECOTURISMO COMO FACTOR DE CONTRIBUIÇÃO AO DESENVOLVIMENTO LOCAL NA REGIÃO ANGOLANA DO OKAVANGO

José Ezequias¹

1 - Universidade Cuito Cuanavale/Governo Provincial do Cuando Cubango

Proposal and Originality

A região do Okavango é o centro do turismo natural do país, mas carece de políticas concretas para o fomento do ecoturismo. Esta insuficiência determinou o objectivo da investigação: elaborar um procedimento para a gestão do ecoturismo que contribua para o desenvolvimento local em Okavango. Foi feita uma pesquisa com métodos científicos e critério de especialistas, que resultou num procedimento válido para a gestão do ecoturismo que se sustenta em um sistema espacial e flexível ajustado na endogeneidade e fomento nas dimensões do desenvolvimento local.

Methodology

Identificação das variáveis mais influentes para a gestão do ecoturismo. Esta foi uma pesquisa de carácter descritivo, explicativo e correlacionar. As fases da investigação foram desde a referência teórico-metodológica; o diagnóstico do contexto de estudo; desenho do procedimento, a validação do procedimento, por via de aplicação parcial e critério de especialistas.

Results and Implications

O procedimento para a gestão do ecoturismo serve como proposta Teórico-metodológico e prático para viabilizar as relações entre actores chave e expõe uma forma de organização do turismo para o desenvolvimento sustentável com enfoque local. A validação teórica do procedimento para a gestão do ecoturismo como contribuição para o desenvolvimento das comunidades de Leapeka, Cuchi e Luengue-Luiana demonstrou sua utilidade e viabilidade como ferramenta prático-metodológica pelos saltos índices de viabilidade, 88% e pertinência de 87% alcançados.

Research Limitations

Continuar a aprofundar a praticidade do sistema ecoturístico, com foco espacial para resultados cada vez mais sólidos, com recurso a métodos quali-quantitativos.

References Version APA 6th or 7th Edition

- Almeida, M. (2019). Percepción del Ecoturismo (Tesis de maestría). Escuela Superior de Hostelería y Turismo do Porto. Português
- Ceballos-Lascuráin, H. (1998). Ecoturismo. Naturaleza y Desarrollo Sostenible. Editorial Diana. México. Centro de Estudos e Investigação Científica (2021). Relatório Económico de Angola 2019/2020. Universidade Católica de Angola.
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- Decreto Presidencial n.º 56/11 de 24 de Março: Polo de Desenvolvimento Turístico da Bacia do Okavango.
- Ezaquias, J. E. (2020). Os desafios do ecoturismo em Angola: tendências do desenvolvimento sustentável. Revista Turismo y Desenvolvimento. N.º 34. 2020 .175 – 189. Portugal
- Fennell, D. (2020). Ecoturismo. 5ta edição. Canadá. www.taylorfrancis.com

05th June 2025

10:15 am

Consumer Behaviour, Authenticity and Digital Transformation of Marketing and industries (ENG) (Room Anf.VI)

139

CONSUMER BEHAVIOUR, AUTHENTICITY AND DIGITAL TRANSFORMATION OF MARKETING AND INDUSTRIES (ENG)

10:15 am

Consumer Behaviour, Authenticity and Digital Transformation of Marketing and industries (ENG) (Room Anf.VI)

OC-135 - (545) - EXPLAINING TOURIST BEHAVIORAL TOWARD ADOPTING HOTEL LOYALTY PROGRAM BASED ON THE NON-FUNGIBLE TOKEN: EXTENDING THE UTAUT2 MODEL

Yassine Mountije¹; Célia Maria Quitério Ramos²; Dora Lúcia Miguel Agapito¹

1 - Research Center for Tourism, Sustainability and Well-being (CinTurs), University of Algarve, Faculty of Economics – Campus of Gambelas, Faro, Portugal; 2 - Research Center for Tourism, Sustainability and Well-being (CinTurs), University of Algarve, ESGHT – Campus of Penha, Faro, Portugal

Proposal and Originality

This study provides an unprecedented examination of the tourists' behavior toward using the hotel loyalty program (LP) based on non-fungible token (NFT) and it aims to measure the tourists acceptance of NFT LP in the hospitality industry by adopting the Unified Theory of Acceptance and Use of Technology (UTAUT2) model (Venkatesh et al., 2012). It is the first application of the UTAUT2 model to the NFT in the tourism and hospitality industry and it fills a gap in the current literature by shaping the future directions and strategies in the industry and the research agenda within this domain.

140

Methodology

This paper aims to measure the acceptance of NFT LP in hotels by leveraging the theoretical framework provided by the UTAUT2. In order to achieve this purpose, the partial least squares structural equation modelling (PLS-SEM) approach (Chin, 1998) was carried out to analyze the research model using Smart-PLS (Ringle et al., 2005) based on a sample of 320 users, drawing upon the UTAUT2 model constructs.

Results and Implications

This study will contribute not only to the field of tourism but also to the knowledge of blockchain technology and customer loyalty in general. The paper provides an examination of tourists' behavior toward using the hotel LP based on NFT. The results of this work will reveal the predictability power of the tested model according to the behavioral intention of using NFT LP in hotels. The findings would also be advantageous to the hotel in developing and designing an LP to increase loyalty, especially among tourists who prefer unique rewards by holding and using LP based on NFT.

Research Limitations

This study has certain limitations. First, the sample is limited to 320 participants due to budget constraints. Second, the study focuses on using NFT LP only in hotels.

References Version APA 6th or 7th Edition

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, 295(2), 295-336.

Ringle, C. M., Wende, S., & Will, A. (2005). SmartPLS 2.0 (M3) beta. Hamburg <http://www.smartpls.de> Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *Management Information System Quarterly*, 36(1), 157e178.

10:15 am

Consumer Behaviour, Authenticity and Digital Transformation of Marketing and industries (ENG) (Room Anf.VI)

OC-136 - (358) - THE PERCEPTION OF AUTHENTICITY IN A CITY-BREAK EXPERIENCE IN COIMBRA WORLD HERITAGE SITE OF UNESCO

Joana Capela De Campos¹

1 - University of Coimbra

Proposal and Originality

Authenticity is a condition that cultural sites must meet in addition to Outstanding Universal Value, for achieving the UNESCO WHS List. Several studies suggest that UNESCO WHS visiting numbers increase after sites being listed. In recent years, there has been an increasing interest in perceived authenticity, which is winning a leading status in tourism studies. This study aims to measure the perception of authenticity in a city-break tourist experience in Coimbra WHS. The connection authenticity/on-site experience is collecting little attention from Social Science.

141

Methodology

This empirical study aims to measure the perceived authenticity of an on-site tourist experience. It was conducted in the form of a structured questionnaire, using a multi-item scale adapted from the models provided by the literature review and adapted for the case of Coimbra WHS and applying a 5-point Likert scale. The questionnaire was pilot-tested and data management and analysis were performed using SPSS.

Results and Implications

The study provides academic evidence and results showing that there is a significant positive correlation between objective and existential authenticity and that, not only, does each dimension of authenticity have a positive effect on the quality of the on-site tourist experience, but also, the quality of the experience influences positively affects the two dimensions of perceived authenticity. These findings provide insights for managers of WHS, who need to realize the phenomenon of perceived authenticity to consider its impact on the quality of the tourist experience.

Research Limitations

The sample dimension should be reconsidered. Future studies should guarantee a bigger sample to achieve a robust statistical analysis.

References Version APA 6th or 7th Edition

Chhabra, D. (2005). Defining Authenticity and Its Determinants: Toward an Authenticity Flow Model. *Journal of Travel Research*, 44(1), 64-73.

Domínguez-Quintero, A. M., G.-Rodríguez, M., & Paddison, B. (2020). The mediating role of experience quality on authenticity and satisfaction in the context of cultural-heritage tourism. *Current Issues in Tourism*, 23(2), 248-260.

Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31(5), 652-664.

Lin, Y., & Liu, Y. (2018). Deconstructing the internal structure of perceived authenticity for heritage tourism. *Journal of Sustainable Tourism*, 26(12), 2134-2152.

Rickly, J. M. (2022). A review of authenticity research in tourism. *Annals of Tourism Research*, 92, 103349.

10:15 am

Consumer Behaviour, Authenticity and Digital Transformation of Marketing and industries (ENG) (Room Anf.VI)

OC-137 - (333) - THE RELATIONSHIP BETWEEN IMAGE, COMPETITIVENESS AND TOURIST DESTINATIONS: A BIBLIOMETRIC ANALYSIS OF SCOPUS PUBLICATIONS FROM 2000 TO 2023

José Pereira¹; Paulo Almeida²; Giovana Goretti Feijó Almeida²

1 - Polytechnic University of Leiria, Portugal/Projeto FAST-Agenda ATT-PRR; 2 - CiTUR-Polytechnic University of Leiria, Portugal/Projeto FAST-Agenda ATT-PRR

Proposal and Originality

The proposal is to analyse the scientific publications on the variables: destination, competitiveness and image, in the tourism literature between the years 2000 and 2023, in the Scopus database. The study is original because it allows us to broaden our reflection on the interrelationship (or lack thereof) between these variables, which are frequently used in tourism publications.

142

Methodology

We used the bibliometric method to analyse three tourism variables: "tourism destination", "destination competitiveness" and "destination image", resulting in 12,199 documents from 2000 to 2023. Data analysis combined quantitative and qualitative approaches (simple statistics and qualitative content analysis).

Results and Implications

The theoretical implications broaden the discussions on the variables investigated, highlighting an interconnection between the themes. The social implications are aimed at shaping public policies and marketing strategies for tourist destinations, which could improve competitiveness and tourist satisfaction. The practical implications refer to professionals in the sector, encouraging them to develop more effective strategies to promote and manage sustainable destinations.

Research Limitations

The study is limited by the fact that it was conducted using a single database and focused on a specific temporal period.

References Version APA 6th or 7th Edition

Almeida, G. G. F.; Almeida, P. J. S. (2023). The influence of destination image within the territorial brand on regional development. *Cogent Social Sciences*, 9, p. 1-17.

Almeida, P. (2011) La Imagen de un Destino Turístico como Antecedente de la Decisión de Visita: análisis comparativo entre los destinos Londres, Paris y Roma. Tese de Doutoramento, Universidad de Extremadura, Portugal.

Baggio, R. (2020). Tourism destinations: A universality conjecture based on network science. *Annals of Tourism Research*, 82.

Jenkins, O. H. (1999). Understanding and Measuring Tourist Destination Images. *International Journal of Tourism Research*, 1(1), 1-15.

10:15 am

Consumer Behaviour, Authenticity and Digital Transformation of Marketing and industries (ENG) (Room Anf.VI)

OC-138 - (2605) - THE IMPACT OF DIGITAL COMMUNICATION ON THE PROMOTION OF MUSIC FESTIVALS

Catarina Figueiredo¹; Rita Peres¹; Victor Afonso^{1,2}

1 - Escola Superior de Hotelaria de Turismo do Estoril; 2 - e CiTUR

Proposal and Originality

This study explores the impact of digital communication on the promotion of music festivals in Portugal, providing insights from participant perceptions. Unlike previous research, it focusses on audience participation before, during, and after events, assessing how digital tools influence decision-making. The originality of the study lies in its empirical approach, evaluating social networks, websites, and email marketing to determine their effectiveness and identify areas for improvement.

143

Methodology

A quantitative approach was used, applying surveys to festival attendees in Portugal. The convenience sample included people who had recently attended music festivals. Data were statistically analysed to identify patterns in the role of digital communication. The study examined the effectiveness of social media and email marketing in shaping audience participation and festival promotion.

Results and Implications

The findings indicate that social networks, especially Instagram and Facebook, are the primary sources of information for festivalgoers. Participants valued digital platforms for providing essential details on tickets, schedules, and artists. Pre-event engagement, such as social media interactions and exclusive content, improved the audience experience. However, concerns included excessive advertising and difficulty distinguishing official from promotional content, highlighting the need for more personalised communication.

Research Limitations

The study is limited by its convenience sample, which may not represent all festival attendees, and focusses on a specific geographic context.

References Version APA 6th or 7th Edition

Chen, Y., & Lei, W. S. C. (2021). Behavioral study of social media followers of a music event: A case study of a Chinese music festival. *Journal of Hospitality and Tourism Insights*, 4(2), 163–182.

Chen, Z., & Yu, T. (2024). Festivals and digitalisation: a critique of the literature. *Tourism Critiques: Practice and Theory*, (ahead-of-print).

Nwagwu, W. E. & Akintoye, A. (2024). Influence of social media on the uptake of emerging musicians and entertainment events. *Information Development*, 40(4), 667–692.

Singh, P., Vats, Y., Vats, A. & Vats, R. (2023). Promotion of events and festivals in the digital era. *E3S Web of Conferences*, 387, 04006.

05th June 2025

10:15 am

Digital Twins and tourism (ENG) (Room 2)

DIGITAL TWINS AND TOURISM (ENG)

10:15 am

Digital Twins and tourism (ENG) (Room 2)

OC-118 - (537) - DIGITAL TWINS IN TOURISM: A SYSTEMATIC LITERATURE REVIEW

Duarte Sampaio De Almeida^{1,2}; Fernando Brito E Abreu^{1,2}; Inês Boavida-Portugal^{1,3}

2 - ISTAR-Iscte; 3 - CEG/IGOT

Proposal and Originality

Our main objective is to conduct a systematic literature review (SLR) to characterize the current state of digital twinning (DT) technology implemented in tourism-related applications. We aim to understand the current development of DT applications in tourism, evaluate the types of DT implemented or described, the main components used in these DT, their purposes, and the types of tourism where the technology is used. To the best of our knowledge, no SLR on the usage of DT technology on tourism was conducted so far.

145

Methodology

We conducted the SLR with bibliometric analysis using the methodology proposed by Carrera-Riviera et al.(2022). A total of 28 peer-reviewed studies from 3 major scientific databases were selected for review. A taxonomy of 7 criteria or dimensions was used to classify the studies: tourism type, purpose, spatial scale, data sources, data linkage, visualization, and application.

Results and Implications

The topic is at an early stage, as the oldest study found dates back to 2021, but its research is increasing every year. Most reviewed studies deal with cultural tourism, focusing on the digitization of cultural heritage. The data linkage between real and digital counterparts is mainly unilateral, so the real entity cannot synchronize with the DT. The number of theoretical and applied studies is similar, suggesting progress in the application of the technology in the field. Finally, we conclude that there is a large research gap regarding DT technology in tourism, which is worth filling.

Research Limitations

Using only three search engines may compromise validity, as others could have provided more results. More variations of the search strings could yield more relevant articles.

References Version APA 6th or 7th Edition

Carrera-Rivera, A., Ochoa, W., Larrinaga, F. and Lasa, G. (2022), 'How-to conduct a systematic literature review: A quick guide for computer science research', *MethodsX* 9, 101895.

10:15 am

Digital Twins and tourism (ENG) (Room 2)

OC-119 - (469) - THE DIGITAL PRESENCE OF RURAL TOURISM IN ALENTEJO: ASSESSING WEBSITE FUNCTIONALITIES OF ACCOMMODATION UNITS

Eva Milheiro¹; João Estêvão²; Elisabeth Kastenholz³; Maria João Carneiro³

1 - CITUR Algarve.; 2 - GOVCOPP - Research Unit on Governance, Competitiveness and Public Policies; 3 - University of Aveiro, DEGEIT, GOVCOPP- Research Unit on Governance, Competitiveness and Public Policies, University of Aveiro

Proposal and Originality

Since the rise of the internet, most of Portugal's rural tourism accommodations have adopted consumer-facing websites, which were typically electronic brochures showcasing offerings and service details. As tourists demand enhanced website functionalities to providers and these engage more in destination management, their adoption of advanced online platforms is paramount. This study critically analyses the websites of rural tourism units in Alentejo via content analysis, focusing on their informational, communicational, transactional, and relational functionalities.

146

Methodology

A model drew from prior research was used to evaluate websites of 25 rural tourism accommodations in Alentejo, focusing on informational, communicational, transactional, and relational functionalities. This complements results from a previous visitor survey showing that 92.8% of guests (N = 320) learned about those businesses online, supporting the analysis of their official websites' functionalities.

Results and Implications

A considerable difference was observed on the dimensions of the functionalities, concerning their diversity and sophistication, among the 25 websites analyzed. Many lack features beyond information on basic offer. In general, relational functionalities are superficial and basic, lacking key elements like content/service personalization that foster customer relationships.

Research Limitations

The online presence of tourism suppliers is not limited to their websites. It seems relevant to analyse it on websites of DMOs and partners, as well as their use of social media.

References Version APA 6th or 7th Edition

- Li, X., & Wang, Y. (2010). Evaluating the effectiveness of destination marketing organisations' websites: evidence from China. *International Journal of Tourism Research*, 12(5), 536-549.
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- Pato, M. L. & Duque, A. S. (2021). Sustainability Communication in Rural Tourism: Website Content Analysis, in Viseu Dão Lafões Region (Portugal). *Sustainability*, 13, 16, 8849. <https://doi.org/10.3390/su13168849>

OC-122 - (409) - THE SMART TOURISM EXPERIENCE IN THE CONTEXT OF ACCOMMODATION IN PROPERTIES WITH HERITAGE VALUE

Pedro Vaz Serra¹; Cláudia Seabra¹; Ana Caldeira¹

1 - University of Coimbra

Proposal and Originality

The interaction of tourists and the interpretation of the legacy are placed in the context of heritage conservation, where the importance of the property is recognized, as well as its current and future uses. Cultural significance is relevant, which encompasses aesthetic, historical, scientific, social, and spiritual dimensions, with implications for tourism. In this context, the experience is improved with the contribution of contemporary technological developments, which allows recommendations enriched by meaning, identified with the context and aggregating value.

147

Methodology

An approach is proposed that highlights the most relevant concepts associated with technologically mediated experience in the context of accommodation in properties with heritage value, driven by the aggregation of information, omnipresent connectivity, and real-time synchronization, which tends to be efficient and rich in meaning, with the collection, processing, and communication of data.

Results and Implications

We intend to translate relevant implications at the management level — given the role of the stakeholders, active participants in the co-creation of the experience, using their digital self to access information infrastructures and add value; public policies — given the importance of technological infrastructure, its implementation and regulation; as well as contributing to the existing literature on this important topic by highlighting key concepts and their interaction.

Research Limitations

Technology is only a means to deliver the service to the customer, for whom value is always, uniquely, and phenomenologically, determined by the beneficiary.

References Version APA 6th or 7th Edition

- Gretzel, U. (2021). The Smart DMO: A new step in the digital transformation of destination management organizations. *European Journal of Tourism Research*, 30, 3002.
- Jeong, M., & Shin, H. H. (2020). Tourists' Experiences with Smart Tourism Technology at Smart Destinations and Their Behavior Intentions. *Journal of Travel Research*, 59(8), 1464–1477
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- Liang, X., Lu, Y., & Martin, J. (2021). A Review of the Role of Social Media for the Cultural Heritage Sustainability. *Sustainability*, 13(3), 1055.
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OC-123 - (345) - DIGITAL TECHNOLOGIES AS KEY TO ENHANCE SMART TOURISM DESTINATIONS MANAGEMENT

Dora Gomes¹; Alexandra Lavaredas¹; Patrícia Esteves¹; Paulo Almeida¹

1 - Projeto FAST – Agenda ATT, PRR - CITUR - Centro de Investigação, Desenvolvimento e Inovação em Turismo

Proposal and Originality

Smart tourism destination, embeded by internet and information and communication technologies (ICT), have been improving tourists experiences and connectivity. However Destination Management Organisations (DMOs) are still lacking of knowledge on how digital thecnologies can enhance their role and bring more competitive advantage to the destinatrions. In this sense, this study explores the strategic role of ICT in managing smart tourism destinations.

148

Methodology

A bibliometric analysis and systems thinking approach is employed. Data was already gathered from 38 Scopus-indexed articles. Taking advantage of the bibliometric analysis, a conceptual model is developed, linking key variables in a smart tourism ecosystem.

Results and Implications

This research creates a smart tourism destination management ecosystem, wich can assist DMOs when developing an eficiente smart tourism destination. This model provides a sustainable framework for enhancing smart tourism destinations through digital innovation.

Research Limitations

The study is limited to secondary data from Scopus, and the model may require further empirical validation.

References Version APA 6th or 7th Edition

Baggio, R., Micera, R., & Del Chiappa, G. (2020). Smart tourism destinations: a critical reflection. *Journal of Hospitality and Tourism Technology*, 11(3), 407–423. <https://doi.org/10.1108/JHTT-01-2019-0011/FULL/XML>

Popova, K. K., & Malcheva, M. M. (2020). Assessment of the potential of Varna city as a smart tourist destination. *Tourism*, 68(3), 308–321. <https://doi.org/10.37741/T.68.3.5>

05th June 2025

10:15 am

Governance for the Sustainable Development of Tourism Destinations (ENG) (Room 1)

149

GOVERNANCE FOR THE SUSTAINABLE DEVELOPMENT OF TOURISM DESTINATIONS (ENG)

10:15 am

Governance for the Sustainable Development of Tourism Destinations (ENG) (Room 1)

OC-117 - (561) - DESTINATION'S TRACK TO SUSTAINABILITY: HOW TO HOLD A CLIMATE-FRIENDLY WHEEL? (THE CASE STUDY OF KYIV-CITY, UKRAINE)

Mariia Rastvorova¹; Viktoria Kiptenko²; Kateryna Dolhova³

1 - University of Graz, Institute of Geography and Regional Science; 2 - Taras Shevchenko University of Kyiv, Department of Country Studies and Tourism; 3 - Independent Researcher

Proposal and Originality

Tourism is highly vulnerable to climate change and contributes to global warming (UNWTO, 2023). Despite the Agenda's 2030 (UN, 2017) focus on the threat of climate change, the agreed global vision is inconsistent with the on-site reality of Ukrainian tourist destinations, which have both to support tourism for its survival and to consider the war as a reduplicative factor of climate change. The paper aims to explore the multiple factors impacting climate policies' design and implementation for Kyiv, the key Ukrainian tourism destination, which is now being affected by the war.

150

Methodology

To address the complexity of the problem, we have applied PESTLE analysis to explore challenges and multiple factors — political, economic, social, legal, and environmental — impacting the existing possibilities and efficiency of tourism climate policy implementation. Additionally, a mapping of stakeholders, an online survey, and a series of expert interviews served the research.

Results and Implications

Following the recent adoption of national legal bases (Law of Ukraine on climate policy, 2024), the municipal departments responsible for tourism have to direct their limited resources (financial, human, etc.) on solving urgent problems with high-level requests from the society (i.e., inclusivity as many people suffered injuries of the war); sustainability measures initiated by various stakeholders are often disunited. The study provides the white paper for building bridges between actors contributing to the destination's Kyiv sustainability path.

Research Limitations

The lack of data on the effects of initiatives and the system of indicators on the municipal level restricts deeper insight into tourist destinations' sustainability.

References Version APA 6th or 7th Edition

1. UNWTO (2023). Climate Action. <https://www.unwto.org/sustainable-development/climate-action>
2. UN (2021). What Is Climate Change? <https://www.un.org/en/climatechange/what-is-climate-change>
3. UN (2017). The 2030 Agenda for Sustainable Development. <https://sdgs.un.org/2030agenda>
4. Verhovna Rada of Ukraine (2024). Law of Ukraine about Climate. <https://zakon.rada.gov.ua/laws/show/3991-20#Text>
5. Executive Body of Kyiv City Council (2017). The Kyiv City Development Strategy until 2025. <https://dei.kyivcity.gov.ua/files/2017/7/28/Strategy2025new.pdf>

Executive Body of Kyiv City Council (2024). The Kyiv City Development Strategy until 2027. https://kyivcity.gov.ua/news/strategiya_rozvitku_mista_kiyeva_do_2027_roku_startuvalo_gromadske_obgovorennya_proyektu_dokumenta/

Proposal and Originality

Tourism is seen as a valuable tool for socio-economic development. Conversely, the reliance on tourism also threatens economies (Kumar et al., 2015). Such reliance can render economies and countries more vulnerable to external shocks and geopolitical issues (Higgins-Desbiolles, 2022). Researchers like (Higgins-Desbiolles, 2022) and (Santana Turé Gano, 2006) argues that dependency is mainly related to the historical and social background of colonialism. This study aims to present a conceptual, theoretical framework.

Methodology

This paper uses conceptual design to reach its goal of understanding tourism dependency. (Jaakkola, 2020) argues that there should be one of four approaches, which she summarizes in her article "Designing Conceptual Articles: Four Approaches." These four approaches are theory synthesis, theory adaptation, typology, and model. That is why theory synthesis seems to be a suitable template for the research.

Results and Implications

The results present a conceptual framework that outlines tourism dependency indicators and components. Results also show the evaluation of existing theories. By synthesizing existing theories on dependency and tourism economics, the framework will help sustainable socio-economic development and avoid tourism-related problems. Additionally, this will also contribute to the theoretical level and its practical implications, such as policy-making and public investment.

Research Limitations

The paper's focus on tourism dependency based on existing literature. We do not conduct empirical research or fieldwork. The research is funded by Horizon Europe MSCA DN VIMAS

References Version APA 6th or 7th Edition

Higgins-Desbiolles, F. (2022). The ongoingness of imperialism: The problem of tourism dependency and the promise of radical equality. *Annals of Tourism Research*, 94. <https://doi.org/10.1016/j.annals.2022.103382>

Jaakkola, E. (2020). Designing conceptual articles: four approaches. *AMS Review*, 10(1–2), 18–26. <https://doi.org/10.1007/s13162-020-00161-0>

Kumar, J., Hussain, K., & Kannan, S. (2015). Positive vs negative economic impacts of tourism development: A review of economic impact studies. *21st Asia Pacific Tourism Association Annual Conference*, 14–17.

Santana Turé Gano, N. (2006). Dependency and Development Patterns in Tourism: A Case Study in the Canary Islands. *Tourism and Hospitality Planning & Development*, 3(2), 117–130.

10:15 am

Governance for the Sustainable Development of Tourism Destinations (ENG) (Room 1)

OC-121 - (363) - EXPLORING COLLABORATIVE GOVERNANCE: ENHANCING TOURISM RESILIENCE TO CLIMATE CHANGE

Giuseppe Aliperti¹; Aurkene Alzua-Sorzabal¹; Basagaitz Guereño-Omil¹

1 - Universidad de Deusto

Proposal and Originality

For many years, literature has identified climate change hazards as threats to the tourism industry (Smith, 1990). Recently, contributions focusing on risks from high emission/warming scenarios have increased (Scott, 2024). Thus, it is essential to investigate adaptation strategies. Our study examines collaborative governance as an effective strategy to enhance tourism destinations' resilience to climate change, aiming to identify opportunities and challenges from the perspectives of industry and government stakeholders.

152

Methodology

We use the mental model approach to compare stakeholders' perspectives (Boase et al., 2017), relying on 18 semi-structured interviews in June and July 2023. This case study focuses on Gipuzkoa, a Basque Country province, chosen for its significance as a tourism destination exposed to sea level rise and its government's collaborative governance via the Etorkizuna Eraikiz project (Barandiarán et al., 2019).

Results and Implications

Preliminary results of this study highlight opportunities to discuss climate change hazards within collaborative governance. Effective risk information management is crucial as stakeholders often have limited knowledge. The government should lead by facilitating interaction, defining roles, and leveraging existing initiatives. These findings can enhance SLR adaptation in tourism destinations.

Research Limitations

Study limitations: This an explorative study, and the sample size should be increased. Future research should include multiple and diverse stakeholders and areas.

References Version APA 6th or 7th Edition

- Barandiarán, X., Restrepo, N., & Luna, Á. (2019). Collaborative governance in tourism: lessons from Etorkizuna Eraikiz in the Basque Country, Spain. *Tourism Review*, 74(4), 902-914.
- Boase, N., White, M., Gaze, W., & Redshaw, C. (2017). Evaluating the mental models approach to developing a risk communication: A scoping review of the evidence. *Risk Analysis*, 37(11), 2132–2149.
- Scott, D. (2024). Climate Change Implications for Tourism. *The Wiley Blackwell Companion to Tourism*, 548-562.
- Smith, K. (1990). Tourism and climate change. *Land use policy*, 7(2), 176-180.

10:15 am

Governance for the Sustainable Development of Tourism Destinations (ENG) (Room 1)

OC-124 - (379) - COLLABORATIVE GOVERNANCE IN CLIMATE CHANGE ADAPTATION INVESTMENTS: MANAGING STAKEHOLDER EXPECTATIONS IN MOUNTAIN TOURISM DESTINATIONS - A CASE STUDY OF CORNO ALLE SCALE

Nora Annesi²; Ilenia Pierantoni³; Giuseppe Aliperti¹

1 - Universidad de Deusto; 2 - Scuola Superiore Sant'Anna; 3 - Università di Camerino

Proposal and Originality

Climate change significantly impacts mountain areas, especially for tourism-dependent communities (Rasul & Molden, 2019). Destinations promoting winter ski tourism, like Corno alle Scale in the Tuscan-Emilian Apennines, are particularly vulnerable (Steiger et al., 2022). Investing in climate change adaptation is essential, involving collaborative governance to manage stakeholder concerns (Mínguez & Ricart, 2024). Corno alle Scale, a ski resort and natural park, exemplifies this challenge.

153

Methodology

We used a mental models approach to compare institutional and local stakeholders' perspectives, including enterprises and associations (Boase et al., 2017). Institutional stakeholders' models were identified through 35 semistructured interviews and focus groups. Other stakeholders' models were gathered via a public meeting, written observations, and data submitted through a project-specific email.

Results and Implications

Preliminary results centered around three key themes: 1) Law restrictions, including limits on new construction in protected areas and climate change impacts on winter tourism. Solutions like system redevelopment and new chairlifts were proposed; 2) Local actors focused on promoting year-round activities and expanding ski areas; 3) Economic and environmental concerns raised debates on landscape protection, night skiing, infrastructure, and economic sustainability.

Research Limitations

The study has limitations. Results apply to participants only. Including more stakeholders or using a different research setting could enhance the discussion.

References Version APA 6th or 7th Edition

- Boase, N., White, M., Gaze, W., & Redshaw, C. (2017). Evaluating the mental models approach to developing a risk communication: A scoping review of the evidence. *Risk Analysis*, 37(11), 2132–2149.
- Mínguez, C., & Ricart, S. (2024). Is the Tourism Perspective Envisaged in Climate Change Adaptation Planning? Evaluating the Road Map of Political, Social and Environmental Dimension in Spanish Destinations. In *Tourism and Climate Change in the 21st Century: Challenges and Solutions* (pp. 65-91). Cham: Springer Nature.
- Rasul, G., & Molden, D. (2019). The global social and economic consequences of mountain cryospheric change. *Frontiers in Environmental Science*, 7, 91.
- Steiger, R., Knowles, N., Pöll, K., & Rutty, M. (2022). Impacts of climate change on mountain tourism: A review. *Journal of Sustainable Tourism*, 1-34.

10:15 am

Governance for the Sustainable Development of Tourism Destinations (ENG) (Room 1)

OC-125 - (547) - PUBLIC GOVERNANCE AS MEDIATED COOPETITION FOR TOURISM DEVELOPMENT - A SYSTEMATIC LITERATURE REVIEW

Adriano Bailadeira¹; Rui Costa¹; Adriana Fumi Chim-Miki¹; Gorete Dinis¹

1 - GOVCOPP

Proposal and Originality

This study explores the intersection of public governance and coopetition in tourism, aiming to clarify how these dynamics influence sustainable development in tourism destinations. The study's originality lies in its focus on the evolving relationship between public policies and stakeholder cooperation, offering a new framework for understanding the complex interplay of competitive and cooperative forces in tourism governance and their long-term impacts on local economies and sustainability.

154

Methodology

This systematic literature review was carried out using exclusively documents from the Scopus database, using the PRISMA method for selecting the documents.

Results and Implications

The systematic review reveals that public governance, through mediated coopetition, contributes to the alignment of diverse stakeholder interests, fostering collaborative innovation in tourism. It highlights that cooperative strategies, when effectively managed, promote a balanced development approach that considers both economic growth and environmental sustainability.

Research Limitations

A limitation of this study is its reliance on a single database. This approach may have inadvertently excluded other relevant sources, such as governmental and NGO reports.

References Version APA 6th or 7th Edition

Bengtsson, M., & Kock, S. (2014). Coopetition—Quo vadis? Past accomplishments and future challenges. *Industrial Marketing Management*, 43(2), 180-188.

Bevir, M. (2011). Governance as theory, practice, and dilemma. In *The SAGE handbook of governance* (pp. 1-16). SAGE Publications Ltd.

Cairney, P. (2020). *Understanding public policy: Theories and issues*. Red Globe Press.

Chim-Miki, A. F., & Batista-Canino, R. M. (2016). A pesquisa sobre coopetição: em direção a uma melhor compreensão do construto e sua aplicação no turismo. *Turismo - Visão e Ação*, 18, 424

Sharpley, R., & Telfer, D. J. (Eds.). (2015). *Tourism and development: Concepts and issues*. Channel View Publications.

10:15 am

Wine and Olive Oil Tourism: Trends and Challenges (PT) (Room 3)

OC-125 - (572) - RESILIENCE AND SUSTAINABILITY OF THE DOURO REGION: THE CASE OF THE "GUARDIANS OF THE DOURO" PROJECT

Diogo Miguel Pinto¹; Helena Pina^{1,2}

1 - University of Porto; 2 - CEGOT

Proposal and Originality

This project, carried out under the UNESCO World Heritage Volunteers programme, proposed an innovative approach to preserving the landscape of the Alto Douro Wine Region and was the only project in Portugal that was approved among more than 2,500 global applications. The project stood out by combining a diverse range of international participants with the active participation of the community and local experts, aiming to promote discussion on sustainability and the resilience of the Douro region.

155

Methodology

In the initial phase, it gathered sociodemographic data and the expectations of the participants. During the project, daily questionnaires assessed agreement with topics, activities and debates. A final survey assessed the impact on perceptions and collected suggestions for addressing regional challenges. Data analysis identified trends and proposals, promoting resilient and sustainable in the Douro.

Results and Implications

The preliminary results of this project demonstrate a very positive impact on participants' awareness of Douro's tourism and cultural issues. From the discussions and activities carried out, concrete impact proposals were generated. In addition, questionnaires were carried out with the participants, these questionnaires will also identify the problems the participants detected and the possible solutions they present to promote sustainable and resilient tourism in the Douro region. The project is aligned with the SDG, particularly the 11,12 and SDG 13.

Research Limitations

The relatively short ten intense days limited the capacity to delve deeper into specific scientific topics.

References Version APA 6th or 7th Edition

Assumma, V., Bottero, M., De Angelis, E., Lourenço, J. M., Monaco, R., & Soares, A. J. (2022). Scenario building model to support the resilience planning of winemaking regions: The case of the Douro territory (Portugal). *The Science of the total environment*, 838(Pt 1), 155889. <https://doi.org/10.1016/j.scitotenv.2022.155889>

Ferreira, J. F. (2013). Evaluating Sustainability:: Limits and Possibilities in Alto Douro Vinhateiro, Portugal. *Sustainability in Debate*, 4(2), 168–193. <https://doi.org/10.18472/SustDeb.v4n2.2013.9083>

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

05th June 2025

10:15 am

Wine and Olive Oil Tourism: Trends and Challenges (PT) (Room 3)

156

WINE AND OLIVE OIL TOURISM: TRENDS AND CHALLENGES (PT)

10:15 am

Wine and Olive Oil Tourism: Trends and Challenges (PT) (Room 3)

OC-126 - (495) - ENOTURISMO NA REGIÃO CENTRO DE PORTUGAL: UMA ANÁLISE DAS PERCEÇÕES DOS VISITANTES NO TRIPADVISORAna Rita Fachada¹; Maria Leonor Ferreira¹; Rui Costa²; Jorge Mota²; António Moreira²; Andreia Vitória²; Conceição Cunha²; Marta De Alexandre¹

1 - Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT), University of Aveiro, ORCID: 0000-0002-1285-6557; 2 - Research Unit on Governance, Competitiveness and Public Policies (GOVCOPP), Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT), University of Aveiro

Proposal and Originality

A imagem dos destinos turísticos (IDT) tem sido estudada desde a década de 1970, sendo crucial para a competitividade e sucesso dos IDT (Kastenholz, 2002). Com o avanço das redes sociais e dos conteúdos gerados pelos utilizadores (CGU), perceber a experiência e opiniões dos visitantes tornou-se mais fácil (Marine-Roig et al., 2015). Na Região Centro de Portugal (RCP), poucos estudos que analisam a opinião dos visitantes de enoturismo com base em CGU (Cunha et al., 2023). Este estudo visa explorar a imagem cognitiva das atrações de enoturismo da RCP a partir de reviews no TripAdvisor.

Methodology

Foram identificados alguns fatores de atratividade de recursos de enoturismo com base na literatura. A perspetiva dos visitantes da RCP relativamente aos fatores que influenciam a atratividade foi avaliada através de *reviews* presentes em atrações de enoturismo disponíveis na plataforma *Tripadvisor* desde o seu registo até setembro de 2024. Os dados foram tratados com recurso a uma análise de conteúdo.

Results and Implications

Os resultados revelam algumas diferenças nas preferências dos visitantes, indicando a existência de diversos fatores que influenciam de forma a atratividade dos recursos de enoturismo da RCP. Foi ainda possível observar que algumas dessas diferenças estão relacionadas com a origem dos visitantes. A importância desta pesquisa reside no seu potencial para apoiar as partes interessadas, como agentes vitivinícolas e órgãos governamentais, na tomada de decisões mais informadas, melhorando os serviços e infraestruturas dos recursos, elevando o nível de satisfação e fidelização.

Research Limitations

Embora este estudo tenha fornecido contribuições relevantes, a análise foi feita com base em *reviews* de um número restrito de atrações em apenas numa plataforma de CGU.

References Version APA 6th or 7th Edition

Este trabalho foi apoiado pelo fundo PRR-C05-i03-I-000194-L.A9.5.

Cunha, D., Grilo, C., Alves, H., & Kastenholz, E. (2023). Visualização de tourist experiences in a wine region – The case of the Portuguese Beira Interior. *Journal of Tourism & Development*, 43 (pp.13-26). <https://proa.ua.pt/index.php/rtd/article/view/32983/22645>

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

Marine-Roig, E., & Anton Clavé, S. (2015). A method for analysing large-scale UGC data for tourism: Application to the case of Catalonia. In I. Tussyadiah, & A. Inversini (Eds.), *Information and communication technologies in tourism 2015* (pp. 3–17). Springer. https://doi.org/10.1007/978-3-319-14343-9_1

10:15 am

Wine and Olive Oil Tourism: Trends and Challenges (PT) (Room 3)

OC-127 - (497) - PRÁTICAS SUSTENTÁVEIS NO MERCADO DE VINHOS ESPUMANTES: UM ESTUDO BENCHMARKING DAS PRINCIPAIS REGIÕES PRODUTORAS

Ana Rita Fachada¹; Rui Costa¹; Jorge Mota¹; António Moreira¹; Andreia Vitória¹; Conceição Cunha¹; Marta De Alexandre¹; Maria Leonor Ferreira¹

1 - Universidade de Aveiro

Proposal and Originality

Nos últimos 20 anos, o mercado global de vinhos espumantes cresceu exponencialmente (OIV, 2020), mas esse avanço trouxe também uma demanda crescente por sustentabilidade na produção (Frasnetti et al., 2024). Este estudo visa realizar um benchmarking das práticas sustentáveis nas principais regiões produtoras de espumante. Embora existam estudos isolados sobre o tema (Barisan et al., 2019; Ponte, 2021), este trabalho reúne e compara essas iniciativas, fornecendo uma diretriz para produtores emergentes interessados em adotar práticas mais sustentáveis.

158

Methodology

Na primeira fase, o estudo selecionou denominações de espumante e indicadores de sustentabilidade, utilizando dados de relatórios anuais e fontes especializadas. Na segunda fase, esses dados foram analisados para avaliar práticas sustentáveis e identificar limitações. Na fase de integração, os resultados foram sintetizados e estabelecidas metas futuras de sustentabilidade, descritas nas conclusões.

Results and Implications

Esta análise permitiu destacar várias práticas de sustentabilidade que estão a ser aplicadas nas diversas regiões, incluindo as certificações de sustentabilidade, as práticas agrícolas biológicas e biodinâmicas e a gestão eficiente da água. De igual forma, destaca-se a necessidade de atender a consumidores cada vez mais exigentes, que preferem produtos alinhados com os seus princípios de responsabilidade ambiental e sustentabilidade.

Research Limitations

Destaca-se a dificuldade em obter dados atualizados e padronizados das diferentes entidades.

References Version APA 6th or 7th Edition

Barisan, L., Lucchetta, M., Bolzonella, C., & Boatto, V. (2019). How does carbon footprint create shared values in the wine industry? Empirical evidence from prosecco superiore PDO's wine district. *Sustainability*, 11(11), 3037.

Frasnetti, E., Ravaglia, P., D'Ammaro, D., Capri, E., & Lamastra, L. (2024). Can Italian wines outperform European benchmarks in environmental impact? An examination through the product environmental footprint method. *Science of The Total Environment*, 919, 170630.

OIV Focus—The Global Sparkling Wine Market. (2020). Consultado a partir de: <https://www.oiv.int/public/medias/7291/oivsparkling-focus-2020.pdf>

Ponte, S. (2021). Bursting the bubble? The hidden costs and visible conflicts behind the Prosecco wine 'miracle'. *Journal of Rural Studies*, 86, 542-553.

10:15 am

Wine and Olive Oil Tourism: Trends and Challenges (PT) (Room 3)

OC-128 - (474) - UM ESTUDO DE CASO NO BRASIL SOBRE OLIVOTURISMO NO MEIO RURAL

Morgana Secchi¹; Marcelino De Souza¹; Maria Lúcia De Jesus Pato²

1 - Universidade Federal do Rio Grande do Sul; 2 - Instituto Politécnico de Viseu

Proposal and Originality

O olivoturismo é um tipo emergente de turismo rural, que se desenvolve particularmente em regiões caracterizadas pela existência de olivais e produção de azeite. Cruza outros produtos turísticos rurais, nomeadamente o enoturismo e o turismo gastronómico. Não obstante a pesquisa em torno da temática, ser particularmente europeia (Pato, 2024), o Brasil, tem desenvolvido esforços no sentido de desenvolver o produto turístico. Com base no estudo de caso do empreendimento Alfa, localizado no Rio Grande do Sul (Brasil), o propósito do artigo é observar a inovação imprimida ao produto.

159

Methodology

A entrevista ao empreendimento foi efetuada online, através da plataforma google meet, realizada em dezembro de 2023. A duração da entrevista foi de 45 minutos. Para a análise e interpretação da mesma, utilizou-se a técnica análise de conteúdo (Bardin, 2016), que se organiza em torno de três polos cronológicos: a pré-análise; a exploração do material; e o tratamento dos resultados, inferência e interpretação.

Results and Implications

Os resultados mostram que a estrutura, dimensão, processos de gestão, pessoas, fontes de conhecimento e networks com outras entidades, são importantes para a prática do olivoturismo. Ficou evidente a necessidade de melhorar os processos de produção (inovação processo), bem como a preocupação de lançamento de novos produtos capazes de atenderem às necessidades dos turistas (inovação de produto) e a divulgação da oferta (inovação de marketing). Durante a entrevista ficou patente a necessidade de investir no relacionamento com outros players (inovação organizacional).

Research Limitations

Destaca-se a dificuldade em realizar uma pesquisa nesse período do ano, uma vez que os responsáveis estão com foco total na remoção, sendo necessário reagendar algumas vezes.

References Version APA 6th or 7th Edition

Bardin, L. (2016). *Análise de Conteúdo*. São Paulo: Edições 70.

Pato, M. L. (2024). A Decade of Olive Oil Tourism: A Bibliometric Survey. *Sustainability*, 16(4), 1665.

10:15 am

Wine and Olive Oil Tourism: Trends and Challenges (PT) (Room 3)

OC-018 - (525) - COMO PROVAR UM VINHO PELO SEU RÓTULO: UMA EXPERIÊNCIA DE ENOTURISMO (DENTRO E FORA DA GARRAFA)

Suzana Parreira¹; João Manaia Rato¹; Pedro Duarte De Almeida¹

1 - CIEBA — centro de investigação e de estudos em belas-artes

Proposal and Originality

Embora o enoturismo em Portugal tenha tido um grande desenvolvimento na última década, com produtores a oferecerem visitas às suas vinhas e adegas, a maioria das experiências centra-se na degustação e consumo de vinho no local, com ou sem uma partilha gastronómica. Mesmo que "os olhos bebam primeiro", ao escolher o vinho ou ao criar certas expectativas sobre ele, a garrafa de vinho e o rótulo tendem a ser vistos como actores secundários. Contudo, a comunicação visual como parte da experiência pode oferecer uma abordagem inovadora à prova de vinhos, com o rótulo como ponto de partida para uma viagem sensorial.

160

Methodology

Para explorar o potencial dos rótulos de vinho como parte de uma experiência inovadora de enoturismo, foi concebido um modelo de workshop com o objetivo de conectar os participantes à dimensão visual do vinho (através de uma Escala Semântica Diferencial), para determinar as suas interpretações das narrativas visuais do rótulo e as suas expectativas para a prova dos vinhos e confrontam as suas escolhas com os rótulos.

Results and Implications

Enquanto experiência multissensorial, utilizando o rótulo da garrafa, o workshop associa a prova tradicional de vinhos a dinâmicas lúdicas e avalia a ligação mental entre os elementos visuais (nome e conceito) e as características do vinho. A escala de classificação utilizada para medir as atitudes e ideias dos participantes em relação ao rótulo do vinho apoia uma prova diferente e compara as expectativas do rótulo com a própria experiência do vinho de uma forma lúdica. O modelo de workshop é ajustável para experiências presenciais ou actividades híbridas online, com resultados que podem ser monitorizados pelos produtores.

Research Limitations

Dependendo do nível do participante, os resultados são variáveis de acordo com a literacia visual e o conhecimento vínico. Os materiais e os guiões da experiência devem ser mais experimentados e testados.

References Version APA 6th or 7th Edition

Chrysakis, I., Panagiotis, P., Theodore, P., Giorgos, F., Georgios, S., Dimitris, A., ... & Bart, L. (2022). Towards creating a customized wine story for engagement and transparency. In HAICTA2022, the 10th International Conference on ICT in Agriculture, Food & Environment, 284-290.

Crichton-Fock, A., Spence, C., Mora, M., & Pettersson, N. (2023). Enhancing the design of wine labels. *Frontiers in Psychology*, 14, 1176794.

Morse, A. (2010). *The Australian Wine Label, an analysis of the impact of graphic design and visual communication strategies in the wine industry* (Doctoral dissertation, University of Newcastle).

Yadav, M. K., & Dixit, S. K. (2022). The growth and evolution of global wine tourism. In *Routledge Handbook of Wine Tourism* (pp. 15-28). Routledge.

10:15 am

Wine and Olive Oil Tourism: Trends and Challenges (PT) (Room 3)

OC-129 - (471) - PERSPECTIVAS HISTÓRICAS DA VITIVINICULTURA NA SERRA CATARINENSE

Paula Zamprogna¹; Tiago Alvarenga¹; Vander Valduga²

1 - Instituto Federal de Santa Catarina; 2 - Universidade Federal do Paraná

Proposal and Originality

Em pouco mais de 20 anos a Serra catarinense despontou com seu potencial para produção de frutas de clima temperado e boa adaptação de cultivares de uvas viníferas. Esse novo território do vinho se mostra na rápida obtenção da Indicação de Procedência Vinhos de Altitude. A partir daí, investimentos e infraestrutura ganham corpo e visibilidade, e começam a produzir vinhos de qualidade com diversas premiações. Contudo, para reconhecimento desta nova identidade do vinho, há a necessidade de uma sistematização histórica desse processo.

161

Methodology

Ao utilizar a metodologia da história oral em entrevistas com os 8 primeiros viticultores do território demarcado e triangular os dados coletados com dados já levantados pela Universidade Federal de Santa Catarina, IFSC e EPAGRI, dá-se voz ao outro lado da história, levando a um histórico mais completo desse promissor território. Levando em consideração a identidade do território do vinho e também de quem o faz.

Results and Implications

O encontro histórico com as origens, além de reforçar a memória coletiva, traz identidade a um grupo. Esse levantamento histórico proposto, torna-se uma forma de identificação do território e também um referencial para diversas pesquisas. Levando em consideração os dados da Epagri, que utilizam recursos públicos, com o interesse das vinícolas privadas e a sinergia advinda desse conjunto de agentes integrados, obtém-se a real inspiração para os Vinhos de Altitude de Santa Catarina.

Research Limitations

A pesquisa precisa ir a campo. As principais limitações poderão ser a recusa da entrevista e as condições (climáticas e geográficas) de chegar até os entrevistados.

References Version APA 6th or 7th Edition

FARIA, L. P. (2023) "História Oral como Experiência": uma leitura sobre desafios, potencialidades e inovações metodológicas. *História Oral*, v. 26, p. 197-200, set/dez. doi: <http://doi.org/10.51880/ho.v26i3.1410>

HALBWACHS, M. (1968). *A Memória Coletiva*. Traduzido do original francês LA MÉMOIRE COLLECTIVE (2 ed). Presses Universitaires de France. Paris, França. Revista dos Tribunais LTDA; São Paulo, SP.

HALL, S. (2020). *A identidade cultural na pós-modernidade*; tradução de Tomaz Tadeu da Silva & Guaracira Lopes Louro. 4 ed. Rio de Janeiro.

VALDUGA, V. (2007). O Processo de Desenvolvimento do Enoturismo no Vale dos Vinhedos. Dissertação de Mestrado. Universidade de Caxias do Sul – linha de pesquisa: Turismo e Hotelaria, Organização e Gestão. Caxias do Sul, RS.

06th June 2025

08:30 am

Building Sustainable Tourism: The Blueprint for Circular Ecosystems (ENG) (Room Anf.III)

162

BUILDING SUSTAINABLE TOURISM: THE BLUEPRINT FOR CIRCULAR ECOSYSTEMS (ENG)

08:30 am

Building Sustainable Tourism: The Blueprint for Circular Ecosystems (ENG) (Room Anf.III)

OC-158 - (505) - CIRCULAR ECONOMY MATURITY IN TOURISM SYSTEM COMPANIES: ELIGIBILITY CRITERIA AND EVALUATION

Sarmite Rozentale¹; Dace Dance¹

1 - Vidzeme University of Applied Sciences

Proposal and Originality

This paper aims to outline principles for evaluating circular economy maturity (CEM) in tourism companies. As circular economy (CE) is key to achieving the EU's Green Deal objectives, there is an urgent need for a transition to CE practices in the tourism sector (M. Segarra-Ona et al., 2024). Businesses must balance profitability with political and environmental goals. However, shifting to CE requires substantial financial resources and expertise, which are often limited, especially for small and medium-sized companies (SMEs), which make up 99% of businesses in the EU.

163

Methodology

Based on literature analysis, the aim is to develop a methodological approach for assessing the CEM of tourism system companies, which will include the following:

1. Identification of the maturity-relevant characteristics influencing the level of CEM in tourism system companies;
2. Definition of model dimensions and maturity levels to determine the specific maturity level of each company.

Results and Implications

The analysis of academic literature reveals that maturity assessment models have been developed mainly in the industry and construction sectors, with limited application in the tourism sector. The main differences between the models are in the dimensions and characteristics they include, where a process, asset and resource approach is used to define the dimensions (P. Sacco et al., 2021). The dimension developed in this study includes resources an process approach and 5 maturity levels. Each dimension is accompanied by indicators reflecting the level of maturity achieved.

Research Limitations

The self-assessment measures maturity-related characteristics without using quantifiable indicators or units due to differences in size and scale of companies.

References Version APA 6th or 7th Edition

1. Sacco, P., Vinante, C., Borgianni, Y., Orzes, G. (2021) Circular Economy at the Firm Level: A New Tool for Assessing Maturity and Circularity. *Sustainability*, 13(9), 5288. Retrieved from <https://doi.org/10.3390/su13095288>
2. Segarra-Oña, M., Peiró-Signes, A., Sánchez-Planelles, J., Poveda-Pareja, E. (2024) Circular Economy Self-assessment Tool for Hotels. *Springer Briefs in Business. Managing the Transition to a Circular Economy*. Retrieved from <https://link.springer.com/book/10.1007/978-3-031-49689-9>

08:30 am

Building Sustainable Tourism: The Blueprint for Circular Ecosystems (ENG) (Room Anf.III)

OC-159 - (438) - THE NEW PARADIGM IN EDUCATION – CHANGING VALUES AND INTEGRATING SUSTAINABLE DEVELOPMENT GOALS AND CIRCULAR ECONOMY INTO THE STUDY CONTENT

Dzintra Atstaja¹

1 - Professor, Lead researcher

Proposal and Originality

The world is facing several challenges, and the problem of sustainable development is one of the most important. It is worth considering that European countries are playing a significant role as pioneers in building a sustainable world, the educational process has changed; many more technologies and solutions are involved in preparing the subject and the study process. The relationship between education and sustainable development is complex. This manuscript will contribute to implementation United Nations Sustainable Development Goals (SDG) in the study programs.

164

Methodology

1) Conceptual research. Systematic literature review and document analysis. Analysis and comparison of the content of environmental protection study courses. 2) Field research. The field research adopts an online quantitative survey on the understanding of SDG and changing values. 3) case studies: examples of municipalities provided for the development of the tourism industry by supporting CE

Results and Implications

Analyzed the perspective of CE and SDG in the tourism industry, social sciences, and universities that provide tourism studies. The manuscript will generate new practical knowledge about (1) SDG and CE for tourism development in the Social sciences, (2) what are the best international practices of awareness rising for SDG and CE, (3) what are the most necessary practices to transfer in the study process (gap analysis), (4) the optimal outcomes, approach, structure, contents, and didactics of a study program.

Research Limitations

Analyzed the perspective of CE and SDG in the tourism industry, Social sciences and studies

Project Nr.5.2.1.1.i.0/2/24/I/CFLA/007, Grant LU-BA-ZG-2024/1-0020

References Version APA 6th or 7th Edition

Uvarova, I., Atstaja, D., Volkova, T., Grasis, J., & Ozolina-Ozola, I.(2023)The typology of 60R circular economy principles and strategic orientation of their application in business. *Journal of Cleaner Production*, 409, 137189.

Uvarova, I., Mavlutova, I.& Atstaja D. (2021)Development of the green entrepreneurial mindset through modern entrepreneurship education.In *IOP Conference Series: Earth and Environmental Science* (Vol. 628, No. 1,012034).IOP Publishing.

Uvarova, I., Atstaja, D.,& Vitola, A. (2019)Circular economy driven innovations within business models of rural SMEs. In *SOCIETY. INTEGRATION. EDUCATION. Proceedings of the International Scientific Conference* (Vol. 6,520-530).

Atstāja,D&Cakrani,E.(2024). Impact of Climate Change on International Tourism *Sustainability*, 16(12), 5203.

08:30 am

Building Sustainable Tourism: The Blueprint for Circular Ecosystems (ENG) (Room Anf.III)

OC-160 - (2606) - ENDOGENOUS RESOURCES AS ELEMENTS OF TERRITORIAL ATTRACTIVENESS: THE CASE OF MONTEMOR-O-VELHO MUNICIPALITY

Sandra Lopes¹; Norberto Santos²; Lucília Cardoso³

1 - Sandra Lopes; 2 - Norberto Santos; 3 - Lucília Cardoso

Proposal and Originality

The enhancement of endogenous resources is key to sustainable development and territorial identity. This study examines Montemor-o-Velho, emphasizing the role of its natural, cultural, and historical assets in tourism differentiation. The research suggests strategies to avoid territorial homogenization, advocating for experiential tourism, ecotourism, and cultural tourism as tools to strengthen local authenticity. This study analyses Montemor-o-Velho, highlighting the role of its resources in qualifying the tourist destination.

165

Methodology

A qualitative approach was used, combining literature review and best practice analysis in endogenous resource enhancement. The Montemor-o-Velho case study, using a panel of experts, explores public policies, local initiatives, and sustainable tourism impacts. Key indicators of attractiveness and resource integration were examined to assess their role in tourism development.

Results and Implications

Findings reveal that leveraging endogenous resources enhances identity, tourism appeal and residents' quality of life. Strategies like experiential tourism, ecotourism, and cultural tourism foster differentiation, community involvement, and environmental conservation. The sustainable integration of resources promotes tourist development and an authentic, culturally vibrant, and eco-conscious destination, balancing development with heritage preservation.

Research Limitations

This study focuses on one location, limiting generalization. Future research should compare sustainable tourism strategies across regions.

References Version APA 6th or 7th Edition

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

Edgell, D. (2019). *Managing Sustainable Tourism* (3rd ed.). Taylor and Francis. Retrieved from <https://www.perlego.com/book/2193977/managing-sustainable-tourism-a-legacy-for-the-future-pdf>

Lukanova, G. (2020). Resource Potential for Developing Tourism in a Small Municipality. *Izvestia Journal of the Union of Scientists - Varna Economic Sciences Series*, 9(2), 3-12. <https://doi.10.36997/IJUSV-ESS/2020.9.2.3>

YOUSUF, M. (2007). The Delphi Technique, *Essays in Education*, 20(1:8), 80-89. <https://openriver.winona.edu/eie/vol20/iss1/8>.

08:30 am

Building Sustainable Tourism: The Blueprint for Circular Ecosystems (ENG) (Room Anf.III)

OC-161 - (517) - EXPLORING PRO-CIRCULAR CONSUMER BEHAVIOURS: A SYSTEMATIC REVIEW AND FRAMEWORK PROPOSAL

Ana Gomes¹; Celeste Eusébio¹; Margarita Robaina¹

1 - Research Unit on Governance, Competitiveness and Public Policies (GOVCOPP), Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT), University of Aveiro

Proposal and Originality

As interest in the circular economy (CE) grows, consumer engagement remains under-researched, with studies often focusing on industry perspectives. This study systematically reviews literature on pro-circular consumer behaviours, aiming to establish a comprehensive framework to examine demand-driven actions. It explores how consumers can actively contribute to circularity, particularly beyond mere purchasing decisions, thus enriching the discourse on consumer roles in sustainable practices, hence providing new knowledge for policy making that can better support CE.

166

Methodology

Using Scopus and Web of Science databases, a search for English articles with keywords related to pro-circularity consumer behaviours was conducted. Following PRISMA, 397 articles were selected through title, abstract and keyword analysis. Both bibliometric (VosViewer) and content analysis were conducted, identifying consumers' pro-circularity behaviours and factors influencing their adoption.

Results and Implications

Circular economy is still a recent rising topic of research in behavioural studies, addressing consumer roles primarily as a buyer. This study proposes a framework distinguishing day-to-day behaviours (ie recycling) and sector-specific behaviours, further grouping them into 4 categories taking into account existing literature (Ajzen, 1991; Fogg, 2009; Shevchenko et al., 2023), relating to their intended impact on the CE. An array of factors of influence was also grouped into 5 categories, ranging from consumer characteristics, to product attributes and CE-related factors.

Research Limitations

The emerging nature of consumer circular economy research limits findings, with diverse terminologies complicating literature synthesis and comprehension.

References Version APA 6th or 7th Edition

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.

Fogg, B.J. (2009) A Behavior Model for Persuasive Design. *Persuasive'09*, April 26-29, Claremont, California, USA http://bjfogg.com/fbm_files/page4_1.pdf

Shevchenko, T., Saidani, M., Ranjbari, M., Kronenberg, J., Danko, Y., & Laitala, K. (2023). Consumer behavior in the circular economy: Developing a product-centric framework. *Journal of Cleaner Production*, 384. <https://doi.org/10.1016/j.jclepro.2022.135568>

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

08:30 am

Building Sustainable Tourism: The Blueprint for Circular Ecosystems (ENG) (Room Anf.III)

OC-162 - (530) - SUSTAINABILITY CHALLENGES IN BUSINESS TOURISM: TRANSFORMATIVE FACTORS IN THE MEETING AND EVENT INDUSTRY FOR ADVANCING GREEN PRACTICES

Galina Bukovska¹; Prof. Agita Livina^{1,2}

2 - Vidzeme University of Applied Sciences

Proposal and Originality

Economic benefits often drive decisions prioritizing economic profit over long term sustainability. Economic impetus can overshadow environmental and social considerations, leading to practices detrimental to ecological wellness. Stakeholder engagement, including local communities and municipal and governmental organizations, is crucial in addressing these challenges and fostering a more sustainable approach in business tourism. More sustainable model for business tourism can be developed, balancing economic growth with environmental and social responsibility.

167

Methodology

Systematic literature review of the articles published in major databases such as Google scholar, ScienceDirect, Emerald, Scopus, MDPI. Comprehensive analysis of the existed green practices of the international chain hotels represented in Latvia.

Results and Implications

Multiple factors influence sustainability challenges, including technological advancements that may either mitigate or intensify environmental impacts. Virtual conferencing can reduce travel and carbon emissions, but high-tech event facilities increase energy use. Regulatory frameworks and corporate governance play crucial roles in shaping sustainable practices within the industry. Corporations with robust environmental policies are more likely to implement sustainable measures, while weak regulatory oversight may enable unsustainable practices to persist.

Research Limitations

This Concept paper consist of a broad overview, preliminary research with limited data, the more in-depth analysis requested and will follow with specific attention to Latvia.

References Version APA 6th or 7th Edition

- Astawa et al. (2021). The effect of green supply chain management practices on the competitive advantages and organizational performance. *Polish Journal of Management Studies*, 24(1). <https://doi.org/10.17512/pjms.2021.24.1.03>
- Buathong et al. (2017). Perceived attributes of event sustainability in the MICE industry in Thailand A viewpoint from governmental, academic venue and practitioner. *Sustainability (Switzerland)*, 9(7). <https://doi.org/10.3390/su9071151>
- Kitamura et al. (2020). Carbon footprint evaluation of the business event sector in Japan. *Sustainability (Switzerland)*, 12(12). <https://doi.org/10.3390/su12125001>
- Wang et al. (2019). Taiwan's marketing strategies for green conferences and exhibitions. *Sustainability (Switzerland)*, 11(5). <https://doi.org/10.3390/su11051220>

06th June 2025

08:30 am

Challenges for tourism in coastal areas: sustainability, climate change and spatial planning (ENG/PT) (Room 2)

168

CHALLENGES FOR TOURISM IN COASTAL AREAS: SUSTAINABILITY, CLIMATE CHANGE AND SPATIAL PLANNING (PT/ENG)

OC-143 - (422) - EXPLORING THE ALGARVE AS A HEALTH TOURISM DESTINATION: INSIGHTS FROM STAKEHOLDERSNasim Hekmat¹; Joana A. Quintela²; Jorge Marques³

1 - Portucalense University - Department of Tourism, Heritage and Culture; 2 - Portucalense University, Research on Economics, Management and Information Technologies (REMIT) and Research Center in Business & Economics (CICEE), Portugal; 3 - REMIT—Research on Economics, Management and Information Technologies, Portucalense University, 4200-072 Porto, Portugal CEGOT—Centre of Studies in Geography and Spatial Planning, Humanities Faculty, University of Coimbra, 3004-530 Coimbra, Portugal

Proposal and Originality

Health tourism has emerged as a valuable market due to its economic contribution to travel destinations (Ferreira & Castro, 2020; Fetscherin & Stephano, 2016). The aim of this study is to assess the potential of health tourism in Algarve from the perspective of stakeholders, highlighting the main constraints and opportunities for development. The growth of this niche market lies in its potential to stimulate investment in associated sectors of health infrastructure and tourist facilities, increasing the flow of medical tourists (Barreira & Cesário, 2018; Fisher & Sood, 2014).

Methodology

A qualitative methodology was based on 17 semi-structured interviews, collected among local stakeholders of the H&W sector as marketing executives, travel agents, hospitality and spa personnel.

Content analysis technique was used for data treatment. The data relate to both the use of the SWOT technique as a research method and an evaluation concerning the tourism potential of the Algarve region of Portugal.

Results and Implications

By exploring both the internal resources of the Algarve and the external factors affecting the region, the study identifies the strengths, weaknesses, opportunities, and threats (SWOT) related to the development of health tourism. These insights are critical for supporting strategic decision-making processes and enhancing destination planning in Algarve region. The findings also offer contributions for policymakers to understand the factors influencing the success of the health tourism sector in the region, providing a framework for health tourism planning and development.

Research Limitations

Research limitations are related to sample size, so the focus on regional stakeholders may limit the findings generalization to other national or international destinations.

References Version APA 6th or 7th Edition

- Barreira, A.P., & Cesário, M. (2018). *Factors influencing the choice of the Algarve region as a tourist destination: Does season matter?* *International Journal of Tourism Research*, 20, 578-587. 10.1002/jtr.2207
- Ferreira, F., & Castro, C. (2020). Medical Tourism in Portugal – A Potential Niche Market. *Smart Innovation, Systems and Technologies*, 615–625. 10.1007/978-981-15-2024-2_53
- Fetscherin, M., & Stephano, R. M. (2016). The medical tourism index: Scale development and validation. *Tourism Management*, 52, 539–556. 10.1016/j.tourman.2015.08.010
- Fisher, C., & Sood, K. (2014). What is driving the growth in medical tourism? *Health Marketing Quarterly*, 31(3), 246-262. 10.1080/07359683.2014.936293

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

08:30 am

Challenges for tourism in coastal areas: sustainability, climate change and spatial planning (ENG/PT) (Room 2)

OC-146 - (353) - SMALL COAST DESTINATIONS: A PORTFOLIO OF TOURISM BEST PRACTICES FOR SUSTAINABLE DEVELOPMENT GOALS

Rui Costa¹; André Pedrosa¹; Adriana Chim-Miki¹; Filipa Brandão¹

1 - Research Unit on Governance, Competitiveness and Public Policies (GOVCOPP), Department of Economics, Management, Industrial Engineering, and Tourism, University of Aveiro, Aveiro, Portugal

Proposal and Originality

International organisations have created guidelines to monitor tourism's impact that support tourism associations and DMOs (Scuttari et al., 2023). Monitoring tourism has a positive effect by engaging stakeholders, sharing information, and promoting best practices. Many destinations have implemented successful tools and ways to help tourism destinations achieve sustainable development goals (SGDs). This study focuses on gathering a portfolio of best practices implemented by destinations that are helpful to small coastal destinations.

170

Methodology

We adopted a qualitative methodology in two phases. Firstly, a benchmarking study (Bhutta & Huq, 1999) was conducted to identify the best success cases and practices indicated by UNWTO. Additionally, we analysed the outstanding INSTO observatories. Second, a thematic content analysis classified the selected best practices.

Results and Implications

Most of the best practices are toward promoting sustainable tourism consumer behaviour to reduce the environmental footprint, create fair tourism, and improve social inclusion in the tourism chain. Technology tools support a new generation of best practices, and some demand low resources; thus, they are suitable for small coastal destinations. Our results provided theoretical and practical implications. The findings offer a Thematic Relevance and SGDs Development Matrix of best practices on tourism monitoring toward SGDs, which decision-makers can adapt to their destination.

Research Limitations

Our benchmarking focused only on secondary information published by tourism organizations. Thus, we recommend further research using primary data collection.

References Version APA 6th or 7th Edition

Bhutta, K.S. and Huq, F. (1999), "Benchmarking – best practices: an integrated approach", *Benchmarking: An International Journal*, Vol. 6 No. 3, pp. 254-268. <https://doi.org/10.1108/14635779910289261>

Scuttari, A., Windegger, F., Wallnöfer, V., & Pechlaner, H. (2023). Bridging the science-policy gap in sustainable tourism: evidence from a multiple case study analysis of UNWTO INSTO sustainable tourism observatories. *Journal of Sustainable Tourism*, 1–25. <https://doi.org/10.1080/09669582.2023.227902>

World Tourism Organization (2004). *Indicators of Sustainable Development for Tourism Destinations: A Guidebook*. UNWTO: Madrid

World Tourism Organization (2016). *Rules for the Operation and Management of the UNWTO: International Network of Sustainable Tourism Observatories (INSTO)*. UNWTO: Madrid

08:30 am

Challenges for tourism in coastal areas: sustainability, climate change and spatial planning (ENG/PT) (Room 2)

OC-147 - (1569) - A SPATIAL TYPOLOGY OF PORTUGAL'S COASTAL AREAS BASED ON THE STRUCTURE AND DYNAMICS OF ITS TOURIST ACTIVITY

Carlos Ferreira¹

1 - University of Coimbra, CEGOT, Faculty of Arts and Humanities

Proposal and Originality

The use of methodologies to support the definition of typologies of tourist spaces is relatively common in the analysis of the tourist phenomenon. Less common, some investigations have implemented this analysis to the specific reality of coastal tourist areas, at different scales and in different contexts.

The fact that there were no previous studies that analyzed the structure and economic dynamics of tourism (and especially coastal tourism) with a significant number of variables and at the local level (municipalities) in Portugal added value to this research.

Methodology

Development of an exploratory exercise of applying a Principal Component Analysis on a set of 24 variables selected for reading and clustering the tourist profile of 51 coastal municipalities. Using an Ascending Hierarchical Classification - made from the most relevant factors - clusters/types of coastal municipalities in mainland Portugal were identified.

Results and Implications

The results demonstrate the existence of different types of coastal areas, according to different combinations of human occupation models and development dynamics of tourist activity. The different typologies must correspond to different forms of action in territorial and tourism management, which constitutes relevant information to support decision-making processes.

Research Limitations

Not all relevant statistics were available and, therefore, a limited number of variables, sometimes in the form of proxies, were used.

References Version APA 6th or 7th Edition

Coccosis, H. & Constantoglou, M. (2005). The Need Of Spatial Typologies In Tourism Planning And Policy Making: The Greek Case. In: 45th Congress of the European Regional Science Association, Vrije Universiteit Amsterdam.

Curic, Z., Glamuzina, N., & Opacic, V. T. (2012). Contemporary issues in the regional development of tourism in Croatia. Croatian Geographical Bulletin, 74(1).

Silva, F. B.; Barranco, R.; Proietti, P.; Pigaiani, C.; Lavalle, C. (2021). A new European regional tourism typology based on hotel location patterns and geographical criteria. Annals of Tourism Research, Vol. 89.

Simancas Cruz, M., Peñarrubia Zaragoza, M.P., Hernández-Martín, R. and Rodríguez Rodríguez, Y. (2022), "The territorial segmentation of coastal tourism areas", Journal of Place Management and Development, 15(4).

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

08:30 am

Challenges for tourism in coastal areas: sustainability, climate change and spatial planning (ENG/PT) (Room 2)

OC-150 - (451) - CAMINHO PORTUGUÊS DE SANTIAGO – CAMINHO DA COSTA: ANÁLISE DA SATISFAÇÃO COM A COMUNICAÇÃO E PROMOÇÃO REALIZADA PELOS MUNICÍPIOS E COM A OFERTA TURÍSTICA.

Célia Reis¹; Igor Araújo¹

1 - Politécnico de Leiria, Escola Superior de Turismo e Tecnologia do Mar, CiTUR Centro de Investigação, Desenvolvimento e Inovação em Turismo, Portugal

Proposal and Originality

O presente estudo foca-se no Caminho Português de Santiago - Caminho da Costa, abordando uma lacuna existente na literatura sobre a importância da comunicação digital para o turismo religioso e cultural.

O estudo torna-se inovador ao analisar de forma específica a relação entre a comunicação *online* e a satisfação dos peregrinos com os serviços complementares (restauração, alojamentos, animação turística e transportes), assim como os impactos económicos de uma estratégia de comunicação municipal eficaz, naquele que é o percurso jacobino com maior crescimento nos últimos anos.

Methodology

O presente estudo utilizou uma abordagem mista, onde os dados qualitativos e quantitativos, recolhidos através de questionário *online*, foram alvo de análises de conteúdo e estatísticas. A amostra do estudo é composta por um grupo de peregrinos (300), de 32 nacionalidades diferentes, que já tinham realizado ou estivessem, à data da sua resposta, a realizar o Caminho Português da Costa.

Results and Implications

Sobre a comunicação verificou-se que existe uma discrepância entre a rota promovida pelas entidades portuguesas e aquela que é oficializada pela *Xunta da Galícia*. Também algumas ferramentas *online*, como sites e redes sociais, apresentaram falta de atualização e de informação. O estudo permitiu a identificação dos principais canais de comunicação usados pelos peregrinos, assim como, quais as informações mais procuradas. Na perspectiva dos operadores turísticos permitiu reconhecer a satisfação com a oferta atual e identificar necessidades de oferta de alojamento alternativo.

Research Limitations

Tanto a resistência com que o estudo foi recebido, como a falta de entrevistas aprofundadas com os peregrinos, impossibilitou conhecer de forma holística a sua experiência.

References Version APA 6th or 7th Edition

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Font, X. & McCabe, S. (2017). Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential. *Journal of Sustainable Tourism*, 25(7), 869-883. <https://doi.org/10.1080/09669582.2017.1301721>

Pazos-Justo, C., Iriarte, Á., Moreira, M. J. & Lopes, I. (2022). *O desenvolvimento do Caminho Português da Costa na perspetiva dos municípios e das associações. Da cultura ao turismo*. In C. Pazos-Justo, B. Busto & S. Sotelo (Eds.). *Comunidades Locais e Caminho de Santiago. Alianças e Ameaças* (pp. 119-141). Humus. <https://doi.org/10.21814/1822.79820>

08:30 am

Challenges for tourism in coastal areas: sustainability, climate change and spatial planning (ENG/PT) (Room 2)

OC-151 - (458) - TURISMO SUSTENTÁVEL: MITO OU REALIDADE? O CASO DO ARCO LITORAL DOS MUNICÍPIOS DE GRÂNDOLA E ALCÁCER DO SAL

Luís Silveira²; Mónica Brito¹

1 - Universidade de Évora | CIDEHUS | CEGOT; 2 - Universidade de Coimbra | Faculdade de Letras | CEGOT

Proposal and Originality

O arco litoral dos municípios de Grândola e Alcácer do Sal tem vindo a ser um território com grande desenvolvimento turístico, afirmando-se enquanto destino de luxo. A análise dos factos e dos indicadores socioeconómicos, demográficos e turísticos levanta interrogações sobre a sustentabilidade do paradigma que tem vindo a nortear este desenvolvimento. Neste contexto, e tendo como objetivo último investigar a conformidade do desenvolvimento turístico deste território com o paradigma da sustentabilidade, realizou-se um diagnóstico aprofundado sobre o seu passado e presente.

173

Methodology

Esta investigação assenta num estudo de caso. Esta primeira etapa, materializada num diagnóstico, foi realizada com base na consulta de informação disponível, nomeadamente informação estatística, relatórios e outros elementos de caracterização territorial. Foi analisado período temporal entre 1974 e a atualidade, sempre que a informação disponível o permitiu.

Results and Implications

Os resultados apontam para uma crescente oferta e procura turística e para um considerável incremento das receitas diretas e indiretas, o que não trava o despovoamento, não impacta na qualidade de vida das comunidades locais nem contribui para a saúde dos ecossistemas. Assiste-se a um acelerado processo de gentrificação e à perda da identidade cultural. Os projetos previstos, aparentemente, não inverterão estas tendências. Os resultados apontam para um processo de desenvolvimento turístico dissonante do paradigma da sustentabilidade, com ênfase na sua dimensão social.

Research Limitations

A inexistência, em alguns indicadores, de informação disponível para o período temporal definido como objeto de análise, e desagregada ao nível da freguesia.

References Version APA 6th or 7th Edition

Brito, M. & Silveira, L. (2023). Blue planning – a planning model for the development of Blue Tourism in Blue Spaces. Tourism Recreation Research. DOI: 10.1080/02508281.2023.2167909.

Bramwell, B & Lane, B (2012). Tourism governance: Critical perspectives on governance and sustainability. Routledge

Fennell, D., & Cooper, C. (2020). Sustainable Tourism: Principles, contexts and practices. Channel

Saarinen, J. et al (2019). Tourism Planning and Development: Contemporary Cases and Emerging Issues. Routledge

UNWTO (2018). Tourism and the Sustainable Development Goals – Journey to 2030, publisher. UNWTO. DOI: 10.18111/9789284419401.

UNWTO & UNDP (2017). Tourism and the Sustainable Development Goals. WTO

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

06th June 2025

08:30 am

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT) (Room 1)

174

FOOD HERITAGE, CULTURAL IDENTITY, AND SENSE OF BELONGING: DYNAMICS AND PERSPECTIVES IN CONTEMPORARY REGENERATIVE TOURISM (PT)

08:30 am

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT) (Room 1)

OC-139 - (416) - A AMÊNDOA COMO ELEMENTO GASTRONÓMICO E IDENTITÁRIO DO POTENCIAL TURÍSTICO EM TERRITÓRIOS DE BAIXA DENSIDADE: VILA NOVA DE FOZ CÔA E FIGUEIRA DE CASTELO RODRIGO

Lídia Aguiar¹; Mónica Ferreira¹

1 - ISCET - Instituto Superior de Ciências Empresariais e do Turismo

Proposal and Originality

| A produção de amêndoa define, ao longo de décadas, uma procura expressiva assente nas visitas turísticas aos concelhos de Figueira de Castelo Rodrigo e de Vila Nova de Foz Côa, por ocasião do florescer das amendoeiras. Nesse sentido, esta investigação pretende analisar essa tendência de procura em determinado momento do ano contribuindo para a valorização patrimonial das tradições associadas à amêndoa. Trata-se na gastronomia, sobre envolvimento dos agentes locais na estruturação de experiências gastronómicas que valorizem os patrimónios alimentares dos dois concelhos.

175

Methodology

A metodologia adotada incidirá na revisão de literatura e na realização de entrevistas semi dirigidas, apoiadas em guião, às populações locais, a diferentes agentes económicos relacionados com a amêndoa – desde a produção, à utilização como recurso gastronómico. Proceder-se-á análise destas, conduzindo a investigação para a apresentação de sugestões de novas dinâmicas que apoiem o turismo gastronómico.

Results and Implications

São esperados resultados reveladores sobre o florescer da amendoeira para o incremento da dinâmica económica, nessa época, por via da atividade turística. Evidenciam-se esforços dos agentes económicos em proporcionar experiências gastronómicas em tributo à amêndoa.

As experiências relacionadas com a amendoeira em flor, com a amêndoa em si, e com a oferta complementar da região têm manifestado o interesse de novos públicos. Particularmente na gastronomia será possível abordar experiências ancestrais de pratos que vêm vindo a ser recuperados das ancestrais tradições.

Research Limitations

As limitações da presente investigação prendem-se, sobretudo, com dificuldade de agendamento das entrevistas para cada um dos destinatários visados no estudo.

References Version APA 6th or 7th Edition

Covas, A. (2019, Novembro). O lado virtuoso dos territórios de baixa densidade [The virtuous side of low-density territories]. Sul Informação Alentejo. Retrieved from <https://alentejo.sulinformacao.pt/2019/11/o-lado-virtuoso-dos-territorios-de-baixa-densidade/>

Cunha, S.; Barroco, C; Antunes, J. (2019). O Turismo Gastronómico como factor diferenciador dos destinos: o caso de Portugal. Revista Ibérica de Sistemas e Tecnologias de Informação, N.ºE24,11/2019, pp.409-422.

Ramalhosa, E., Pereira, J. A., Pereira, E., & Bento, A. (2022). Valorização da amêndoa e dos seus subprodutos. Voz do Campo: Revista do Setor Agrário, (255), 56-58.

OC-140 - (490) - GASTRONOMIA, PATRIMÓNIOS ALIMENTARES E TURISMO: UMA RELAÇÃO VIRTUOSA

Maria José Araújo¹

1 - Centro de Estudos Clássicos e Humanísticos da Universidade de Coimbra (CECH)

Proposal and Originality

A importância da gastronomia na atratividade dos destinos tem vindo a ser crescentemente reconhecida e valorizada, assumindo-se como um fator diferenciador, de expressão e de reconhecimento da cultura das comunidades. Propomo-nos abordar o conceito de gastronomia enquanto fenómeno reflexivo do ato alimentar, eminentemente cultural e representativo do património e da identidade das comunidades, salientar a importância dos patrimónios alimentares e gastronómicos portugueses na construção dessa identidade e atestar a sua importância na integração da oferta turística.

176

Methodology

Recorremos à análise de uma extensa revisão da literatura na área dos food studies, da gastronomia, do turismo e os da sua articulação. Relevamos os conceitos científicos de gastronomia, e de patrimónios alimentares, analisando as manifestações das culturas alimentares portuguesas enquanto expressão das identidades locais e fatores de desenvolvimento territorial

Results and Implications

A gastronomia expressa a diferenciação para o(s) outro(s), atuando como um marcador identitário, cuja essência assenta no conjunto de práticas e saberes-fazer transmitidos de geração em geração. Os patrimónios alimentares, enquanto representações materiais e imateriais das culturas alimentares, participam na construção das identidades sociais e nas dinâmicas de desenvolvimento dos territórios e a sua valorização deverá refletir-se na articulação entre gastronomia e turismo, indo ao encontro de realidades e experiências distintivas procuradas pelo novo turista.

Research Limitations

Tendo este estudo um carater marcadamente teórico, não foram contempladas as culturas e patrimónios alimentares de territórios específicos, que poderão ser desenvolvidos

References Version APA 6th or 7th Edition

Bessi re,J.(2013).Quand le patrimoine alimentaire innove. Analyse sociologique des processus d'innovation patrimoniale alimentaire au service des territoires.*Mondes du Tourisme*,7, 37–51

Bessi re, J. (2018). Patrimoine Alimentaire, Patrimonialisation. Em *Dictionnaire des cultures alimentaires*. Presses universitaires de France

Hall,M.,&Mitchell,R.(2011).Tourism as a force for gastronomic globalization and localization.Em G.Richards&A.-M.Hjalager (Eds.),*Tourism and gastronomy* (pp. 71–87)

Poulain,J.P.(2013).*Sociologies de l'alimentation: Les mangeurs et l'espace social alimentaire*. PUF

Van Westering,J.(1999).Heritage and gastronomy:The pursuits of the 'new tourist'.*International Journal of Heritage Studies*, 5(2),75–81

08:30 am

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT) (Room 1)

OC-141 - (405) - MEL PORTUGUÊS: IDENTIDADE, SUSTENTABILIDADE E ATRAÇÃO TURÍSTICA

Josefina Salvado¹

1 - Universidade Coimbra - CECH - Centro de Estudos Clássicos e Humanísticos (Investigadora Integrada)

Proposal and Originality

Em Portugal, a produção de mel ainda não acompanha os seus concorrentes europeus, estando profundamente influenciada pela diversidade geográfica, climática, vegetal e pelas tradições de apicultura e consumo, que variam entre regiões. Este trabalho exploratório tem como objetivo estudar o mel português como Património Alimentar, analisando várias dimensões do seu ecossistema: desde a história de produção e consumo, tradições gastronómicas e práticas apícolas, até a biodiversidade e os impactos socioeconómicos, sem esquecer o seu potencial no turismo.

Methodology

Este estudo parte da seguinte questão: *Como pode o mel, enquanto Património Alimentar, desempenhar um papel importante no envolvimento comunitário e na preservação de tradições agroalimentares?* Estudo exploratório empregando uma metodologia de análise de conteúdo dos Websites dos municípios, usando informação disponibilizada em instituições certificadoras e de outros stakeholders.

Results and Implications

Cada região e município adota estratégias únicas para promover a produção de mel, frequentemente em colaboração com a comunidade local, associações de apicultores e confrarias. Iniciativas como feiras, eventos gastronómicos, workshops, rotas turísticas, exposições internacionais e harmonizações entre mel e diferentes produtos alimentares têm como objetivo celebrar e divulgar este valioso património alimentar. Os benefícios mais relevantes são o fortalecimento da identidade alimentar local e o aumento da atratividade turística.

Research Limitations

Uma limitação deste estudo é o foco exclusivo no mel português, o que restringe uma análise comparativa com a vasta gama de méis tradicionais da Europa.

References Version APA 6th or 7th Edition

Direção-Geral de Agricultura e Desenvolvimento Rural: <https://tradicional.dgadr.gov.pt/pt/cat/mel?>

European Commition (2024). Honey Market Presentation Civil. Dialogue Group Beekeeping. https://ec.europa.eu/info/food-farming-fisheries/animals-and-animal-products/animal-products/honey_en

Topal, E.; Adamchuk, L.; Negri, I.; Kösoğlu, M.; Papa, G.; Dârjan, M.S.; Cornea-Cipcigan, M. & Margaoan, R. (2021). Traces of Honeybees, Api-Tourism and Beekeeping: From Past to Present. Sustainability, 13, 11659. <https://doi.org/10.3390/su132111659>

Day, L. (2018) Honeybee hotel: The Waldorf Astoria's rooftop garden and the heart of NYC. Baltimore, MA: Johns Hopkins University Press

08:30 am

Food Heritage, Cultural Identity, and Sense of Belonging: Dynamics and Perspectives in Contemporary Regenerative Tourism (PT) (Room 1)

OC-142 - (337) - O ARROZ DOCE COMO PATRIMÓNIO CULTURAL: PRESERVAÇÃO, CONEXÃO E SUSTENTABILIDADE NO TURISMO

Ana Graça¹

1 - Centro de Investigação em Organizações, Mercados e Gestão Industrial

Proposal and Originality

Este artigo investiga o arroz doce enquanto elemento do património cultural, destacando a sua importância na preservação das tradições e na criação de laços entre indivíduos e comunidades. A investigação explora a forma como o arroz doce pode ser uma ferramenta para contar histórias, unir povos e refletir a evolução da gastronomia e da sociedade, revelando a contribuição deste doce tradicional para a diversidade cultural e a sustentabilidade no turismo, oferecendo uma nova perspetiva sobre o papel dos alimentos na conservação do património imaterial.

178

Methodology

Foi adoptada uma abordagem mista, combinando a revisão bibliográfica e os estudos de caso sobre arroz doce em diversas culturas com os dados qualitativos recolhidos através de entrevistas com especialistas, complementando-se com os dados quantitativos obtidos por questionários sobre o impacte cultural e turístico culminando numa análise integrada e estatística para uma visão abrangente.

Results and Implications

Os resultados demonstram que o arroz doce desempenha um papel crucial na preservação cultural e na promoção de experiências autênticas no turismo, conectando diferentes culturas, facilitando a transmissão de tradições através das gerações. Concluindo-se que a valorização da doçaria tradicional como o arroz doce pode fortalecer a diversidade cultural e apoiar práticas de turismo sustentável com refere Fernandes, J. (2016), ao mesmo tempo em que preserva o património gastronómico e promove a inclusão intercultural (Santos, L., 2017).

Research Limitations

Falta de dados empíricos extensivos e à dificuldade em comparar práticas culturais específicas associadas ao arroz doce em diferentes contextos (Chang, T., 2000).

References Version APA 6th or 7th Edition

Chang, T. (2000). The origins and evolution of rice cultivation. *Rice Science*.

Fernandes, J. (2016). Sustainable agriculture and rice cultivation in Portugal. *Agricultural Journal of Portugal*.

Santos, L. (2017). Culinary creativity in Portuguese monasteries: The significance of egg yolks. *Gastronomy Journal*, 22(4), 34-49. <https://doi.org/10.1080/gastroj.2017.004>

06th June 2025

08:30 am

Sustainable Tourism in the context of global population changes (ENG) (Room 3)

179

SUSTAINABLE TOURISM IN THE CONTEXT OF GLOBAL POPULATION CHANGES (ENG)

08:30 am

Sustainable Tourism in the context of global population changes (ENG) (Room 3)

OC-144 - (480) - GREY TOURISM AND GLOBAL TRENDS: HOW DEMOGRAPHY IS SHAPING THE FUTURE OF TRAVEL?

Jaime Serra¹; Filipe Ribeiro¹; Lidia Tomé¹

1 - Universidade de Évora / CIDEHUS

Proposal and Originality

Tourism and demography literature highlights for the dynamic interplay between demographic characteristics and tourism behaviors. For example, aging populations in developed economies are increasingly drawn to health and wellness tourism (Hall & Williams, 2019; Smith & Puczkó, 2014), and "grey tourism" is becoming a dominant force as retirees with more disposable income and time seek cultural, leisure, and health-related travel experiences (Alén et al., 2017). This paper offers a demographic-driven framework for forecasting future tourism demand.

180

Methodology

Data and materials adopted for the present study, were based on population data and death counts taken from the Human Mortality Database to develop demographic projections. We focus on the most representative European countries concerning tourism demand for Portugal (2021): United Kingdom, Spain, Germany, France, Netherlands, Italy, Ireland and Belgium.

Results and Implications

Concerning the demographic development of the main countries under study, we realize that at the same time as life expectancy at birth increases with time, the average number of children per woman was going in the opposite direction. By extrapolating past tendencies across all countries under study, we developed coherent population projections for 2050. Since demographic changes that are resulting in extreme aging in all developed countries claim for an urgent need to re-adaptation of tourism supply in order to be able to keep the competitiveness of destinations.

Research Limitations

Limitations are concerned with the adoption of secondary data that was collected for other purposes, might cause few bias effects on the objectives of this research.

References Version APA 6th or 7th Edition

- Alén, E., Losada, N., & Domínguez, T. (2017). The Impact of Ageing on the Tourism Industry: Grey Tourism and Senior Travelers. *Journal of Population Ageing*, 10(2), 125-144. <https://doi.org/10.1007/s12062-017-9172-0>
- Hall, C.M., & Williams, A.M. (2019). Tourism and Migration: New Relationships Between Production and Consumption. *Tourism Geographies*, 21(2), 285-304. <https://doi.org/10.1080/14616688.2019.1598395>
- Smith, M., & Puczkó, L. (2014). *Health, Tourism and Hospitality: Spas, Wellness and Medical Travel* (2nd ed.). Routledge. <https://doi.org/10.4324/9780203787255>

Proposal and Originality

The aim of this study is to analyse the perceptions of residents of the Alentejo/Ribatejo (Portugal) destination regarding the tourists they prefer to welcome. In fact, among the various dimensions in which it is relevant to know the perceptions of residents (Carneiro & Eusébio, 2015; Šegota et al., 2022), one of them concerns the identification of the 'most desired' tourist. This approach isn't common in previous literature and maybe an important starting point to design tourism development strategies that considers social sustainability dimensions.

181

Methodology

The collection of data came within the scope of a more comprehensive study at the Alentejo region, with the main objective of assessing the perception and attitudes of residents regarding the impacts caused by the development of tourism in the respective municipality of residence. A survey was applied to residents in the Alentejo NUT II region with an open-ended question regarding their 'favorite tourist'.

Results and Implications

Results show that the desired tourist assumes different profiles, with a preference for foreigner tourists, according to the country of origin, and for tourists who show respect for residents. The contribution of this work is based on the identification of a tourist profile that, in the expectation of the resident, leads to a greater level of satisfaction for the local community and, therefore, may be considered a priority within the scope of the segmentation strategies used by the management entities to promote the destination considering also social sustainability objectives.

Research Limitations

Responses were obtained through the application of a questionnaire mostly with closed-ended questions, which may have limited the detail of the answers to the open question.

References Version APA 6th or 7th Edition

Carneiro M. J., & Eusébio C. (2015). Host-tourist interaction and impact of tourism on residents' Quality of Life. *Tourism Management Studies*, 11(1), 25-34. <https://www.tmsstudies.net/index.php/ectms/article/view/754>

Šegota, T., Mihalič, T., & Perdue, R. R. (2022). Resident perceptions and responses to tourism: individual vs community level impacts. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2022.2149759>

08:30 am

Sustainable Tourism in the context of global population changes (ENG) (Room 3)

OC-148 - (414) - IMMIGRANT WORKFORCE IN THE TOURISM AND HOSPITALITY INDUSTRY

Medéia Veríssimo¹; Marília Durão¹

1 - Universidade Portucalense

Proposal and Originality

This study aims to examine the current state of immigrant integration within Portugal's tourism and hospitality sector, emphasizing the perspectives of immigrant workers. This research seeks to explore how policymakers, employers, educators, and other relevant stakeholders can better address the needs of immigrant workers, enhance their professional development, and optimize their contributions to the industry.

182

Methodology

Fifteen immigrant workers employed in Portugal's tourism and hospitality sector were interviewed. The semi-structured interviews, conducted online with an average duration of one hour, explored their experiences, integration, and recognition in the workplace, as well as the challenges they face. The data was subsequently analyzed using content analysis methods.

Results and Implications

The study identified language, documentation, and cultural barriers as the main challenges, exacerbated by precarious employment conditions, low wages, and demanding work schedules. Companies played a minimal role in supporting integration, with personal networks serving as primary support. Despite a welcoming workplace, low recognition led to dissatisfaction and career uncertainty.

Research Limitations

The exploratory nature of the study, limited sample size, and focus on a single nationality constrain the findings. Future research should broaden these parameters.

References Version APA 6th or 7th Edition

Lefrid, M., Torres, E. N., & Okumus, F. (2022). Immigrant hospitality workers: Familism, acculturation experiences, and perception of workplace. *International Journal of Hospitality Management*, 103, 103213.

Katircioglu, S., Arasli, H., & Cizreliogullari, M. N. (2022). The role of ethical leadership in psychological capital and job satisfaction of immigrant workers: evidence from the hotel industry of Cyprus. *SAGE Open*, 12(3), 21582440211069959.

Linge, T. T., Furunes, T., Baum, T., & Duncan, T. (2020). Hospitality through hospitableness: offering a welcome to migrants through employment in the hospitality industry. *Tourism Employment in Nordic Countries: Trends, Practices, and Opportunities*, 401-424.

08:30 am

Sustainable Tourism in the context of global population changes (ENG) (Room 3)

OC-149 - (467) - MEDIA NARRATIVES OF IMMIGRATION IN THE TOURISM AND HOSPITALITY SECTORS IN PORTUGAL

Medéia Veríssimo¹; [Juliana Lobo](#)²; Joana Martins²; Fernanda Sant'Ana²

1 - Universidade Portucalense; 2 - Insituto Politécnico de Viseu

Proposal and Originality

This study aims to analyze how Portuguese media has portrayed immigration in the tourism and hospitality sectors from 2020 to 2024. Focusing on post-pandemic developments, the research explores the media's role in shaping public perceptions and highlighting key challenges, such as labor shortages, integration barriers, and sectoral dependencies on immigrant labor. It assesses how media coverage varies across public, private, and third-sector narratives.

183

Methodology

The research involves a content analysis of news articles published in major Portuguese media outlets between 2020 and 2024. Articles related to immigration, tourism, and hospitality were collected from national newspapers, available on the search portal Google News. Key themes were identified and categorized using qualitative content analysis, focusing on sectoral narratives.

Results and Implications

The results show increasing media attention on the essential role of immigrant labor in the post-pandemic recovery of tourism and hospitality sectors. Public and private sector narratives differ, with public media focusing on challenges such as skills gap and integration, while private media often emphasizes economic dependencies and labor shortages.

Research Limitations

The study is limited to media coverage in Portugal and may not fully reflect the diverse realities within the sector or capture the perspectives of various tourism stakeholders.

References Version APA 6th or 7th Edition

Eberl, J. M., Meltzer, C. E., Heidenreich, T., Herrero, B., Theorin, N., Lind, F., ... & Strömbäck, J. (2018). The European media discourse on immigration and its effects: A literature review. *Annals of the International Communication Association*, 42(3), 207-223.

Rodríguez-Pérez, C., Jivkova-Semova, D., Pérez-Vara, E., Asadi, N., & Kreutler, M. (2022). Unravelling migration media coverage: How migrants and immigration were portrayed in Spain during the refugee crisis (2015-2018). *Historia y comunicación social*, 27(1), 161.

Solnet, D., Robinson, R. N., Baum, T., & Yan, H. (2022). Tourism work, media & COVID-19: A changed narrative?. *Annals of Tourism Research*, 97, 103492.

OC-152 - (1598) - NEW FAMILY DYNAMICS AND FAMILY TOURISM – CHALLENGES AND IMPACTS IN THE CONTEXT OF TOURISM IN PORTUGAL?

Joana Lima¹; Jaime Serra¹; Maria Do Rosário Borges¹; Noémi Marujo¹; Mónica Brito¹

1 - CIDEHUS - Universidade de Évora

Proposal and Originality

The family morphology is changing: marriages are decreasing, divorce rates have risen, and same-sex families are growing globally (Eurostat, 2021; ILGA, 2021). Despite this, families remain central, with 28.8% of EU-27 families having dependent children in 2019 (Eurostat, 2021). While family tourism benefits are recognized (Lehto et al., 2012; Lima et al., 2021), studies on behavioral differences and effects across family morphologies remain scarce (Lima & Eusébio, 2023). This work stems from an ongoing project aimed at reflecting on these changes and their impact on tourism.

184

Methodology

Specifically, using a qualitative methodology, the project aims to expand knowledge in this area by examining tourism practices and analyzing perceptions of the effects of family tourism among a sample of Portuguese families with different socioeconomic profiles and family. Semi-structured interviews will be conducted with those families.

Results and Implications

Results show that there are indeed behavioral differences and potential effects considering specific types of family morphologies. However, at the moment, not all the interviews are finished and we aren't able to further develop this section. Reflections on how these differences may impact the development of family tourism experiences will be one important contribution of this project.

Research Limitations

The initial stage of the project doesn't allow for much further development. However, at the presentation, results with further detail and analysis will be presented.

References Version APA 6th or 7th Edition

Eurostat (2021). Family composition and household structure. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Being_young_in_Europe_today_-_family_and_society#Family_composition_and_household_structure

ILGA (2021). Family. <https://www.ilga-europe.org/what-we-do/our-advocacy-work/family>

Lehto, X.Y., Lin, Y.-C., Chen, Y., & Choi, S. (2012). Family vacation activities and family cohesion. *Journal of Travel & Tourism Marketing*, 29, 835–850.

Lima, J. & Eusébio, C. (2021). *Social Tourism: Global Challenges and Approaches*, Chapter 11. UK: CABI.

Lima, J.; Eusébio, C. & Amorim Varum, C. (2023). Family tourism effects for low-income families – past reality for future insights. *Family & Consumer Sciences Research Journal*, 51, 277– 295.

06th June 2025

08:30 am

Tourism and Natural Areas (ENG) (Room 4)

185

TOURISM AND NATURAL AREAS (ENG)

Proposal and Originality

Although many studies have been carried out on destination image, there is no consensus on the concrete key attributes and dimensions of island destination image. Additionally, no systematic literature review on the assessment of the image of island destinations was found. Hence, this study aims to conduct a literature review identifying attributes and dimensions that reflect tourists' perceptions of islands, allowing the comprehensive measurement of their image, its relation to other relevant variables, and the discussion of practical implications for destination marketing.

Methodology

In this study, a literature review, with both a bibliometric and a content analysis, was carried out. Documents were identified via Scopus, through the combination of the terms 'island*' and 'destination image'. A set of 47 documents on image attributes and/or dimensions used for measuring island destination image was selected for analysis.

Results and Implications

Although the perceived image of island destinations integrates several, more common dimensions and attributes, typical of many islands and destinations, in general, their use cannot be completely generalised and must be adapted to the particular destination contexts. This study offers both theoretical and managerial contributions, allowing the identification of a comprehensive set of items that permits measuring island destination image considering the attributes and dimensions most used to assess these constructs, as well as the peculiarities of island destinations.

Research Limitations

The main limitation of this study lies in only identifying documents based on Scopus. Future studies may add documents based on other scientific publication databases.

References Version APA 6th or 7th Edition

- Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Tourism Management*, 25(5), 623–636. <https://doi.org/10.1016/j.tourman.2003.06.004>
- Martín-Santana, J. D., Beerli-Palacio, A., & Nazzareno, P. A. (2017). Antecedents and consequences of destination image gap. *Annals of Tourism Research*, 62, 13–25. <https://doi.org/10.1016/j.annals.2016.11.001>
- Prayag, G., & Ryan, C. (2011). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342–356. <https://doi.org/10.1177/0047287511410321>

Proposal and Originality

The purpose of the study is to measure the attitudes toward Nature of nature-based tourists through different generations. Understanding nature-based tourists' environmental attitudes is important the development of appropriate and sustainable visitor management strategies for natural protected areas. On the other hand, there is no study that measures the ecocentric and anthropocentric attitudes toward Nature of nature-based tourists from all generations.

Methodology

A quantitative research was design for this study, relying on a questionnaire comprising of 8 question-statements adapted from valid scales. Question- statements were answered on a 5-point Likert scale. The questionnaire was applied to domestic tourists from different generations that visit natural and protected areas in the past three months.

Results and Implications

Two dominant attitudes to nature, anthropocentrism and ecoentrism, have been identified in tourism literature ((Thompson & Barton, 1994; Page & Dowling, 2002).The findings suggest that there are differences on people's attitudes toward Nature based on the generations' cohorts, which could be useful to Nature-based destinations managers particularly to design, develop and implement a strategy of Sustainable Tourism. Moreover, the results contribute to tourism literature development, extending the existing knowledge on attitudes toward Nature and environment.

Research Limitations

The main limitation is the fact that the study only considered domestic tourists. Also, the quantitative approach could limited the results.

References Version APA 6th or 7th Edition

Page, J.S. & Dowling, R.K. (2002). *Ecotourism: Theme in tourism*. Pearson Education.

Thompson, S.C.G. & Barton, M.A. (1994). Ecocentric and anthropocentric attitudes toward the environment. *Journal of Environmental Psychology* 14, 149-157.

Proposal and Originality

Glamping is a blend of the words "glamorous" and "camping". It is ideal for people who want to enjoy nature and outdoor activities without sacrificing comfort and convenience. It's popular at eco-friendly resorts, national parks, private retreats, and other scenic destinations of the rural world. For their connections with the natural world is one of the most effective means for the desirable sustainable development of a tourist destination. Although this pertinence, a bibliometric survey has yet to be conducted on this matter, which is the main objective of this work.

Methodology

A comprehensive bibliometric exercise was undertaken. It was used the word "glamping" by topic, in Scopus database. The search was conducted considering all years up to the moment of the search (October, 25). This procedure yielded 63 works. Considering that we want to read these works, we limit the search only to articles or conference papers indexed in Scopus. The analysis was complemented by VosViewer.

Results and Implications

The bulk of documents appeared since 2020, which reveal the newness of the research concerning the thematic. In a list of one 114 authors, only 3 of them have 3 articles and 8, 2 articles, which is understandable given the newness of this form of tourism. Portugal, United States, China and Indonesia, are the main countries under research. The Journal of Outdoor Recreation and Tourism, Sustainability, International Journal of Tourism Research and the Journal of Hospitality and Tourism Management are the main journals for publication. More support should be given to this form of tourism.

Research Limitations

The bibliometric survey was based only in articles or conference papers in Scopus, thus excluding (valid and high) scientific production in other type of outlets.

References Version APA 6th or 7th Edition

Fernandes, S., Ferreira, D., Alves, T., & Barbosa de Sousa, B. M. (2021). Glamping and the development of sustainable tourism: A Portuguese case study. In A. Lubowiecki-Vikuk, B. M. B. de Sousa, B. M. Đerćan, & W. Leal Filho (Eds.), Handbook of sustainable development and leisure services. World sustainability series. Springer.

A.M. Pop, A.C. Marian-Potra, G.G. Hognogi, V. Puiu (2024). Glamping tourism as a sustainable response to the need to reinvigorate domestic tourism Journal of Destination Marketing & Management, 31, 100803.

Aknowledgment: This work is funded by National Funds through the FCT - Foundation for Science and Technology, I.P., within the scope of the project Ref^a UIDB/00681/2020. Furthermore we would like to thank the CERNAS Research Centre and the Polytechnic Institute of Viseu for their support.

Proposal and Originality

Tourists have long been attracted to natural sites, undertaking recreational activities and immersing themselves in nature (Line & Costen, 2017). This attraction is based on representations and meanings of Nature. In fact, natural spaces hold images, symbolic and social meanings (Aitchison, 1999; Aitchison et al., 2000) that have motivated people to seek them as tourism destinations. In this sense, the present work intends to present the concepts and image dimensions of Nature overtime based on an extensive literature review, providing a new conceptual framework.

Methodology

Since this is a conceptual work based on an extensive literature review, studies were searched and retrieved from the scientific database Scopus including the most relevant international scientific contributions in the field of tourism, using the keywords 'Nature' and 'Nature-based Tourism' and 'Place Meanings' and "Social Representations" in the search field 'article title, abstract, keywords'.

Results and Implications

Since Romanticism, the image associated with Nature has changed. It comes to be seen as beautiful, inspiring and contemplative. Also, sacred and spiritual spaces where people can find peace. The authenticity associated to natural areas reinforce their importance as natural heritage that must be preserve. Following this recognition, the association of these spaces with sustainability becomes increasingly important. These different image dimensions of Nature are in line with different kinds of tourism that can be enjoyed in natural settings.

Research Limitations

The main limitation of the study is that it might omit and therefore not consider other possible image and meanings dimensions of Nature overtime.

References Version APA 6th or 7th Edition

- Aitchison, C. (1999). New cultural geographies: The spatiality of leisure, gender and sexuality. *Leisure Studies*, 18, 19-39.
- Aitchison, C., MacLeod, N., & Shaw, S. (2000). *Leisure and tourism landscapes: Social and cultural geographies*. London: Routledge.
- Line, N.D. & Costen, W.M. (2017). Nature-based tourism destinations: A dyadic approach. *Journal of Hospitality and Tourism Research*, 41(3),278-300.

OC-157 - (413) - PERCEIVED NATURE-BASED DESTINATION IMAGE BY TOURISTS FROM DIFFERENT GENERATIONS

Carla Silva¹; Manuel Reis¹; Juliana Marques¹

1 - Polytechnic Institute of Viseu

Proposal and Originality

Understanding and being able to measure, analyze, compare, and contrast the image of a tourism destination, also known as tourism destination image (TDI), is critical in tourism management and destination marketing (Bui et al., 2022, p.1287). Therefore, the present work purposes to measure the Nature-based destination image held by tourists. Specifically, the study aims understand the differences of those perceptions between the generations Baby Boomers, Generation X, Millennials and Generation Z.

190

Methodology

This study adopted a quantitative approach. Building on previous studies, a self-administered questionnaire was developed covering four constructs and consisting of 24 items. The questionnaire was personally administered to tourists during their visit to the Douro International, Arribes del Duero and Serra da Estrela Natural Parks, between January and April 2018. the final sample is 152 tourists.

Results and Implications

Insights from an empirical study indicate four image dimensions of Nature-based tourism destinations: (1) authenticity, (2) Risk, (3) Adventure, and (4) Spiritual. Moreover, the authenticity, risk and adventure image are more relevant to Millennials than to Generation X. Surprisingly there is no perceptions differences between generations regarding the spiritual dimension. The study can help nature-based tourism managers and decision makers in developing effective destination marketing and management strategies considering the generations cohorts.

Research Limitations

The research settings - European destinations - could be a limitation, so it is suggested including others outside Europe with other international tourists in further studies.

References Version APA 6th or 7th Edition

Bui, V., Alaei, A.R., Vu, H.Q., Li, G., & Law, R. (2022). Revisiting Tourism Destination Image: A Holistic Measurement Framework Using Big Data. *Journal of Travel and Tourism Research*, 61(6), 1287-1307.

06th June 2025

10:15 am

Regenerative Rural Tourism: Co-Creating Impactful Experiences with Local Communities, Entrepreneurs, Visitors and Resources (ENG) (Room 1)

191

REGENERATIVE RURAL TOURISM: CO-CREATING IMPACTFUL EXPERIENCES WITH LOCAL COMMUNITIES, ENTREPRENEURS, VISITORS AND RESOURCES (ENG)

10:15 am

Regenerative Rural Tourism: Co-Creating Impactful Experiences with Local Communities, Entrepreneurs, Visitors and Resources (ENG) (Room 1)

OC-163 - (439) - ENHANCING NATURE-BASED TOURISM THROUGH TRANSFORMATIVE EXPERIENCES

Ana Maria Caldeira²; Cláudia Seabra³; Dina Amaro¹

1 - Dina Amaro; 2 - Ana Maria Caldeira; 3 - Cláudia Seabra

Proposal and Originality

Providing meaningful and transformative experiences has become a key competitive advantage for tourism destinations, particularly in nature-based tourism (NBT). NBT offers tourists immersive opportunities to connect with nature, motivating them to adopt and advocate for sustainable practices.

This study examines the impact of transformative experiences in NBT by addressing a key research gap. It sheds light on the powerful impact of memorable, and meaningful experiences in fostering deeper connections between nature-based tourists and their chosen destinations.

192

Methodology

A quantitative analysis will be conducted using a questionnaire survey to examine the impact of transformative experiences in NBT. The study will focus on the relationships between these experiences and subjective well-being, perceptions of destination safety, place attachment, and future behavioural intentions.

Results and Implications

Through a comprehensive overview of transformative experiences, this study aims to enhance the understanding of such experiences by developing model constructs and examining their relationships. The proposed model is intended to support both theoretical and practical advancements in this field and serve as a foundation for empirical research. Recommendations for data collection and analysis will be provided to validate the model.

Research Limitations

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

References Version APA 6th or 7th Edition

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

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

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

10:15 am

Regenerative Rural Tourism: Co-Creating Impactful Experiences with Local Communities, Entrepreneurs, Visitors and Resources (ENG) (Room 1)

OC-164 - (567) - HOW CO-CREATION TRIGGERS POSITIVE EXPERIENCES AND LOYALTY IN WINE TOURISM?

Maria João Carneiro¹; Elisabeth Kastenholz²; Ana Maria Caldeira³; Celeste Eusébio⁴; Diana Cunha⁵

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193

Proposal and Originality

Research reveals the relevance of good tourism experiences to loyalty towards destinations. Co-creation, and specifically interaction, are crucial to ensure positive tourism experiences. However, knowledge on the contribution of social interaction to good experiences and, indirectly, to higher loyalty towards wine destinations, is scarce. Therefore, this paper aims to analyze the impact of tourists' contacts with others for more positive educational and emotional wine tourism experiences, and trigger loyalty towards wine tourism destinations.

Methodology

Data were collected through an on-site survey of visitors of three wine tourism destinations (n=422) – Bairrada, Dão and Beira Interior. Structural Equation Modelling, specifically the SmartPLS 3 software, was used to test the hypotheses formulated.

Results and Implications

Interaction has a positive impact on educational and emotional experiences and, indirectly on loyalty, contributing to enhanced experiences, and increasing the willingness to recommend and revisit the destination, as well as to continue buying wines of the place visited after the trip. Nevertheless, the impacts of these kinds of experiences vary according to the type of interactions- with staff, other visitors and residents- having distinct impacts in this context. Contacts with staff assume special importance to increase loyalty.

Research Limitations

The study is confined to a quantitative approach in one country. It should be extended to other places, and to a qualitative approach to uncover the reasons underlying impacts.

References Version APA 6th or 7th Edition

Fernandes, T., & Cruz, M. (2016). Dimensions and outcomes of experience quality in tourism: The case of Port wine cellars. *Journal of Retailing and Consumer Services*, 31, 371–379.

Pei Pei, L.T., & Mohd Noor, N.A. (2020). The influence of tourist interactions on satisfaction and destination loyalty of tourists at cultural heritage sites in Penang and Melaka, Malaysia. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 9(1), 103–119.

Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N.N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867–879.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

10:15 am

Regenerative Rural Tourism: Co-Creating Impactful Experiences with Local Communities, Entrepreneurs, Visitors and Resources (ENG) (Room 1)

OC-165 - (519) - TOURIST CO-CREATION WITH LOCALS: THE CASE OF SHARED HARVESTING EXPERIENCES

Mariana Carvalho¹; Elisabeth Kastenholz²; Maria João Carneiro²

1 - Escola Superior de Educação - Instituto Politécnico de Coimbra, CITUR; 2 - Universidade de Aveiro, GOVCOPP

Proposal and Originality

This study presents an analysis on visitors' perspectives regarding shared co-created harvesting experiences with locals in two Portuguese wine routes – Bairrada and Dão. Wine tourism provides visitors with the opportunity to explore destinations through immersive, multi-sensory experiences that highlight the natural and cultural aspects of the regions they visit. The lack of studies on co-creation in food & wine tourism and the increased interest of visitors in actively participating in these experiences reinforces the pertinence of this in-depth analysis.

194

Methodology

This case study comprises the analysis of visitors' discourse regarding their harvesting experience in Bairrada and Dão regions. Evidence of the co-creative dimensions in food & wine experiences is also identified, based on the framework from Carvalho et al. (2023). Data was gathered through semi-structured interviews. Content analysis was carried out with the support of NVIVO 12.

Results and Implications

Study findings show the pertinence of intensive co-creative experiences, such as shared harvest, where the resulting value strongly relies on the collaboration between visitors and locals in an authentic experience within the scope of local agricultural practice. Social interaction between tourists and farm workers (the locals) was perceived as one of the most important parts of the experience, due to personalized and authentic contact. This study provides supply agents with practical guidelines on how to promote authenticity and co-creation in wine experiences.

Research Limitations

The analysis of the shared experiences was focused on just one type of shared experience. The perspective of the supply agents could also add value to the study.

References Version APA 6th or 7th Edition

Carvalho, M., Kastenholz, E., & Carneiro, M.J. (2021). Co-creative tourism experiences—a conceptual framework and its application to food & wine tourism. *Tourism Recreation Research*, 48(5), 668-692. <https://doi.org/10.1080/02508281.2021.1948719>

Bruwer, J., & Alant, K. (2009). The hedonic nature of wine tourism consumption: An experiential view. *International Journal of Wine Business Research*, 21, 235–257.

Minkiewicz, J., Evans, J., & Bridson, K. (2014). How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management*, 30, 30–59.

Terziyska, I., & Damyanova, R. (2020). Winescape through the lens of organized travel—A netnography study. *International Journal of Wine Business Research*, 32, 477–492.

10:15 am

Regenerative Rural Tourism: Co-Creating Impactful Experiences with Local Communities, Entrepreneurs, Visitors and Resources (ENG) (Room 1)

OC-166 - (430) - FORESTS, HEALTH AND TOURISM: DEVELOPING SUSTAINABLE HEALTH TOURISM OFFERS IN LOCAL FORESTS

Pippirs Corinna¹; Markov Sebastian¹; Steckenbauer Georg Christian¹

1 - Deggendorf Institute of Technology

Proposal and Originality

Forests are a “polyvalent space” of broad significance and use. Especially given the ongoing shift towards being a “health space” and their increasing interpretation by society as a location for leisure activities, recreation and experiencing nature, forest-based (health) tourism activities and offers are springing. It is therefore crucial to understand the motives and expectations that the population associates with a visit to the forest and what “forest” actually means from their perspective.

195

Methodology

Within the framework of a cross-border "INTERREG-V-A Austria-Bavaria 2014-2020" research project on the socially important topic of "Forest, Health and Tourism", a representative population survey of forest visitors (n = 3.010) in Germany and Austria was conducted online and evaluated.

Results and Implications

The results show that different patterns of thought and behavior can be identified within the population, as can “(target) groups” within. If stakeholders in their region are seeking to develop and implement a (health) tourism forest offer, it is important to consider which specific (target) groups, with their motives and expectations should be addressed based on local conditions and (infra)structures.

More research is needed as forests are changing to a health area, but medical evidence is lacking. Sustainable offers are needed, at the same time ALL stakeholders need to be involved.

Research Limitations

The research conducted has focused on Austria and Germany. It is important to extend the study to other countries for a more comprehensive and holistic understanding.

References Version APA 6th or 7th Edition

Markov, S., Bischof, M., Frank, V., Maier-Lehner, G., Gianordoli, I., Mühlberger, D., and Öhlinger-Brandner, C. (2022) Wissen schafft Wege - Praktischer Leitfaden für eine gesundheitstouristische Nutzung von Wäldern in Österreich und Bayern. Netzwerk Gesundheitstourismus Wald, Deggendorf, Germany.

Marušáková, L. and Sallmannshofer, M. (2019) Human Health and Sustainable Forest Management. Forest Europe, Bratislava, Slovakia.

Schuh, A. and Immich, G. (2019) Waldtherapie - das Potenzial des Waldes für Ihre Gesundheit. Springer, Berlin, Heidelberg, Germany.

Steckenbauer, G. C. (2017) Gesundheitswälder - Touristische Inwertsetzung der Ressource Wald. In: TourismusWissen quarterly, 10, pp. 259-264.

10:15 am

Regenerative Rural Tourism: Co-Creating Impactful Experiences with Local Communities, Entrepreneurs, Visitors and Resources (ENG) (Room 1)

OC-167 - (555) - EXPLORING THE VALUE OF VIEWPOINTS: THE CASE OF “PARQUE DO BARROCAL” IN CASTELO BRANCO, PORTUGAL

Manuela Costa¹

1 - University of Coimbra

Proposal and Originality

The aim of this project is to take an explorative perspective on the importance of viewpoints in the specific case of Parque do Barrocal, analyzing their potential to leverage the scientific, aesthetic, didactic and touristic values. Since the value of viewpoints is not in themselves (*in situ*) but in the landscape that can be observed from them (*ex situ*) an assessment of their characteristics deserves our attention and we think it's an originality. We also aim to evaluate the touristic potential of the park according to criteria of accessibility, tourism category, signage and security

Methodology

Following the methodology developed by Diniz & Araújo (2022) this study will classify the geodiversity of viewpoints in “Parque do Barrocal”. Additionally, we will engage in fieldwork to observe the value of viewpoints, as well as to collect primary data with visitors. We will collect survey data with tourists in the park, as well as interviews with visitors and key policy makers in the city tourism's strategy

Results and Implications

Parque do Barrocal is a granite area integrated into the Unesco Naturtejo World Geopark. The expected result is to achieve an evaluation of the viewpoints according to the aforementioned criteria, in order to value them from an educational and touristic point of view and verify whether if they can be used by any public. We also want that this study can contribute for geoconservation of this place. We also aim to achieve conclusions about the touristic potential of the park according to criteria of accessibility, tourism category, convenience, signage and security.

Research Limitations

To date, the park does not have much data collected on the characteristics of visitors. Thus, our study will start practically from scratch

References Version APA 6th or 7th Edition

- Diniz, M. T. M., & de Araújo, I. G. D. (2022). Proposal of a Quantitative Assessment Method for Viewpoint Geosites. *Resources* (2079-9276), 11(12).
- Diniz, M. T. M., & de Araújo, I. G. D. (2022). Proposal of a Quantitative Assessment Method for Viewpoint Geosites. *Resources* 2022, 11, 115
- Mucivuna, V. C., Garcia, M. D. G. M., & Reynard, E. (2022). Comparing quantitative methods on the evaluation of scientific value in geosites: Analysis from the Itatiaia National Park, Brazil. *Geomorphology*, 396, 107988.
- Mucivuna, V. C., & da Glória Motta Garcia, M. (2018, July). Educational and tourism use of easy-access viewpoints: a study in the Itatiaia National Park, Brazil. In *VIII GeoSciEd 2018–8th Quadrennial Conference of the International Geoscience Education Organisation (IGEO)–Geosciences for Everyone* (pp. 202-207).

06th June 2025

10:15 am

Social media-induced tourism (ENG) (Room 2)

SOCIAL MEDIA-INDUCED TOURISM (ENG)

10:15 am

Social media-induced tourism (ENG) (Room 2)

OC-168 - (338) - DMOS' VIRTUAL INFLUENCERS: ARE THEY REALLY A NEW MARKETING TOOL OR JUST A COPY OF CURRENT HUMAN SOCIAL MEDIA INFLUENCERS?

Rebeca Suárez Álvarez¹; María Del Pilar Pascual Fraile¹

1 - Rey Juan Carlos University

Proposal and Originality

This study aims to investigate a new phenomenon recently used by DMOs in their marketing strategies on social media: virtual influencers (VI). VI are computer-generated imaginary social media influencers, that have received little attention in academic literature in the field of tourism (Xie-Carson, L., 2023). This study in-depth analyses DMO's use of virtual influencers on Instagram, and their impact on tourists' travel intentions.

198

Methodology

A quantitative visual content analysis of Instagram profiles was used to compare the two current existing VI created by DMOs worldwide (Italia-@venereitalia- and Korea-@lizzie.dayz), with two human social media influencers' profiles with similar numbers of followers (@mylifesatravelmovie-for the Italian VI and @wen_travel_begins for the Korean VI).

Results and Implications

Results showed that DMOs' Vis use on Instagram as powerful marketing tool is underestimated. DMOs tend to copy the existing social media influencers' traditional models rather than create newer ones in content (e.g. the promoted tourism products) and format (e.g. photo/video angle used and VI attitude and gestures). DMOs are encouraged to maximize the potential of new technologies to create new marketing tools such as VI to potentiate tourists' travel intention.

Research Limitations

The main limitation of this study is the size sample- among 100-150 posts in each profile- due to the sole use of two VIs worldwide by two DMOs.

References Version APA 6th or 7th Edition

Xie-Carson, L., Magor, T., Benckendorff, P., & Hughes, K. (2023). All hype or the real deal? Investigating user engagement with virtual influencers in tourism. *Tourism Management*, 99, 104779.

10:15 am

Social media-induced tourism (ENG) (Room 2)

OC-169 - (408) - ENGAGEMENT EMOTIONS OF A VIRTUAL TRAVEL INFLUENCER IN TOURISM MARKETING: THE CASE OF SENA ZARO

Julia Marti-Ochoa¹; Eva Martin-Fuentes¹; Berta Ferrer-Rosell¹

1 - Universitat de Lleida

Proposal and Originality

This study examines the use of the first virtual travel influencer, Sena Zaro, to analyse her effectiveness in generating engagement in tourism marketing. It explores the emotions conveyed through her Instagram profile. The originality lies in focusing on an AI-created influencer, a largely unexplored area in tourism (Xie-Carson et al., 2023), contributing to future influencer marketing strategies involving virtual influencers (Appel et al., 2020).

199

Methodology

A total of 97 Instagram posts from Sena Zaro's account were collected using the Apify tool to conduct an engagement and sentiment analysis. A validated social media engagement formula (Germon et al., 2017) was applied, and OpenAI's ChatGPT-4o was used to perform sentiment and emotion analysis (Wang et al., 2024).

Results and Implications

Results show that carousel posts generate the highest engagement (3.71%), followed by static photos (2.69%) and videos (1.84%). Emotions are predominantly positive (87%), with interest and joy being the most frequent. This study highlights the importance of genuineness in virtual influencers, defined as their ability to deliver consistent, relatable, and emotionally engaging narratives, and emphasizes their potential to foster emotional connections and engagement in tourism (Xie-Carson et al., 2023).

Research Limitations

The study analyses only one virtual influencer, limiting generalisability. Future research could include more profiles and platforms like TikTok (Appel et al., 2020).

References Version APA 6th or 7th Edition

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95. <https://doi.org/10.1007/s11747-019-00695-1>

Germon, R., Sokolova, K., & Bami, A. (2017). Analysing user-generated content on Instagram: The case of travel agencies. In *The Ninth International Conferences on Pervasive Patterns and Applications*, 78-81.

Wang, Z., Xie, Q., Feng, Y., Ding, Z., Yang, Z., & Xia, R. (2024). Is ChatGPT a Good Sentiment Analyzer? A Preliminary Study (arXiv:2304.04339). arXiv. <http://arxiv.org/abs/2304.04339>

Xie-Carson, L., Magor, T., Benckendorff, P., & Hughes, K. (2023). Investigating user engagement with virtual influencers in tourism. *Tourism Management*, 99, 104779. <https://doi.org/10.1016/j.tourman.2023.104779>

Proposal and Originality

New digital marketing technologies and the use of social media are revolutionizing both society and the economy in recent years, especially in the tourism sector. The present research aims to analyse the influence of digital marketing and social media, to measure new consumer behaviours, in sustainable tourism, through the methodology of a systematic review of the literature, which compiles and critically analyses research studies focused on responding to the main objective.

Methodology

The systematic literature review is a critical and selective study, which attempts to analyse and integrate essential information from primary studies on a particular research topic. This work focuses on sustainable marketing in the field of tourism; after its selection, its quality will be assessed and finally its results will be synthesized.

Results and Implications

The research in this article introduces the knowledge about the influence of the use of digital marketing and social media in the sustainable tourism sector as new methods of studying consumer behaviour. As a result of the methodological process developed, a systematic review of the literature, reference is made below to the most relevant terms obtained for this research.

Research Limitations

Sustainable marketing presented so far necessarily requires the development of the sustainable consumer segment, not a sufficiently large number of them, companies.

References Version APA 6th or 7th Edition

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10:15 am

Social media-induced tourism (ENG) (Room 2)

OC-171 - (394) - UNPACKING THE LINK: SOCIAL MEDIA POPULARITY AND TOURIST ARRIVALS IN EUROPEAN DESTINATIONS

Vítor Sá¹; Emese Panyik^{1,2}; Alexandra Matos Pereira¹

1 - Instituto Politécnico de Gestão e Tecnologia - ISLA Gaia; 2 - GOVCOPP

Proposal and Originality

Considering that a significant portion of pre-trip information originates from DMOs, it becomes important to understand whether there is a correlation between the popularity of official pages on social media and the flows to destinations. This approach is still relatively unexplored, allowing us to strengthen our understanding of the importance of social media in tourism promotion.

201

Methodology

This research selected European Union countries and their official tourism promotion pages on Facebook, Instagram, TikTok, YouTube, and X. The number of followers for each page was gathered, along with Eurostat's "Arrivals of residents/non-residents at tourist accommodation establishments" indicator. Using this data, the Spearman correlation coefficient was calculated for each social media platform.

Results and Implications

The results indicate highly statistically significant correlation with Facebook (.517**, Sig.:0.01) and a statistically significant correlation with Instagram (.519* Sig: 0.05). Total Number of Followers (TNF) is also highly statistically significant (.566** Sig.:0.01). However, no correlations have been found between TikTok, Youtube and X, which may suggest a lower level of current impact of these platforms as international travel incentive.

Research Limitations

This research presents two main limitations: the volatility of followers on the pages and the variability of results based on the chosen statistical indicator.

References Version APA 6th or 7th Edition

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- Uşaklı, A., Koç, B., & Sönmez, S. (2019). Social Media Usage Among Top European DMOs. In N. Kozak & M. Kozak (Eds.), *Tourist Destination Management: Instruments, Products, and Case Studies* (pp. 1–14). Springer.

06th June 2025

10:15 am

Social media-induced tourism (ENG) (Room 2)

OC-172 - (436) - UNESCO NATURAL WORLD HERITAGE SITES AND ONLINE ENVIRONMENTAL DISCOURSE: A TEXTUAL CONTENT ANALYSIS OF TOURISTS' REVIEWING BEHAVIORS

Salman Yousaf¹

1 - University of Sharjah, Sharjah, U.A.E.

Proposal and Originality

This study aims to analyze the impact of consumers' online environmental discourse on their satisfaction with UNESCO National World Heritage (NWH) sites measured through review ratings. It is a timely topic following the contemporary research demand as NWH sites, known for their ecological and natural resources, are deemed highly vulnerable to adverse impacts of tourism.

202

Methodology

We analyzed 130,264 reviews posted till May 31, 2023, on TripAdvisor.com regarding tourist spots situated at 43 UNESCO-recognized NWH sites in the USA, the UK, Australia, New Zealand, and Canada.

Results and Implications

The results indicated that the presence and depth of environmental-related content in online reviews are associated with higher review ratings. Hence, tourists' online environmental discourse has a positive impact on their satisfaction with UNESCO sites. The findings significantly contribute to the existing scholarship concerning online environmental discourses of NWH sites.

Research Limitations

we analyzed online reviews of NWH sites, which are located in English-speaking countries like the USA, the UK, Australia, New Zealand, and Canada.

06th June 2025

10:15 am

Transports and Tourism (ENG) (Room Anf.III)

203

TRANSPORTS AND TOURISM (ENG)

OC-179 - (442) - ASSESSMENT OF GREENWAYS AND LONG-DISTANCE ACTIVE TRANSPORTATION ROUTES IN LATVIA IN CONTEXT OF TOURISM

Agita Līviņa¹; Māra Grīnberga-Šilaua¹

1 - Vidzeme University of Applied Sciences, Latvia

Proposal and Originality

Greenways and long-distance active transportation routes are essential components of sustainable tourism infrastructure (Tambovceva et al., 2020) (Zawawi et al., 2023). This proposal aims to assess the existing greenways and long-distance cycling routes in Latvia, focusing on their potential to enhance the tourism sector, attract more visitors, and boost local economies.

The originality of this research lies in its comprehensive assessment of greenways and long-distance active transportation routes from a sustainable tourism - an integrated approach.

Methodology

The study employs both qualitative and quantitative research methods. Interviews conducted with stakeholders to provide insights into the benefits and challenges associated with greenways and long-distance active transportation routes. Geographic Information System (GIS) tools used to map and analyze route networks, identifying key areas for development or improvement.

Results and Implications

The study provides a detailed report on the current state of greenways and long-distance active routes in Latvia, along with their potential for tourism. It highlights key challenges and suggests practical solutions for improving these routes to make them more appealing to both domestic and international tourists. Furthermore, the research will deliver strategic recommendations for local and national stakeholders to help prioritize investments, improve marketing efforts, and foster partnerships for sustainable tourism growth.

Research Limitations

Data availability and quality, seasonal variability, limited stakeholder engagement, time constraints.

References Version APA 6th or 7th Edition

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- Tambovceva, T., Atstaja, D., Tereshina, M., Uvarova, I., Livina, A. (2020) Sustainability challenges and drivers of cross-border greenway tourism in rural areas. In: *Sustainability (Switzerland)*, 2020, 12(15), 5927. SCOPUS, Open Access. <https://doi.org/10.3390/su12155927>
- Zawawi, A., Porter, N., Ives, C. (2023). Influences on Greenways Usage for Active Transportation: A Systematic Review. *Sustainability*. 15. 10.3390/su151310695.

OC-180 - (1570) - RAILWAY TOURISM IN ANGOLA, THE CASE OF THE LUANDA-MALANJE RAILWAY

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1 - Universidade de Coimbra, FLUC; 2 - Universidade de Coimbra, CEGOT, FLUC

Proposal and Originality

Railway tourism comprises a wide and growing range of travel experiences (Peira et al., 2022) mainly related to railways (Colin & Bird, 2014), which are increasingly a main tourist attraction, either due to the heritage of rolling stock and railway buildings (Henderson, 2011), or for the scenic beauty of the landscapes it travels (Carvalho, 2023). This study aimed to analyze the prospects for the implementation of rail tourism in Angola, focusing on the railway axis from Luanda to Malanje.

205

Methodology

In the case study, a semi-structured interview was applied to public agents of tourism and transport (planners and decision-makers), academics (teachers and researchers specialized in tourism) and economic agents of tourism. The answers of the ten interviewees were subject to qualitative analysis, through the creation of categories and the selection of discursive excerpts.

Results and Implications

Railway tourism in Angola is still non-existent, fundamentally due to the lack of a tourism policy that favors this segment, in addition to endogenous and exogenous aspects of the agents involved in the sector. However, the perception of stakeholders in relation to expectations regarding the implementation of this segment are quite positive, both in Angola and on the railway from Luanda to Malanje, as its application in the near future could provide an opportunity to boost existing tourist resources in these territories and allow for social and economic development.

Research Limitations

Lack of availability of some public entities to participate in the interviews, problems of railway operation, and lack of bibliography and empirical data on this topic in Angola

References Version APA 6th or 7th Edition

Carvalho, P. (2023). Caminhos de Ferro: Geografia, Património e Turismo. Imprensa da Universidade de Coimbra.

Conlin, M. & Bird, G. (2014). Railway Heritage and Tourism: Themes, Issues and Trends. In M. Conlin e G. Bird (Ed.), Railway Heritage and Tourism (03-16). Channel View Publications.

Henderson, J. (2011). Railways as heritage attractions: Singapore's Tanjong Pagar station, Journal of Heritage Tourism, 6:1, 73-79. <https://doi.org/10.1080/1743873X.2010.536236>

Peira, G., Lo Giudice, A., & Miraglia, S. (2022). Railway and tourism: A systematic literature review. Tourism and Hospitality, 3(1), 69-79. <https://doi.org/10.3390/tourhosp3010005>

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

OC-183 - (564) - THE IMPORTANCE OF HIGH-SPEED RAIL FOR SUSTAINABLE TOURISM: A LITERATURE REVIEW

Eunice Duarte^{1,2}; Dulcineia Ramos^{2,3}; Rui Ribeiro^{1,4}

1 - ESCAD-IPLUSO; 2 - CiTUR Leiria; 3 - Instituto Politecnico de Leiria; 4 - Universidade Lusófona

Proposal and Originality

The literature review aims to assess the role of high-speed rail (HSR) in promoting sustainable tourism by providing an environmentally friendly alternative to air and car travel. As tourism demand grows, HSR's low-emission, medium-distance travel reduces carbon footprints and traffic congestion, enhancing access to major destinations and fostering sustainable tourism. By synthesising research on HSR's environmental and social impacts, this review underscores its potential as a key sustainable tourism strategy.

206

Methodology

The study employs a systematic review of articles, ScienceDirect, from 2015 to 2024, focusing on the impact of HSR on tourism and sustainability. The terms "high-speed rail", "sustainable tourism" and "carbon reduction" were searched. The selected studies were analysed to identify recurring themes on the environmental benefits of HSR and its influence on tourism accessibility and regional development.

Results and Implications

High-speed rail significantly reduces carbon emissions compared to air and car travel, aligning with sustainable tourism goals. HSR improves accessibility to regional destinations, thereby dispersing tourism flows and relieving pressure on major cities. This has dual benefits: supporting regional economies and reducing the environmental footprint of tourism. For policymakers and tourism planners, HSR emerges as a strategic infrastructure investment to promote low-impact and environmentally friendly tourism, especially in countries aiming to achieve climate targets.

Research Limitations

The review is limited to studies in countries with established HSR networks; more research is needed on the implementation of HSR in regions with developing rail infrastructure.

References Version APA 6th or 7th Edition

Sun, Y. Y., & Lin, Z. W. (2018). Move fast, travel slow: The influence of high-speed rail on tourism in Taiwan. *Journal of Sustainable Tourism*, 26(3), 433-450.

Yin, P., Pagliara, F., & Wilson, A. (2019). How does high-speed rail affect tourism? A case study of the capital region of China. *Sustainability*, 11(2), 472.

Pan, H., Gao, Y., Shen, Q., Moudon, A. V., Tuo, J., & Habib, K. N. (2023). Does high-speed rail mitigate peak vacation car traffic to tourist city? Evidence from China. *Transport policy*, 143, 93-105.

10:15 am

Transports and Tourism (ENG) (Room Anf.III)

OC-184 - (483) - OPPORTUNITIES AND CHALLENGES FOR SINO-PORTUGUESE TOURISM IN THE CONTEXT OF THE BELT AND ROAD INITIATIVE

Chen Wang¹; Carlos Ferreira^{2,3}

1 - University of Coimbra; 2 - CiTUR - Centre for Tourism Research, Development and Innovation, Estoril, Portugal; 3 - University of Coimbra, CEGOT, Faculty of Arts and Humanities, Coimbra, Portugal

Proposal and Originality

This study addresses the opportunities and challenges of the Belt and Road Initiative (BRI) in developing Sino-Portuguese tourism. It emphasizes how Portugal can leverage this initiative to attract Chinese tourists and enhance its position in global tourism market. The BRI presents growth prospects but also brings challenges such as geopolitical risks, sustainability concerns, and pandemics like COVID-19. This research aims to provide insights into maximizing these opportunities and addressing challenges to support Portugal's tourism strategy under the BRI framework.

207

Methodology

The methodology employs the Delphi method and a survey approach. Experts were selected using the Quadruple Helix model to provide insights into tourism development under the BRI. Additionally, a survey of 205 Chinese students in Portugal was conducted to analyze behavior and perceptions. Data were collected online, identifying key factors such as destination image and its influence on travel intent.

Results and Implications

Findings show a positive link between BRI awareness and Portugal's tourism image. Experts suggest using Macau as a cooperation platform. Surveys indicate that destination image and information quality influence travel intentions. Recommendations include increasing advertising in China, developing info systems in Chinese, enhancing air links, and promoting cultural exchanges. The strategy aims to position Portugal as a medium-priced destination, leveraging natural and historical attractions.

Research Limitations

This study faced data limitations, relying on texts and reactions due to limited access to policymakers, with small sample size and gender imbalance.

References Version APA 6th or 7th Edition

1. Huang, S. (Sam), Shao, Y., Zeng, Y., Liu, X., & Li, Z. (2021). Impacts of COVID-19 on Chinese nationals' tourism preferences. *Tourism Management Perspectives*, 40(January), 293.
2. Gozgor, G., Demir, E., Bilgin, M. H., & Karabulut, G. (2021). Geopolitical risks and tourism development under the BRI. *Journal of Economic Cooperation and Development*, 42(1), 45-58.
3. Iftikhar, H., Pinglu, C., Ullah, S., & Ullah, A. (2022). Impact of tourism on sustainable development in BRI countries: The moderating role of institutional quality. *Plos one*, 17(4), e0263745.
4. Li, T., Shi, H., Yang, Z., & Ren, Y. (2020). Does the Belt and Road Initiative boost tourism economy? *Asia Pacific Journal of Tourism Research*, 25(3), 311-322.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

10:15 am

Transports and Tourism (ENG) (Room Anf.III)

OC-187 - (1601) - SUSTAINABILITY IN THE AVIATION INDUSTRY – CASE STUDY OF INTERGLOBE AVIATION LIMITED (INDIGO)

Aekkus Bir Singh Ahuja¹; Dr. Gaitree Gowreesunkar¹

1 - Indian Institute of Management, Sirmaur

Proposal and Originality

Through this study our aim is to find shorter flight routes and propose policy changes to make aviation sustainable. We shall explore bio-inspired solutions and mathematical algorithms to improve flight operations for finding the shortest and most efficient route contributing to the development of a sustainable Indian aviation industry, additionally we shall explore the policy requirements through in-depth interviews with the industry experts at Interglobe Aviation Limited.

208

Methodology

We will collect data through interviews with Indigo Airlines at their Gurugram office. To effectively identify the main causes of inefficiencies in the aviation sector, a systematic approach will be implemented by conducting qualitative interviews with airport authorities, air traffic control staff, and airline management. Our interviews will also touch upon the policy issues that pertain to aviation.

Results and Implications

Employing advanced algorithms, such as Dijkstra's algorithm will facilitate a thorough analysis of air traffic networks, enabling us to explore strategies to mitigate delays (Kumar & Jain, 2019). Employing bio-inspired algorithms, including the use of Physarum polycephalum, may improve routing efficiency and reduce congestion in air traffic management systems. By assessing these sophisticated algorithms, inefficiencies will be recognized and solutions may be proposed while identifying the limitations of existing solutions.

Research Limitations

The limitation of this research lies in its reliance on being limited to Indigo Airlines India, which may introduce bias.

References Version APA 6th or 7th Edition

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- Cleveland, W. S., Cleveland, W. S., & Chang, H. (2016). Using the Physarum Polycephalum Algorithm for Optimizing Airline Operations. *Journal of Air Transport Management*, pp. 55, 7–16.
- D'Alfonso, A., Rago, A., & Marciano, G. (2021). Economic Benefits of Reducing Airport Delays through Advanced Technologies. *Transportation Research Part E: Logistics and Transportation Review*, 145, 102-115.
- De Neufville, R., & Odoni, A. (2003). *Airport Systems: Planning, Design, and Management*.
- Gupta, V., & Nair, S. (2020). Strategies for Enhancing Operational Efficiency in Indian Aviation: A Sustainable Approach. *Aviation Management Journal*, 8(2), 135–150.

06th June 2025

10:15 am

Urban Safety: Risks, Vulnerabilities, and (Un) Sustainability (ENG) (Room 3)

209

URBAN SAFETY: RISKS, VULNERABILITIES, AND (UN) SUSTAINABILITY (ENG)

OC-173 - (346) - PERCEPTION OF THE IMPACT OF RISKS ON TOURISM IN THE DOURO DEMARCATED REGION

Diogo Miguel Pinto¹; Eunice Duarte²; Helena Pina¹; André Samora-Arvela³

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Proposal and Originality

The Douro Demarcated Region, known worldwide for its wine production and classified by UNESCO, attracts numerous visitors due to its vast natural, cultural and historical heritage (Pinto, 2020). Tourism growth in the region has been driven chiefly by its unique wine landscape and the promotion of wine tourism events, which are part of Douro's cultural identity (Pina, 2018). This exploratory and unprecedented research aims to understand the agents' perception of how risks affect the tourism sector in the municipalities that make up the Demarcated Region of Douro.

210

Methodology

A questionnaire survey was applied to several private entities in the tourism sector, including Tourist Entertainment Agents, Travel Agencies, Tourist Enterprises and Local Accommodations, to achieve this objective. The sample, selected for convenience, encompasses more than eighty responses. The scientific relevance of the study lies in its innovative contribution to the debate on tourism resilience.

Results and Implications

Preliminary results indicate that most entities surveyed consider that natural risks negatively impact the tourism sector. Tourists' perception of safety also appears crucial to the region's attractiveness. However, the most significant risks identified in the region, in terms of impact on tourism, are rural fires, droughts and heat waves that directly affect the landscape and visitors' experience. These results show widespread concern among tourism entities about natural risks and tourist safety in events such as fires.

Research Limitations

The relatively restricted number of responses may influence the breadth of conclusions. We are expanding the sample, including more entities and other relevant stakeholders.

References Version APA 6th or 7th Edition

Pinto, D. (2020). *A Região Demarcada do Douro: Algumas reflexões para um desenvolvimento rural multifacetado e sustentável* [Dissertação de mestrado, Universidade do Porto]. Repositório da Universidade do Porto. <https://hdl.handle.net/10216/131025>

Pina, H. (2018). The Douro landscape heritage (NE Portugal): Modernity and tradition in times of change. *Miscellanea Geographica – Regional Studies on Development*, 22(2), 81-89. <https://doi.org/10.2478/mgrsd-2018-0018>

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

10:15 am

Urban Safety: Risks, Vulnerabilities, and (Un) Sustainability (ENG) (Room 3)

OC-174 - (546) - SAFETY IN VISITOR HOTSPOTS: UNCOVERING INSIGHTS ON PERCEIVED TOURIST RISKS IN PORTUGUESE CITIES

Andreia Pereira¹; Cláudia Seabra¹; Ana Caldeira¹

1 - Faculty of Arts and Humanities, CEGOT, University of Coimbra

Proposal and Originality

This study aims to explore negative reviews from tourists at key attractions in Lisbon and Porto, analyzing and identifying perceived risks associated with various issues in these urban spaces.

Methodology

A mixed-method analysis was conducted using 1- and 2-star TripAdvisor reviews of tourist attractions in Lisbon and Porto from December 2018 to August 2024. Using NVivo 15 and Bardin's (2015) principles, a floating reading was performed to build the documentary corpus and identify emerging categories. Descriptive analyses complemented the findings.

Results and Implications

Three major categories emerged from the analysis: Infrastructure Issues, Mobility Constraints, and Crime and Disruptive Behaviors. While concerns are similar in both cities, Lisbon has notably more references, especially related to infrastructure and crime. This indicates that tourists may view Lisbon as a higher-risk destination, highlighting the need for targeted improvements in safety and infrastructure.

Research Limitations

The comments were extracted from major tourist attractions and may not representing an evaluation of the tourist destination as a whole.

References Version APA 6th or 7th Edition

Bardin, L. A Análise de Conteúdo, 4th ed.; Edições 70: Lisboa, Portugal, 2015.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

10:15 am

Urban Safety: Risks, Vulnerabilities, and (Un) Sustainability (ENG) (Room 3)

OC-175 - (418) - RESIDENTS' AND TOURISTS' PERCEPTIONS OF THE PARIS 2024 OLYMPIC GAMES AND THEIR IMPACTS

Joice Lavandoski^{1,6}; Paola Bastos Lohmann^{3,4}; Maria Jaqueline Elicher^{1,2}; Bruna Ranção Conti^{2,5}; Kaarina Barbosa Virkki^{3,4}

1 - Coordinator of the Tourism Events Laboratory.; 2 - Department of Tourism and Heritage, Federal University of the State of Rio de Janeiro (UNIRIO/Brazil).; 3 - Tourism Research Center at Unigranrio.; 4 - Postgraduate Program in Administration at the University of Grande Rio (UNIGRANRIO/Brazil).; 5 - Collaborator of the Tourism Events Laboratory.; 6 - Postdoctoral student in the Postgraduate Program in Agribusiness at the Federal University of Rio Grande do Sul (UFRGS/Brazil)

Proposal and Originality

Sporting mega-events promote tourism and destinations (Getz; Page, 2016). However, the real benefits of hosting mega-events and the possible economic and social legacies for the hosts are questioned (Hayduk; Rewilak, 2021; Duignan; Pappalepore; Everett, 2019; Pappalepore; Duignan, 2016). This proposal analyzes how the Paris Olympic Games (2024) were perceived by residents and tourists in terms of their impact on daily life, the dissemination of sport and leisure.

212

Methodology

Quantitative research carried out by means of a face-to-face survey, applied in various locations in the city, in areas close to sports activities, areas where the Olympic Houses are located and residential areas, in August 2024 (during the event). The sample involved 318 responses (95% confidence level, with a margin of error of 5.5%).

Results and Implications

The main impacts perceived by residents were: street closures, changes in urban traffic, more people using public transport, worsening traffic in the city, an increase in home offices, higher prices in the city, more sports-related activities. Tourists rated the city's services very highly, especially those related to leisure and tourism options (92.2%). For 87.7% of respondents, long-term improvements for sport were perceived. The research highlights aspects that can serve as an example for future sporting events, e.g. cultural diversity, inclusion, mobility and urban.

Research Limitations

Reduced number of researchers applying the survey; resistance from respondents; impossibility of accessing the public at the competition venues.

References Version APA 6th or 7th Edition

Duignan, M. B., et al. (2019). The 'summer of discontent': Exclusion and communal resistance at the London 2012 Olympics. *Tourism Management*, 70, 355-367.

Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. *Tourism management*, 52, 593-631.

Hayduk, T., & Rewilak, J. (2021). What are the benefits of hosting a sporting mega event? Evidence from industrial firms in China. *Journal of Sport Management*, 36(2), 118-129.

Pappalepore, I., & Duignan, M. B. (2016). The London 2012 cultural programme: A consideration of Olympic impacts and legacies for small creative organisations in east London. *Tourism Management*, 54, 344-355.

10:15 am

Urban Safety: Risks, Vulnerabilities, and (Un) Sustainability (ENG) (Room 3)

OC-176 - (386) - THE IMPACT OF TOURISM SEASONALITY ON THE HEALTHCARE IN ALGARVE

Ema Baptista¹; Paula V. Martins²; Silvia Fernandes³

1 - Faculty of Economics, University of Algarve; 2 - Faculty of Sciences and Technology, University of Algarve; 3 - Faculty of Economics & CinTurs, University of Algarve

Proposal and Originality

The seasonality of tourism in Portugal affects the demand for healthcare. This situation is aggravated by the lack of professionals, which makes it difficult to manage hospitals and health centres efficiently. The general objective is to investigate the relationship between the seasonality of healthcare and tourism in Portugal, with a focus on the Algarve. Other related objectives are: analyze seasonal variations in the demand for health services in tourist areas; and propose solutions to optimize resource allocation during periods of high tourist influx.

213

Methodology

The Design Science Research (DSR) methodology was used, structuring the research into its six stages. Statistical data was obtained through the Regional Health Administration and the National Statistics Institute. The data was analyzed using Excel and Power BI tools. The Altair RapidMiner Auto Machine Learning tool was also used to develop a prediction model from this data, but only for the Algarve region.

Results and Implications

The study shows that the seasonality of tourism is related to the increase in demand for health services, especially in the Algarve, during the summer. The analysis revealed significant increases in hospital admissions and greater pressure on emergency services, exacerbated by a shortage of human resources and inadequate infrastructure. The research highlights the need for effective policies to manage health resources in touristic regions. It is recommended to reinforce hospital infrastructure, hire more professionals and create specific protocols to deal with seasonality.

Research Limitations

The dependence on secondary data revealed some regional inconsistencies. The data did not include the autonomous regions, restricting the scope of conclusions.

References Version APA 6th or 7th Edition

Nusselder, K. J., Zoeteman, J., Buis, B., Hoeve, N., Peen, J., Grastek, L. van, & Dekker, J. (2020). Trends in emergency admissions in Amsterdam: Fifteen years of emergency psychiatry in an increasingly crowded city.

Tijdschrift Voor Psychiatrie, 62(9), 530–540. <https://www.tijdschriftvoorpsychiatrie.nl>

Turcato, G., Zaboli, A., Giudiceandrea, A., Sibilio, S., Magnarelli, G., Rella, E., Canelles, M. F., Pfeifer, N., & Brigo, F. (2023). Impact of tourists on emergency department in a high-tourism alpine area: An observational study. *Travel Medicine and Infectious Disease*, 51, 102491. <https://doi.org/10.1016/j.tmaid.2022.102491>.

10:15 am

Urban Safety: Risks, Vulnerabilities, and (Un) Sustainability (ENG) (Room 3)

OC-177 - (485) - TRANSFORMATIVE HOSPITALITY: COMMUNITY-LED AND ARTISTIC INTERVENTIONS TO COUNTERACTING GENTRIFICATION IN HISTORICAL TOURISM DESTINATIONS

Marcella De Martino¹; Eirini Alexiou²; Francesca Nicolais³; Valentina Apicerni⁴

1 - National Research Council (CNR), Institute of Methodologies for Environmental Analysis (IMAA), Italy; 2 - Ohi Pezoume - Urban Dig Project, Athens – Greece; 3 - Università degli Studi Suor Orsola Benincasa, Naples, Italy; 4 - National Research Council (CNR), Italy

Proposal and Originality

This study proposes the concept of *transformative hospitality* to counteract gentrification and overtourism in historical tourism destinations. It introduces an alternative hospitality model that emphasizes community involvement, cultural diversity, and social resilience. The originality lies in the exploration of community-led and artistic interventions in two specific projects, AltoFest in Naples and Dourgouti Island Hotel in Athens, which challenge traditional tourism models and offer a sustainable, socially embedded alternative.

214

Methodology

The study adopts a qualitative, participatory research approach utilizing a comparative case study method. Two community-led initiatives were investigated: AltoFest in Naples and Dourgouti in Athens. Data were collected through a combination of semi-structured interviews with participants with an analysis of community interactions within these spaces. Findings were discussed through focus groups.

Results and Implications

Findings suggest that transformative hospitality through community-driven artistic interventions can foster social bonds and cultural connections between residents and visitors while strengthening local community cohesion. The study highlights the potential for these interventions to offer sustainable models of tourism that resist gentrification by prioritizing cultural preservation and community well-being over economic profit. Policymakers and urban planners can draw valuable insights into designing tourism strategies that align with these principles.

Research Limitations

Future research should explore similar initiatives in diverse geographic and cultural contexts for generalizability of findings.

References Version APA 6th or 7th Edition

Soulard, J., McGehee, N.G., Stern, M.J., and Lamoureux, K.M., 2021. "Transformative tourism: Tourists' drawings, symbols, and narratives of change", *Annals of Tourism Research*, 87, p.103141.

De Martino, M., Apicerni, V. and Gravagnuolo, A. 2024. "Sustainable hospitality and tourism in the Anthropocene era: the need for a more radical shift of the current circular economy models", *International Journal of Contemporary Hospitality Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJCHM-06-2023-0854>

06th June 2025

10:15 am

Women's Empowerment in Tourism and Hospitality (ENG/PT) (Room 4)

215

WOMEN'S EMPOWERMENT IN TOURISM AND HOSPITALITY (ENG/PT)

10:15 am

Women's Empowerment in Tourism and Hospitality (ENG/PT) (Room 4)

OC-178 - (398) - LEISURE AND THE BODY: DEVIATION, FREEDOM, OR EMPOWERMENT?

Catarina Nadais¹

1 - ISLA Gaia

Proposal and Originality

Industrial development made a unique contribution to the rise of consumer culture, which defined and reinforced class, individuation, and gender consciousness. This exploratory study aims to analyze the role of women in hypermodern society, particularly in leisure activities, based on Bennett's (2005) concept of hypermodern society and Rojek's (1995) theories on risk management. It is based on a previous study on the erotic and sexual leisure activities of the Portuguese population conducted in 2018, while also considering current trends.

216

Methodology

Exploratory study aimed at gaining understanding of this under-researched topic, with limited available data, and with the goal of generating hypotheses and laying the foundation for future research.

Results and Implications

Unpredictability and simulacra, disorder and fragmentation, speed, and the virtual world also permeate leisure times and spaces, such as resorts, hotels, theme parks, virtual activities, pop-up experiences, and simulated contexts (Bennett, 2005). The pursuit of a plastic everyday life, as volatile as relationships, as instantaneous as they are fleeting. The whirlwind of production and consumption drives the search for experiences where words like permission, empowerment, abundance, adventure, and freedom flourish—through consumption and leisure.

Research Limitations

As this is a preliminary study, the results are not necessarily conclusive or generalizable, serving instead to provide an initial understanding.

References Version APA 6th or 7th Edition

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Bennet, A.(2005).Culture and Everyday Life.Sage Publications.

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Giddens, A. (1994). A Modernidade e Identidade Pessoal.Lisboa: Celta.

Laermans, R. (1994). Leisure as «making time». Some sociological reflections on the paradoxical outcomes of individualization.In New routes for leisure. Lisboa, 61-73. ICS.

Nadais, C. (2018). Lazeres eróticos e sexuais: práticas e percepções da população portuguesa.Tese de Doutoramento.FLUC, Universidade de Coimbra.

Rojek, C. (1995). Decentring leisure. Rethinking leisure theory.Sage Publications.

Sue, R.(1982).Vers une société du temps Libre? Sociologie d'Aujourd'hui, Paris:PUF.

10:15 am

Women's Empowerment in Tourism and Hospitality (ENG/PT) (Room 4)

OC-181 - (395) - REVISITING COIMBRA: GENDER, HERITAGE, AND EMPOWERMENT IN THE TRAVELS OF ANN BRIDGES AND SUSAN LOWNDES

Alexandra Pereira^{1,2,3}; Vitor Sá^{3,4}

1 - Faculty of Arts and Humanities, University of Coimbra; 2 - CEGOT; 3 - ISLA - Polytechnic University of Management and Technology; 4 - GOVCOPP

Proposal and Originality

This article revisits *The Selective Traveller in Portugal* (1934) by Ann Bridge and Susan Lowndes, focusing on their travels through the Coimbra and Mondego region. It explores how these foreign women portrayed Portuguese cultural heritage and contributed to women's empowerment during the Estado Novo era. The study offers a fresh perspective by recreating a historical tourism itinerary adapted for modern cultural and gender-conscious tourism, highlighting the role of women in shaping tourism narratives.

217

Methodology

The methodology is based on thematic analysis and the creation of a tourism itinerary focused on the Coimbra and Mondego region. The study identifies key themes from the guide—heritage, landscape, and gender roles. It then reconstructs a contemporary tourism route through this region, offering an innovative approach to linking historical narratives with modern tourism practices.

Results and Implications

Focusing on the Coimbra and Mondego region, this research highlights how *The Selective Traveller in Portugal* provides a unique portrayal of Portugal's cultural and natural landscape through the lens of female travelers. The recreated itinerary serves as a tool for modern tourists to engage with historical sites and cultural heritage, emphasizing women's contributions to tourism. The study demonstrates how gendered perspectives on tourism can enrich cultural tourism offerings in specific regions.

Research Limitations

The main limitation is the reliance on the original guide, with limited additional documentation, and changes in some sites may affect the itinerary's accuracy.

References Version APA 6th or 7th Edition

- Babbar, J. (2022). Women Empowerment. *Research Journal of English*, 7(1), 118-121.
- Bridge, A. & Lowndes, S. (1949). *The Selective Traveller in Portugal*. London: Evan Brothers.
- Carvalho, I., & Baptista, M. M. (2015). Perspetivas sobre o turismo literário em Portugal. *Revista Turismo & Desenvolvimento*. 24, 55-68.
- Pimentel, I. F. (2011). *A cada um o seu lugar, a política feminina do Estado Novo*. Lisboa: Editoras Temas e Debates e Círculo de Leitores.
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- Vicente, A. (2001). *As Mulheres Portuguesas vistas por Viajantes Estrangeiros (Séculos XVIII, XIX, XX)*. Lisboa: Gótica.

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

10:15 am

Women's Empowerment in Tourism and Hospitality (ENG/PT) (Room 4)

OC-182 - (1602) - EMPOWERING COMMUNITIES THROUGH GASTRONOMIC ENTREPRENEURSHIP: A FEMINIST PERSPECTIVE

Alicia Orea-Giner¹; Juan Manuel Aguado-García²; Sara Alonso-Muñoz²

1 - Business Economics department, Rey Juan Carlos University; 2 - Rey Juan Carlos University

Proposal and Originality

This research examines the leadership styles of female entrepreneurs within the gastronomic tourism sector in Spain, highlighting their contributions to community development and empowerment. Prior research indicates a rise in women's involvement in entrepreneurial tourism (Bagheri et al., 2023); however, there is a deficiency in literature concerning their leadership strategies within gastronomic tourism. This qualitative study uses feminist epistemology (Beckman, 2014) and postcolonial theory (Mura et al., 2023).

218

Methodology

Data collection involved semi-structured interviews with women entrepreneurs operating restaurants in tourist zones. These narratives were analysed using thematic analysis to identify patterns linking leadership styles, empowerment strategies, and community development contributions, alongside the challenges women face in a gender-biased entrepreneurial ecosystem (Haddaji et al., 2017).

Results and Implications

Findings reveal that women entrepreneurs employ collaborative and inclusive leadership styles that foster community development, aligning with SDGs 5 (Gender Equality) and 8 (Decent Work and Economic Growth). Despite structural barriers, women leverage relational strategies to overcome gender biases and create socially impactful businesses. These insights provide actionable recommendations for enhancing DEI in gastronomic tourism entrepreneurship and inform policies promoting gender equity in the industry (Kimbu et al., 2021).

Research Limitations

Generalisability is limited in qualitative studies. The conceptual framework should be tested and developed using mixed methods or larger cross-cultural datasets.

References Version APA 6th or 7th Edition

- Bagheri, F., Ghaderi, Z., Abdi, N., & Hall, C. M. (2023). Female entrepreneurship, creating shared value, and empowerment in tourism; the neutralizing effect of gender-based discrimination. *Current Issues in Tourism*, 26(21), 3465-3482. <https://doi.org/10.1080/13683500.2022.2126749>
- Beckman, L.J. (2014). Training in feminist research methodology: Doing research on the margins. *Women & Therapy*, 37(1-2), 164-177. <https://doi.org/10.1080/02703149.2014.850347>
- Kimbu, A.N., de Jong, A., Adam, I., Ribeiro, M.A., Afenyo-Agbe, E., Adeola, O. and Figueroa-Domecq, C. (2021). Recontextualising gender in entrepreneurial leadership. *Annals of Tourism Research*, 88, 103176.

10:15 am

Women's Empowerment in Tourism and Hospitality (ENG/PT) (Room 4)

OC-185 - (391) - TURISMO AUTOMÓVEL E MOTOTURISMO NO FEMININO: DESAFIOS DE GÉNERO

Ana Graça¹

1 - Centro de Investigação em Organizações, Mercados e Gestão Industrial

Proposal and Originality

Esta investigação explora a participação feminina em eventos de turismo automóvel e mototurismo, como o Caramulo Motorfestival e o Moto GP em Portugal, focando-se nos desafios enfrentados pelas mulheres, nomeadamente estereótipos de género, questões de segurança, e a sua presença nos bastidores e na organização destes eventos (Cudny, W., 2018). A originalidade reside na análise de eventos motorizados sob uma perspetiva de género, abordando a forma como esses ambientes são moldados pelas experiências e representações das mulheres (Cudny, W., & Jolliffe, L., 2019).

219

Methodology

Metodologia mista, incluindo 525 inquéritos online direcionados a participantes de eventos de turismo motorizado, 10 entrevistas e 2 focus groups, com 8 participantes cada, em Tondela e Portimão, permitindo uma análise abrangente das percepções sobre segurança, estereótipos e inclusão de género nos eventos (Pocinho, M., 2012).

Results and Implications

Apesar do aumento da participação feminina em eventos motorizados, as mulheres enfrentam barreiras significativa de estereótipos de género e preocupações com a segurança. A sub-representação em posições de liderança limita a capacidade de influenciar políticas inclusivas, sendo que a sua presença é vital para a inovação e sustentabilidade, destacando a necessidade de práticas mais inclusivas e estratégias de marketing que promovam uma imagem igualitária, ampliando assim o público e melhorando a experiência de todos (Bacherikova, M., 2017).

Research Limitations

Limitações incluem o foco em apenas dois eventos e uma amostra limitada de mulheres entrevistadas, o que pode afetar a generalização dos resultados.

References Version APA 6th or 7th Edition

Bacherikova, M. (2017). Marketing evaluation model of the territorial image. *Science in Figures*, 9–13. <https://doi.org/10.21661/r-463779>

Cudny, W. (2018). Theoretical Approach. *Car Tourism – Conceptualization and Research Advancement*, Geografický Časopis, 71(4), 289–305. <https://doi.org/10.31577/geogrcas.2019.71.4.17>

Cudny, W., & Jolliffe, L. (2019). *Tourism and motor events*. Springer. https://doi.org/10.1007/978-3-319-62084-8_2

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10:15 am

Women's Empowerment in Tourism and Hospitality (ENG/PT) (Room 4)

OC-186 - (434) - VIAJANTES MULHERES: O CUIDADO DE SI E A PROMOÇÃO DA SAÚDE DE MOCHILEIRAS SENIORES PELO MUNDO

Yolanda Flores E Silva¹; Priscilla Teixeira Da Silva²

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

Proposal and Originality

Esta comunicação integra o projeto “Mulheres Envelhecidas Pelo Mundo: a mochila como lar e como um cuidado de si que leva a autonomia”. A pesquisa descreve as percepções e concepções de saúde, cuidado e autonomia de mulheres acima dos 50 anos, que caminham pelo mundo como uma forma de se apresentar pelos anos de vida dedicados aos outros e não a si mesma. Nesse contexto, o estudo analisa o uso, direito e acesso ao tempo livre de mulheres que estão a tentar romper com os estigmas relacionados às viagens sem a presença da família ou de acompanhantes do sexo masculino (Correa, 2022).

220

Methodology

Comunicativa-crítica, segundo Paulo Freire (2006), com 100 mulheres que rompem com o paradigma da velhice 'cuidada' em casa e resolvem andar pelo mundo. Se fez a coleta dos dados com roteiros de perguntas enviados para blogues e sites nacionais e internacionais de mulheres mochileiras. Nestes são solicitadas informações sobre a viagem, suas demandas, necessidades e os cuidados de si segundo Foucault (2009).

Results and Implications

Descrição sobre a condição de mulheres que rejeitam a ideia de que o melhor 'cuidado de si' na velhice é ficar em casa com a família. Nos discursos, apresentam o prazer da mobilidade não vigiada (ainda que em alguns lugares do mundo sejam vistas como 'anormais'); o 'cuidado de si' é apresentado como sem as 'amarras do cuidado vigiado', mas, que só é possível através de uma rede solidária de outras mulheres que também romperam o cerco familiar da 'velhice protegida' em casa. As mulheres explicam que os medos que carregam consigo de anos dedicados aos outros se rompem quando viajam (Gomes, 2013).

Research Limitations

Poucas pesquisas no Turismo e na Saúde sobre mulheres idosas que viajam e que rompem com o círculo de submissão à família e o papel de avós que cuidam dos netos.

References Version APA 6th or 7th Edition

Correa, EP (2022). *Mulheres na estrada: encontros etnográficos nas rotas da América do Sul*. Tese (Doutorado em Antropologia Social - Universidade Federal do Rio Grande do Norte), Natal.

Foucault, M. (2009). *História da Sexualidade: o cuidado de si*. Rio de Janeiro: Graal (v.III).

Freire, P. (2006). *Pedagogia da autonomia: saberes necessários à prática educativa*. Rio de Janeiro: Paz e Terra. Disponível em: <https://nepegeo.paginas.ufsc.br/files/2018/11/Pedagogia-da-Autonomia-Paulo-Freire.pdf>

Gomes, MMO (2013). *O cuidado de si na redução de danos: uma análise histórica, política e ética, a partir de Michel Foucault*. Dissertação (Mestrado em Psicologia Social - Universidade Federal de Sergipe, São Cristóvão, 2013).

06th June 2025

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

221

BRIDGING TOURISTS AND DESTINATIONS THROUGH STORYTELLING (ENG)

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

OC-195 - (523) - NARRATIVE TRANSPORTATION AND POSITIVE EMOTIONS AS DETERMINANTS OF WORD OF MOUTH IN TOURISM

Pedro Manuel Do Espírito Santo¹; Sara Santos²; Augusto Luísa²; Sónia Ferreira³; Luciana Pessoa⁴; Pedro Espírito Santo¹

1 - Centre of Applied Research in Management and Economics (CARME), Polytechnic University of Leiria, PORTUGAL; 2 - Research Centre in Digital Services (CISeD) - Polytechnic of Viseu, PORTUGAL; 3 - Center for Studies in Education and Innovation, School of Education, Polytechnic of Viseu, PORTUGAL; 4 - ESEV – Polytechnic of Viseu, PORTUGAL

Proposal and Originality

Storytelling in advertising is a powerful tool for capturing the audience's attention and fostering a connection with consumers. Artistic design is new and, through digital, is becoming central to advertising (Gao & Chen, 2021). Our Study aims to study the immersion in a story that has emphasised the power of narratives (Green et al., 2004). This study has the originality to apply the storytelling in tourism that brings destinations to life by weaving local culture, history, and unique experiences into compelling narratives that inspire travellers to connect deeply with a place.

222

Methodology

A sample of 234 tourists was constituted, and data was collected through online surveys. These were then analysed using statistical software SMARTPLS 4.2.1. All the items were obtained from existing scales in marketing and management and the results confirm convergent validity, composite reliability and discriminant validity.

Results and Implications

Narrative transportation plays an important role in stimulating each tourist to the advertising presented in the video, and the fact that each tourist enters the scenes of the video presented boosts emotions which, if they are positive, result in word of mouth for the video in the community. Familiarity with the destination and the design of the video advertising have no direct influence on the emotions created in tourists who watch the videos of historic villages, but indirectly there is an impact on emotions through the force with which individuals enter the video scenes

Research Limitations

This study only analyzed one video from a specific and very particular tourist destination: historic villages.

References Version APA 6th or 7th Edition

Chen, C. C., & Lin, Y. H. (2012). Segmenting mainland Chinese tourists to Taiwan by destination familiarity: a factor-cluster approach. *International Journal Tourism. Research*, 14 (4), 339–352.

Gao, Y. & Chen, X. (2021). Application of digital media art design in modern advertising under big data. In *The 2021 International Conference on Machine Learning and Big Data Analytics for IoT Security and Privacy: SPlot-2021*, pp. 1, 346–352, Springer International Publishing.

Green, M. C., Brock, T. C., & Kaufman, G. F. (2004). Understanding media enjoyment: The role of transportation into narrative worlds. *Communication Theory*, 14(4), 311-327.

Kuppeans, P. (2015). It is about time: A special section on affect dynamics. *Emotion Review*, 7(4), 297–300.

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

OC-196 - (452) - CEMETERY TOURISM AND THE CREATION OF SUSTAINABLE CIRCUITS AT CONCHADA'S CEMETERY (COIMBRA, PORTUGAL)

Sara Madeira¹; Luís Silveira²

1 - Universidade de Coimbra – Departamento de Geografia e Turismo; 2 - Universidade de Coimbra – Departamento de Geografia e Turismo – CEGOT

Proposal and Originality

Conchada's Cemetery (1860) is characterized by (in)tangible idiosyncrasies of individual and collective memory, acquiring potential as a tourist product. It is in the process of being classified as a Site of Public Interest by Portugal's Directorate General for Cultural Heritage. The case study aims to elaborate on the importance of tourism circuits within the context of sustainable tourism while prevailing the authenticity and identity of Conchada's Cemetery

223

Methodology

A qualitative approach will be taken towards the analysis of relevant cemetery studies as well as Conchada's Cemetery within the context of historical, cultural and tourism research. A SWOT analysis and interviews with cultural heritage stakeholders will be developed thus providing thoughts regarding the practice of tourism circuits paradigms and tourism sustainability strategies at Conchada's Cemetery

Results and Implications

Considering that the University of Coimbra – Alta e Sofia was recognized by UNESCO as a World Heritage Site (2013), the paper aims to enhance Conchada's Cemetery study case by providing heterogeneity towards the city's supply within a tourist and heritage context. The understanding of Conchada's Cemetery as a sustainable cemetery tourist product may lead to a contemporary imagery rebranding through tourism circuits

Research Limitations

The contemporary perception of death may be perceived as a deterrent regarding the development of tourism activities in cemeteries, requiring cultural reinterpretations

References Version APA 6th or 7th Edition

Catoga, F. (1999). *O Céu da Memória. Cemitério Romântico e Culto Cívico dos Mortos*. Minerva.

Madeira, S. (2023, 27 de outubro). A (des)construção da morte. Os cemitérios como espaços patrimoniais da memória (i)material: o Cemitério da Conchada, em Coimbra. *O Despertar*. <https://www.odespertar.pt/a-desconstrucao-da-morte/>

Portela, A. M., & Queiroz, F. (1999). O Cemitério da Conchada. Introdução ao seu Estudo. *MUNDA*, 37, 65-76.

Stone, P. R. (2010). *Death, Dying and Dark Tourism in Contemporary Society: A Theoretical and Empirical Analysis*. [Doctoral Thesis. University of Central Lancashire]. Clok – UCLan. <https://clok.uclan.ac.uk/1870/>

Stone, P. R., & Wright, D. W. M. (Eds.). (2024). *The Future of Dark Tourism: Enlightening New Horizons*. Channel View Publications

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

OC-197 - (417) - IT'S A KIND OF MAGIC! WITCHES, SPELLS AND STORIES, IN MONTALEGRE (PORTUGAL)

Ana Sofia Duque^{1,2}

1 - CEGOT; 2 - Instituto Politécnico de Viseu

Proposal and Originality

The study proposes to explore the role of a specific event, “Friday the 13th: Night of the Witches,” in shaping the destination image of Montalegre, a Portuguese village. The investigation seeks to examine how this event, combining elements of myth, legend, and popular culture, contributes to the village's tourism strategy.

It addresses how tourism events based on folklore can affect both local identity and visitor experiences, providing a fresh perspective on the intersection of myths, storytelling, and tourism promotion. **Methodology**

The study employs document analysis and interviews with key stakeholders to analyze the event's impact, including representatives from the Municipality of Montalegre, the Eco-Museum of Barroso, and a local tourism company.

Results and Implications

The event significantly boosts tourism in Montalegre, with accommodation fully booked and a high rate of repeat visitors. The event complements the region's existing tourism strengths, which are based on nature and gastronomy.

This study contributes to the academic discussion by highlighting the specific ways in which myth-based tourism initiatives can shape a region's image and boost its tourism competitiveness, particularly in border regions like Montalegre.

Visitor management and capacity limitations pose significant challenges due to the village's small size.

Research Limitations

The low number of tourist agents who were willing to collaborate with the study, giving interviews. Tourism is important for the territory but that it is not given much attention.

References Version APA 6th or 7th Edition

Bassano, C.; Barile, S.; Picicocchi, P.; Spohrer, J.; Iandolo, F. & Fisk, R. (2019) Storytelling about places: Tourism marketing in the digital age. *Cities*, 87, 10-20, <https://doi.org/10.1016/j.cities.2018.12.025>

Calvi, L. & Hover, M. (2021) Storytelling for Mythmaking in Tourist Destinations, *Leisure Sciences*, 43:6, 630-643, <https://doi.org/10.1080/01490400.2021.1908193>

Christou, P. (2020). Place disbelief: A tourism-experiential perspective. *Annals of Tourism Research*, 80, 102676, <https://doi.org/10.1016/j.annals.2019.01.009>

Christou, P.; Pericleous, K. & Komppula, R. (2023) Designing and offering legend-based experiences: Perspectives of Santa Claus in the Joulupukin Pajakylä. *Annals of Tourism Research*, 98, 103519, <https://doi.org/10.1016/j.annals.2022.103519>

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

OC-198 - (522) - REPRESENTATION OF WHS AND ICH IN CULTURAL TRAVEL PROGRAMS OF TOUR OPERATORS AND TRAVEL AGENCIES

Tania Sofia Almeida¹; Luis Miguel López-Bonilla¹; Nuno Almeida²; Jesús Manuel López-Bonilla¹

1 - Universidad de Sevilla; 2 - Instituto Politécnico de Leiria

Proposal and Originality

The present investigation was designed to address the research lacuna on the travel programs dynamics associated with UNESCO-listed cultural heritage and provide valuable insights. The study focuses on ten UNESCO classified cultural tangible and intangible heritage properties in Portugal, considering the growing significance of tourism in the Portuguese economy and the increase in UNESCO Listings. The study seeks to understand, which UNESCO Listings are included in cultural tour programs and what type of experience is offered to tourists at UNESCO-listed locations.

225

Methodology

An exploratory study was carried out using the questionnaire as an instrument for primary data collection. Data was collected from a sample of 106 tour operators and travel agents. A descriptive analysis was applied, given the intention for the study to contribute to the literature on UNESCO cultural heritage from the perspective of tour operators and travel agencies.

Results and Implications

Findings indicate that 54.3% of the organized cultural travel programs include WHS, 45.7% include ICH and 27.4% of the surveyed travel agencies and tour operators incorporate both WHS and ICH in their programs. Findings also indicate a short duration of most programs, limited time allocated to WHS and ICH and the predominance of visitation-focused experiences. These findings are important for creating a framework for the effective promotion of UNESCO classifications through travel programs and for highlighting the role of these companies in promoting these heritage assets.

Research Limitations

Further research should focus on the marketing strategies employed by tour operators and travel agents in relation to UNESCO-listed cultural heritage.

References Version APA 6th or 7th Edition

Abranja, N., & Magalhães, C. (2018). *Gestão de Agências de Viagens e Turismo* (2nd ed.). LIDEL.

Pine II, B. J., & Gilmore, J. H. (1998). Welcome to the Experience Economy. *Harvard Business Review*, November 1998, 99–105.

Reimer, G. D. (1990). Packaging dreams. Canadian tour operators at work. *Annals of Tourism Research*, 17(4), 501–512. [https://doi.org/10.1016/0160-7383\(90\)90023-K](https://doi.org/10.1016/0160-7383(90)90023-K)

World Economic Forum. (2024). Travel & Tourism Development Index 2024. Retrieved on November 30th, from <https://www.weforum.org/publications/travel-tourism-development-index-2024/>

You, P. S., Chen, M. H., & Su, C. H. (2021). Travel agent's tour selection and sightseeing bus schedule for group package tour planning. *Tourism Economics*, 27(1), 220–242. <https://doi.org/10.1177/1354816619887860>

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

OC-189 - (397) - EXPLORING THE SHADOWS: PRACTICES AND MOTIVATIONS ON THE URBEX TOURISM

Vítor Sá¹; Luís Mota²

1 - Polytechnic Institute of Management and Technology - ISLA Gaia; 2 - Universidade Europeia

Proposal and Originality

Urban exploration (URBEX) in tourism is a relatively underexplored topic, yet it has experienced growing demand in recent decades. This research aims to conduct a literature review on URBEX and examine the practices of this activity among enthusiasts. As the significance of niche tourism is increasingly recognised, urban exploration stands out as a particularly intriguing activity for certain destinations. Through this study, we seek to better understand the dynamics and appeal of URBEX within the broader context of tourism.

226

Methodology

For the present research, a literature review will be conducted, along with a questionnaire targeted at the online communities of urban exploration enthusiasts.

Results and Implications

This research aims to obtain significant results regarding the practice of urban exploration through the questionnaire, particularly concerning the profile of participants, destinations, and activities undertaken during urban exploration. Regarding the literature review, the goal is to assess the current state of research in this field and to gather academic perspectives on this activity within the context of tourism.

Research Limitations

The main limitation of this study is the limited scientific output on this emerging niche and the use of a sample consisting solely of online practitioners.

References Version APA 6th or 7th Edition

Le Gallou, A. (2018b). From urban exploration to ruin tourism: a geographical analysis of contemporary ruins as new frontiers for urban tourism. *International Journal of Tourism Cities*, 4(2), 245–260.

Nieszczerzewska, M. (2018). Urban Exploration as an “Interior Tourism”: Contemporary Ruins behind the “Iron Curtain.” In S. Owsianowska & M. Banaszkiewicz (Eds.), *Anthropology of Tourism in Central and Eastern Europe*. Lexington Books.

Robinson, P. (2015a). Conceptualizing Urban Exploration as Beyond Tourism and as Anti-Tourism. *Advances in Hospitality and Tourism Research (AHTR)*, 3(2), 141–164.

Robinson, P. (2015b). I remember it well: Epiphanies, nostalgia, and urban exploration as mediators of tourist memory. *Tourism, Culture and Communication*, 15(2), 87–101.

06th June 2025

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

227

EXPLORING NICHE TOURISM - OPPORTUNITIES AND CHALLENGES (ENG)

OC-188 - (1573) - CULINARY IDENTITY

Helene Maristuen¹; Gregorz Kwiatkowski¹; Gurid Gjøstein Karevoll¹; Ove Oklevik¹

1 - Western Norway univeristy of applied Sciences

Proposal and Originality

Culinary tourism, or food tourism, involves exploring a destination through its food and beverages. The primary motivation for this type of tourism is to experience the local cuisine and food traditions of a place. Examples include visits to food festivals, food shops, markets, and farms. The aim of this study is to map how tourist destinations work with their culinary identity and to showcase best practices for future destinations to embrace culinary tourism. Overall research question is (R1): How does tourist destinations work with their culinary identity?

228

Methodology

The methodology involves analyzing and coding 24 semi-structured interviews from eight destinations in Norway, both rural and urban. Three different stakeholder groups were interviewed in each destination: food festival manager, destination manager, and museum manager.

Results and Implications

Our study reveals a gap between museums and destination organizations, and between food festivals and museums, in developing their culinary identity, Badurina et al. (2023) emphasize strong stakeholder engagement for successful food tourism, identifying key stakeholders.

Identifying key stakeholders and work with them may create employment opportunities, promote entrepreneurship, and strengthens the destination's brand (Virto & Arrospide, 2024).

This study will provide valuable information for all stakeholders at who is interested in developing food tourism.

Research Limitations

This study did not include farmers. Future studies may include them as they may play an important role in the value chain from farm to fork and in the delivery of food tourism.

References Version APA 6th or 7th Edition

Badurina, J.D., Klapan, M. & Frleta, D.S. (2023). Stakeholders' Collaboration in the Development of an Authentic Gastronomic Offering in Rural Areas: Example of the Ravni Kotari Region in Croatia. *Sustainability*, 2023, 15, 4649. <https://doi.org/10.3390/su15054649>

Virto, N. R. & Arrospide, C. V. (2024). Culinary destination enchantment: The strategic interplay of local gastronomy in regional tourism development. *International Journal of Gastronomy and Food Science*, 36, 2024. <https://doi.org/10.1016/j.ijgfs.2024.100931>

OC-190 - (448) - CULTURAL TOURISM IN UNIVERSITIES: NICHE TOURISM, SPECIAL INTEREST TOURISM OR BOTH?

Inês Almeida¹; Luís Silveira¹

1 - University of Coimbra, CEGOT, Faculty of Arts and Humanities

Proposal and Originality

Cultural tourism in universities is frequently contextualised as a niche tourism related to cultural and urban tourism. Some characteristics of special interest tourism are also attributed to the typology. Nonetheless, there are no theoretical reflections and/or empirical studies that corroborate those understandings. The purpose of this research is to attest if cultural tourism in universities has conditions to be considered as a niche tourism and if attracts a special interest tourism segment.

229

Methodology

The research follows an exploratory approach based on a thematic literature review and on the application of visitors' surveys in three European universities – Cambridge (England), Coimbra (Portugal) and Trinity College Dublin (Ireland). A total of 936 valid questionnaires were collected. The data was analysed recurring to the SPSS software.

Results and Implications

The segment was contextualised as a niche tourism, with elements of the product-based, consumer-based and geographic approaches. Forty-one in 936 survey respondents (4.8%) were categorised as special interest tourists (SIT). Significant differences between SIT and general interest tourists were identified in terms of motivations and behaviour, but not regarding sociodemographic variables. The results might support managers' decision processes related to product development and marketing efforts.

Research Limitations

The main limitation of this research is the restricted geographic scope of the survey application to the European context.

References Version APA 6th or 7th Edition

- Brotherton, B., & Himmetoglu, B. (1997). Beyond Destinations—Special Interest Tourism. *Anatolia*, 8(3), 11–30. <https://doi.org/10.1080/13032917.1997.9687118>
- Novelli, M., Cheer, J. M., Dolezal, C., Jones, A., & Milano, C. (2022). Introduction to niche tourism – contemporary trends and development. In M. Novelli, J. Cheer, C. Dolezal, A. Jones, & C. Milano (Eds.), *Handbook of Niche Tourism* (pp. xxiii–xxxii). Edward Elgar Publishing.
- Trauer, B. (2006). Conceptualizing special interest tourism - Frameworks for analysis. *Tourism Management*, 27(2), 183–200. <https://doi.org/10.1016/j.tourman.2004.10.004>

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

OC-191 - (499) - WHAT MATTERS IN UNIVERSITY WORLD HERITAGE SITES? USER-GENERATED CONTENT VS. MARKETING COMMUNICATION STRATEGIES IN THE OCCIDENTAL REALITY

Germana Torres¹; Claudete Oliveira Moreira¹; Marianna Sigala²

1 - CEGOT, University of Coimbra; 2 - University of Newcastle, Australia

Proposal and Originality

The cross analysis of online data regarding the visitor's perception through user-generated content and the marketing communication strategies via official websites, mailing lists, and promotional videos of the Universities World Heritage (UWH) in Portugal, Spain, and the USA allows extended insight on experience creation. Research on UWH is scarce and mostly linked with university museums, cultural heritage, and cultural tourism. Therefore, this study presents novel insight into the visitor (creation) experience.

230

Methodology

Resorting to the software WordStat a qualitative study on online content and sentiment analysis provides these UWH with business intelligence and comparative opinion mining. Correlating the UWH's official online data and the outlook generated through travel network outputs are presented through visual displays such as charts, word clouds, and tables.

Results and Implications

In-depth understanding of the relation between expectations (pre-visit) and reality (visitation) allows the UWH's to better understand how the sites are perceived, what visitors most value, which approaches must be improved, and why (dis)satisfaction occurs. The study shines evidence on the significance of destination experience beliefs such as behavior, intellect, sense, and affection providing managers and the UWH destinations with understanding on performance and visitor necessities.

Research Limitations

Broadening research by incorporating paper-based information recorded on complaints and guestbooks will supply deeper knowledge on the subject.

References Version APA 6th or 7th Edition

Soltani-Nejad, N., Rastegar, R., Shahriari-Mehr, G., & Taheri-Azad, F. (2022). Conceptualizing Tourist Journey: Qualitative Analysis of Tourist Experiences on TripAdvisor. *Journal of Quality Assurance in Hospitality & Tourism*, 25(2), 343–364. <https://doi.org/10.1080/1528008X.2022.2124575>

Taecharungroj, V. & Mathayomchan, B. (2019). Analysing TripAdvisor reviews of tourist attractions in Phuket, Thailand. *Tourism Management*, 75, 550-568. <https://doi.org/10.1016/j.tourman.2019.06.020>

Shan, X. & Wang, Q. (2017). A Cross-cultural Analysis of Brand Personality: Comparisons of China's and the US Energy Companies' English Websites. *Journal of Language Teaching and Research*, 8(6), 1170-1180. <http://dx.doi.org/10.17507/jltr.0806.19>

This research was funded by national funds through the Foundation for Science and Technology (FCT) under the reference UIDP/04084/2025 - Centre of Studies in Geography and Spatial Planning (CEGOT).

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

OC-192 - (565) - TOURIST MOTIVATIONS AND BEHAVIOURAL PATTERNS OF EN2: INSIGHTS FOR DEVELOPING EFFECTIVE MARKETING STRATEGIES

Eduardo Milhões Pinheiro¹; Ana Guia³; Maria Carlos Lopes²; Miguel Mota³

1 - ESTGL - IPV | CITeD; 2 - ESTGL - IPV | CITUR; 3 - ESTGL - IPV | CERNAS

Proposal and Originality

This article investigates the motivations of tourists on Estrada Nacional 2 (EN2), analyzes its impact on behavior during the trip and proposes a marketing strategy to attract more visitors. The research questions based on the defined objectives are:

What are the main motivations of Tourists traveling along Estrada Nacional 2?; How do tourist's motivations influence their behavior throughout the trip along EN2? How can an effective marketing strategy be developed to attract more tourists interested in the experience provided by EN2

Methodology

Mixed approach: qualitative- **semi-structured interviews** with staff of tourist offices & other organizations on EN2 route that interact with travelers to explore their perceptions; quantitative- **online survey** to assess motivations, behaviors, and satisfaction, targeting EN2 travelers. Field work Nov 24-Mar25. Literature review on tourist routes, motivations, behaviors of adventure & nature tourists

Results and Implications

Results highlight the main motivations of EN2 tourists, who are expected to seek cultural immersion in local history, traditions, folklore, gastronomy, connection with nature and outdoor activities. Data analysis will support the development of a targeted marketing strategy that showcases attractions and cultural events appealing to EN2 travelers. These insights will assist local stakeholders in making informed decisions on investment and sustainable promotion and may foster strategic partnerships that strengthen economic ties and benefit communities along the route.

Research Limitations

Sample may not represent all the tourists profiles. Interviews answers reflect personal perceptions of interactions with tourists. Other factors affect tourists behaviour.

References Version APA 6th or 7th Edition

- Devesa, M., Laguna, M., & Palacios, A. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism management*, 31(4), 547-552.
- Hardy, A., & Gretzel, U. (2010). Why we travel this way: An exploration into the motivations of recreational vehicle users. In *Drive Tourism* (pp. 208-223). Routledge.
- Martalení, M., Hadiyati, E., Pertiwi, Y. I., & Yasa, N. N. K. (2021). Role of tourist motivation as mediating variable on visitor decisions at Indonesian tourism village. *Innovative Marketing*, 17(3), 88-98.
- Telbisz, T., Imecs, Z., Máthé, A., & Mari, L. (2023). Empirical investigation of the motivation and perception of tourists visiting the Apuseni nature park (Romania) and the relationship of tourism and natural resources. *Sustainability*, 15(5), 4181.

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

OC-193 - (1597) - KEY COMPETITIVENESS FACTORS DRIVING SOCIOECONOMIC VALUE CREATION IN THE DEVELOPMENT OF MOUNTAIN DESTINATIONS IN PORTUGAL

Inês Rodrigues¹; Rui Costa¹; Adriana Chim-Miki²

1 - Universidade de Aveiro; 2 - Universidade de Campina Grande

Proposal and Originality

This research aims to analyse which indicators should be a priority for destination managers of tourism mountains. The planning and management of tourism in mountainous regions must take into account which factors and variables contribute to monitoring the development of mountain tourism, helping tourism managers make decisions in order to improve the generation of socio-economic benefits (Bramwell & Sharman, 1999; Bramwell & Lane, 2012; Gössling et al., 2015).

232

Methodology

The methodology was quantitative based on the Important Performance Mapping Analysis (IPMA) generated from the SmartPLS software. Data collected was through a questionnaire, approximately 15,000, applied at 117 Portuguese mountain municipalities. Respondents are the tourism stakeholders. The questions were variables extracted from the literature, with pre-validation carried out with 2 researchers.

Results and Implications

The results indicated discrepancies in the perception of managers, with variables related to sustainability being seen as having high performance but low importance. Endogenous resources, such as tourist attractions, showed high importance and performance, indicating that they should continue to be prioritized. Tourism management emerged as priority, highlighted the need to improve tourism planning and development, essential areas for the sustainable and competitive development of destinations.

Research Limitations

By the non-representative sample, the different contexts of communities of mountain tourism in Portugal represent a challenge in generalizing findings.

References Version APA 6th or 7th Edition

Bramwell, B., & Sharman, A. (1999). Approaches to local tourism planning. *Tourism Management*, 20(4), 417-428. [https://doi.org/10.1016/S0261-5177\(99\)00024-7](https://doi.org/10.1016/S0261-5177(99)00024-7)

Bramwell, B., & Lane, B. (2012). Sustainable tourism: An evolving global approach. *Journal of Sustainable Tourism*, 20(1).

Gössling, S., Scott, D., & Hall, C. M. (2015). *Global tourism and sustainability*. Routledge. <https://doi.org/10.4324/9781315740515>

OC-194 - (463) - FILM INDUCED TOURISM AND THE SYMBOLIC REINVESTMENT OF HERITAGE: THE CASE OF HOUSE OF THE DRAGON IN MONSANTO, PORTUGAL

Anabela Monteiro^{1,2}; Sara Rodrigues De Sousa^{1,3}; Gabriela Marques^{1,4}; Marco Arraya^{1,5,6}

1 - Universidade Europeia; 2 - CiTUR; 3 - CeComp – Centro de Estudos Comparatistas da Universidade de Lisboa; 4 - GOVCOPP, DEGEIT, University of Aveiro, Portugal; 5 - NECE – Research Centre for Business Sciences, Department of Management and Economics, Faculty of Human and Social Sciences, Universidade da Beira Interior, Portugal; 6 - University of South Africa (UNISA), Graduate School of Business Leadership.

Proposal and Originality

Monsanto's cultural and natural heritage is traditionally considered an expression of authentic national references. Recently, the conversion of this territory into the filming location for the prequel to House of the Dragon, set in a fantastic realm, Monsanto's tangible references acquire new values. Our goal is to characterise the impact that fictional symbolic reinvestment has had on the storytelling of Monsanto itself. We introduce a narrative and semiotic approach to the representation of physical heritage that is fictionally reinvested through cinema-induced tourism.

Methodology

Documentary and ethnographic analysis provide the sources of information needed to assess the change in discourse on and within Monsanto. Comparative analysis of the collected data shows the changes between the discourse produced before and after the film production, as well as to determine whether and how Monsanto is being reinterpreted and re-narrated as a result of its contact with the fictional universe.

Results and Implications

Using a destination as a diegetic category may generate hybrid and multidimensional storytelling and put at risk its symbolic dimension and identity. This research can expand the understanding of the interaction between territory, cultural identity and external fiction, providing new perspectives on how real places may be appropriated and recontextualised by popular culture. It can also provide data on the impact of economic development on cultural preservation, raising awareness on the need to capitalise the impact of film induced tourism without threatening local identity.

Research Limitations

It remains to assess whether tourists are sensitive to the existence of a local narrative (prior to the filming) that refers to national history and culture.

References Version APA 6th or 7th Edition

Araújo-Vila, Noelia, Lucília Cardoso, Giovana Almeida, and Paulo Almeida (2024). Film-Induced Tourism as a Key Factor for Promoting Tourism Destination Image: The James Bond Saga Case. *Administrative Sciences* 14: 94.

Promoting destinations via film tourism: An empirical identification of supporting marketing initiatives. *Journal of Travel Research*, 44(4), 387-396.

Yi, K., Zhu, J., Zeng, Y., Xie, C., Tu, R., & Zhu, J. (2022). Sustainable development for film-induced tourism: From the perspective of value perception. *Frontiers in Psychology*, 13, 875084.

Shang, S., Lo, Y. H., & Yu, H. (2024). Film-Induced tourism and heritage conservation: A serial multiple mediator model. *Journal of China Tourism Research*, 20(2), 261-281.

06th June 2025

17:00 am

Heritage and Culture: The Future of Douro Heritage (PT) (Room Anf.III)

234

HERITAGE AND CULTURE: THE FUTURE OF DOURO HERITAGE (PT)

OC-209 - (500) - CONTRIBUTOS DE UMA IES PARA A EDUCAÇÃO EM TURISMO SUSTENTÁVEL NO DOURO: OPORTUNIDADES DO SISTEMA DE CERTIFICAÇÃO BIOSPHERE SUSTAINABLE

Miguel Mota¹; Isabel Cabo²; Eduardo Pinheiro³; Romeu Sequeira¹; Isabel Andrade⁴; Cátia Valéria⁵

1 - Polytechnic Institute of Viseu, Lamego School of Technology and Management, Portugal, CERNAS – Research Center for Natural Resources, Environment and Society; 2 - Escola Superior de Tecnologia e Gestão de Lamego - Instituto Politécnico de Viseu; 3 - Polytechnic Institute of Viseu, Lamego School of Technology and Management, Portugal, CITeD – Transdisciplinary Research Center in Education and Development;; 4 - DGEstE - Direção de Serviços da Região Centro, Portugal; 5 - Escola Secundária São Pedro, Vila Real

Proposal and Originality

Este estudo investiga a integração de uma IES na rede *Biosphere Certified Entities* com o objetivo de promover a educação para a sustentabilidade no turismo. Esta abordagem está alinhada com os princípios da RSC, a Agenda 2030 e os 17 ODS. A sua originalidade reside na colaboração entre a academia e a comunidade, destacando a sinergia entre educação formal e não formal para a implementação de práticas turísticas sustentáveis na região do Douro, pelo que a certificação *Biosphere* surge como um elemento central no desenvolvimento de iniciativas educativas em temas de sustentabilidade.

Methodology

A investigação adota uma abordagem qualitativa, estruturada como estudo de caso e recorre-se à análise documental dos critérios da certificação *Biosphere Sustainable* para compreender os seus requisitos e princípios e dos dados de um inquérito por questionário aplicado junto da comunidade académica da IES para aferir as suas perceções sobre o impacto da certificação na promoção de práticas sustentáveis.

Results and Implications

Os resultados sugerem que a certificação *Biosphere Sustainable* desempenha um papel fundamental na promoção de práticas educativas inovadoras, voltadas para o turismo sustentável, reforçando o compromisso de estudantes, docentes e pessoal não docente com os princípios da sustentabilidade, enquanto envolve a comunidade local e regional, incluindo os operadores turísticos. A certificação contribui para a reputação da IES, facilitando a atração de novos estudantes e a criação de parcerias com agentes do setor do turismo sustentável, tanto a nível nacional quanto internacional.

Research Limitations

O estudo está limitado a um único caso de uma IES, um contexto geográfico específico, à recente certificação *Biosphere Sustainable* da IES e não envolveu stakeholders relevantes

References Version APA 6th or 7th Edition

Allen, C., Metternicht, G., & Wiedmann, T. (2021). Priorities for science to support national implementation of the sustainable development goals: A review of progress and gaps. *Sustainable Development*, 29(4), 635-652. <https://doi.org/10.1002/sd.2164>.

Chen, M., Pei, T., Jeronen, E., Wang, Z., & Xu, L. (2022). Teaching and Learning Methods for Promoting Sustainability in Tourism Education. *Sustainability*, 14(21), 14592. <https://doi.org/10.3390/su142114592>.

Lane, B., & Kastenholz, E. (2015). Rural tourism: The evolution of practice and research approaches – Towards a new generation concept? *Journal of Sustainable Tourism*, 23(8-9), 1133–1156. <https://doi.org/10.1080/09669582.2015.1083997>.

17:00 am

Heritage and Culture: The Future of Douro Heritage (PT) (Room Anf.III)

OC-210 - (527) - JIGSAW: UMA ESTRATÉGIA INOVADORA PARA O DESENVOLVIMENTO DE COMPETÊNCIAS DO SÉCULO XXI EM SECRETARIADO E TURISMO - ESTUDO DE CASO APLICADO EM ESPANHOLIsabel Cabo¹; Carla Oliveira²; Anabela Fragata³; Romeu Sequeira⁴; Eduardo Pinheiro⁵; Miguel Mota⁶; Filipe Ambrósio¹

1 - Escola Superior de Tecnologia e Gestão de Lamego, Instituto Politécnico de Viseu; 2 - Escola Superior de Tecnologia e Gestão de Lamego, Instituto Politécnico de Viseu; 3 - Escola Superior de Tecnologia e Gestão de Lamego, Instituto Politécnico de Viseu e Centro de Estudos em Educação e Inovação (CI&DEI); 4 - Centro de Investigação em Serviços Digitais (CISeD); 5 - Polytechnic Institute of Viseu, Lamego School of Technology and Management, Portugal, CITEd – Transdisciplinary Research Center in Education and Development; 6 - Polytechnic Institute of Viseu, Lamego School of Technology and Management, Portugal, CERNAS – Research Center for Natural Resources, Environment and Society

Proposal and Originality

O Jigsaw é um método de aprendizagem cooperativa que foi integrado nas aulas de Espanhol; visa desenvolver competências de nível cognitivo superior, nomeadamente o pensamento crítico através da realização de tarefas sobre temáticas do programa; é inovador por combinar os princípios da aprendizagem cooperativa com o desenvolvimento de competências do Século XXI em Secretariado e Turismo, promovendo competências em língua espanhola, de comunicação, liderança, resolução de problemas e adaptação a contextos de trabalho dinâmicos.

Methodology

Este estudo caracteriza-se como exploratório e configura um estudo de caso, integrando inquéritos por questionário e entrevistas estruturadas, aplicados no início e no fim do semestre, e visa aferir as perceções e o impacto do Jigsaw no desenvolvimento de competências de 35 estudantes da área do Secretariado e do Turismo.

Results and Implications

Os resultados indicam que o Jigsaw configurou uma estratégia pedagógica inovadora que permitiu aos estudantes desenvolverem a comunicação em Espanhol; promoveu o desenvolvimento de competências do Século XXI, especialmente colaborativas como a comunicação, a liderança e a capacidade de trabalhar em equipa. O estudo é relevante para o mercado de trabalho, porque o Jigsaw, ao promover a interdependência entre os membros, fomenta a responsabilidade individual e grupal, a relação com os outros e a resolução de conflitos, pelo que pode ser replicado para outras áreas.

Research Limitations

Destaca-se a dificuldade de aplicação do Jigsaw, pelo que os estudantes devem ser, previamente, capacitados quando às dinâmicas deste método de aprendizagem cooperativa.

References Version APA 6th or 7th Edition

- Abramczyk, A., & Jurkowski, S. (2020). Aprendizagem cooperativa como uma estratégia de ensino baseada em evidências: o que os professores sabem, acreditam e como eles usam. *Journal of Education for Teaching*, 46(3), 296–308.
- Affandi, Y., Darmuki, A. e Hariyadi, A. (2022). A avaliação do modelo de aprendizagem JIDI (Jigsaw Discovery) no curso do Alcorão Tafsir. *Jornal Internacional de Instrução*, 15(1), 799–820.
- Chang, W.-L., & Benson, V. (2022). Método de ensino Jigsaw para colaboração em plataformas de nuvem. *Innovations in Education and Teaching International*, 59(1), 24–36.

17:00 am

Heritage and Culture: The Future of Douro Heritage (PT) (Room Anf.III)

OC-211 - (479) - O PROGRAMA ECO-ESCOLAS COMO FERRAMENTA ESTRATÉGICA DA AGENDA 2030: CONTRIBUTOS DE UMA IES PARA A EDUCAÇÃO EM TURISMO SUSTENTÁVEL NO DOURORomeu Sequeira²; Miguel Mota³; Isabel Andrade⁴; Cátia Valéria⁵; Isabel Cabo¹; Eduardo Pinheiro²

1 - Escola Superior de Tecnologia e Gestão de Lamego - Instituto Politécnico de Viseu; 2 - Polytechnic Institute of Viseu, Lamego School of Technology and Management, Portugal, CITeD – Transdisciplinary Research Center in Education and Development;; 3 - Polytechnic Institute of Viseu, Lamego School of Technology and Management, Portugal, CERNAS – Research Center for Natural Resources, Environment and Society; 4 - DGEstE - Direção de Serviços da Região Centro, Portugal; 5 - Escola Secundária São Pedro, Vila Real

Proposal and Originality

A proposta é inovadora ao relacionar a preservação do património local com a Responsabilidade Social Corporativa (RSC), a educação para a cidadania global, a Agenda 2030 e os ODS. Existem poucos estudos sobre o impacto direto de programas ambientais como o Eco-Escolas em instituições de regiões definidas como Património Mundial da UNESCO, pelo que este oferece uma nova perspectiva sobre a integração de práticas sustentáveis e avaliação do papel da IES na preservação ambiental e na promoção de práticas sustentáveis entre a comunidade académica e a região envolvente.

Methodology

A investigação segue uma abordagem quantitativa e recorreu à análise documental do Programa Eco-Escolas e à aplicação de um inquérito por questionário junto de um grupo de 142 estudantes e colaboradores da IES, Nov-Dez 2024, com o objetivo de aferir a situação ambiental da instituição, identificar áreas de melhoria e implementar ações dentro do Plano de Ação do Programa Eco-Escolas.

Results and Implications

Os resultados indicam que o Programa Eco-Escolas na IES tem contribuído para promover uma cultura de sustentabilidade entre estudantes e colaboradores. A sensibilização para a redução de resíduos e a adoção de práticas mais sustentáveis reforçam o compromisso da IES com a cidadania global e a preservação do património local. A IES assume um papel transformador na preservação da cultura e dos recursos naturais do Douro, através da educação ambiental. Os resultados sugerem que a IES continue a adotar práticas contínuas de monitoramento ambiental e ampliar sua atuação interna.

Research Limitations

A investigação está limitada ao contexto específico da IES e à implementação do Programa Eco-Escolas na fase inicial.

References Version APA 6th or 7th Edition

Andreou, N. (2020). Towards a generation of sustainability leaders: Eco-schools as a global green schools movement for transformative education. In A. Gough, J. C. K. Lee, & E. P. K. Tsang (Eds.), *Green schools globally: International explorations in outdoor and environmental education* (pp. 43-59). Springer. https://doi.org/10.1007/978-3-030-46820-0_3

Cucco, P., Maselli, G., Nesticò, A., & Ribera, F. (2023). An evaluation model for adaptive reuse of cultural heritage in accordance with 2030 SDGs and European Quality Principles. *Journal of Cultural Heritage*, 59, 202-216.

17:00 am

Heritage and Culture: The Future of Douro Heritage (PT) (Room Anf.III)

OC-212 - (539) - PECHA KUCHA: UMA ESTRATÉGIA INOVADORA PARA O DESENVOLVIMENTO DE COMPETÊNCIAS DE ORALIDADE EM SECRETARIADO E TURISMO - ESTUDO DE CASO APLICADO EM ESPANHOL

Isabel Cabo¹; Carla Oliveira¹; Anabela Fragata^{1,2}; Romeu Sequeira¹; Eduardo Pinheiro¹; Miguel Mota^{1,3}; Filipe Ambrósio¹

1 - Instituto Politécnico de Viseu - Escola Superior de Tecnologia e Gestão de Lamego; 2 - Centro de Estudos em Educação e Inovação (CI&DEI); 3 - Centro de Recursos Naturais, Ambiente e Sociedade CERNAS

Proposal and Originality

O Pecka Kucha é um formato de apresentação oral que foi integrado nas aulas de Espanhol; visa desenvolver competências de comunicação em Espanhol através da apresentação de temáticas do programa; é inovador por combinar os pressupostos de uma técnica de apresentação oral com o desenvolvimento da capacidade de síntese, comunicação eficaz e pensamento rápido, contribuindo para melhorar as competências de profissionais de Secretariado e Turismo, especialmente a gestão do tempo, a clareza na comunicação e a apresentação organizada de informação complexa.

238

Methodology

Este estudo caracteriza-se como exploratório e configura um estudo de caso, integrando inquéritos por questionário e entrevistas estruturadas, aplicados no início e no fim do semestre, e visa aferir as perceções e o impacto do Pecha Kucha no desenvolvimento de competências de 35 estudantes da área do Secretariado e do Turismo.

Results and Implications

Os resultados indicam que o Pecha Kucha configurou uma estratégia pedagógica inovadora que permitiu aos estudantes desenvolverem a comunicação em língua espanhola; promoveu o pensamento crítico e criativo, a capacidade de síntese da informação e experiências mais envolventes e memoráveis para o público que participou nas sessões de apresentação das narrativas orais. O estudo é relevante para o mercado de trabalho, dado que esta técnica de apresentação oral desenvolve competências profissionais, pelo que pode ser replicado para outras áreas.

Research Limitations

Destaca-se a dificuldade de adaptação ao Pecha Kucha, pelo que os estudantes devem ser, previamente, capacitados quanto ao formato desta técnica de apresentação oral.

References Version APA 6th or 7th Edition

Haramba, S. J., Millanzi, W. C., & Seif, S. A. (2024). Effects of pecha kucha presentation pedagogy on nursing students' presentation skills: a quasi-experimental study in Tanzania. *BMC Medical Education*, 24(1), 952.

Faria, A., & Lobato Miranda, G. (2024). The Effect of Augmented Reality on Learning Meiosis via Guided Inquiry and Pecha Kucha: A Quasi-Experimental Design. *Information (2078-2489)*, 15(9).

Muzahira, R., & Zuhriyah, M. (2024). Pecha Kucha: An Effective Strategy for Teaching Speaking in an Indonesian Junior High School. *Teaching English as Foreign Language, Literature and Linguistics*, 4(1), 15-20.

OC-213 - (350) - PLANEAMENTO E GESTÃO DE PROJETOS CULTURAIS: PERNOITAR EM BALÕES DE VINHO

Susana Msr Fonseca¹; Ana Branca Carvalho²; Ana Teresa Guia³; Natércia Veiga²

1 - Centre for Studies in Education and Innovation (CI&DEI), Higher School of Technology and Management of Lamego, Polytechnic Institute of Viseu and CETRAD-UTAD, Portugal; 2 - CISEd, Polytechnic Institute of Viseu, Portugal; 3 - CERNAS, Polytechnic Institute of Viseu, Portugal

Proposal and Originality

O empreendedorismo é essencial nas sociedades, pois é através deste que as empresas procuram a inovação, preocupando-se em transformar conhecimento em valor. Desta forma, apresentamos os resultados de um estudo realizado com o intuito de analisar a viabilidade de um alojamento turístico inovador. O estudo foi desenvolvido para a Adega Cooperativa de Sabrosa (ACS), especializada na produção e comercialização de vinhos, mas que pretende apostar no enoturismo também na vertente do alojamento.

Methodology

Para proceder à elaboração deste trabalho optou-se por realizar um plano de negócio. Para a elaboração de um Plano de negócios, existem diversas abordagens no que refere à estrutura do mesmo. Após a análise das várias metodologias (Ernest & Young, 2001; IAPMEI, 2016; Harvard, 2012 e Kuratko, 2010), considerou-se que o modelo de IAPMEI é o que se enquadra melhor à criação de negócio aqui desenvolvido.

Results and Implications

Diante do estudo do resultado de todas as análises realizadas acerca da empresa, suas forças, expetativas de crescimento, concluímos que o projeto proposto é viável.

References Version APA 6th or 7th Edition

Harvard, (2012). Creating a Business Plan, Boston, Massachusetts: Harvard Business Press.

IAPMEI, (2016). Guia Explicativo para a Criação do Plano de Negócios e do seu Modelo Financeiro. Disponível em: <https://www.iapmei.pt/PRODUTOS-E-SERVICOS/Empreendedorismo-Inovacao/Empreendedorismo/Documentos/Financiamento/ComoElaborarPlanodeNegocioGuiaExplicativo.aspx>

IAPMEI, (2016). Guia Prático do Empreendedor

Young, E. &. (2001). Guide To Producing A Business Plan, s.l.: s.n.

OC-214 - (487) - INTERCÂMBIO CULTURAL ENTRE LAMEGO E PARATY: ESTUDO DA FESTA EM HONRA DE NOSSA SENHORA DOS REMÉDIOS

Catarina Fernandes¹; Susana Fonseca²; Ana Branca Carvalho³

1 - Escola Superior de Tecnologia e Gestão de Lamego, Politécnico de Viseu; 2 - Centre for Studies in Education and Innovation (CI&DEI), Higher School of Technology and Management of Lamego, Polytechnic Institute of Viseu and CETRAD-UTAD, Portugal; 3 - CISEI, Higher School of Technology and Management of Lamego, Polytechnic Institute of Viseu Portugal

Proposal and Originality

Paraty (Brasil) possui um excepcional conjunto arquitetônico dos séculos XVIII e XIX e concentra o turismo nacional e internacional, devido ao seu bom estado de conservação e graças às suas belezas naturais. Lamego é um importante e incontornável centro histórico e cultural do Douro. São cidades possuidoras de traços comuns: religião, cultura, patrimônio e turismo. Estes quatro pontos em comum levam ao intercâmbio cultural cujo objetivo é integração “fomentando o potencial criativo e vital, resultante das relações entre diferentes agentes e seus respectivos contextos”

Methodology

Para este estudo, ainda em fase inicial, utilizou-se uma primeira abordagem, do tipo quantitativa, através de entrevistas semiestruturadas, por meio de um questionário que foi preenchido por participantes (moradores e visitantes) das Festas de Nossa Senhora dos Remédios de 2024, em Lamego e em Paraty, no período de 29 de agosto até 08 de setembro de 2024. intercâmbio proposto.

Results and Implications

O método quantitativo permitiu uma análise das dinâmicas sociais envolvidas na logística da Festa e possibilitou a compreensão dos fatores culturais e sociais que influenciam a viabilidade do intercâmbio entre as duas cidades. Os resultados ainda estão em fase de análise e interpretação, mas inicialmente indicam que o intercâmbio é viável, especialmente no âmbito do turismo religioso e da preservação cultural, embora alguns desafios logísticos precisem ser superados.

Research Limitations

A logística e a infraestrutura necessária para suportar o intercâmbio, a distância e as diferenças culturais, que influenciam diretamente no envolvimento da comunidade local

References Version APA 6th or 7th Edition

- SANCHIS, Pierre, Arraial Festa de um Povo, As Romarias Portuguesas, Publicações Dom Quixote, Lisboa, 1983
- CABRAL, Clara, Património Cultural Imaterial – Convenção da UNESCO e seus Contextos, Edições 70, Lisboa, 2011
- MARTINS, Guilherme d'Oliveira, Património, Herança e Memória - A Cultura como Criação, Gradiva, 2009
- DA SILVA, Elsa Peralta, Património e Identidade. Os Desafios do Turismo Cultural, ANTROPOLógicas, nº4, 2000
- CASTRO, Flávia Lages de ; RODRIGUES, Luiz Augusto (2017) - Cultura e gestão cultural. 1. ed. Rio de Janeiro: Lumen Juris
- GEERTZ, Clifford (1989) - A Interpretação das Culturas. São Paulo: LTC.
- BRANT, Leonardo (2004) - Mercado cultural: panorama crítico e guia prático para a gestão e captação de recursos. São Paulo: Escrituras.

06th June 2025

17:00 am

Intersectional Approaches to Regenerative Tourism (ENG) (Room 3)

241

INTERSECTIONAL APPROACHES TO REGENERATIVE TOURISM (ENG)

OC-199 - (347) - THE SYNERGY OF ECOFEMINISM AND FOOD ACTIVISM FOR TOURISM REGENERATION

Alicia Orea-Giner¹

1 - Associate Professor. Business Economics department. Rey Juan Carlos University

Proposal and Originality

This study explores the intersection of ecofeminism and food activism as transformative agents in tourism. It introduces an original framework that integrates these ideologies within sustainable tourism, emphasising their combined potential to address environmental conservation, social justice, and ethical consumption (Li, 2007; Ling, 2014; Foster, 2021). This research fills a gap by proposing a model that synergises ecofeminist values and food activism to reshape tourism (Camargo, Jamal, & Wilson, 2016; Yudina & Fennell, 2013; Bertella, 2020).

242

Methodology

Qualitative methods based on poststructuralist feminist theories (Wearing & McDonald, 2002) are used to interview ecofeminist activists online and analyse travel project data. Grounded Theory (Stumpf, Giddy, & Adam, 2016; Matteucci & Gnoth, 2017) is used to identify ecofeminism and food activism's motivations, challenges, and opportunities in tourism.

Results and Implications

Findings show that ecofeminist principles disrupt conventional tourism models, fostering social and environmental change through ethical consumption, local economic support, and female-led enterprises (Taylor, 2017; Giampiccoli & Saayman, 2018). However, barriers such as societal biases, greenwashing, and economic limitations hinder broader adoption (Antimova, Nawijn, & Peeters, 2012). This research offers actionable insights for enhancing sustainable tourism through a combination of feminist and environmental ethics (Doyle, 2016; Tomsa, Gan, & Bakhat, 2021).

Research Limitations

A geographically limited sample and qualitative data may limit the study's generalisability.

References Version APA 6th or 7th Edition

- Antimova, R., Nawijn, J., & Peeters, P. (2012). The awareness/attitude-gap in sustainable tourism: a theoretical perspective. *Tourism Review*, 67(3), 7-16. <https://doi.org/10.1108/16605371211259795>
- Bertella, G. (2020). Re-thinking sustainability and food in tourism. *Annals of Tourism Research*, 84, 103005. <https://doi.org/10.1016/j.annals.2020.103005>
- Camargo, B. A., Jamal, T., & Wilson, E. (2016). Toward a critical ecofeminist research paradigm for sustainable tourism. In *Tourism research paradigms: Critical and emergent knowledges* (pp. 73-85). Emerald Group Publishing Limited. <https://doi.org/10.1108/S1571-504320150000022011>

OC-200 - (348) - TOWARDS REGENERATIVE FESTIVALS: EMBEDDING NET-POSITIVE RELATIONSHIPS THROUGH PARTICIPATORY CULTURAL TOURISM

Aminah Dastan¹

1 - Dundalk Institute of Technology

Proposal and Originality

Within regenerative tourism, this paper contributes to research by proposing small-scale festival design as versatile co-creative processes for net-positive stakeholder relationship integration. Cultural-creative participation can embed well-being values for ecological, social, cultural and economic benefit. With many advantageous outcomes for participant relationships to place (Matarosso 2019, Jensen 2018, Quinn 2013). This paper introduces a framework, designing small scale regenerative festivals within the local context as a continuum of regenerative tourism.

243

Methodology

Ethnographic semi-structured interviews with festival organisers involved in seven small-scale Irish festivals provides initial data for the development of a regenerative festival framework. Data gathered provides opportunity for social and ecological empowerment, for flows of information and feedback from bottom-up community sources to inform regenerative policies and actions.

Results and Implications

Paradoxical claims for tourism as an ecological and social stressor, whilst having the potential to improve relationships between stakeholders presents a challenge for communities engaged in developing festival experiences (see McEnhill 2020, Niewiadomski 2023). A balance is required to re-imagine the potential of cultural-creative tourism as a continuum for regenerative design.

Research Limitations

Locating data which might establish definite boundaries and clear objects of the Regenerative Tourism paradigm are needed to avoid negative appropriation of terms.

References Version APA 6th or 7th Edition

Duffy, M., 2019. Festival bodies: the role of the senses and feelings in place-making practices. In *The Routledge Handbook of People and Place in the 21st-Century City* (pp. 33-42). Routledge.

Jensen, A. and Bonde, L.O., 2018. The use of arts interventions for mental health and wellbeing in health settings. *Perspectives in public health*, 138(4), pp.209-214.

Lin, Y.H. and Lee, T.H., 2020. How the authentic experience of a traditional cultural festival affects the attendee's perception of festival identity and place identity. *International Journal of Event and Festival Management*, 11(3), pp.357-373.

Matarasso, F., 2019. *A restless art. How participation won, and why it matters* Digital edition. London: Calouste Gulbenkian Foundation Viitattu, 15, p.2020.

McEnhill, L., Jorgensen, E.S. and Ulrich, S., 2020.

OC-201 - (370) - BIOPHILIC DESIGN IN HEALTH TOURISM: A QUALITATIVE APPROACH

Vildan Yilmaz¹; Nilgün Demirel İli²

1 - Alanya Alaaddin Keykubat University; 2 - Iğdir University

Proposal and Originality

According to Ulrich's psychoevolutionary theory stress reduction are related to the impact of nature on humans. According to this, individuals are biologically and evolutionarily predisposed to respond quickly and positively to natural environments. Biophilic design is a design philosophy that encourages the use of the natural systems and processes in the design of buildings. The fact that people spend their time indoors has a negative impact on their well-being, and hotel businesses have adopted greenness and biophilic design in their building designs to improve the well-being.

244

Methodology

The research is conducted with the qualitative research. The research is designed with the phenomenological pattern, one of the five approaches of Creswell. Face-to-face and videoconference interviews were conducted with purposive sampling by asking open-ended questions to sector representatives and academicians. The interviews analyzed in the MAXQDA program with the main and sub-themes.

Results and Implications

The result of the research emphasizes the importance of biophilic design and concludes that from the sector representatives' and academicians' point of view nature-like environments in health tourism will be perceived more positively by customers. Increased hygiene criteria and the psychology of escaping from closed environments after the Covid-19 pandemic have changed people's expectations for buildings. This situation has revealed the necessity of implementing strategies for biophilic design.

Research Limitations

The limitation of the research is that small sample size (participants) were interviewed with qualitative research. Also it is addressed only in health tourism.

References Version APA 6th or 7th Edition

Creswell, J. W. (2007). *Qualitative Inquiry & Research Design Choosing Among Five Approaches*. Thousand Oaks: Sage Publications.

Gillis, K., & Gatersleben, B. (2015, July 7). A Review of Psychological Literature on the Health and Wellbeing Benefits of Biophilic Design. *Buildings*, s. 948-963.

Guzzo, R. F., Suess, C., & Legendre, T. S. (2022, April 6). Biophilic design for urban hotels – prospective hospitality employees' perspectives. *International Journal of Contemporary Hospitality Management*, s. 2914-2933.

Ulrich, R. S., Simons, R. F., Losito, B. D., Fiorito, E., Miles, M. A., & Zelson, M. (1991, September 30). Stress recovery during exposure to natural and urban environments. *Journal of environmental psychology*, s. 201-230.

Proposal and Originality

The emergence and growth of gastronomic tourism as a field of economic activity and research has positioned gastronomic heritage as a significant factor in the attraction of tourists. Against this backdrop, this study offers a review that elucidates the dialectic between gastronomy and tourism, discussing the concepts of "food", "endogenous products", "gastronomy" and "gastronomic heritage", and how they interrelate. Additionally, it aims to reflect on the evolution of the role of food and the change in its functional profile to the scope of leisure and tourism.

245

Methodology

A review of the social evolution of food is constructed through an exploratory review of the literature. This combines systematic procedures (research carried out using SCOPUS) with a narrative approach and develops a multidisciplinary conceptual discussion. The review reveals the gradual transition of food from sustenance to gastronomic heritage and factor of attraction and tourist development.

Results and Implications

The results reveal the growing social importance of food, exposing it not only as sustenance, but also in social, cultural, political and identity-building roles. Gastronomy is a cultural reflection and brings together material and immaterial elements recognised as shared heritage (Bessière, 2013) and attracts visitors, giving old traditions new life (Peral-Peral et al., 2022). By favouring authenticity, endogenous products and the revival of regional cuisines, gastronomy and tourism show a mutually positive symbiotic relationship (Khatami et al., 2020).

Research Limitations

The limitations are those inherent in the exploratory literature review methodology, and it is suggested that the findings be validated through empirical studies.

References Version APA 6th or 7th Edition

- Bessière, J. (2013). 'heritagisation', a challenge for tourism promotion and regional development: An example of food heritage. *Journal of Heritage Tourism*, 8(4), 275–291. <https://doi.org/10.1080/1743873X.2013.770861>
- Khatami, F., Sorano, E., & Bechis, M. (2020). Assessment of food heritage to improve virtuous cycles. *Journal of Cultural Heritage Management and Sustainable Development*, 11(3), 280–296. <https://doi.org/10.1108/JCHMSD-04-2019-0035>
- Peral-Peral, B., Arenas Gaitán, J., & Reina-Arroyo, J. (2022). Buying local food is not a question of attitude: an analysis of benefits and limitations. *Spanish Journal of Marketing - ESIC*, 26(1), 80–97. <https://doi.org/10.1108/SJME-09-2021-0181>

17:00 am

Intersectional Approaches to Regenerative Tourism (ENG) (Room 3)

OC-203 - (355) - APPLYING GOOD PRACTICES IN TOURISM: FROM SUSTANABILITY TO REGENERATIVE TOURISM

Patrícia Esteves¹; Giovana Goretti Feijó Almeida²; Paulo Almeida²

1 - Polytechnic University of Leiria, Portugal/Projeto FAST – Agenda ATT – PRR; 2 - CiTUR-Polytechnic University of Leiria, Portugal/Projeto FAST – Agenda ATT – PRR

Proposal and Originality

Sustainable tourism has been the subject of study in academia due to its potential to mitigate negative socio-environmental impacts, but it is insufficient to restore and revitalize local economies and their communities – this is the role of regenerative tourism.

Therefore, this study explores the convergence and evolution of good practices from sustainable tourism to regenerative tourism, creating a comparative analysis of these two approaches, often confused, allowing a clearer understanding of their practices and objectives.

Methodology

We carried out a systematic review of the literature on sustainable and regenerative tourism. The data was collected in Scopus, obtaining 217 documents with the keywords ("sustainable tourism" AND "good practices" OR "sustainable practices") and 52 documents with the keywords ("regenerative tourism" AND "practices"). A comparative analysis between results was carried out.

Results and Implications

Sustainable tourism focuses on conservation and minimizing impacts, while regenerative tourism involves tourists taking a more active stance in restoring ecosystems and strengthening local economies. The study discusses and highlights the need for a transition to regenerative tourism, offering insights into methods to facilitate this transition, providing a robust, structured and recent theoretical basis to support the advancement of research in this area. The study also emphasizes the necessity to develop clear definitions of regenerative tourism and its good practices.

Research Limitations

The limitation is related to the fact that we used two specific keywords when searching for documents on sustainable tourism "good practices" and "sustainable practices".

References Version APA 6th or 7th Edition

Becken, S., & Kaur, J. (2021). Anchoring "tourism value" within a regenerative tourism paradigm—a government perspective. *Journal of Sustainable Tourism*, 30(1), 52-68.

Bellato, L., Frantzeskaki, N., & Nygaard, C. A. (2022). Regenerative tourism: a conceptual framework leveraging theory and practice. *Tourism Geographies*, 25(4), 1026-1046.

Hussain, A. (2021). A future of tourism industry: Conscious travel, destination recovery and regenerative tourism. *Journal of Sustainability and Resilience*, 1(1), 1-10.

Kusumah, E. P. (2024). Sustainable tourism concept: tourist satisfaction and destination loyalty. *International Journal of Tourism Cities*, 10(1), 166-184.

06th June 2025

17:00 am

The Role of Tourism in Sustainable Development in Low-density Territories (ENG) (Room 4)

247

THE ROLE OF TOURISM IN SUSTAINABLE DEVELOPMENT IN LOW-DENSITY TERRITORIES (ENG)

OC-204 - (447) - DEVELOPING SUSTAINABLE TOURISM ROUTES IN THE DOURO VALLEY: A CASE FOR INTEGRATING HERITAGE AND CLIMATE RESILIENCE

Hilal Akdemir¹

1 - University of Algarve

Proposal and Originality

This project develops sustainable tourism routes in the Douro Valley, a UNESCO World Heritage site renowned for its wine heritage. Inspired by the **Guardians of Douro Valley** program, it addresses environmental challenges local vineyards face due to climate change (1). By integrating local knowledge with global sustainability efforts, the project proposes **climate-resilient tourism routes** that promote cultural heritage and sustainable practices. It aims to bridge the gap between heritage tourism and climate action, leveraging technology to support smaller producers.

248

Methodology

Using a Co-Design/Participatory Design approach, the project will engage Douro vineyards through interviews, workshops, and field observations to gather data on sustainable practices and heritage preservation.

Results and Implications

The expected outcomes include the development of sustainable tourism routes that highlight the cultural and environmental heritage of the Douro Valley. These routes will serve as models for replicating sustainable tourism in other European wine regions. The project aims to minimize tourism's environmental impact while promoting local heritage. By introducing sustainable viticulture techniques through a digital platform, smaller producers will gain essential tools to adapt to climate challenges, bridging the gap between large and small vineyard operations.

Research Limitations

The main challenge is balancing sustainable practices across vineyard sizes, with workshops highlighting scalable, high-investment methods and cost-efficient options.

References Version APA 6th or 7th Edition

(1) https://sigarra.up.pt/flup/pt/noticias_geral.ver_noticia?p_nr=179349

(2) Goebel, K., Camargo-Borges, C., & Eelderink, M. (2020). Exploring participatory action research as a driver for sustainable tourism. *International Journal of Tourism Research*, 22(4), 425-437.

OC-205 - (509) - RURAL TOURISM AS A PROMOTER OF SUSTAINABILITY IN LOW-DENSITY TERRITORIES

Eunice Duarte¹

1 - IPLUSO_ESCAD

Proposal and Originality

This study explores how rural tourism projects promote sustainability in low-density areas, focusing on demand perspectives. With growing interest in sustainable tourism and rural areas' potential to boost local economies, this topic is timely and innovative. Although widely discussed, studies on domestic demand and urban populations' specific preferences for rural tourism are limited. This research seeks to deepen understanding of how rural tourism can attract and motivate the domestic market, fostering sustainable practices and strengthening local economies.

249

Methodology

The research employed a quantitative approach through a questionnaire survey conducted between May and June 2024, gathering 124 responses from residents in the Lisbon and Tagus Valley region. The responses were analysed using descriptive statistical techniques, with results presented through charts and tables to provide a clear visualisation of participants' preferences and motivations.

Results and Implications

The results show that potential tourists prioritise tranquillity, nature contact, and experiencing local traditions when choosing rural tourism. Popular activities include hiking, farm visits, and tasting local products. These findings underscore rural tourism's potential in low-density areas to promote sustainable, responsible tourism that benefits local communities. This insight helps tourism managers align offerings with domestic market expectations and support the sustainable development of these regions.

Research Limitations

The study was limited to data collection within the Lisbon and Tagus Valley region and focused on the perspective of domestic demand.

References Version APA 6th or 7th Edition

de Fátima Ferreiro, M., Sousa, C., Sheikh, F. A., & Novikova, M. (2023). Social innovation and rural territories: Exploring invisible contexts and actors in Portugal and India. *Journal of Rural Studies*, 99, 204-212.

Dinis, I., Simões, O., Cruz, C., & Teodoro, A. (2019). Understanding the impact of intentions in the adoption of local development practices by rural tourism hosts in Portugal. *Journal of Rural Studies*, 72, 92-103.

OC-206 - (557) - SUSTAINABLE WINE TOURISM IN CENTRAL PORTUGAL: VISITOR BEHAVIOR AND REGIONAL IMPACT

Elisabeth Kastenholz¹; Maria João Carneiro¹; Celeste Eusebio²

1 - universidade de aveiro

Proposal and Originality

Wine tourism can drive economic growth and foster social and cultural revitalization, particularly in rural areas facing outmigration, as seen in Portuguese hinterlands. This study assesses visitor behavior across three Portuguese wine regions (Bairrada, Dão, Beira Interior), with a focus on sustainable travel behavior. By segmenting tourists into clusters based on these behaviors, this study offers insights into visitor impact on local economies and culture, providing a nuanced framework for sustainable tourism management.

250

Methodology

The study conducted in-person surveys (2019–2022) across three wine regions, employing cluster-sampling by time and space. A hierarchical cluster analysis identified four visitor types (n=859) based on sustainable travel behaviors across economic, socio-cultural, and environmental dimensions. Additional differences were analysed with Chi square, ANOVA and Kruskal-Wallis tests (sign<0.05).

Results and Implications

Cluster analysis revealed four groups: 'Less sensitive Visitors', 'Responsible Tourism Advocates', 'Wine-Centric Cultural Enthusiasts', 'Nature-Focused Leisure Seekers', with differences in sustainability-impacting behaviors as well as in sociodemographics, motivations, and travel context. Findings underscore the importance of targeted marketing strategies in promoting sustainable behaviors, with implications for even regenerative destination development, enhancing local quality of life through well-targeted visitor engagement.

Research Limitations

Study limitations include geographic scope and potential seasonal visitor variations, which may impact generalizability to other wine tourism regions.

References Version APA 6th or 7th Edition

Holland, T., Smit, B., & Jones, G. V. (2017). Toward a Conceptual Framework of Terroir Tourism: A Case Study of the Prince Edward County, Ontario Wine Region. *Tourism Planning & Development*, 11(3), 275–291.

Getz, D. (2000). *Explore wine tourism*. New York: Cognizant Communication Corporation.

Kastenholz, E. (2004). Management of demand as a tool in sustainable tourist destination development. *Journal of Sustainable Tourism*, 12(5), 388-408.

Kastenholz, E., Eusébio, C., & Carneiro, M.J. (2018). Segmenting the rural tourist market by sustainable travel behaviour – insights from village visitors in Portugal. *Journal of Destination Marketing & Management*, 10, 132-142.

Montella, M. M. (2017). Wine tourism and sustainability: A review. *Sustainability*, 9(1), 113.

17:00 am

The Role of Tourism in Sustainable Development in Low-density Territories (ENG) (Room 4)

OC-207 - (468) - HOW TO KNOW IF A DESTINATION MAY “SUFFER” OF OVERTOURISM?

Kevin Hemsworth¹; Rosa Conde¹; Susana Mesquita¹

1 - CICET

Proposal and Originality

Over-tourism has been debated, and there are several reasons for it to occur in destinations, but authorities focus on 2 main problems: overpopulation of visited areas and diminished life quality for residents. Further attention is drawn on tourism job dependent population and relevance of taxation revenue.

To contain damages, destinations applied constraining measures and policies, replacing destination promotion by destination management. By analyzing best practices, the study will propose strategies to identify red flags of pre over-tourism symptoms, and focus on Porto.

251

Methodology

In order to envision a set of measures the city may have to impose in the near and far future, to maintain the destination sustainable, a literature review on over-tourism was performed and case studies reviewed; a questionnaire was applied to a convenience local public to identify highly over-targeted spot of visit, upon which strategies are proposed.

Results and Implications

The results of the ongoing study should provide guidelines to establish policy and strategies to anticipate and prevent overtourism spots and establish moments of decision regarding destination management.

Also, the study will allow to identify relevant criteria that can be applied in other destinations, to promote twinning destinations that allow synergistic studies.

Research Limitations

The singularity of destinations may not allow to relate with the case of Porto. Twin-cities studies refer criteria disparity, so difficult to focus on relevant information.

References Version APA 6th or 7th Edition

Butler, R. W., & Dodds, R. (2022). Overcoming overtourism: A review of failure. *Tourism Review*, 77(1), 35-53. <https://doi.org/10.1108/TR-02-2021-0053>

Milano, C., Novelli, M., & Cheer, J. M. (2020). Overtourism and degrowth: A social movements perspective. In *Tourism and degrowth* (pp. 113-131). Routledge. <https://doi.org/10.4324/9780369737448-10>

Mihalic, T. (2020). Conceptualising overtourism: A sustainability approach. *Annals of Tourism Research*, 84, 103025. <https://doi.org/10.1016/j.annals.2020.103025>

Capocchi, A., Vallone, C., Pierotti, M., & Amaduzzi, A. (2019). Overtourism: A literature review to assess implications and future perspectives. *Sustainability*, 11(12), 3303. <https://doi.org/10.3390/su11123303>

17:00 am

The Role of Tourism in Sustainable Development in Low-density Territories (ENG) (Room 4)

OC-208 - (360) - ARE TOURISM ROUTES AN OPTION TO AVOID DESERTIFICATION OF THE LESS POPULATED AREAS A CASE STUDY IN MADEIRA ISLAND

Daniela Amorim¹; Natália Oliveira¹; João Paulo¹

1 - Leiria Polytechnic Institute, School of Tourism and Maritime Technology

Proposal and Originality

The study aimed to explore if tourist routes can be an option to avoid desertification of the rural areas in Madeira Island with analysis of the responders as they have a wide knowledge in these matters, as residents of the rural areas, as professionals with several years of experience and as public entities responsible for managing rural city councils. the rural tourism presents as a vehicle for development (1) to avoid concentration in larger cities and prevent desertification in rural areas and necessity to ensure sustainability development in rural areas of Madeira Island (2).

252

Methodology

The study collected information through open-questions interviews. The chosen members were selected to be inhabitants of rural communities, rural City Councils, and private companies that its core-businesses is tourism, in particularly, touristic routes. Data were collected for a period of approximately two months.

Results and Implications

One of the most important findings of the study is that there is a general concern in sustainable development to avoid desertification of rural spaces and an understanding of the importance to maintain their ways of life to continue subsistence. The development of tourist routes, those existing and new ones, is imperative for development of rural cities. It is concluded that there is needs of rural areas and can be met through the enhancement and creation of tourist routes.

Research Limitations

This research found it quite difficult to interview members of public entities. and another limitation was the availability of private workers.

References Version APA 6th or 7th Edition

1. Cunha, L. (2017). *Turismo e desenvolvimento: Realidades e perspectivas*. Lidel edições técnicas.
2. Oliveira, Natália Nunes Pereira. (2023). *Tourism routes as a tool for the sustainable development of rural areas – A case study in Madeira Island*. Leiria Polytechnic Institute, School of Tourism and Maritime Technology.
3. Liu, Y. L., Chiang, J. T., & Ko, P. F. (2023). *The benefits of tourism for rural community development*. *Humanities and Social Sciences Communications*, 10 (1), 1-12. 137 <https://doi.org/10.1057/s41599-023-01610-4>
4. Turisver. (2022). *Estratégia do Turismo 2022–2027 da Madeira pronta a ser implementada*. <https://turisver.pt/estrategia-do-turismo-2022-2027-da-madeira-pronta-a-ser-implementada/> Accessed in January 2023. PowerPoint Presentation (madeira.gov.pt)