

International conference within the project CREATOUR AZORES
and in conjunction with the GISU SMART CITIES AND TOURISM SYMPOSIUM

Creative **tourism** regenerative development and destination resilience

Conference programme
and presentation abstracts

8-10 Nov 2022
Ribeira Grande
São Miguel Island
Azores, Portugal



creative **tourism**,
regenerative development,
and destination resilience

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CO-ORGANIZED BY

Azores Tourism Observatory
www.otacores.com
University of the Azores
www.international.uac.pt
Centre for Social Studies of the University of Coimbra
www.ces.uc.pt
Guangzhou International Sister Cities University Alliance (GISU)
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CO-ORGANIZERS



SUPPORTERS AND PARTNERS



Overview

About the CREATOUR Azores project

CREATOUR Azores – Turning the Azores into a Creative Tourism Destination is an integrated research-and-application project that aims to advance research focused on creative tourism in island regions, diversify tourism offers in the Azores, and strengthen links with other regions of Portugal where this model has already been implemented through the CREATOUR project as well as with other islands where the approach could be replicated. The main objective of CREATOUR Azores is to empower various agents located in the Azores archipelago to develop, implement, and promote creative tourism experiences through which tourists can actively participate in creative activities, providing opportunities for learning, creative self-expression, and interaction with local communities. A creative tourism approach allows both visitors and communities to benefit from tourism exchanges, promotes cultural vitality and sustainability, and allows artistic and creative activities to play a driving role in socio-economic development.

The CREATOUR Azores project is coordinated by the Azores Tourism Observatory (OTA) and the University of the Azores/Gaspar Frutuoso Foundation, in partnership with the Centre for Social Studies (CES) of the University of Coimbra, Portugal. The project is funded by the European Regional Development Fund, through the Azores 2020 Operational Program, and by regional funds, through the Regional Directorate for Science and Technology.

RESEARCH TEAM

CARLOS SANTOS, MARIA ISABEL ALBERGARIA, GUALTER COUTO, LEONOR SAMPAIO DA SILVA, PILAR DAMIÃO DE MEDEIROS, ROSA SIMAS, and ALEXANDRA BAIXINHO

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NANCY DUXBURY, TIAGO VINAGRE DE CASTRO, and SÍLVIA SILVA (CES-UC)

SUPPORT TEAM

SÓNIA CÉU and JOÃO ALVES

CREATOUR AZORES PILOT PROJECT ORGANIZERS

Associação Comercial e Industrial da Ilha do Pico (RUI VERÍSSIMO) – 2019-2021

Associação Marítima de Pesca e Aquicultura da Ilha Terceira (SARA SILVEIRA) – 2019-2021

Centro de Desenvolvimento Infante Juvenil dos Açores (PILAR MOTA)

Mahilawake (ISABEL AREOSA) – 2022

MiratecArts (TERRY COSTA) – 2022

Norte Crescente – ADL (MIGUEL BRÁS)

Pedro Brum Photography Expeditions (PEDRO BRUM)

re.function - the eco sustainable art residence (PAULO ÁVILA SOUSA)

The Farm (GENA PINHEIRO)

About the conference

Many hurdles and dilemmas are confronting the tourism industry in the wake of the COVID-19 pandemic, the epicenter of a global upheaval which has exacerbated the already impending threats of the environmental and climate crisis. As never before, this is the time for serious re-evaluation of the tourism sector, and for the redesign of previous models and practices that have proven to be detrimental to destination communities and local ecosystems, and to the revival of the industry in a post-pandemic world.

Among the most-promising trends in the sector, culture-based creative tourism has garnered increasing support and enthusiasm as a pathway to regenerative development and destination resilience, two essential components of sustainable tourism and development. Inherently personalized and participative in practice, creative tourism is based on the personal contact of one-on-one and small-group experiences based on the culture of a place and its people. Focused in its dimension and emphasis, creative tourism offers visitors the opportunity to hone their creative instincts and tendencies, as they learn about the local culture through direct contact with artists, artisans, and cultural agents of the destination community. The result is a dynamic, interactive exchange that both incorporates and promotes regenerative, sustainable local development and destination resilience.

This international conference was developed with an intent not only to address but also to progressively contribute to these contexts and dynamics. We invited researchers/academics, artists, tourism practitioners, and students to present their research, projects, and reflections in an array of related topic areas. The rich variety of papers presented in the plenary and concurrent sessions attests to the importance of bringing interdisciplinary, diverse perspectives together to think about and address the issues of this particular point in time. Furthermore, they reinforce the importance of recognizing the specificities of individual places and the well-being of communities.

We also recognize that the COVID-19 pandemic is not over, and continues to impact many places. Thus, all in-presence sessions will be streamed live to enable remote participants to attend and follow the event. As well, the conference features both in-presence and online concurrent sessions.

The conference was organized through partnerships. It brings together the international conference of the project “CREATOUR Azores – Turning the Azores into a Creative Tourism Destination,” which was coordinated by the Azores Tourism Observatory and the University of the Azores/Gaspar Frutuoso Foundation, in collaboration with the Centre for Social Studies of the University of Coimbra, and the GISU Smart Cities and Tourism Symposium of the Guangzhou International Sister-City Universities (GISU Alliance), which includes the University of Coimbra among its founding members.

Thank you to all the participants in this event, and to all those involved “behind the stage” ensuring its development and production. We also thank the supporters and partners who have made this event possible. In particular, we are grateful for the management support of five online concurrent sessions by the School of Management of the University of Quebec at Montreal, Canada, and the organization of the online session by Guangzhou University, broadcast from Guangzhou with simultaneous English interpretation.

Finally, we wish to acknowledge and thank our funders. The conference was financially supported by the European Regional Development Fund, through the Azores 2020 Operational Program; the Regional Directorate for Science and Technology, Government of the Azores; the Municipality of Ribeira Grande; and the Guangzhou International Sister Cities University Alliance.

CONFERENCE CO-ORGANIZERS

AZORES TOURISM OBSERVATORY

The Azores Tourism Observatory (OTA) is a private, non-profit association established in October 2006, with the objective of promoting the analysis, dissemination and monitoring of tourist activity, in order to contribute to the development of sustainable tourism in the Autonomous Region of the Azores. Its founding partners are the Regional Government of the Azores, the Azores Tourism Promotion Agency (Associação Turismo dos Açores – ATA) and the University of the Azores. Its mission is to promote the analysis, dissemination and monitoring of the evolution of tourist activity, in an independent and responsible manner, guaranteeing the credibility, neutrality and robustness of its technical-scientific production, in order to contribute to the development of sustainable tourism in the Autonomous Region of the Azores and integrated into global regional development strategies.

UNIVERSITY OF THE AZORES

Since its foundation in 1976, the University of the Azores has played a fundamental role in education and research, contributing to professional qualification, economic growth, social improvement, and intercultural awareness. The university has three campuses, located in different islands: Ponta Delgada campus is in S. Miguel Island; Angra do Heroísmo campus is in Terceira, and Horta campus is in Faial. Inspired by the natural Biographical notediversity and beauty of the islands, their geographic location, and geological features, the university is committed to creating and promoting knowledge and technology on Biographical notediversity, volcanology, tourism, marine and transnational issues, and the history and cultural features of the islands. It has partnerships with more than 200 universities and research centers internationally.

CENTRE FOR SOCIAL STUDIES OF THE UNIVERSITY OF COIMBRA

The Centre for Social Studies (CES) is a scientific institution focused on research and advanced training in the social sciences and the humanities from an inter- and transdisciplinary perspective. Founded in 1978, the Centre for Social Studies (CES) of the University of Coimbra has been conducting research with and for an inclusive, innovative, and reflexive society by promoting creative critical approaches in the face of some of the most urgent challenges of contemporary societies. CES’ scientific strategy aims to democratize knowledge, revitalize human rights, and contribute to the establishment of science as a public commodity through five thematic lines of research. Currently, CES has 151 researchers, 72 junior researchers, 67 postdoctoral fellows, and 504 doctoral students.

The “Creative Tourism, Regenerative Development, and Destination Resilience” conference was organized within the scope of the CREATOUR Observatory – Observatory on culture and tourism for local development at CES. Focusing on extra-metropolitan areas of Portugal, the CREATOUR Observatory focuses on 3 thematic fields: 1) ecologies of culture and creativity; 2) cultural, creative and regenerative tourism; and 3) local, regional and community development. The Observatory is an intersectoral platform that brings together researchers and professionals from the cultural/creative and tourism sectors, in a logic of training, evaluation, and co-production of knowledge with practitioners and public decision-makers. It aims to develop spaces and approaches for co-learning, discussion, and exchange with an eye to examining and addressing issues, as well as more-than-economic regenerative dynamics that might be fostered through creative tourism and related activities. The Observatory also serves as a hub for an emergent “CREATOUR International” network which can foster wider connections and knowledge-sharing.

ALLIANCE OF GUANGZHOU INTERNATIONAL SISTER-CITY UNIVERSITIES (GISU ALLIANCE)

In December 2018, the Guangzhou International Sister-City Universities (GISU) was created. The Alliance aims to strengthen the ties and exchanges between Guangzhou’s international sister cities and their local universities, and provide a platform for member universities to share international academic resources, encourage education and scientific and technological cooperation, enhance the vitality of urban development, and promote urban development. Supported by the People’s Government of the Guangzhou Municipality, GISU’s mission is to attract and leverage the academic resources of its members in close collaboration for the sustainable development of our cities. Strategic goals of each city’s economic and social development should be considered with the basic idea of promoting sustainable urban development through scientific and technological innovation. The Alliance of Guangzhou International Sister-City Universities (GISU) currently includes 18 members, representing 15 countries, 17 sister and friendly cities, with a combined population of almost 38 million, over half a million students and 44,000 faculty and staff.

GISU ALLIANCE MEMBERS

- Guangzhou University
- Linköping University
- University of Coimbra
- University of Padova
- University of Quebec at Montreal
- Tampere University
- Western Sydney University
- Guangzhou Medical University
- Incheon National University
- Middle East Technical University
- University of the West of England
- National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”
- Durban University of Technology
- Charles Darwin University
- Belarusian State University of Physical Culture
- Gorgan University of Agricultural Sciences and Natural Resources
- University of Zaragoza
- Polytechnic University of Valencia

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DANIELA CASSIS *University of the Azores*

EDUARDO ALMEIDA *Discover Azores*

LEONILDE MONTEIRO *University of the Azores*

MARGARIDA SANBENTO *University of the Azores*

SLIM OUESLATI *University of Quebec at Montreal*

Thank you!

CONFERENCE VENUE

The conference will be held at:

ARQUIPÉLAGO – Contemporary Arts Centre

Rua Adolfo Coutinho de Medeiros 9600 – 516

Ribeira Grande São Miguel, Açores

About the venue

ARQUIPÉLAGO – located in the middle of the Atlantic, in Ribeira Grande, São Miguel island, the largest of the nine islands of the archipelago of Azores – is a transdisciplinary art center that hosts projects of creation, production and exhibition of contemporary arts.

Working with a local, national and international network of partners, ARQUIPÉLAGO aims to promote and consolidate the local artistic and cultural identity by opening it to, and integrating it into, the global cultural dynamics of the contemporary art world. ARQUIPÉLAGO offers itself as a platform of communication between people, events and cultures, engaging with the communities of the nine islands, strategically positioning itself as a meeting point of four geographic axes: the Atlantic Islands, Americas, Europe and Africa, having special attention to the influence of the Diaspora.

ARQUIPÉLAGO's partners are understood as essential not only to the identity of the art center but also to the conceptualization and formalization of an international multidisciplinary artistic program, with activities reaching disciplines such as: visual arts, performing arts, multimedia, music, film, architecture, design, illustration, literature and fashion.

Getting to the venue

From Ponta Delgada to Ribeira Grande

A daily bus will be provided to take participants from Ponta Delgada to Ribeira Grande each morning and bring them back at the end of each conference day. There are 2 bus stops In Ponta Delgada:

FIRST STOP

8:30 am | Forte de S. Brás

Rua Eng. Abel Ferin Coutinho 10, 9500-768 Ponta Delgada

(marked in the map below)

SECOND STOP

8:35 am

Rua Engº José Cordeiro Antiga da Calheta 83-87 A 83-87 A, 9500-311 Ponta Delgada

(The final location of the route in the map below – direction left to right)

All participants must arrive at the bus stops in advance! In case of delays participants will have to reach the venue by their own means.



Bus route rom Ponta Delgada to Ribeira Grande.

Schedule

At a glance

TUESDAY, 8 NOVEMBER

- 08:30 Bus pick-up from Ponta Delgada
- 09:00 Registration
- 10:00 Culture, tourism and regeneration Welcoming session
About CREATOUR Azores project
KEYNOTE
DIANNE DREDGE, *The Tourism CoLab, Australia*
- 11:30 Break
- 12:00 CREATOUR Azores pilots round table: Insights from practice
- 13:00 Lunch [+ ARCHIPELAGO GUIDED TOURS - 45']
- 15:00 Concurrent sessions 8.1, 8.2, and 8.3 [ONLINE]
- 16:30 Break
- 17:00 Concurrent sessions 8.4, 8.5, and 8.6 [ONLINE]
- 19:30 Welcome dinner with local music (by the Municipality of Ribeira Grande)
- 22:00 Bus back to Ponta Delgada

WEDNESDAY, 9 NOVEMBER 2022

- 8:30 Bus pick-up from Ponta Delgada
- 9:30 Considering island dynamics
KEYNOTES
KATHRYN A. BURNETT, *University of the West of Scotland, Scotland*
GIOVANNI RUGGIERI, *University of Palermo, Palermo, Italy*
VITOR AMBRÓSIO, *Escola Superior de Hotelaria e Turismo do Estoril and CiTUR – Center for Tourism Research, Development and Innovation, Portugal*
- 11:00 Break
- 11:30 Concurrent sessions 9.1 and 9.2
- 13:00 Lunch
- 14:45 Depart for tea plantations (by bus)
- 15:00 Visit to tea plantations Chá Porto Formoso and Gorreana
- 15:00 Concurrent session 9.3 [ONLINE]
- 17:00 Concurrent session 9.4 [ONLINE]
- 18:30 Bus back to Ponta Delgada (from tea plantations, with stop in Ribeira Grande, then to Ponta Delgada)

THURSDAY, 10 NOVEMBER 2022

- 8:30 Bus pick-up from Ponta Delgada
- 9:30 Looking forward: culture, tourism, and local development
KEYNOTES
INÊS CÂMARA, *Culture Action Europe, and Mapa das Ideias, Portugal*
GREG RICHARDS, *Breda University of Applied Sciences and the University of Tilburg, The Netherlands*
- 9:30 Special online session 10.1 (Organized by Guangzhou University – in Chinese, with simultaneous interpretation in English)
- 11:00 Break
- 11:30 Looking forward: culture, tourism, and technology
KEYNOTES
ALVARO CARRILLO, *Instituto Tecnológico Hotelero, Madrid, Spain*
VICTOR GORGA, *Grupo Inmark, Spain*
NICOLAS PEYPOCH, *Université de Perpignan, France*
- 13:00 Lunch
- 14:30 Concurrent sessions 10.2, 10.3, and 10.4 [ONLINE]
- 16:00 Break
- 16:30 Closing session: Reflections and next steps
Speakers: DIANNE DREDGE, GIOVANNI RUGGIERI, NANCY DUXBURY, CARLOS SANTOS
Thank you's and farewell
- 18:30 Bus back to Ponta Delgada

FRIDAY, 11 NOVEMBER 2022

- 10:00 Post event historical/artistic walking tour of Ponta Delgada
(with Walk&Talk Azores)

Tuesday, 8 Nov

10:00-11:30 | Plenary Session

Culture, tourism and regeneration

Welcoming session

- CARLOS SANTOS, *Azores Tourism Observatory*
NANCY DUXBURY, *Centre for Social Studies at the University of Coimbra/CREATOUR Observatory*
WEI MINGHAI, *Guangzhou University President and Chair of the Alliance of Guangzhou International Sister-City Universities*
JOÃO MOURÃO, *Director of Arquipélago - Contemporary Arts Center*
ALEXANDRE GAUDÊNCIO, *Mayor of Ribeira Grande*
BERTA CABRAL, *Regional Secretary of Tourism, Mobility and Infrastructures of the Azores*

About the CREATOUR Azores project

- CARLOS SANTOS and PILAR DAMIÃO DE MEDEIROS

Every experience has its intelligence: Learning in a regenerative tourism living lab

- DIANNE DREDGE, *The Tourism CoLab, Australia*

12:00-13:00 | Plenary Session

CREATOUR Azores pilots round table: Insights from practice

MODERATOR: TIAGO VINAGRE DE CASTRO

CREATOUR Azores pilot project organizers

- GENA PINHEIRO, *The Farm*
ISABEL AREOSA, *Mahilawake*
MIGUEL BRÁS, *Norte Crescente – ADL*
PAULO ÁVILA SOUSA, *re.function – the eco sustainable art residence*
PEDRO BRUM, *Pedro Brum Photography Expeditions*
PILAR MOTA AND TÂNIA BOTELHO, *Centro de Desenvolvimento Infante Juvenil dos Açores*
TERRY COSTA, *MiratecArts*

15:00-16:30 | Concurrent Sessions

CONCURRENT SESSION 8.1

Re-inventing place: Creative tourism for (in)tangible heritage(s)

CHAIR: NANCY DUXBURY, *Centre for Social Studies at the University of Coimbra, Portugal*

Turning misfortunes into advantages

DARKO BABIĆ, *Faculty of Humanities and Social Sciences, University of Zagreb, Croatia*

Research-based literary and cultural heritage initiatives for local tourism development

PATRÍCIA SILVA, *Centre for Social Studies (CES), University of Coimbra, Portugal*

Nordic regenerative tourism (NorReg): The importance of local place and identity within a common value system

ÓLÖF ÝRR ATLADÓTTIR, JESSICA AQUINO, MAGDALENA FALTER, and ÁSTA KR. SIGURJÓNSDÓTTIR.
Iceland Tourism Cluster, Hólar University and Partners: Visit Lofoten, Visit Greenland, Visit Faroe Islands, Visit Skåne, and Snæfellsnes Regional Park

Creative tourism as a catalyst of regenerative culture: Contributions from the case study of the creative tourism plan of Recife – PE

LARISSA FERNANDA DE LIMA ALMEIDA, *RECRITA – Rede Nacional de Experiências e Turismo Criativo, Brazil*

CONCURRENT SESSION 8.2

Creative tourism: Research reflections and contributions

CHAIR: GUALTER COUTO, *University of the Azores, Portugal*

The contribution of creative tourism to the preservation of “Gandarês” identity, culture and heritage

DINA RAMOS, CARLOS COSTA, and ANA MALTA; *University of Aveiro, Portugal*

Inclusive development and searching the identity based on the implementation of the Polish part of the project “Tell me a good food story”

KATARZYNA PLEBAŃCZYK, *Jagiellonian University, Institute of Culture, Poland*

Potentialities and evidence of regenerative creative tourism in traditional cultural events:

The Semana Farroupilha in Brazil in analysis

MAGNUS LUIZ EMMENDOERFER¹, GREG RICHARDS², WALERIA NIQUINI and LÉNIA MARQUES³
1. *Universidade Federal de Viçosa (UFV), Brazil*; 2. *Breda University and University of Tilburg, Netherlands*;
3. *Erasmus University, Netherlands*

CONCURRENT SESSION 8.3 [ONLINE]

Tourism in the regeneration and sustainability of rural-peripheral areas

CHAIR: FRANÇOIS BÉDARD, *University of Quebec at Montreal, Canada*

Outlining common horizons for culture and life: Findings from the first study of the Network of Spaces and Agents of Community Culture in Spain

ROCIO NOGALES-MURIEL, *EMES International Research Network, Belgium, and University of Zaragoza, Spain*

Revitalization engaged creative tourism, micro-entrepreneurship, and community enhancement

MENG QU and SIMONA ZOLLET, *Hiroshima University, Japan*

The role of tourism networks in implementing regenerative tourism practice: A case study of the Burren Eco-tourism Network

AISLING WARD, SHIRLEY MILLAR, and ANA CRUZ GARCIA, *Munster Technological University, Ireland*

The transforming experience of hiking in Santa Maria, Azores

FERNANDO MANUEL ROCHA DA CRUZ¹ and PATRÍCIA BORBA VILAR GUIMARÃES²
1. *Universidade Federal do Pará, Campus de Abaetetuba, Brasil*; 2. *Universidade Federal do Rio Grande do Norte, Brasil*

17:00-18:30 | Concurrent sessions

CONCURRENT SESSION 8.4

Identities, traditions, and heritage in community-based tourism

CHAIR: LEONOR SAMPAIO DA SILVA, *University of the Azores, Portugal*

The CREATOUR® project as a learning laboratory: Reflections of a research team

MARIA ASSUNÇÃO GATO, ELISABETE TOMAZ, ANA RITA CRUZ, MARGARIDA PERESTRELO, and PEDRO COSTA, *ISCTE-Instituto Universitário de Lisboa*

Constructing sustainable tourism strategies in rural territories – the role of creative tourism in southern Europe

OLGA MATOS¹, PAULA REMOALDO², VÍTOR RIBEIRO², JULIANA ARAÚJO ALVES², HÉLDER LOPES³, MARIA JOSÉ VIEIRA⁴, ELAINE SCALABRINI⁵, and DANIELA ANGELINA JELINČIĆ⁶.

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Balancing creativity and preservation: Reflections on a creative tourism dilemma

DAVID ROSS, *University of the Azores, School of Business and Economics, Portugal*

CONCURRENT SESSION 8.5

Culture and tourism: Strategies, tools, and methods

CHAIR: PILAR DAMIÃO DE MEDEIROS, *University of the Azores, Portugal*

Digital cultural mapping in tourism at Lake Constance, Germany

TATJANA THIMM¹, LARA LEUSCHEN², PATRICK LAUBE² and FLORIAN EITZENBERGER¹

1. *HTWG Konstanz, Germany*; 2. *Zurich University of Applied Studies (ZHAW), Switzerland*

Analysis of residents' perceptions of tourism and urban landscape: The case of the historic centre of Guimarães (Portugal)

ALEXANDRA CORREIA, OLGA MATOS, FLORA SEIXEIRA, RAQUEL CUNHA, and HELENA MORGADO, *Instituto Politécnico de Viana do Castelo, Portugal*

CULTURE.IMPACTS.DIY: A self-assessment toolkit unveiling the multidimensionality of value creation in cultural activities

PEDRO COSTA, ELISABETE TOMAZ, MARGARIDA PERESTRELO, and RICARDO V. LOPES, *ISCTE – Instituto Universitário de Lisboa/DINAMIA'CET-Iscte, Portugal*

Innovative circular cultural tourism for post-COVID scenarios

RUBA SALEH, *ICHEC Brussels Management School, Belgium*

CONCURRENT SESSION 8.6 [ONLINE]

Innovative approaches towards a regenerative tourism

CHAIR: JEAN LAGUEUX, *University of Quebec at Montreal, Canada*

Slow travel practices as a tool to contain the phenomenon of tourist gentrification

RODRIGO LIMOEIRO, *Centre for Social Studies, University of Coimbra, Portugal*

Implementing regenerative tourism: Development of a self-check for destinations

JASMIN ZEGGER, *Eberswalde University for Sustainable Development, Germany*

Regenerative tourism towards territorial development: Proposing measurement indicators

DANIELA FANTONI ALVARES¹ and RITA DE SOUSA PEREIRA².

1. *Universidade dos Açores, Portugal*; 2. *Universidade de Aveiro, Portugal*

BRICS tourism inbound and outbound versus socio-economic indicators

RODRIGO VENTURA¹, ELTON FERNANDES¹, NDIVHUHO TSHIKOVHI², and RESHMA SUCHERAN².

1. *Federal University of Rio de Janeiro, Brazil*; 2. *Durban University of Technology, South Africa*

(Re)creating heritage: Artistic creation as cultural placemaking

ANA GAGO, CITAR, *Escola das Artes, Universidade Católica Portuguesa, Portugal*

Wednesday, 9 Nov

9:30-11:00 | Plenary Session

Considering island dynamics

Scottish islandness and creative tourism: Untying remoteness, regeneration and (mis) representational praxis?

KATHRYN A. BURNETT, *University of the West of Scotland, Scotland*

Island development model specialisation: A panel data analysis comparing evolutionary tourism models industrial to community-based (2010-2019)

GIOVANNI RUGGIERI, *University of Palermo, Palermo, Italy*

The Romeiros Way as a promoter of sustainable and creative tourism

VITOR AMBRÓSIO, *Escola Superior de Hotelaria e Turismo do Estoril and CiTUR - Center for Tourism Research, Development and Innovation, Portugal*

11:30-13:00 | Concurrent sessions

CONCURRENT SESSION 9.1

Tourism and sustainability: Insights from the Azores

CHAIR: ISABEL SOARES DE ALBERGARIA, *University of the Azores, Portugal*

Gastronomy and creative tourism: Influence of customer experience in restaurants on satisfaction and perceptions about gastronomic tourism in the Azores

ANA ISABEL DAMIÃO DE SERPA ARRUDA MONIZ and OSVALDO DIAS LOPES SILVA, *Universidade dos Açores, Portugal*

The pivotal factors for the success of rural tourism activities on islands

PEDRO MIGUEL SILVA GONÇALVES PIMENTEL¹, GUALTER COUTO¹, RUI CASTANHO², ÁUREA SOUSA³, and MARIA DA GRAÇA BATISTA¹.

1. *School of Business and Economics and CEEApIA, University of the Azores, Ponta Delgada, Portugal;*
2. *Faculty of Applied Sciences, WSB University, D'browa Górnicza, Poland; CITUR-Madeira – Centre for Tourism Research, Development and Innovation, Funchal, Portugal; College of Business and Economics, University of Johannesburg, South Africa;*
3. *Faculty of Sciences and Technologies and CEEApIA, University of the Azores, Portugal*

Filling gaps: Constructing a community-integrated tourism network from vernacular ruins in the Azores

LOUIS-PIERRE BÉLEC, *McEwen School of Architecture, Laurentian University, Canada*

CONCURRENT SESSION 9.2

Tea and tourism

CHAIR: GUALTER COUTO, *University of the Azores, Portugal*

Creative tea tourism

LEE JOLLIFFE, *Ulster University, Northern Ireland, United Kingdom*

Regional tea culture, tea-themed hotels, and tea creativity

HARTWIG BOHNE¹ and IRENA WEBER².

1. *Dresden School of Management, SRH Berlin University of Applied Sciences, Dresden, Germany;*
2. *Faculty of Tourism Studies, University of Primorska, Portoroz, Slovenia*

The impact of Camellia sinensis tea on the promotion of cognitive functions

JOSÉ ANTÓNIO BETTENCOURT BAPTISTA. *Faculdade de Ciências e Tecnologia, Universidade dos Açores*

15:00-18:30 | Concurrent sessions

CONCURRENT SESSION 9.3 [ONLINE]

New approaches to creative tourism

CHAIR: PARIKSHAT S. MANHAS, *University of Jammu, India, and Universidad de La Laguna, Spain*

A creative and regenerative tourism proposal based on cultural heritage in a traditional sun and beach destination: La Huerta de Alicante and its defense towers

MARÍA PAZ SUCH CLIMENT, MÁRIA TERESA RIQUELME QUIÑONERO, and ANTONIO CARRASCO RODRÍGUEZ. *Universad de Alicant, Spain*

Formation of cultural and historical heritage for the development of creative tourism during the war
OKSANA OKHRIMENKO. *National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute'*

A creative tea tourism that applies teaics as a structural discipline

BRIAN PARK and LEE EON-SOOK. *International Teaics Education Center, South Korea*

Agroturismo: uma concepção singular ecológica – [PT]

PRISCILA CEMBRANEL¹ and DAIKO LIMA E SILVA²

1. *Sociedade Educacional de Santa Catarina – UNISOCIESC, Brasil*; 2. *Universidade do Estado de Santa Catarina – UDESC, Brasil*

CONCURRENT SESSION 9.4 [ONLINE]

Re-defining places through arts, culture, and heritage

CHAIR: JEAN LAGUEUX, *University of Quebec at Montreal, Canada*

Accommodation in properties with heritage value in Portugal

PEDRO VAZ SERRA¹, CLÁUDIA SEABRA^{1 2}, and ANA CALDEIRA^{1 2}

1. *University of Coimbra, Portugal*; 2. *CEGOT – Centre of Studies in Geography and Spatial Planning, Portugal*

Integration of the Irish language into the Gaeltacht tourism experience: A study of linguistic and sustainable tourism

AINE MAUNSELL, SOPHIE PRICE, MUIRIS O’LAOIRE, and EAMONN O’NEACHTAIN. *Munster Technological University and Udaras Na Gaeltachta (Collaboration), Ireland*

Family adventure travel in the Azores archipelago: A collaborative auto-ethnography approach

RICARDO JOSÉ ESPÍRITO SANTO DE MELO, *Coimbra Education School - Polytechnic of Coimbra, Portugal*

Thursday, 10 Nov

9:30-11:00 | Plenary Session

Looking forward: culture, tourism, and local development

Culture and Resilience

INÊS CÂMARA, *Culture Action Europe, and Mapa das Ideias, Portugal*

Art and placemaking in small cities: From blockbuster to placebuilder?

GREG RICHARDS, *Breda University of Applied Sciences and the University of Tilburg, The Netherlands*
[LIVESTREAM]

11:30-13:00 | Plenary Session

Looking forward: Culture, tourism, and technology

Innovation & Technology in the tourist sector

ALVARO CARRILLO, *Instituto Tecnológico Hotelero, Madrid, Spain*

Creative Tourism in Colombia, an innovative walk through the UNESCO World Heritage

VICTOR GORGA, *Grupo Inmark, Spain*

Creative tourism and destination performance: future directions

NICOLAS PEYPOCH, *Université de Perpignan, France*

09:30-13:00 | Special online session

Special Session 10.1 – China’s exploration and practice of tourism revitalization after the epidemic

Welcomes at the beginning of the Guangzhou online session of the Azores conference

FU JIYANG, *Professor and Vice President of Guangzhou University*

DONG TIAN, *Director of Industrial Development Division of Department of Culture and Tourism of Guangdong Province*

CARLOS SANTOS, *Azores Tourism Observatory, Portugal*

FRANÇOIS BÉDARD, *Director-General of the World Centre of Excellence for Destinations, Université de Montréal de Quebec, Canada*

KEYNOTE SPEECHES

Tourism Destination Resilience

DR. FANNY VONG, *President of Macao Institute for Tourism Studies*

Development of Sino-French Cooperation Projects and the French Tourism Industry

Professor JEAN-RENÉ MORICE, *Dean of the School of Tourism, Culture and Hospitality, Université d'Angers*

Guangdong Practice of Creative Transformation and Innovative Development of Cultural Heritage: The Case of Nanyue Ancient Road

Professor ZHANG HEQING, *School of Management (School of Tourism/Sino-French School of Tourism) and Dean of the Guangdong-Hong Kong-Macao Greater Bay Area Cultural Tourism Development Research Institute of Guangzhou University*

The Rise of Tourism in China: Social & Cultural Change

Professor LI YIPING, *School of Management (School of Tourism/Sino-French School of Tourism), Guangzhou University*

High Quality Development of Tourism and Innovative Cultivation of Talents

Associate Professor XIAO YOUXING, *Associate Dean of the School of Management (School of Tourism/Sino-French School of Tourism), Guangzhou University*

Imagination Through Time and Space: Communicating and Managing the Value of World Heritage in the Digital Age

Associate Professor ZHENG CHUNHUI, *School of Management (School of Tourism/Sino-French School of Tourism), Guangzhou University*

TEA BREAK AND PHOTO

ROUND-TABLE SECTION

Development of China's Hospitality Industry in the Post-Pandemic Era

General Manager of the Westin Guangzhou, Chairman of South China Business Council, Guangzhou Sub-Council of Marriott International MR. DING KERONG

Special Application of Big Data in Cultural Tourism Statistics

General Manager of Guangdong Mobile Big Data Application Innovation Center MR. ZHOU GUOZHI

The Practice and Innovation of Immersive Formats of Cultural Tourism

Chief Planning Officer of Lifeng Culture Technology Co., Ltd, MR.LI WEN

Discussion: Talent Training of Tourism in the Post-pandemic Era by

DING KERONG, ZHOU GUOZHI, LI WEN, ZHENG CHUNHUI, LIU XIANGJUN

14:30-16:00 | Concurrent Sessions

CONCURRENT SESSION 10.2

Tourism and post-pandemic resilience

CHAIR: NANCY DUXBURY, *Centre for Social Studies at the University of Coimbra, Portugal*

Drivers for destination resilience and destination recovery: The COVID-19 pandemic in the Bavarian tourism industry

MARKUS PILLMAYER and KATRIN EBERHARDT. *Munich University of Applied Sciences, Department of Tourism, Germany*

Tourism dynamics and sustainability: A comparative analysis between Mediterranean islands—evidence for post-Covid-19 strategies

GIOVANNI RUGGIERI, *University of Palermo, Italy*

Building creative industries through tourism and culture synergies

PARIKSHAT SINGH MANHAS¹ and FRANÇOIS BÉDARD².

1. *University of Jammu, India, and Universidad de La Laguna, Spain;*

2. *Université du Québec à Montréal, Canada*

CONCURRENT SESSION 10.3

The importance of creative and cultural-based experiences within tourism

CHAIR: COURTNEY SCHILLING, *University of Aveiro, Portugal*

Creative and emotional engagement and well-being in cultural tourism experiences

DANIELA ANGELINA JELINČIĆ¹ and INGEBORG MATEČIĆ².

1. *Institute for Development and International Relations (IRMO), Croatia;* 2. *Faculty of Economics and Business, University of Zagreb, Croatia*

The potential of olive oil for cultural-based experiences in the north of Portugal

REGINA BEZERRA, OLGA MATOS, and ALEXANDRA CORREIA, *Instituto Politécnico de Viana do Castelo, Portugal*

The contribution of festivals to creative tourism and territorial development: Are small-scale festivals a useful contribution?

OLGA MATOS¹, PAULA REMOALDO², VICTOR RIBEIRO², and JULIANA ALVES².

1. Instituto Politécnico de Viana do Castelo and Lab2pt; 2. Universidade do Minho and Lab2pt

Linking nature and culture in a sustainable tourism development strategy

BENOIT DUGUAY, FRANÇOIS BÉDARD, DANIELLE BOULARD, and AFFOUET ESTELLE KANTÉ; *University of Quebec at Montreal, Canada*

CONCURRENT SESSION 10.4 [ONLINE]

Entangling the margins: Communities, collaboration, and co-creation

CHAIR: PARIKSHAT S. MANHAS, *University of Jammu, India, and Universidad de La Laguna, Spain*

Resignifying ‘the rural’ through art and culture in a context of ecosocial crisis

ROCIO NOGALES-MURIEL, *EMES International Research Network, Belgium, and University of Zaragoza, Spain*

INCULTUM. Visiting the margins: Innovative cultural tourism in European peripheries

ANTONELLA FRESA, PIETRO MASI, and ELISA DEBERNARDI, *Promoter S.r.l., Italy*

Georgian and EU tea cultural route

BESARION ZALIKIANI, *LTD Tea Country, Georgia*

Recoveries and experiences during COVID-19

JOSE SOARES DE ALBERGARIA FERREIRA PINTO, *University of Macau, Macau*

Tourism resilience: An assessment of tourist behaviour attributes in the post-pandemic period

PARIKSHAT SINGH MANHAS¹, PRIYANKA SHARMA¹, and JOANA ALEGRIA QUINTELA².

1. *University of Jammu, India*; 2. *Universidade Portucalense, Portugal*

16:30-18:00 | Closing session

Reflections and next steps

CHAIR: ISABEL SOARES DE ALBERGARIA, *University of the Azores, Portugal*

SPEAKERS

DIANNE DREDGE, *The Tourism CoLab, Australia*

GIOVANNI RUGGIERI, *University of Palermo, Palermo, Italy*

NANCY DUXBURY, *Centre of Social Studies at the University of Coimbra, Portugal*

CARLOS SANTOS, *Azores Tourism Observatory, Portugal*

PROFESSOR TANG XUAN, *Director of the International Affairs Office of Guangzhou University*

Thank you's and farewell

Friday, 11 Nov

Post-conference event: Ponta Delgada City Tour by Walk & Talk

Over 12 years, the Walk&Talk Arts Festival has gathered different artists whose projects have materialized in films, exhibitions in conventional and nonconventional spaces, performances and artworks in public spaces. On this Public Art Circuit, we will visit some of the projects that result from this context, discussing the curatorial proposals, artists and techniques they've used, under the framework of what is the Festival, how and why it was born and what it is today. The circuit ends at vaga – space for art and knowledge.

TIME

10:00-12:00

LIMITATION

Up to 30 people.

MEETING POINT

Portas da Cidade (9:45)

REGISTRATIONS

Mandatory and required on sight at the conference registration desk.

Abstracts and biographical notes

Keynote speakers

Dianne Dredge

The Tourism CoLab, Australia

EVERY EXPERIENCE HAS ITS INTELLIGENCE: LEARNING IN A REGENERATIVE TOURISM LIVING LAB

Research has consistently shown that CEOs and managers spend 80+ percent of their working time on operational issues. The remainder is spent on various tasks including strategic planning, foresight and creative thinking and connecting with employees. Yet the time devoted to big-picture thinking is a key source of innovation and alternative problem-solving. Too much time spent IN the system and not enough time spent working ON the system is a key impediment to innovation. This situation might explain why there has been little innovation in global tourism destination management and governance since the 1980s.

Implementing a Regenerative Tourism Living Lab on Flinders Island, Tasmania, Australia has provided an extraordinary opportunity to work both IN and ON the tourism system at the same time. Regenerative tourism represents a transformational shift in how we work in and on tourism. It addresses the question “How might tourism regenerate people, communities and nature and contribute to future flourishing?” In this presentation, we share our approach, practices and learnings. Contrary to traditional approaches that adopt linear outcome-driven projects, the living lab works in complex, fractal ways. It is a journey to simultaneously shift mindsets; governance structures and processes; innovate tourism offerings using asset-based approaches; engage disaffected individuals and fractured communities; secure social license; build trust and confidence, all while providing a real-time learning experience for all stakeholders. Working with the ‘we’ instead of the ‘me’ we share our progress.

BIOGRAPHICAL NOTE

DIANNE DREDGE is Director of The Tourism CoLab, an Australian-based online tourism education agency that specialises in disrupting tourism education through global cohort learning experiences that challenge and inspire creative and innovative ways of thinking. She is also co-founder of *Designing Tourism*, a social enterprise that delivers experimental projects that shift how destinations, communities and governments plan, manage and engage in the future of tourism.

Originally trained as an environmental and urban planner, DIANNE has spent the last 30 years gathering a wealth of experience in Australia, Canada, Mexico, China and Europe and has held guest professorships

at Lund University, Sweden and Federation University, Australia since leaving a 20-year career as a professor of tourism planning and policy. She has provided policy analysis and advice on digitalisation and collaborative economy to international organisations such as the OECD and the European Commission. At local levels she has delivered destination management plans and organisational change journeys. She is a creative systems thinker, and her expertise includes planning, policy analysis, organisational design, place activation, design thinking, community engagement, and education.

Kathryn A. Burnett

University of the West of Scotland, Scotland

SCOTTISH ISLANDNESS AND CREATIVE TOURISM: UNTYING REMOTENESS, REGENERATION AND (MIS)REPRESENTATIONAL PRAXIS?

Scotland’s image and the discursive knots of (mis)representation produced from within and outwith Scotland, offers a longer view context to understanding creative tourism and place regeneration success. Scotland – as *other*, as nation, state or region – remains politically and culturally complex, crucially informing creativity, cultural expression and related industry. The signification of Scottish *small country* tourism remains powerfully framed through a remote-rural lens of added value, building on a sense of a complex national offer of *available* remote rural as nature, wildness and cultural otherness of historical and current *Highlandism* and *islandism*. Circulating narratives of singular or shared islandness present as an increasingly complicit and contingent creative tourism: via iconography of place (and people), selected storified environments and mediatized tourism at the interface of nature and culture. Creative tourism as islandness and as regeneration success is nonetheless dependent on sustaining a critically informed longer view appreciation of Scotland’s *best and worst* legacies and ambitions in regard of island tourism as remoteness, resilience, and regeneration narratives and informing of related challenges more broadly. To this end, Scotland’s innovative policy approach to enhanced community ownership models of land and assets and how this is informing future ‘islandness’ and related creative tourism is especially highlighted here as a case for further reflection, with examples provided from the Scottish Highlands and the islands of the Hebrides.

BIOGRAPHICAL NOTE

DR BURNETT is Senior Lecturer/Assoc. Professor and lectures in Arts and Media at the School of Business and Creative Industries, University of the West of Scotland. Research interests include the mediatization and representation of remote and island spaces; identity, ecologies and place narratives of Scotland’s rural communities, coasts, and islands; cultural work, precarity and creative enterprise; Scottish cultural heritage and arts contexts including Gaelic and Scots for applied creative practice; sustainable communities, resilience, development, entrepreneurship, cultural policy and the commons in small island, remote, peripheral, and rural contexts.

Giovanni Ruggieri

University of Palermo, Palermo, Italy

ISLAND DEVELOPMENT MODEL SPECIALISATION: A PANEL DATA ANALYSIS COMPARING EVOLUTIONARY TOURISM MODELS INDUSTRIAL TO COMMUNITY-BASED (2010–2019)

Developing effective tourism plans for mature destinations that have built strong industries based on quantitative aspects rather than qualitative ones, has got its difficulties. One major difficulty is that the socio-economic benefits dominate the issues of sustainability and responsibility that need to succeed for the quality socio-cultural activity that is so important today to add value to the visitor experience. Adding value will be a primary objective for tourism in the next decade, more so in light of the social and economic factors that loomed over the tourism activity during the major part of 2020. This paper looks at the development of a community-based approach in small island states focusing on qualitative and sustainable activity rather than the industrial and quantitative industry that has led to the deterioration of many destinations over the past 50 years, which has brought about situations of overtourism, environmental damage, infrastructural over-development and social challenges such as increased costs of housing and costs of living. In a post-COV ID world, after the complete shutdown of travel and tourism between 2020 and 2021, we need to take a look at the issues involved and determine a sustainable and responsible method for managing tourism. In considering the theoretical framework for travel and tourism as a socio-economic industry as well as the principles for more inclusive community-based tourism activity, the paper will highlight the gaps in managing tourism as a socio-cultural activity rather than simply an industry

Presentation based on article by Giovanni Ruggieri (University of Palermo, Italy), Julian Zarb (University of Malta, Malta), And Marco Platania (University of Catania, Italy)..

BIOGRAPHICAL NOTE

GIOVANNI RUGGIERI graduated in Economics from the University of Palermo. He studied at the University of Hertfordshire in the UK for a semester. He earned a Doctor of Philosophy (PHD) in Tourism Sciences at the University of Palermo. Adjunct Professor in Applied economics is an adjunct professor of Tourism Economics and Tourism Systems and Hospitality Management. He is the author of several articles on tourism published in international scientific journals concerning the economic impact issues, the birth and development of tourist destinations and the growth of tourism economies in the island territories. He is a UNESCO Management Plan Working Group member for the Sicily UNESCO Foundation. President of the Observatory on Tourism for Islands Economies and chairman of the Scientific Committee are professors and international experts. Research topics, with particular attention to island realities, concern: the tourism economy, innovation, micro-enterprises, and networks.

Vitor Ambrósio

*Escola Superior de Hotelaria e Turismo do Estoril and CiTUR
– Center for Tourism Research, Development and Innovation,
Portugal*

THE ROMEIROS WAY AS A PROMOTER OF SUSTAINABLE AND CREATIVE TOURISM

Something that almost all Pilgrims Routes have in common is that most of the kilometers walked are across the countryside/rural areas. Although in a Pilgrimage the goal is to reach the shrine and to pray along the Way, in spiritual tourism many of the walkers do the Way with a different state of mind. In fact, many of the latter walk a Pilgrimage Route to be away from daily life, to think about their life and many times to take decisions for the future.

However, as the presentation aims to show, until now rural areas in Pilgrimage Ways have been used only as scenery. The few small businesses profiting with the pilgrims' passage are those related to accommodation and food and beverages supply.

In the presentation, I will propose to develop a Pilgrimage Way in São Miguel, Azores depicting an annual tradition. Every year during Lent (between Carnival and Easter) organized groups of pilgrims walk for 8 days, about 250 km around the island of São Miguel, and are welcomed by locals to have dinner and to stay overnight. The same route and the locals' will to host foreigners might be turned into a spiritual itinerary providing, and encouraging at same time, pilgrims/walkers to contact with the Azorean traditions.

Along the presentation details about the Romeiros Way Project will be provided, showing that, on one hand, farmers' families will have an extra income from tourism and, on the other hand, tourists/walkers will participate, along the Way, in Azorean rural activities, with this interaction being a good way to develop sustainable and creative tourism.

BIOGRAPHICAL NOTE

VITOR AMBRÓSIO, PhD, has been teaching at Estoril Higher Institute for Tourism and Hotel Studies (Portugal) since 1991. He also teaches in several master's and doctoral programs at other Institutions. Prior to this, he worked as a travel agent promoter and tourist guide. His main research interest is Religious Tourism: his PhD Thesis is on "Religious Tourism – The Development of Sanctuary Towns"; he is the author of the book *Fátima as a Religious Centre for Incoming Tourism*; he is also the author of several book chapters and scientific articles on religious tourism. He is currently researching the development of the Romeiros Way as a promoter of sustainable and creative tourism in the Azores.

Inês Câmara

Culture Action Europe, and Mapa das Ideias, Portugal

THE POSSIBILITIES OF CONNECTION

In a time where experience and creativity are seen as drivers for tourism, what is culture's role? How can

we acknowledge what people bring into the experience, and offer true cultural connections? And how can we discuss what is a successful project, crossing culture, tourism and community development?

BIOGRAPHICAL NOTE

INÊS created *Mapa das Ideias* with ANA FERNAMBUCO and DANIELA ARAÚJO in November 1999. Her activity at *Mapa das Ideias* thrives on the overlapping of different areas such as Education, Mediation, Marketing and Management for the fields of Culture, Heritage and Citizenship. Her primary focus relates to marketing and project development, being also responsible for the creative department, as well as the consultancy and research sector. INÊS is also quite active as a lecturer and trainer, both in academic and non-academic settings. INÊS is also President of the non-profit *A Reserva*, created in 2015, that focuses on research and community development based upon the arts, non-formal education and cultural entrepreneurship. INÊS is Chairperson of the Executive Board of Culture Action Europe since 2021.

Greg Richards

*Breda University of Applied Sciences and the University
of Tilburg, The Netherlands*

ART AND PLACEMAKING IN SMALL CITIES: FROM BLOCKBUSTER TO PLACEBUILDER?

Small cities face a big challenge in competing for resources and putting themselves on the map. Many have tried to emulate larger cities by staging major events, such as the *European Capital of Culture*. More recently, there has been a trend towards more holistic models of placemaking, in which art and famous artists have provided the resources necessary for creative development programmes. This presentation centres on the experience of the Dutch city of 's-Hertogenbosch in using the medieval painter Hieronymus Bosch as a creative inspiration for a long-term development programme. Our analysis shows that such creative-led development can be a successful placemaking strategy, but it requires long-term investment and commitment from the public, private and voluntary sectors.

BIOGRAPHICAL NOTE

GREG RICHARDS is Professor of *Placemaking and Events* at Breda University of Applied Sciences and Professor of *Leisure Studies* at the University of Tilburg in The Netherlands. As one of the originators of the creative tourism concept, he has been involved in studying and developing links between tourism and creativity around the world. His main publications in this area include *Tourism, Creativity and Development* (2007), *Tourism and the Creative Economy* (OECD, 2014), *Tourism and Culture Synergies* (UNWTO, 2018) and *A Research Agenda for Creative Tourism* (with NANCY DUXBURY, 2019). He recently published the book *Small Cities with Big Dreams: Creative Placemaking and Branding Strategies*, which examines how cities can be creative in using placemaking strategies for economic, cultural and social development. His most recent publication is *Rethinking Cultural Tourism* (Edward Elgar, 2021).

Alvaro Carrillo

Instituto Tecnológico Hotelero, Madrid, Spain

INNOVATION & TECHNOLOGY IN THE TOURIST SECTOR

Technological development is advancing faster and faster, and what is more important, this means that we, as tourists, increasingly adopt technology to interact with the environment: to inspire us, to book, and to enjoy the experience at the destination, and then communicate about it. This digital ecosystem must value local resources and culture, its sustainability, and be able to communicate and distribute it effectively to the target audience.

BIOGRAPHICAL NOTE

ALVARO CARRILLO began his career in 1997 in the world of aviation, to shift afterwards in 1999 to the main utility in Spain, ENDESA (energy sector), where he spent four years in strategic consulting and another four in *Technology and Innovation*, as responsible for *Finance and External Relations* R&D in Endesa at a corporate level. In January 2008, he became head of the Instituto Tecnológico Hotelero (ITH) as Managing Director, combining this activity with teaching at the Instituto de Empresa (ie Business School) as strategy professor. ITH is a private non-for-profit association whose mission is to enhance the competitiveness of the hospitality sector through innovation and technology. He is also coordinator of the working group *2 Innovation Management Systems*, within the European Committee for Standardization (CEN)/Technical Committee 389: Innovation Management CEN/TC 389- WG2. He is also President of *eAPyme* association (focused on SME digitalization) and Director of the Spanish Platform of Technology in Tourism, Thinktur.

Victor Gorga

Grupo Inmark, Spain

CREATIVE TOURISM IN COLOMBIA, AN INNOVATIVE WALK THROUGH THE UNESCO WORLD HERITAGE

The development of cultural industries (orange industry) has been the strategy of the Colombian government for the period 2018-2022. In tourism, the star action was the development of a portfolio of 40 innovative experiences based on unique aspects of Colombian culture related to crafts, visual and performing arts, gastronomy, music, traditions, ancestral rites, indigenous sports and festivals. It is a product that involves traditional makers, tangential to the tourist activity, largely belonging to ethnic minorities or vulnerable communities.

This custom development involved the design of a specific methodology for which there are hardly any references, and which involved different works: bibliographical, historical and anthropological research; reconstruction of information gaps, collecting testimonies and life stories; and coordination with local actors and authorities.

As part of the work, individual plans were developed to promote the 40 experiences and tourist scripts

were developed, the storytelling of each experience, to facilitate its interpretation in a responsible, homogeneous, emotional, attractive, and engaging way for the visitor

BIOGRAPHICAL NOTE

VICTOR GORGA is managing partner at the consulting firms Inmark Europa and LEO Partners, both based in Madrid (Spain). GORGA has a long career as a consultant and previously as Director of the Ritz Hotel Madrid, Development Director of Golden Tulip Worldwide, Regional Director of the InterContinental chain, Marketing Director of the InterContinental Hotel in Madrid and Director of Programming and Contracting of the Marsans operator group, among other positions. Lecturer, writer (Tourism Quality Manual of the UNWTO, Quality in heritage destinations of the UCM and Wine tourism for USIL) and teacher.

With a Degree in CC. of Communication, Master in Marketing and Tourism, he has 35 years of experience in tourism market intelligence, innovation, management and development, having directed more than 350 projects in 25 countries, including the *Spanish Tourism Quality Plan*, the Design of the SICTED *Destination Management Model* and having identified and developed Astro tourism as a tourism market niche and product. He has developed the *Tourism Resilience Plan of the Dominican Republic* for the UNWTO and is now immersed in the development of the first *Network of Smart Destinations in Latin America*. He is considered the world's leading specialist in tourism quality.

Nicolas Peypoch

Université de Perpignan, France

CREATIVE TOURISM AND DESTINATION PERFORMANCE: FUTURE DIRECTIONS

The presentation will discuss how to include creative and regenerative tourism in the destination performance framework. Efficiency and productivity analysis is widely applied in order to measure destination performance for benchmarking purposes. The COVID-19 pandemic impacts destination performance. To enhance its resilience capacity, the destination has to redefine the tourism production technology to include creative and regenerative tourism.

BIOGRAPHICAL NOTE

NICOLAS PEYPOCH is professor of economics at the Institute of Business Administration of the University of Perpignan (France), director of the department of Tourism Management and member of the CRESEM (UR 7397) research center. His main research interests are on microeconomics of tourism, especially efficiency and productivity analysis, and destination competitiveness. He is a board member of European Journal of Tourism Research, Journal of Travel Research and Tourism Economics. He is the co-founder of the QATEM workshop.

Concurrent sessions speakers

Concurrent session 8.1

Re-inventing place: Creative tourism for (in)tangible heritage(s)

DARKO BABIĆ

Faculty of Humanities and Social Sciences, University of Zagreb, Croatia

Turning misfortunes into advantages

Croatia is heavily dependent on tourism (almost 20% of its GDP). Where Croatian tourism is still fully based on a summer session (June-August) with the 3S as the main offer. Further on almost 90% of Croatian tourism is executed in cities and (ex-fishing) villages located on the eastern coast of the Adriatic Sea. In its hinterland, sometimes less than 10 minutes away by car/public transport, we have a completely opposite image, in part because some of these areas had been locations of severe confrontations and witnessed the war conflict (and connected damages) as part of the Croatian Independence War (1991-1995). In this presentation, we demonstrate how Croatian Adriatic hinterlands, after the war ended almost 30 years ago, and so close to blooming tourism coast destinations, still suffer from a negative image and (in general) invisible perspective of their development. Taking a critical approach to reflect the overall situation in the field, we will focus on two case studies, the Janković Castle and the Regional Museum Benkovac (both based in the hinterland) which demonstrate how, if an innovative/creative heritage management approach is implemented, this could be *the tipping point* for a desirable change. These case studies, on one hand, could inform strategies and inspire practices in any region which had turbulent past (war, natural disaster, economic deprivation by this or that reason) and, on the other hand, will point out why a participatory, community approach is indispensable. The two Croatian examples could be a guiding point for many who are still not sure, or just do not dare to make similar changes in their territory.

BIOGRAPHICAL NOTE

DARKO BABIĆ holds a PhD in Museology. He acts as Chair of Museology at the Faculty of Humanities and Social Sciences, University of Zagreb (Croatia), as Vice-Chair of ICOM Croatia and ICOM's IC for the Training of Personnel (ICTOP). Darko is a member of editorial boards of HER & MUS journal (Ediciones Trea and University of Barcelona, Spain) and Museologica Brunensia (Masaryk University, Brno, Czech Republic). He was appointed co-editor of ICOM's forthcoming book on Museum Management. Darko has significant experience in the implementation of EU-funded heritage projects and as author of museum and heritage projects.

PATRÍCIA SILVA

Centre for Social Studies (CES), University of Coimbra, Portugal

Research-based literary and cultural heritage initiatives for local tourism development

This paper draws on case studies from ongoing research in the literary and cultural fields, namely with regard to Portuguese (in)tangible cultural heritage. It originates in the *Atlas of the Literary Landscape*

of Mainland Portugal (LITESCAPE.PT), an ongoing interdisciplinary project aiming to study literary representations of mainland Portugal and to explore their connections with social and environmental realities, as represented in poetic and fictional works from the XIX and XX centuries. Relying on various literary studies methods and on geographic information systems (GIS) used for cultural mapping of space and landscape drawn from a literary corpus, it is producing complex socio-cultural outputs in the field of literary cartography and geography as well as educational-driven literary itineraries. Taking onboard the personalised and participative practices in creative tourism, which bolster a culture of place and its people, I will outline strategies with a view to translating research outputs of this nature into creative tourism initiatives that: **a)** support actors in the cultural and tourism sectors in promoting local literary and cultural heritage and; **b)** offer opportunities for visitors to experience differentiated and creative cultural activities that can enhance their appreciation of (in)tangible cultural heritage and bolster their level of cultural literacy.

BIOGRAPHICAL NOTE

PATRÍCIA SILVA is Research Fellow at the Centre for Social Studies (CES), University of Coimbra, researching *Transcultural Modernism: Lusophone transnational networks and exchanges*. She holds a PhD in Portuguese and Brazilian Studies from King's College London (2009), was Visiting Research Fellow at UniFESP, Brazil (2017), and taught at University of Cambridge (2010-2012). She authored *Yeats and Pessoa: Parallel Poetic Styles* (2010; 2020) and published on modernism, Lusophone literary and cultural studies, and comparative literature in numerous journals. She co-edited the special issue of *Pessoa Plural, Portuguese Modernisms 1915-1917* (2017) and is preparing a comparative study of Portuguese and Brazilian modernist magazines.

ÓLÖF ÝRR ATLAÐÓTTIR, JESSICA AQUINO, MAGDALENA FALTER, AND ÁSTA KR. SIGURJÓNSDÓTTIR

Iceland Tourism Cluster, Hólar University, and Partners: Visit Lofoten, Visit Greenland, Visit Faroe Islands, Visit Skåne, and Snæfellsnes Regional Park

Nordic regenerative tourism (NorReg): The importance of local place and identity within a common value system

Nordic Countries have a long history of cooperation and sustainable tourism is central to that cooperation. *NorReg* is a Nordic pilot project, aimed at developing and providing relevant, interesting, and accessible tools for the development of regenerative tourism practices in the Nordic countries. The first phase of the project is scheduled to be completed in the end of 2022. The main beneficiaries of the projects are local SMEs in regions characterized by rural communities and/or outdoor, nature and adventure attractions. Regional Destination organizations or clusters participate as regional stewards, and academic partners have been recruited to evaluate possible metrics and measurements relevant to regenerative tourism. The project objective is to establish operational practices for businesses that want to adopt relevant, accessible, measurable, and participatory measures that visibly contribute to the regeneration of their resources. In this first phase, the methodology of the approach is pilot tested. With an emphasis on a peer to peer approach to defining common, yet place-based approaches for regenerative tourism, we test first initiatives. We aim to test-run training workshops for business operators, and explore Citizen Science products, aimed at fulfilling our visitors' quest for giving back to the communities and environments they visit.

BIOGRAPHICAL NOTES

ÓLÖF ÝRR ATLAÐÓTTIR is a tourism development consultant, former Dir. Gen. of the Icelandic Tourist Board and current owner of Sòti Summits, an adventure travel company in North Iceland. DR. JESSICA AQUINO, Assistant Professor, Department of Rural Tourism, Hólar University; and Head of Tourism Research, the Icelandic Seal Center. MAGDALENA FALTER is a PhD applicant at the University of Iceland. Her research interests are in entrepreneurship and the value of digital innovation for rural tourism businesses in Iceland. ÁSTA SIGURJÓNSDÓTTIR is the CEO of the Icelandic Tourism Cluster, responsible for projects that all aim to strengthen the competitiveness and value creation within the Tourism ecosystem.

LARISSA FERNANDA DE LIMA ALMEIDA

RECRIA – Rede Nacional de Experiências e Turismo Criativo, Brazil

Creative tourism as a catalyst of regenerative culture: Contributions from the case study of the creative tourism plan of Recife – PE

This paper presents the congruences and divergences between creative tourism and regenerative design from the analysis of the process of elaboration of the creative tourism plan of Recife 2019-2021. It is a case study carried out through content analysis of the reports of the process of elaboration of the creative tourism plan of Recife 2019-2021 and the experience of the researcher. The analyses suggest that creative tourism as an activity has dynamics that drive the establishment of regenerative cultures since it acts in the transformation of the worldview of the people involved. The great differential of creative tourism as a transforming practice is the establishment of learning relationships and the use of art/creativity as a platform for this action. It is perceived that the regenerative elements of creative tourism applied to the process of elaborating the creative tourism plan contributed to the establishment of an integrative public policy, whose results feed back into the system and drive it towards new expanded actions beyond the spaces directly related to creative tourism. The study shows that creative tourism has the potential to impact the tourism model that is practiced in Recife. To confirm this, it is necessary to establish indicators and monitor the impact over time.

BIOGRAPHICAL NOTE

I am a consultant and researcher of transformative initiatives that use creativity and tourism as a platform; my mission is to connect cultures and knowledge. My background is in Hospitality Management with a master's degree in Business Administration and a postgraduate degree in sustainability. In non-governmental organizations, I have worked mainly as a project manager and fundraiser. As a consultant, I worked with business development in creative tourism in several communities in the northeast of Brazil and with initiatives for the promotion and commercialization of creative tourism. Currently, I am working on territorial development projects anchored in collaborative processes. I am co-founder and board member of RECRIA – Brazilian Creative Tourism and Experiences Network and author of the book *Creative Tourism: A Journey through Cultures, Connections and Experiences*.

Concurrent session 8.2

Creative tourism: Research reflections and contributions

DINA RAMOS, CARLOS COSTA, AND ANA MALTA

University of Aveiro, Portugal

The contribution of creative tourism to the preservation of *Gandarês* identity, culture and heritage

The residents of the *Gândara* region are people with a great sense of territorial belonging that materializes in the preservation of their identity, representative of their unique culture, heritage and preservation, mostly using endogenous products. The study aims to understand how the elements that characterize the identity of the territory (RAMOS, COSTA and MALTA, 2022) – the *Gandaresa* region, the *Gandaresa* population, ethnography, economy, gastronomy, architecture and tourism – can promote tourism in the territory and, in particular, creative tourism. The methodology used was the application of questionnaire surveys to the population of the territory and focus groups for each of the representative elements. From the preliminary results of this study, we can already see that the materials and construction techniques of the *Gandaresa* house; knowledge of land use and traditions; clothing; gastronomy; and dialects and stories can potentially be used as a distinctive product of the territory at the tourist level and capable of being used for its valorization through creative tourism. This work is an integral part of the *Gândara TourSensations* project and will be one of its final results.

BIOGRAPHICAL NOTES

DINA RAMOS is currently a Professor at the Department of Economics, Management, Industrial Engineering and Tourism at the University of Aveiro. She holds a Post-doctorate in Tourism from the University of Aveiro, a PhD in Tourism from the University of Salamanca (Spain) and a 5-year degree in Management from the International University of Lisbon. She is one of the main Coordinators of the *Gândara TourSensations* project, an integrated model of local Coastal Tourism Development in Rural Areas in the Central Region of Portugal (approved by Turismo de Portugal – the premier tourism authority of Portugal). She is a full researcher of the Research Unit in Governance, Competitiveness and Public Policies (GOVCOPP).

CARLOS COSTA is Professor and director of the Economics, Management and Industrial Engineering Department at the University of Aveiro. He has a PhD and a Master's Degree in Tourism from the University of Surrey (UK) and a degree in Urban and Regional Planning from the University of Aveiro. He is the director of the doctoral programme in tourism, tourism and development magazine editor, and member of the board of the research unit in governance, competitiveness and public policy. He is also the technical-scientific director of the spin-off company in tourism *idtour – unique solutions*.

ANA MALTA has been a PhD student in Tourism since 2022 at the University of Aveiro. She completed the Master in Tourism Management and Planning in 2018 from the University of Aveiro and Degree in Tourism in 2016 from the University of Aveiro. She has been a research fellow at the “*Gândara TourSensations*” project since 2019, at the University of Aveiro, in the Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT) and in the *Study of the Work for the Tourism Sector* funded by Turismo de Portugal.

KATARZYNA PLEBAŃCZYK

Jagiellonian University, Institute of Culture, Poland

Inclusive development and searching the identity based on the implementation of the Polish part of the project “Tell me a good food story”

The project *Tell me a good food story* (2019-2021, financed by Erasmus+) was about exchanging good practices, focusing on adult education, by introducing transnational cooperation between different organizations and their staff interested in finding new creative and novel ways to understand and stimulate entrepreneurship, entrepreneurial skills and innovation within the agri-food sector by, amongst others, documenting and communicating the good examples and best practices – good stories that serve to fuel all of this. These goals were achieved through a series of workshops prepared for the entire research group by each of the project partners. The Polish partner, Jagiellonian University, conducted workshops using Design Thinking methodology. Its goal was to develop specific solutions for the Food Cooperative Izerska Cooperative and the Jagiellonian University vineyard. This paper describes the activities undertaken in the preparation and implementation of the workshops, and how they have become the basis for a broader analysis in the context of searching for identity, inclusive development, linking culture, tourism, and local well-being.

BIOGRAPHICAL NOTE

KATARZYNA PLEBAŃCZYK, PhD (management in the humanistic sciences), works at the Institute of Culture at the Jagiellonian University, Kraków, Poland. She was a MC Member in COST Action 1007 Investigating Cultural Sustainability. She is an author of several development strategies for cultural institutions and actively promotes the idea of mutual understanding between the sender and the recipient of cultural activities. Her research interests are focused on a broad spectrum of cultural management, including: cultural economic and cultural management research (sustainability of cultural organizations, audience development, cultural and food tourism); knowledge management (role of cultural observatories); and strategic management in culture.

MAGNUS LUIZ EMMENDOERFER (1), GREG RICHARDS (2), WALERIA NIQUINI (1), AND LÉNIA MARQUES (3)

1. Universidade Federal de Viçosa (UFV), Brazil; 2. Breda University; University of Tilburg, Netherlands; 3. Erasmus University, Netherlands

Potentialities and evidence of regenerative creative tourism in traditional cultural events:

The Semana Farroupilha in Brazil in analysis

Traditional Cultural Events (TCEs) are seasonal tourist attractions that can contribute to regional development and integration and involve business spaces and ventures like those in the creative sector. However, the COVID-19 pandemic has posed new challenges for event management. This study aims to analyze the potential and evidence of the concept of regenerative creative tourism in TCEs. In this sense, Semana Farroupilha was chosen as a TCE because it is an expression and reaffirmation of gaucho traditionalism, held periodically in the municipality of Porto Alegre, Rio Grande do Sul, Brazil. In methodological terms, it is a case study whose data were collected through multi-techniques: participant observation, interviews, bibliographies, and documents. The organization and treatment of data occurred from the technique of content analysis. As a result, it was possible to qualify the TCE studied as a creative event with

activities that stimulate regenerative creative tourism, revealing the potential to manage cultural events in a post-pandemic context.

BIOGRAPHICAL NOTES

MAGNUS LUIZ EMMENDOERFER is Professor in the Graduate Program in Public Administration at Universidade Federal de Viçosa (UFV), Brazil. Coordinator of the Research Group on Management and Development of Creative Territories (GDTec) in the Nucleus of Public Administration and Policies (NAP2), and he has extensive experience in public entrepreneurship, tourism research, and education. Head of UNESCO Chair in Public Policies and Creative Economy.

WALERIA NIQUINI is M.Sc. in Public Administration at Universidade Federal de Viçosa (UFV), and Tourismologist at Universidade Federal de Ouro Preto (UFOP), Brazil. Member of the Research Group on Management and Development of Creative Territories (GDTec) in the Nucleus of Public Administration and Policies (NAP2).

GREG RICHARDS is Professor of Placemaking and Events at Breda University and Professor of Leisure Studies at the University of Tilburg in The Netherlands. He has worked on projects for numerous national governments, national tourism organisations and municipalities, and he has extensive experience in tourism and leisure research and education. His recent publications include the SAGE *Handbook of New Urban Studies* (with JOHN HANNIGAN), *Reinventing the Local in Tourism* (with PAOLO RUSSO), *Small Cities with Big Dreams: Creative Placemaking and Branding Strategies* (with LIAN DUIF) and *Rethinking Cultural Tourism*.

LÉNIA MARQUES is Assistant Professor of Cultural Organizations and Management at the Erasmus University Rotterdam (the Netherlands). She is the Principal Investigator of *CultSense: Sensitizing Young Travellers for Local Cultures* (Erasmus+ 2020-2023) – www.cultsense.com – and “*Creative Entrepreneurship and Tourism*” (KIEM/NWO 2019-2020). She served in the Board of Directors of the World Leisure Organization (2016-2021). She has published extensively in Cultural and Creative Tourism, Creative Entrepreneurship, Innovation and Cultural Events. In collaboration with international bodies, such as UCLG or AECID, she has also been advising different countries, regions and cities on culture and tourism policies (Portugal, Spain, Thailand, Mali, Brazil).

Concurrent session 8.3 (online)

Tourism in the regeneration and sustainability of rural-peripheral areas

ROCIO NOGALES-MURIEL

EMES International Research Network, Belgium, and University of Zaragoza, Spain

Outlining common horizons for culture and life: Findings from the first study of the Network of Spaces and Agents of Community Culture in Spain

A few weeks into the COVID-19 pandemic, the Network of Spaces and Agents of Community Culture in Spain (*Red de Espacios y Agentes de Cultura Comunitaria* or REACC) was created. Self-help and mutual care were the immediate drivers for coming together but there were more. Despite its presence across

Spanish territories, community culture has been oddly absent from the main arts and culture discourse, policies and public funding in the country. Only recently has it begun to gain visibility: REACC now defines it as any artistic practice that involves agents and communities in creative processes of a collaborative and transformative nature within the same project or activity. Almost 300 agents have rallied around this network in order to articulate an encompassing voice that can act as interlocutor with public authorities and other actors. In February 2022, REACC completed the first study of the status of community culture in Spain through a mapping and analysis that describe a fascinating landscape. The present paper aims at presenting the main findings of the study and drawing some initial conclusions about the presence of community culture in rural areas, its potential for sustainable tourism and some of the strategies implemented to ensure its sustainability.

BIOGRAPHICAL NOTE

I am director of the EMES International Research Network and associated researcher to the GESES research group at the University of Zaragoza. My research focuses on community culture and cultural and artistic social enterprises (CASE), particularly as the result of processes of social innovation, critical culture and collective action.

MENG QU AND SIMONA ZOLLET

Hiroshima University, Japan

Revitalization engaged creative tourism, micro-entrepreneurship, and community enhancement

The links between creative tourism and sustainable development in global north rural contexts where revitalization is pressing are becoming increasingly obvious. COVID-19, however, offers an unprecedented opportunity to examine how small-scale, creative tourism initiatives are responding to the double disruptions caused by both the pandemic and depopulation. The double challenge creative micro-businesses are facing is how to maintain vital tourism flows in peripheral and resource-constrained communities, while at the same time ensuring the safety of their elderly residents. The island village of Mitarai is an example of a small peripheral island community in Japan faced with the impacts of depopulation and socio-economic decline. With two-thirds of its super aging population, the urgency to stem further regression has seen creative in-migrants emerge as an antidote for community enhancement. The service-learning and action research findings between 2018 to 2022 suggest that the creative business drives visitation to the area and has reinvigorated latent cultural heritage. The diversified trans-local network stimulates inward migration and enhances community resilience and vital social capital. The finding highlights the creative activities performed through newcomer-resident-tourist co-creation before the COVID-19 pandemic and demonstrate the transforming role of creative microentrepreneurs in enhancing community resilience during the pandemic.

BIOGRAPHICAL NOTES

MENG QU, PhD, is the co-convener at the Small Island Cultures Research Initiative (SICRI), Research Director of the Art Island Center on Naoshima Japan, and an Assistant Professor at the Hiroshima University Graduate School of Humanities and Social Sciences and Visiting Research Fellow at Wakayama University Center for Tourism Research. He is also an editorial board member at the Event Management Journal and Journal of Responsible Tourism Management (JRTM). His research draws from a range of disciplinary and theoretical perspectives, especially from the fields of socially (revitalization) engaged art, creative/tourism geography, and rural and island studies, with a focus on East Asia.

SIMONA ZOLLET (PhD), is an Assistant Professor in the Department of Academia-Government-Industry Collaboration of Hiroshima University and a USASBE Research Fellow. Her doctoral research examined sustainability transitions in agri-food systems through organic and agroecological farming and alternative rural lifestyles of Italy and Japan. She believes in the importance of social entrepreneurship and small business creation, particularly in the areas of sustainable farming and food systems, and of leveraging local culture in the creation of resilient and sustainable rural futures.

AISLING WARD, SHIRLEY MILLAR, AND ANA CRUZ GARCIA

Munster Technological University, Ireland

The role of tourism networks in implementing regenerative tourism practice: A case study of the Burren Eco-tourism Network

Regenerative tourism focuses on innovations within the tourism industry that go beyond traditional measurements of success and instead entrenches tourism into the local community and the environment while also supporting social inclusion and the well-being of the entire ecosystem (BELLATO and CHEER, 2021). It is a bottom-up approach to tourism development, allowing the host community to thrive; supporting the culture, heritage and Biographical notediversity of the region; and making the region an attractive place to live and work. The focus of this presentation is a case study analysis of the *Burren Eco-tourism Network* (BEN). *The Burren Eco-Tourism Network* is a network of tourism businesses operating in the remote West of Ireland. It was created as a by-product of the Burren achieving UNESCO Geopark status. Using case study analysis, this paper seeks to examine a tourism network that is inclusive and sustainable in its development and regenerative as a result. Semi-structured in-depth interviews were conducted with members of the BEN and its chairperson. The results of this case study reveal a growing network of tourism organisations that has at its core the values of the community, the visitors and the environment. The organisation is tied together by a common purpose that reflects the code of practice of the network.

BIOGRAPHICAL NOTES

DR. AISLING WARD is a senior lecturer in the tourism and hospitality department of Munster Technological University, specialising in tourist consumer behaviour, sustainability and marketing communications. She is a lead researcher for a project entitled *The Circular Economy for Regenerative Tourism*. The focus of this project is the development of a strategic framework and social business model for the implementation of regenerative tourism practice in destinations that have the community at the core of development and enable the ecosystem to thrive and flourish. Aisling is also involved in Erasmus+, EU COSME and INTERREG projects.

SHIRLEY MILLAR is a lecturer in the department of Tourism and Hospitality at Munster Technological University, Cork. Her subject areas include tourism and hospitality entrepreneurship, social entrepreneurship and practical hospitality skills. She is also currently supervising undergraduate dissertation students in tourism and hospitality, with recent topics including the sharing economy, smart tourism and overtourism. Shirley holds an MBus by research on corporate social responsibility in Irish Hotels. Her current research areas of interest are social entrepreneurship, regenerative tourism and the circular economy.

DR. ANA CRUZ GARCÍA, is a lecturer in Spanish language and cultures in the Dept. Marketing and International Business, Munster Technological University, Cork, Ireland. Here I also undertook a degree in Business Studies and Management and since then I supervise in the MA in International Business. I'm involved in Erasmus+ projects related to female and migrant entrepreneurship and nature tourism, and coordinate the 2020-2023 MIENAT project on methodologies of interpretation for European nature heritage

in tourism. My research interests include language and cultures, gender studies, tourism and interpretation and entrepreneurship.

FERNANDO MANUEL ROCHA DA CRUZ (1) AND PATRÍCIA BORBA VILAR GUIMARÃES (2)

*1. Universidade Federal do Pará, Campus de Abaetetuba, Brasil;
2. Universidade Federal do Rio Grande do Norte, Brasil*

The transforming experience of hiking in Santa Maria, Azores

In creative tourism, we witness active and immersive experiences that value intangible resources. This modality involves both visitors/tourists and residents in the creation of tourist products. This paper is the result of qualitative research conducted between October 2019 and March 2020, through the semi-structured interviews with the Project Coordinator and the Tourism Councilor of Santa Maria and ten visitor-participants, in addition to participant observation in organized walks during that period. The research aims to present and reflect on the project *Hiking and Environment hand in hand*, promoted by the Center for Pedestrianism and Environment of Gonçalves Velho, the Club of Friends and Defenders of Cultural and Natural Heritage, and Friends of the Azores on the island of Santa Maria. Its guidelines are hiking and fruition/interpretation of the cultural and natural heritage of Santa Maria. In conclusion, the practice of hiking with a guide, in Santa Maria, allows us to act in nature, integrating with the environment, and also develop ethical values, solidarity, conviviality, respect, and collective awareness. This experience, characterized by the practice of sports (non-competitive), is culturally and creatively a factor of tourist attraction to Santa Maria for 2-3 days for Portuguese islanders and the mainland, as well as for other Europeans.

BIOGRAPHICAL NOTES

FERNANDO MANUEL ROCHA DA CRUZ holds a PhD in European Sociology from the Faculty of Arts of the University of Oporto (Portugal), a master's degree in Social Sciences (Federal University of Rio Grande do Norte – Brazil), and a degree in Anthropology (Universidade Fernando Pessoa – Portugal) and in Law (Universidade Portucalense – Infante D. Henrique – Portugal). He was Adjunct Professor III at the Public Policy Department of the Federal University of Rio Grande do Norte (Brazil) (Feb 2013 – Jul 2019). He is currently Senior Visiting Professor at the Federal University of Pará, Abaetetuba Campus, in the Postgraduate Program in Cities, Territories and Identities. He is an integrated researcher at the ID+ Research Institute in Design, Media and Culture (Portugal). ORCID ID: 0000-0002-1254-5601

PATRICIA BORBA VILAR GUIMARÃES holds a PhD in Natural Resources from the Federal University of Campina Grande (2010). She is a Lawyer and Professor at the Federal University of Rio Grande do Norte, in the Department of Procedural and Propaedeutic Law (DEPRO), and Leader of the Research Base in Law and Development (UFRN-CNPq). As a Professor, she is linked to the Postgraduate Program in Law (UFRN-Academic Master's) and to the Postgraduate Program in Institutional Process Management (UFRN- Professional Master's). She is a member of the European Law Institute (ELI) and of the Portuguese Association of Intellectual Law (APDI). She participates in international cooperation activities, and has projects under development with: University of Porto (UPTO), the Center for Legal and Economic Research (CIJE), Polytechnic Institute of Leiria (IPLEIRIA), Department of Advanced Studies in Law at the University of Coimbra (DAED), European Law Institute (ELI), University of the Basque Country, Department of Business Law, Universidad de la Plata, Argentina (Electronic Government), and the University of Montreal, Canada. She is a member of the Portuguese Water Resources Association (APRH).

Concurrent session 8.4

Identities, traditions, and heritage in community-based tourism

MARIA ASSUNÇÃO GATO, ELISABETE TOMAZ, ANA RITA CRUZ, MARGARIDA PERESTRELO, AND PEDRO COSTA

ISCTE-Instituto Universitário de Lisboa

The CREATOUR® project as a learning laboratory: Reflections of a research team

Beyond a research project, CREATOUR® [mainland Portugal] was a true laboratory of methodological experiences and joint learnings that challenged the necessity and the usefulness of developing evaluative reflection afterwards. This paper intends to provide an overview of some of the work done by the research team of DIN MIA'CET-Iscte in the CREATOUR® project and to present some reflections on this action-research experience. Based on this work are several methodologies used throughout a collaborative process with promoters of the 40 creative tourism pilot initiatives developed under CREATOUR and that allowed to identify an array of challenges and opportunities which the future national network of creative tourism may face, as well as a first reflection on the possible impacts arising from these activities. Already with some temporal distance and after a difficult pandemic, these reflections seek to provide a more comprehensive and complementary glance at the results achieved, in particular in relation to the perspectives of sustainability and resilience of a future network of creative tourism, as well as the impacts of this niche offer in the respective territories.

BIOGRAPHICAL NOTES

MARIA ASSUNÇÃO GATO is a Researcher at DIN MIA'CET-Iscte and holds a PhD in Cultural and Social Anthropology. ELISABETE TOMAZ is a Researcher at DIN MIA'CET-Iscte and holds a PhD in Sociology. ANA RITA CRUZ is a Researcher at DIN MIA'CET-Iscte, is a sociologist and holds a PhD in Tourism Studies. MARGARIDA PERESTRELO is Assistant Professor at ISCTE and researcher at DIN MIA'CET-Iscte, and holds a PhD in Sociology, specializing in Theories and Methods of Sociology. PEDRO COSTA is Associate Professor at ISCTE, Researcher at DIN MIA'CET-Iscte and holds a PhD in Urban and Regional Planning.

OLGA MATOS (1), PAULA REMOALDO (2), VÍTOR RIBEIRO (2), JULIANA ARAÚJO ALVES (2), HÉLDER LOPES (2), MARIA JOSÉ VIEIRA (2), ELAINE SCALABRINI (3), AND DANIELA ANGELINA JELINČIĆ (4)

1. Polytechnic Institute of Viana do Castelo and Lab2pt (Portugal); 2. Lab2pt – University of Minho (Portugal); 3. Lab2pt and University of Barcelona; 4. University of Minho (Portugal); 5. UNIAG, Instituto Politécnico de Bragança (Portugal); 6. Institute for International Relations (Croatia)

Constructing sustainable tourism strategies in rural territories – the role of creative tourism in southern Europe

The role of creative tourism assumes relevant differences in the development of urban and rural territories. In times of saturation of the growth model of large cities, climate change, and the COVID-19 disease, new development dynamics in the tourism sector are needed. This scenario can be taken advantage of by rural territories, in new creative initiatives to attract investments and tourists, and offer sustainable

models different from those applied to urban territories. Thus, one of the objectives is to analyse some examples of the most sustainable ways to make less urbanized territories more attractive for Creative Tourism. This study uses primary and secondary sources. The primaries are supported by a quantitative and qualitative analysis of the offer of institutions around the world, focused on Southern Europe, such as Italy, Croatia, Portugal, Spain, and Austria. Differences in the supply of creative activities organized in urban cities versus small towns and rural areas are analyzed. Part of this work results from research on Creative Tourism carried out in four Portuguese regions and coordinated by five Portuguese universities within the scope of the CREATOUR Project. As the main result, the more holistic approach to Creative Tourism seems to have more opportunities for success and to be more sustainable over time. Each institution brings problems of a different nature, regardless of the typology of the territories in which they operate.

BIOGRAPHICAL NOTES

OLGA MATOS (orcid.org/0000-0002-4768-5508) is an Adjunct Professor at Polytechnic Institute of Viana do Castelo, and an integrated researcher at LAB2PT, University of Minho. PAULA REMOALDO (orcid.org/0000-0002-9445-5465) Full Professor at the Department of Geography, University of Minho. DANIELA ANGELINA JELINČIĆ is a senior research adviser with a primary interest in cultural tourism. She teaches at different Croatian and foreign universities, is the author or editor of relevant books and research articles and served as the Council of Europe expert for cultural tourism. VÍTOR RIBEIRO (orcid.org/0000-0002-5993-3492) Professor at the University of Minho and at Paula Frassinetti's School of Education. JULIANA ARAÚJO ALVES (orcid.org/0000-0002-9520-7017) Junior researcher at Lab2PT, University of Minho.

DAVID ROSS

University of the Azores, School of Business and Economics, Portugal

Balancing creativity and preservation: Reflections on a creative tourism dilemma

The past two decades have seen substantial attention being given to creative tourism in academic and industry circles. Most work to date has focused on the benefits that a creative approach offers to tourism and heritage, e.g., increased memorability of experiences. Yet applying co-creative models to experiences focusing on cultural heritage carries deeper implications in the long term. More than merely offering an opportunity for tourist self-expression and stimulating host-guest interaction, creative tourism drives change and innovation in communities and their heritage. How far are communities willing to accept tourist participation in their heritage? To what extent does a co-creative enterprise affect the cultural dynamic of a place? As creative experiences become increasingly popular, the greater the influence exerted over local heritage. The aim of this presentation is to draw attention to aspects of creative tourism that have been underplayed in previous research. Based on a review of the theoretical frameworks that **i)** underlie creative tourism, i.e., creativity and co-creation, and **ii)** sustain dominant views on heritage management, the paper offers a critical discussion on the role of creative tourism as an effective tool that can contribute to the sustainable use of creativity and cultural heritage as resources for tourism.

BIOGRAPHICAL NOTE

DAVID ROSS is Lecturer at the School of Business and Economics of the University of the Azores, Portugal. He holds a BA in Anthropology (University of Trás-os-Montes e Alto Douro, Portugal) and a PhD in Management (University of Hull, UK). His research interests focus on cultural heritage management, cultural and creative tourism, and digital innovation in heritage tourism.

Concurrent session 8.5

Culture and tourism: Strategies, tools, and methods

TATJANA THIMM (1), LARA LEUSCHEN (2), PATRICK LAUBE (2), AND FLORIAN EITZENBERGER (1)

1. HTWG Konstanz, Germany; 2. Zurich University of Applied Studies (ZHAW), Switzerland

Digital cultural mapping in tourism at Lake Constance, Germany

The Lake Constance region is one of the oldest cultural landscapes in Europe and considered a popular leisure and tourism destination. As a three-country area, the region's diverse cultural heritage and wide range of cultural offerings attract residents and tourists alike and represent an important location factor for other stakeholders such as regionally based companies, cultural institutions or regional planning and tourism and city marketing. This paper displays the mapping of differing perceptions as storyscapes on culture by digitizing cultural mapping using participatory GIS and by visualizing regional cultural heritage using story-maps, an innovative geodata-based form of storytelling. Cultural mapping is a method that uses different techniques to capture not only cultural resources but also local histories, memories and rituals, among other things (Duxbury et al. 2015), and is used in the fields of urban planning, sustainable tourism development and community development. First, the authors propose 'participatory cultural mapping' as a novel digital strategy of strengthening relationships with key stakeholders in regional cultural development and sustainable tourism. Second, the authors integrate all that gained (spatial) information and immediately mirror it back to the key stakeholders using story-maps, a browser-based combination of interactive maps with various forms of digital content.

BIOGRAPHICAL NOTES

PROF. DR. TATJANA THIMM is professor for tourism management at Constance University of Applied Sciences (HTWG Konstanz) in Germany. Her focus in research is on cultural and sustainable tourism. One of her main research areas is Lake Constance in Germany.

LARA LEUSCHEN (presenting author) is deputy head of the Center for Arts Management at Zurich University of Applied Studies, Switzerland, and holds a Master's degree in Urban Systems. Her research interests include creative industries and urban development as well as creative tourism.

PATRICK LAUBE is the head of the Geoinformatics research group at the ZHAW Institute of Natural Resources and Privatdozent for Geographic Information Science at the University of Zurich, Switzerland. She works on various aspects of data integration, visual analytics, and spatial decision support, as well as geodata quality and uncertainty.

FLORIAN J. EITZENBERGER holds degrees in Ethnology, Sinology, and International Business Administration. He conducts research on cultural topics in Taiwan, Uzbekistan, and the Lake Constance region and is currently doing his PhD at the University of Tübingen.

**ALEXANDRA CORREIA, OLGA MATOS, FLORA SEIXEIRA, RAQUEL CUNHA,
AND HELENA MORGADO**

Instituto Politécnico de Viana do Castelo, Portugal

Analysis of residents' perceptions of tourism and urban landscape: The case of the historic centre of Guimarães (Portugal)

Tourism is increasingly important in territorial development due to the diversity of natural and cultural resources on which it is based, particularly the Landscape. Associate Urban Landscape and Tourism, turns out to be inevitable, allowing the analysis of the interaction of all those who coexist permanently or temporarily, residents and tourists. In this context, it becomes relevant to understand whether the interactions of residents with tourism result in dysfunctions that affect their daily lives or their well-being. Based on Guimarães, a World Heritage City since 2001, this study seeks to assess residents' perceptions of the benefits and possible conflicts resulting from the simultaneous enjoyment of the same space and urban landscape. A questionnaire survey was applied to a sample of 291 residents living in the classified area of the historic centre. The results show that the community has a mostly positive perspective, perceiving the Urban Landscape as a characterizing and differentiating element of their cultural identity. In the end, the main implications and limitations of this study will be presented.

BIOGRAPHICAL NOTES

ALEXANDRA CORREIA, with a PhD in Tourism, is an Assistant Professor of Tourism Studies at Polytechnic Institute of Viana do Castelo. She is the Head of the Master in Innovative Tourism Development.

FLORA SEIXEIRA, with a PhD in Tourism, is an Adjunct Professor of Hospitality and Events Management at Polytechnic Institute of Viana do Castelo. She is the Head of the Course in Hospitality Management.

OLGA MATOS holds a PhD in Archaeology and is an Adjunct Professor at Polytechnic Institute of Viana do Castelo, an integrated researcher at Lab2PT, University of Minho (Portugal), and researcher at REMIT, Portucalense University. She works in Cultural Heritage, Museology, Interpretation and Cultural and Creative Tourism.

**PEDRO COSTA, ELISABETE TOMAZ, MARGARIDA PERESTRELO,
AND RICARDO V. LOPES**

ISCTE – Instituto Universitário de Lisboa / DINAMIA'CET-Iscte

CULTURE.IMPACTS.DIY: A self-assessment toolkit unveiling the multidimensionality of value creation in cultural activities

The question of value and its measurability has always been central in the study of social and economic practices, including cultural activities. However, contemporary structural changes related to the emergence of cognitive-cultural capitalism bring new forms of cultural production, consumption and mediation that challenge the analysis of cultural activities' value(s). Despite the recognition of multidimensionality of its value, impacts of cultural activities are still often underestimated, and evaluation exercises have difficulties in including the diversity of dimensions of value created by these activities, in economic, social, cultural, environmental or participatory terms. Combining work developed by a DINAMIA'CET iscte team in different research projects (CREATOUR, RESHAPE, IMPACTS-AR, ARTSBANK AND STRONGER PERIPHERIES), this presentation addresses value creation processes in culture, based on work developed with artists, cultural promoters, creative tourism agents and public authorities, in recent years, in several territorial contexts, both Portuguese and European, assessing the impact of their activities in their

communities. A new conceptual and analytical approach to assess the impact of cultural activities in a given territory is proposed. A multidimensional impact assessment method, (co)developed with actors in creative fields, is proposed, provided through a toolkit for (self)evaluation of value(s) generated by cultural institutions.

BIOGRAPHICAL NOTES

PEDRO COSTA is Professor at the Department of Political Economy at ISCTE and Director of DINAMIA'CET-iscte (Research Center on Socioeconomic Change and Territory), where he coordinates the 'Cities and Territories' research group. Economist, PhD in Urban and Regional Planning, he works primarily in the areas of territorial development, planning, and cultural economics. His research activity is particularly centered on the study of the relationship between cultural activities, creative dynamics and sustainable territorial development.

ELISABETE TOMAZ (designer, sociologist), MARGARIDA PERESTRELO (sociologist, quantitative methods), and RICARDO LOPES (architecture) are all also working in the 'Culture, Creativity and Territory' thematic line at DC-iscte.

RUBA SALEH

ICHEC Brussels Management School, Belgium

Innovative circular cultural tourism for post-COVID scenarios

This presentation describes the process of selecting innovative circular cultural tourism solutions for deprived remote, peripheral or deindustrialised heritage areas. She will explain how these solutions were developed during the Hackathon of H2020 project Be.CULTOUR and designed into close-to-market projects during the Be.CULTOUR acceleration programme. Six Be.CULTOUR Pilot Heritage Sites (PHS) and 16 Be.CULTOUR Mirror Innovation Ecosystems were selected to participate in Be.CULTOUR Hackathon which took place in Brussels from 7 to 9 September 2022. Selected applicants were given the opportunity to access the Be.CULTOUR Accelerator, a training programme of 4 months in which they will have the possibility to develop their innovative solutions to a close-to-market stage. Starting from the challenges linked to the targeted deprived, remote or over-exploited areas, the speaker will illustrate how the selected participants will develop circular cultural tourism services and/or products that will focus on creating attractive destinations taking into account post COVID-19 pandemic scenarios.

BIOGRAPHICAL NOTE

Dr. RUBA SALEH is lecturer and researcher at ICHEC Brussels Management School. She holds a PhD in Regional Planning and Public Policies from Luav Venice University of Architecture, and a Master's degree in International Cooperation and Development from the European School of Advanced Studies in Cooperation and Development, Pavia, and a B.A. in Architecture from Luav Venice University of Architecture. Her area of expertise includes cultural heritage management, cultural entrepreneurship, contested heritage, circular economy, sustainable business models, participatory processes, and co-design. She is the coordinator of C-SHIP (Cultural Entrepreneurship) professional training program at ICHEC (<https://www.ichec.be/en/c-ship-project>).

Concurrent session 8.6 (online)

Innovative approaches towards a regenerative tourism

CHAIR: JEAN LAGUEUX

Université du Québec à Montréal, Canada

JEAN LAGUEUX is a professor and researcher in tourism management at the Université du Québec à Montréal. With a doctorate in business administration (UQAM), JEAN LAGUEUX focuses his teaching and research activities on business strategy and the roles played by service employees in the fields of tourism, hospitality and of restaurant management. More specifically, the research interests are at the level of the effects of service delivery and customer experience in a number of tourism settings and along with the context of digitization of service processes and integration of new technologies.

RODRIGO LIMOEIRO

Centre for Social Studies, University of Coimbra, Portugal

Slow travel practices as a tool to contain the phenomenon of tourist gentrification

We live in a world measured by time and not by space, where we are faced by superficial interpersonal relationships justified by the context of contemporary urban accelerationism. In order to understand ways of carrying out a tourism with a focus on experiences, this work will focus on concepts derived from slow movement, specifically in slow travel, where it behaves as a tourism based on exchange and contact with local residents, that is, according to the Slow Travel Portugal Movement (2012) this tourism practice consists of a *way of being* which is positioned as a counter-cycle set by the major tour operators. However, it is worth mentioning the fact that with the advance of tourism in some cities, it ends up providing a replacement of local characteristics, in a way in which it is possible to verify a transformation of the historic centres and popular neighbourhoods, where they became hostages of the accelerated growth of tourism which causes, directly or indirectly, evictions, residential segregation added to the difficulty of accessing housing in these regions (MENDES, 2016). In this way, this work will analyze the importance of carrying out experience-based tourism (slow travel) as a tool to contain the phenomenon of tourist gentrification in contemporary cities.

BIOGRAPHICAL NOTE

Doctoral student in Sociology: Cities and Urban Cultures (CES|UC), Master in Sociology (FEUC|UC), with a Postgraduate Degree in Management (FEUC|UC) and a Postgraduate Degree in Financial Accounting (ISCTE|IUL) and a Degree in Management (IBMEC |RJ) with extensive research experience, as well as formative and interdisciplinary, where he developed research on international strategic analysis with a focus on mergers and acquisitions and the impact of gentrification in the host cities of the Olympic Games. As a sociologist, he is interested in urban sociology, cities and cultures and the sharing economy. During the Master's degree in Sociology, he carried out an investigation on *Shared Economy and Gentrification: a case study of Airbnb in a Slum of Vidigal*, which sought to understand the presence of different forms of the gentrification process as well as its impacts.

JASMIN ZEGGER

Eberswalde University for Sustainable Development, Germany

Implementing regenerative tourism: Development of a self-check for destinations

The concept of regenerative tourism stands for a sustainable way of traveling and discovering new places. The ultimate goal of regenerative tourism is for visitors to have a positive impact on their vacation destination, meaning that they leave it in better condition than they found it. The concept goes beyond *doing no harm* to the environment and aims to actively revitalize and regenerate it. However, so far there are no *instructions* on how destinations can make a far-reaching change in tourism towards regenerative tourism. Measures that need to be taken differ greatly from destination to destination. Nevertheless, there is a lack of criteria and indicators that DMOs and tourism companies can use to start with. The aim of my master's thesis is the development of a checklist that a destination that wants to offer a regenerative way of tourism can use for guidance. The thesis focuses on cultural tourism destinations and how these can start to implement tools to make their tourism regenerative, one of these possible tools being creative tourism.

BIOGRAPHICAL NOTE

JASMIN ZEGGER is a second year student in the Master's degree in Sustainable Tourism Management, with a Bachelor's degree in Leisure Science and work experience in the field of tour operators and destination management.

DANIELA FANTONI ALVARES (1) AND RITA DE SOUSA PEREIRA (2)

1. Universidade dos Açores, Portugal; 2. Universidade de Aveiro, Portugal

Regenerative tourism towards territorial development: Proposing measurement indicators

The new regenerative paradigm considers tourism as a living system that goes beyond sustainability and challenges the idea that tourism only exists for economic growth. Therefore, as a more ambitious model, regenerative tourism focuses on the regenerative development of communities. This study argues the need to develop a new methodology to identify, measure and evaluate regenerative tourism indicators (RTIs). By understanding tourism's impact through the regenerative lenses, this research aims to help public and private stakeholders in destination management and planning toward territorial development. The methodological procedures were based on a systematic literature review developed through the search on the Platform Scopus on June 24, 2022. The search equation was structured with the following terms: regenerative tourism AND sustainable tourism, regenerative tourism AND model*, regenerative tourism AND development, regenerative development, tourism AND regeneration, tourism AND living system. As a result, we present a conceptual model with a graphic representation that contributes to the understanding of the thin line between sustainable and regenerative tourism. In addition, analysis indicators are proposed in order to measure regenerative tourism and its ability to corroborate with territorial development.

BIOGRAPHICAL NOTES

DANIELA FANTONI ALVARES holds a PhD in Planning from the University of Minho. She is an Assistant Professor at the School of Business and Economics of the University of the Azores and Director of the Tourism Degree.

RITA DE SOUSA PEREIRA holds a bachelor's in Tourism from the University of the Azores, and is

currently a master’s student in Tourism Management and Planning at the University of Aveiro.

RODRIGO VENTURA (1), ELTON FERNANDES (1), NDIVHUHO TSHIKOVHI (2), AND RESHMA SUCHERAN (2)

1. Federal University of Rio de Janeiro, Brazil; 2. Durban University of Technology, South Africa

BRICS tourism inbound and outbound versus socio-economic indicators

Emerging countries are home to most of the world’s population and encompass most of the planet’s territory. The BRICS countries alone represent around 42% of the world’s population. Unfortunately, emerging and less developed countries are where significant problems of health, hunger, and poverty are evident. BRICS nations have come together to deliberate on important issues based on three pillars: political and security, economic and financial, and cultural and people-to-people exchange. As a result, establishing a flow of goods between these countries is crucial, but developing a flow of people is also essential. This area is reliant on initiatives related to international air travel and tourism. Tourism is one of the most important activities to create jobs in emerging economies, so this study focuses on travel and tourism in BRICS countries. The study results show inbound and outbound relations with each country’s dynamic socio-economic indicators, globalisation, and socio-economic structural indicators. These three dimensions aptly explain inbound and outbound tourism in BRICS countries; however, there is no reason to believe these relations are permanent. They may improve with the proper measures. A comparison with the G7 countries shows that ongoing globalisation favours more developed countries than the emergent countries in terms of tourism. However, the large emerging BRICS countries are showing prospects of structural socio-economic position. To promote equity in the world, emerging economies must hold tight to their people-to-people relationships.

BIOGRAPHICAL NOTES

RODRIGO V. VENTURA is an economist from the State University of Rio de Janeiro (UERJ), with a Master’s degree in Economics from the Brazilian Institute of Capital Markets (IBMEC) and is a PhD candidate in Production Engineering at the Federal University of Rio de Janeiro (COPPE/UFRJ).

ELTON FERNANDES is a Full Professor of the Production and Transport Engineering Programs at COPPE/UFRJ. He received his PhD degree in Manufacturing and Engineering Systems from the University of Brunel, Great Britain (1993), his MSc degree in Transport Engineering from COPPE/UFRJ, Brazil (1980) and his bachelor’s degree in architecture and Urbanism from FAU/UFRJ, Brazil (1977).

NDIVHUHO TSHIKOVHI is a postdoctoral research fellow at the Durban University of Technology in the office of the Deputy Vice Chancellor: Research, Innovation and Engagement.

RESHMA SUCHERAN is a Senior Lecturer and Research Chair in the Department of Hospitality and Tourism at the Durban University of Technology and has 25 years of teaching and research experience in higher education.

ANA GAGO

CITAR, Escola das Artes, Universidade Católica Portuguesa, Portugal

(Re)creating heritage: Artistic creation as cultural placemaking

Countless international symposiums, as well as research and/or artistic projects have already been

devoted to exploring the potentialities, for instance, in the cross-fertilization between artistic creation and heritage education. Moreover, contemporary artists are often proposed as mediators, engaging with local communities, and, thus, contributing to multiple (political) agendas; from the promotion of cultural participation to cultural placemaking. Heritage-based artistic residencies are, in fact, a growing trend internationally. Considering Portuguese reality, the preliminary results of an inquiry conducted in 2020, as part of the author’s on-going doctoral project, *(Re)creating Heritage*, pointed to an increase in intensity of this type of initiatives in recent years. Furthermore, the inquiry revealed, on one hand, a high degree of heterogeneity amongst the promoters – including a growing number of municipalities and other public institutions – and, on the other, a high degree of interdisciplinarity amongst the participants, comprising (artistic) practices bordering creative industries. In this paper, we focus on three examples of Portuguese artist-in-residence programs that actively engage artists, designers, and architects in (re)interpreting traditional crafts, some in close articulation with cultural tourism projects. The proposed examples will inspire a broader discussion, around the use(s) of heritage in artistic creation, as part of (cultural) placemaking strategies, and, on the other way around, the impact of artistic creation and/as (cultural) tourism, in heritage making.

BIOGRAPHICAL NOTE

ANA GAGO is a PhD candidate at the Research Centre for Science and Technology of the Arts (School of Arts, Universidade Católica Portuguesa, Porto). Ana’s research focuses on the intersections between Art, Heritage and cultural programming. She is an honorary member of engage (National Association for Gallery Education) and ICOM Portugal. She is also a member of cyberliterary collective d1g1t0_indivíduo coletivo (wr3ad1ng d1g1t5), and co-author of award- winning art project *Oráculo* (2019), presenting an updated and interactive take on a local folk tale.

Concurrent session 9.1

Tourism and sustainability: Insights from the Azores

ANA ISABEL DAMIÃO DE SERPA ARRUDA MONIZ AND OSVALDO DIAS LOPES SILVA

Universidade dos Açores, Portugal

Gastronomy and creative tourism: Influence of customer experience in restaurants on satisfaction and perceptions about gastronomic tourism in the Azores

Creative tourism involves activities that provide tourists with the opportunity to learn local skills and traditions through contact with local people and their culture. Given the unique character added by local food to the tourism experience, experience design should promote tourists’ involvement with gastronomy, in order to foster value creation, memorable experiences, and satisfaction. This study investigates whether customer experience in restaurants with an emphasis on local food have a significant effect on satisfaction and perceptions about gastronomic tourism and whether the overall satisfaction with the experience has effect in those perceptions. From a questionnaire survey, addressed to 414 consumers who frequented restaurants in the Azores, and adopting a quantitative data analysis methodology, a partial least squares structural equation modelling was applied. The study concludes that there are positive and statistically significant effects between customer experience in restaurants and the overall satisfaction

and perceptions about gastronomic tourism, and between global satisfaction and perceptions. Tourists seek authenticity and novelty through the local gastronomy, so it has become a significant factor for tourists looking to co-create an extraordinary experience at a destination. A multi-stakeholder strategy focused on developing hands-on experiences may help to sustain local traditions and provide benefits to tourism providers.

BIOGRAPHICAL NOTES

ANA MONIZ is assistant professor in the Management Department of the School of Business and Economics of the University of the Azores and researcher in the Centre of Applied Economics Studies of the Atlantic (CEEApIA). Her research interests and publications are focused on marketing, consumer behavior, sustainable tourism, tourism marketing, tourist destination image, tourism experience, tourist satisfaction, tourists' perceptions, residents' perceptions, and tourist length of stay. She has participated in research projects in the themes of senior tourism, geotourism, ecological and economic valorization of the Azorean forests, and gender equality in tourism.

OSVALDO SILVA is assistant professor in the Mathematics and Statistics Department of the Faculty of Science and Technology of the University of the Azores and researcher in the Interdisciplinary Centre of Social Sciences (CICSNOVA.UAc, FCT Center). His current research interests are in the areas of exploratory and confirmatory data analysis, sampling, quality control, and applied statistical methodologies (special interest in the social sciences and health). In these areas, he has participated in some research projects and has published articles in specialized journals.

PEDRO MIGUEL SILVA GONÇALVES PIMENTEL (1), GUALTER COUTO (1), RUI CASTANHO (2), ÁUREA SOUSA (3), AND MARIA DA GRAÇA BATISTA (1)

1. *School of Business and Economics and CEEApIA, University of the Azores, Portugal;*
2. *Faculty of Applied Sciences, WSB University, Poland; CITUR – Madeira – Centre for Tourism Research, Development and Innovation, Portugal; College of Business and Economics, University of Johannesburg, South Africa;* 3. *Faculty of Sciences and Technologies and CEEApIA, University of the Azores, Portugal*

The pivotal factors for the success of rural tourism activities on islands

As is the case among other tourism typologies, rural tourism has an even more significant function in promoting regional development and sustainability. Contextually, this article explores the factors involved in rural tourism activities as well as the regional strategies that should be carried out in this typology to achieve its success. In this regard, through a case study research method, it was possible to disclose some of those factors that should be considered in ultra-peripheral territories. Therefore, this study covers the factors considered critical for the success and regional sustainability and the most valued by the entrepreneurs who participated in this research are the following: **I)** protection and conservation of nature; **II)** greater commitment and political transparency, **III)** strengthening the economy, **IV)** strengthening the regional territorial strategy and **V)** marketing and advertising.

BIOGRAPHICAL NOTES

PEDRO MIGUEL SILVA Gonçalves Pimentel holds a BSc in Business Management, Universidade dos Açores, 1999. MSc in Business Management/MBA, Instituto Superior de Economia e Gestão da Universidade de Lisboa, 2002. PhD in Management/Finance, Instituto Superior de Economia e Gestão da

Universidade de Lisboa, 2009.

GUALTER MANUEL MEDEIROS DO COUTO holds a PhD in Management/Finance, Instituto Superior de Economia e Gestão da Universidade de Lisboa. Finance Professor at School of Business and Economics, Universidade dos Açores since 1996 and researcher at Center of Applied Economics Studies of the Atlantic since 2003.

RUI ALEXANDRE CASTANHO holds an International PhD on Sustainable Planning in Borderlands. Nowadays, he is a Professor at the WSB University, Poland, and a Visiting Professor at the University of Johannesburg, South Africa. Besides, he completed a post-doc researcher on the GREAT Project, University of Azores, Ponta Delgada, Portugal.

ÁUREA SOUSA. BSc in Mathematics, Universidade dos Açores, 1992. MSc in Statistics and Management of Information, Universidade Nova de Lisboa, 1997. PhD in Mathematics in the speciality of Probability and Statistics, Universidade dos Açores, 2006.

MARIA DA GRAÇA BATISTA, completed her PhD in Management at ISEG/UTL Instituto Superior de Economia e Gestão/Universidade Técnica de Lisboa in 2008. She is an assistant professor in the School of Business and Economics at the University of the Azores and a member of CEEApIA (Centro de Estudos de Economia Aplicada do Atlântico). Her research interests are related to organizational behaviour, positive organizations and organizational improvisation.

LOUIS-PIERRE BÉLEC

McEwen School of Architecture, Laurentian University, Canada

Filling gaps: Constructing a community-integrated tourism network from vernacular ruins in the Azores

The archipelago condition poses challenges for the equitable distribution of tourism. While air transit has improved access to and throughout the Azores in recent years, conventional accommodations are unevenly distributed across the archipelago's nine islands. For sustainable and low-impact tourism to become a new economic cycle in the archipelago, it is necessary to reconsider touristic infrastructure beyond the typical *destination travel* model. With historic patterns of emigration leaving an even distribution of abandoned vernacular houses across the islands, the Azores have a unique opportunity for a network of small-scale accommodations integrated into their surrounding communities, with the identification, restoration, and reoccupation of abandoned and select vernacular houses contributing to archipelago-wide cultural sustainability and local, diasporic, and foreign tourism. Based on the extensive photographic and qualitative survey of all 1,700 abandoned buildings located on Terceira and Graciosa, the analysis of available vernacular housing stock followed by case-study design explorations outline possible strategies for adapting vernacular typologies and test the vernacular architecture's ability to contribute to a creative tourism economy in the Azores. The resulting touristic infrastructure is integrated within larger, more holistic, and often pre-existing cultural and residential systems: the neighbourhoods and parishes themselves.

BIOGRAPHICAL NOTE

LOUIS-PIERRE BÉLEC is an Intern Architect in Ontario, Canada, and sessional instructor at Laurentian University's McEwen School of Architecture. As a graduate of the University of Waterloo School of Architecture, he completed a semester at the École Polytechnique Fédérale de Lausanne, as well as a semester of studies in Rome, and previously worked in multiple Canadian and European architecture firms. A Luso-Canadian of Azorean descent, his design research frequently centres on the Azores and the adaptive reuse of vacant Azorean architecture.

Concurrent session 9.2

Tea and tourism

LEE JOLLIFFE

Ulster University, Northern Ireland, United Kingdom

Creative tea tourism

Tea (*camellia sinensis*) has a long history connected to creative pursuits including art, literature, story-telling, cultural ceremonies, cuisine and gastronomy. Creativity has been noted as relevant to tourism and hospitality. Tea tourism has been recognized as a niche tourism form, in producing and consuming countries and as part of tea studies. This presentation applies the principles of creative tourism to this niche, investigating the existence of forms of creative tea tourism. The literature on both creative tourism and tea tourism provides a context for examining creative tea tourism examples through case studies from rural tea villages in Japan (Wazuka) and Thailand (Doi Punmen), where the author has done field work. A key focus through a comparative case study analysis will be on how these communities have creatively developed their tea tourism activities, to address existing challenges in their traditional tea and tourism sectors, including those posed by COVID-19. In addition, the relevance of the findings to other global tea producing locales will be identified.

BIOGRAPHICAL NOTE

LEE JOLLIFFE, PHD, is Visiting Professor at Ulster University, UK. She has written extensively on heritage tourism topics, including tea tourism through her 2007 edited book, *Tea and Tourism: Tourists, Transitions and Transformations*. Researching tea and tourism, she has visited tea gardens and estates in many countries, and completed a Japanese Tea Master Course in Japan and the *World Tea Tours Darjeeling Immersion* program in India.

HARTWIG BOHNE (1) AND IRENA WEBER (2)

1. Dresden School of Management, SRH Berlin University of Applied Sciences, Dresden, Germany; 2. Faculty of Tourism Studies, University of Primorska, Portoroz, Slovenia

Regional tea culture, tea-themed hotels, and tea creativity

Regional tea heritage shows a strong impact on local tourism stakeholders, arts, and cultural activities. In this paper, we are comparing and contrasting three tea-themed hotels in Asia with tea-related concepts and activities in Europe connected with cultural heritage. In Asian tea-producing countries, regional tea culture is used as an inspiration in contemporary hotel architecture and design as well as in a variety of tea traditions and ceremonies, while in Europe's tea consuming countries the tradition of afternoon tea in hotels is mainly focused on time-specific themed offers. In both cases, the uses of tea heritage are expressed through art, recipes and creativity. Relying both on hotel management and anthropological perspectives the paper first compares three Asian tea-themed hotels in Tokyo, Hatton, and Taipei, where green, black, and oolong tea respectively are used as a main hotel design and promotion. Second, it compares two cases of art-inspired afternoon teas in Amsterdam and Prague and in addition, it evaluates the potential of East Frisia UNESCO-inscribed heritage of tea culture that has not as yet been used in a hotel. The link between different roles of tea and anchoring effects for inhabitants as well as the positive

transfer to guests makes tea an essential element of cultural heritage and customer satisfaction. Though the emphasis is on regional tea culture, the global cultural transmission particularly in chain hotels is also acknowledged.

BIOGRAPHICAL NOTES

HARTWIG BOHNE, passionate tea and hotel expert, is full professor of international hotel management at the Dresden School of Management, holds a PhD from Trier University and started his career in the hotel business in 1996. His research areas are hotel development, hotel staff management and European tea culture. He is a lecturer in Dresden, Lyon (Institut Paul Bocuse) and Austria (FH Kärnten). At his faculty, he heads the international BA and MA programmes in hospitality management as well as the Institute of Global Hospitality Research.

IRENA WEBER, sociologist and anthropologist, is an assistant professor of social sciences and humanities in tourism at the Faculty of Tourism Studies, University of Primorska. She received her PhD. at the Faculty of Arts, University of Ljubljana and conducted postgraduate research at SOAS, University of London, Department of Anthropology. In 2015, she was a visiting scholar at San Diego State University (USA), Department of Geography. She heads a Department of Cultural tourism. Her research interests include anthropology and sociology of tourism, Mediterranean, cultural heritage, tea culture and culinary tourism, film and literary tourism, childhood studies, art and tourism.

JOSÉ ANTÓNIO BETTENCOURT BAPTISTA

Faculdade de Ciências e Tecnologia, Universidade dos Açores

The impact of *Camellia sinensis* tea on the promotion of cognitive functions

The *Camellia sinensis* (L.) tea plant, originally from Southeast China, has spread to around 30 countries, and since the 19th century it has also been cultivated in a unique place in Europe – São Miguel island, Azores. The tea of this plant is one of the oldest and most widely consumed non-alcoholic beverages worldwide following water, and its popularity is attributed to its organoleptic properties, its low retail cost, its stimulating effects and, above all, its potential beneficial effects for human health. Since ancient times, drinking tea has been said to promote relaxation. The amino acid L-theanine is the substance responsible for reducing mental and physical stress and producing this feeling of relaxation. Drinking a tea rich in L-theanine is useful for everyone, but particularly for seniors who are more susceptible to reduced neurotransmitter action and, consequently, to a decrease in their cognitive functions. Therefore, this new type of tea (not available on the international market) will be aimed at people interested in reducing anxiety and stress and, particularly, at seniors in order to minimize brain degeneration, which increases with age

BIOGRAPHICAL NOTE

JOSÉ ANTÓNIO BETTENCOURT BAPTISTA is an invited associate professor and an honorary member of the Faculty of Science and Technology of the Azores University, and a coordinator of the Technological Food Science Section. He holds a PhD in Analytical Chemistry from Columbia University, USA, with a specialization in Analytical Biographical notechemistry (isolation, purification e structural elucidation of compounds with Biographical notelological activity). He performs research in the chemistry of natural products and in the technology, and toxicology of food science fields. Particularly, the research is focused on the extraction, separation, and identification of secondary metabolites from plants and marine organisms from Azores. He has supervised several academic studies (thesis and research projects) and currently is co-supervising masters and PhD students from the 3º cycle of Biographical notelogy. He is a member

of the Investigation Institute of Agrarian and Environment Science, and also collaborates in the interface of the University Industry developing collaboration protocols with agro-food regional companies.

Concurrent session 9.3 (online)

New approaches to creative tourism

**MARÍA PAZ SUCH CLIMENT, MÁRIA TERESA RIQUELME QUIÑONERO,
AND ANTONIO CARRASCO RODRÍGUEZ**

Universad de Alicant, Spain

A creative and regenerative tourism proposal based on cultural heritage in a traditional sun and beach destination: La Huerta de Alicante and its defense towers

This communication presents a project that started taking advantage of the need to reactivate tourist activity after the COVID-19 lockdown. The project has consisted of designing a ludic-recreational activity that can be marketed as a tourist product and promotes the conservation and protection of a set of defensive towers which were built between the 16th and 17th centuries in what historically was the Huerta de Alicante. These stone towers are designated as Bien de Interés Cultural (BIC). The project aims is to create an experience that helps to generate positive synergies between historical-cultural heritage and tourism through technology. Additionally, it is useful for enhancing the value of cultural assets of great interest, which have been wasted from the tourist standpoint. After an initial test, we can conclude that its implementation could improve the tourist offer of the destination beyond the traditional product of sun and beach and at the same time promote this important heritage. It could also raise awareness of the need to conserve this cultural heritage of incalculable value between public and private agents.

BIOGRAPHICAL NOTES

MARÍA PAZ SUCH is a Professor of the Department of Regional Geographic Analysis and Physical Geography at the University of Alicante (UA), Spain. She belongs to the University Institute of Tourist Research of the UA and to the Spanish Geography Association.

ANTONIO CARRASCO is an Associate Professor at the Department of Medieval History, Modern History and Historiographical Sciences and Techniques, at the University of Alicante.

MARÍA TERESA holds a PhD in History (UA) and has been an associate professor at the University of Alicante and at the National University of Distance Education (UNED). She currently works in the municipal archives of Mutxamel.

OKSANA OKHRIMENKO

National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute'

Formation of cultural and historical heritage for the development of creative tourism during the war

Russian military aggression has intensified the process of rethinking the history of Ukrainian self-identity through the prism of history, culture and national knowledge. Along with the destruction of cultural and

historical heritage objects in the course of hostilities, new cultural and historical objects appear, represented by the following sectors: material objects (monuments, memorials, museums, fine arts), intangible objects (performing arts, music, interactive software), etc. It is expected that cultural and creative industries, inspired by new models of Ukrainian statehood, national identity, heroism and the latest historical events, will form a strong basis for the development of national and regional cultural and tourist routes. Search expeditions, reconstruction of famous events create an emotional background, form a spiritual community of people and images for the creative process of creating new tourist attractions. Monitoring of events, study of public opinion and previous experience of Ukraine and other countries provides an opportunity to outline the prospects for creative tourism in the postwar period: integration of cultural heritage sites and areas that play a historical and cultural role in the latest tourist routes; development of new regional tourism products with the involvement of local suppliers.

BIOGRAPHICAL NOTE

OKSANA OKHRIMENKO is Doctor of Economics, Professor of the Department of International Economics of National Technical University of Ukraine *Igor Sikorsky Kyiv Polytechnic Institute*. She graduated from the Kyiv Institute of National Economy with a degree in Economic Planning. She worked in publishing houses and financial institutions and has 22 years of experience in research and teaching. In 2011 she defended her doctoral dissertation on *Insurance in the field of tourism* and has more than 100 scientific publications. Research interests: development strategies, investment activities, development of agricultural potential, tourism, risk-management.

BRIAN PARK AND LEE EON-SOOK

International Tea Education Center, South Korea

A creative tea tourism that applies teaics as a structural discipline

The tea industry started with medicine. Approximately 4700 years ago, Shen Nong of China discovered the efficacy of relieving toxicity in tea, and then it was traded as a therapeutic drug in Chinese, Korean, and Japanese traditional medicine. After that, by heat-treating tea to discover its unique aroma and taste, tea became a favorite beverage and a major product in agriculture and food industry. Agricultural research with a creative concept made tea a major material for agricultural tourism and laid the foundation for tea tourism. The basis of creative agriculture lies in the introduction of tea sommelier and tea brewer skills and professions. In addition, the efforts of tourism researchers can be found in the discovery of value as tourism products such as a tea field with natural value, a tea factory and museum with cultural value. Efforts are being expanded to the development of the WG-ITT organization and tea's high value-added crops, favourite beverages, physiological functional beverages, and curing farming materials as tourism products.

At this point, Teaics, which has developed knowledge and technology about tea, can give creativity to tea tourism. Teaics includes about 20 disciplines in the field of tea tourism, exists in a structured state, can contribute to the development of the tourism field of tea, and could play a key role in developing creative tea tourism materials. By combining the sociological discipline of Teaics with tourism, it is possible to create social value. For example, this fusion develops tea tourism into curing tourism for youth game addiction, supported by Teaics, rather than simply putting it in the stage of entertainment, recreation, and enjoyment. In addition, theoretical bases are provided to understand the effect of curing gambling addiction through tea tourism. Creative tea tourism can generate educational tourism, and inform prisoner's correctional education.

BIOGRAPHICAL NOTES

BRIAN PARK is Professor in Chief in the Department of Teaics, Seowon University Korea; Professor in Chief in the Department of Sommelier Studies, Masan University Korea; and Assistant Professor in the Department of Korean Traditional Medicines, Masan University Korea. He is author of *Dictionary of Teaics* (2009, Seokhakdang publishing Korea) and more recently *Teaics as a framework for knowledge use in tea tourism* in the Routledge Handbook of Tea Tourism (2022).

LEE EON SOOK is Affiliated Professor in the Department Food and Nutrition, Daejon Healthy University, and Researcher at the Natural Product Institute, Seoul National University, Korea.

PRISCILA CEMBRANEL (1) AND DAIKO LIMA E SILVA (2)*

- 1. *Sociedade Educacional de Santa Catarina – UNISOCIESC, Brasil;*
- 2. *Universidade do Estado de Santa Catarina – UDESC, Brasil*

* Presentation in Portuguese

Agroturismo: uma concepção singular ecológica

O presente artigo aborda a percepção dos produtores rurais do norte catarinense acerca do agroturismo. Possui como objetivo compreender a perspectiva dos produtores que aderem ao sistema de agroturismo em suas propriedades no pós-covid. Foi desenvolvido através de uma abordagem qualitativa, tendo como procedimento o estudo de casos. Quanto a técnica utilizada apresenta um questionário divulgado por meio de um aplicativo de mensagens (WhatsApp) para produtores rurais que aderem ao sistema do agroturismo. Percebe-se com a pesquisa que grande parte dos produtores consideram a divulgação como principal oportunidade para aumentar o número de visitantes e o clima como principal ameaça. Foi possível também observar que a maioria dos respondentes não percebeu dificuldade no setor com a vinda da pandemia, pelo contrário, muitos viram como oportunidade de negócio.

BIOGRAPHICAL NOTES

PRISCILA CEMBRANEL: Doutora em Administração e Turismo. Docente na UNISOCIESC. Pesquisadora de pós-doutorado em Administração (UFPR).

L. D. SILVA: Doutorando do Programa de Pós-graduação em Planejamento Territorial e Desenvolvimento Socioambiental da Universidade do Estado de Santa Catarina (UDESC). Pesquisador no Laboratório de Planejamento Urbano e Regional (LABPLAN/UDESC) e no Grupo de Cultura e Estudos em Turismo da Universidade Federal da Paraíba (GCET/UFPB).

Concurrent session 9.4 (online)

Re-defining places through arts, culture and heritage

CHAIR: JEAN LAGUEUX

Université du Québec à Montréal, Canada

JEAN LAGUEUX is a professor and researcher in tourism management at the Université du Québec à

Montréal. With a doctorate in business administration (UQAM), JEAN LAGUEUX focuses his teaching and research activities on business strategy and the roles played by service employees in the fields of tourism, hospitality and of restaurant management. More specifically, the research interests are at the level of the effects of service delivery and customer experience in a number of tourism settings and along with the context of digitization of service processes and integration of new technologies

PEDRO VAZ SERRA (1), CLÁUDIA SEABRA (1,2), AND ANA CALDEIRA (1,2)

- 1. *University of Coimbra, Portugal;*
- 2. *CEGOT – Centre of Studies in Geography and Spatial Planning, Portugal*

Accommodation in properties with heritage value in Portugal

The offer of accommodation in properties with heritage value, which results from the combination of tourism, culture, and heritage, is significant in Portugal, as well as in many other countries, in economic and touristic terms and in terms of preserving the historical-patrimonial legacy. Among their attributes, these properties are recognized by tourists and guests as fascinating places where the union between history and tourism generates contemporary meanings with a sustained increase in visits and stays, their architecture being the main factor of satisfaction and of motivation for revisiting. An approach is proposed that, through the combination of conceptual elements and empirical evidence, will make it possible to characterize this important segment of tourist offer, highlighting the most differentiating indicators of its expression, from typology to geographical dispersion, from accommodation capacity to property classification. This study which corresponds to a stage of a wider work that will contemplate the tourist experience in the context of accommodation in properties with heritage value through the perspective of a smart tourism ecosystem should result in theoretical-practical contributions essential for the study and understanding of this reality.

BIOGRAPHICAL NOTES

PEDRO VAZ SERRA is a PhD candidate in Tourism, Heritage, and Territory at the Faculty of Arts and Humanities of the University of Coimbra. He was awarded a Merit Scholarship based on his academic performance in 2020/2021, and a Research Scholarship by FCT-Foundation for Science and Technology.

CLÁUDIA SEABRA holds a Post-Doctorate in Economic and Social Geography, and a PhD in Tourism. She is an Assistant Professor at the Faculty of Arts and Humanities of the University of Coimbra, where she coordinates the PhD in Tourism, Heritage, and Territory and is an Integrated Researcher at CEGOT.

ANA CALDEIRA holds a PhD in Tourism. She is an Assistant Professor at the Faculty of Arts and Humanities of the University of Coimbra, where she is Subdirector of the Degree in Tourism, Territory and Heritage and Integrated Researcher at CEGOT.

AINE MAUNSELL, SOPHIE PRICE, MUIRIS O’LAOIRE, AND EAMONN O’NEACHTAIN

Munster Technological University and Udaras Na Gaeltachta (Collaboration), Ireland

Integration of the Irish language into the Gaeltacht tourism experience: A study of linguistic and sustainable tourism

Tourism in the west of Ireland has thrived in recent years, attributable to the development of the 2,500 km long Wild Atlantic Way driving route. Gaeltacht areas, defined as regions where the Irish language is, or

was until recently, the vernacular of a significant proportion of the local population, make up 25% of this route. Tourism is a key industry in these communities and is heavily relied upon for local employment; however, many significant challenges exist for stakeholders. One of the greatest challenges is the further development of differentiated, place-based tourism experiences that draw tourists into rural regions, inspiring them to stay longer and spend more. A parallel challenge for these regions is that of the language and its maintenance. This PhD study explores the potential of a simultaneous solution to these challenges in the form of an integrated, sustainably developed cultural tourism experience. The Irish language is the key differentiator between the Gaeltacht areas and the rest of Ireland and represents a unique selling point for tourism. The reciprocal relationship between tourism and the Irish language is relatively unexplored. Addressing the knowledge gap, this research aims to examine the potentially mutually beneficial relationship between tourism development and Irish language maintenance and the interventions required to ensure the future sustainability of both.

BIOGRAPHICAL NOTES

AINE MAUNSELL is a PhD candidate coming to the end of her studies at Munster Technological University. Aine is an Irish speaker who grew up in the Gaeltacht and has first-hand experience of the tourism industry. This project has been co-funded by MTU and Udaras Na Gaeltachta, the regional authority responsible for the economic, social and cultural development of the Gaeltacht. The supervisors of this research are DR. SOPHIE PRICE (tourism specialist at MTU), Dr. Muris O'Laoire (language and culture specialist at MTU) and DR. EAMONN O'NEACHTAIN (Udaras na Gaeltachta).

RICARDO JOSÉ ESPÍRITO SANTO DE MELO

Coimbra Education School - Polytechnic of Coimbra, Portugal

Family adventure travel in the Azores archipelago: A collaborative auto-ethnography approach

Family adventure travel is characterized as involving a trip with different family members, carried out to unknown locations, where risks are higher than in regular trips, resulting in uncertain outcomes for travellers. Considering the scarcity of studies on this topic, this paper presents the travel experiences (in arts, culture, nature and sports, etc.) carried out by a family of travelers (father [the researcher], mother and two children [the couple's son and daughter]) during an independent family trip to the five islands that comprise the Central Group of the Azores Archipelago (Terceira, Graciosa, São Jorge, Pico and Faial), between August 15 and October 25, 2021. The research consisted of a collaborative auto-ethnographic study with the following objectives: a) to analyze the subjective experiences of the family members during this adventure travel experience; b) to analyze the benefits and constraints encountered during the travel; and c) to analyze the sustainability (environmental, economic, and sociocultural) practices developed by the family. Data were processed using content analysis of diaries and photographs produced by family members. The relevance of autoethnographic research in adventure and creative tourism settings is discussed, along with implications that independent adventure travels have to local sustainable development in creative tourism destinations, such as the Azores.

BIOGRAPHICAL NOTE

RICARDO MELO is adjunct professor, vice-president of the Pedagogical Council, and director of the Master's degree in Education and Leisure at the Coimbra Education School. He graduated in Sports from the Polyethnic Institute of Santarém, obtained a post-graduation degree in Cultural Animation and Mediation from the University of Porto, and concluded a PhD in Tourism, Leisure and Culture at the University of

Coimbra. RICARDO MELO is a postdoc researcher at CES-UC, researcher at CiTUR, and vice-president of IRNIST. His current research interests are linked to nature sports and sport tourism from the perspective of local sustainable development.

Concurrent session 10.1 (online)

China's exploration and practice of tourism revitalization after the epidemic

FU JIYANG

Professor and Vice President of Guangzhou University, China

DONG TIAN

Industrial Development Division of Department of Culture and Tourism of Guangdong Province, China

CARLOS SANTOS

Azores Tourism Observatory/University of the Azores, Portugal

FRANÇOIS BÉDARD

Centre of Excellence for Destinations, University of Quebec at Montreal, Canada

Welcomes at the beginning of the Guangzhou online session of Azores conference

Welcome at the beginning of the Guangzhou online session, creating a bridge between the Azores and the Guangzhou-organized session.

BIOGRAPHICAL NOTES

DONG TIAN, Master of Arts (In 1996), the major of Chinese language and literature in Central China Normal University was in the direction of modern and contemporary Chinese literature, and the director of the Industrial Development Department of Culture and Tourism of Guangdong Province. Since graduation in 1996, she has been working hard in the tourism industry. Over the years, she has published more than 600000 words of tourism articles in China Tourism Daily, Nanfang Daily, Yangcheng Evening News, World Tourism, the Bund Pictorial, and other newspapers and magazines, and has seen Chinese contract photographers. She is a specially hired master of tourism management department of South China University of Technology Off campus instructors.

CARLOS SANTOS holds a PhD degree in Regional Science (University of Pennsylvania, U.S.A.). He has been a visiting Professor at Taylors University (Malaysia), a Full Professor in Economics at the University of the Azores (Portugal), a visiting Professor at the Toulouse Capitole University (Toulouse, France), and has lectured at Kedge Business School in Bordeaux (France). He has been the Director of the Master's

program (M2) in Management of International Tourism at the University of the Azores. He is currently Professor in charge of block lectures in the course *Economy – Tourism, Hospitality and Food Industries*, within the ISTHIA's Bachelor's degree program in Tourism, Hospitality and Food Studies. He is the Coordinator and a member of the research team of the R&D project on creative tourism, *CREATOUR Azores*, and he has been a member of the research team of the R&D project *Green Gardens Azores*. Carlos Santos also has experience collaborating with NGOs, particularly, Acting for Life/Tourism Development Group and INTA (International Urban Development Association) in the field of sustainable tourism development.

Dr. FRANÇOIS BÉDARD is adjunct professor at the Department of Urban Studies and Tourism, School of Management, University of Quebec at Montreal, Canada. He specializes in tourist destination governance and information technology applied to the tourism industry. Dr. BÉDARD is the founding Director of the World Centre of Excellence for Destinations (CED), a non-for-profit organization created in 2007 with the support of the World Tourism Organization (UNWTO) and the National Geographic Society. He has been a speaker at many international conferences and seminars, and has published numerous articles about tourist destinations, and adaptation to new technology in the travel and tourism sector.

FANNY VONG

President of Macao Institute for Tourism Studies

Tourism destination resilience

In the process of tourism destination development, most people pay attention to how to ensure sustainable development, but ignore the major premise is to build an effective mechanism to maintain the resilience and resilience of the destination in the face of crisis. This requires the participation of many stakeholders in advance planning, risk assessment and management, emergency response and coordination, and post recovery and confidence reconstruction.

BIOGRAPHICAL NOTE

Dr. FANNY VONG is the President of the Macao Institute of Tourism and a member of the Tourism Development Committee, the Talent Development Committee, and the Higher Education Committee of the Macao Special Administrative Region Government.

JEAN-RENÉ MORICE

School of Tourism of Anger University, France

The development of Sino French cooperation projects and the French tourism industry

The Sino French cooperation projects of Guangzhou University has a history of 20 years, which is an important bridge connecting the education of China and France. It trains a lot of talents for the tourism industry of China and France. It has a unique talent training mode. In the future, we should pay attention to how to innovate and maintain its sustainable development.

BIOGRAPHICAL NOTE

Professor JEAN RENÉ MORICE (Morris), is a professor of geography and doctoral supervisor. The Dean of the School of Tourism and Culture of Angers University in France, Dean of the School of Sino French Tourism of Guangzhou University, a famous expert in cultural heritage research, and a member of the French Space and Social Research Laboratory (under the French National Science Research Center).

ZHANG HEQING

School of Management, Guangzhou University, China

Guangdong practice of creative transformation and innovative development of cultural heritage:

The case of Nanyue Ancient Road

On how to activate and utilize the ancient post road resources in South Guangdong, Professor ZHANG HEQING elaborated ten main models, including innovation driven, scenic area driven, integrated development, and event driven. Taking the Xiaohe Ancient Road (Fengkai Section) as an example, he explained in detail how the scenic area driven model is based on the three-dimensional dialectical framework of space production and the theory of local construction to achieve space activation and utilization and *rejuvenation of ancient roads* so as to promote economic development, industrial upgrading, and cultural identity. The activation and utilization of ancient post roads is a dynamic and long-term process. Under the background of the integration of culture and tourism, how to make the ancient post roads play the role of corridors, build a general model for spatial simulation, combine the cultural characteristics of ancient post roads in different regions, and combine government governance with the construction of ancient post road community are all important theoretical and practical issues to be deeply considered.

BIOGRAPHICAL NOTE

Professor ZHANG HEQING/doctoral supervisor/post-doctoral cooperative supervisor, *New Century Excellent Talents* of the Ministry of Education. At present, he is a member of the Tourism Management Education Guidance Committee of the Ministry of Education, the Chinese president of the Institute of International Culture and Tourism Integration and Innovation Development of Guangzhou University, the director of Guangdong Tourism Competitiveness Evaluation Research Center, a member of the Expert Committee of the World Excellent Tourism Destination Organization (CED), and the head of the national first-class professional construction site of tourism management. He has successively presided over and completed 4 national scientific research projects, 15 provincial and ministerial scientific research projects, and more than 100 tourism planning projects entrusted by local governments and cultural and tourism enterprises; He has published more than 180 papers and 15 books and textbooks in important academic journals at home and abroad; It has won 4 provincial and ministerial awards for outstanding teaching and scientific research achievements, and more than 30 other teaching and scientific research awards.

LI YIPING

School of Management, Guangzhou University, China

The rise of tourism in China: Social and cultural change

Targeting China's social and cultural change, Dr LI YIPING regards tourism as a discourse of difference, thereby delineating how the contemporary discourse fuses with individual histories to formulate the ways in which people understand China. The discussion is based on Professor Li's new book entitled *The Rise of Tourism in China: Social and Cultural Change* (Channel View Publications, upcoming in April 2023), offering his observations and reflections on the rise of tourism in China over the past three decades (1992-2022).

BIOGRAPHICAL NOTE

DR LI YIPING is professor and supervisor of PhD students, and editorial board member of *Journal of Tourism and Cultural Change*. His research area covers cultural geography, leisure behaviour, and social and

cultural issues in tourism. He has published substantially in international tourism flagship journals and social science journals, such as *Annals of Tourism Research*, *Tourism Management*, *Journal of Sustainable Tourism*, *Journal of Tourism and Cultural Change*, *Tourism Geographies*, *Journal of Event Management*, *Asian Studies Review*, etc.

XIAO YOUXING

School of Management, Guangzhou University, China

High-quality development of tourism and training of innovative talents

Based on the theory of high-quality development, the connotation of high-quality development of tourism is sorted out, and the status and level of high-quality development of China's tourism industry are analyzed. In view of the needs of high-quality development of tourism, according to the professional practice of tourism management of Guangzhou University, the ideas and measures for the cultivation of innovative talents are proposed.

BIOGRAPHICAL NOTE

XIAO YOUXING, PhD, Associate Professor and Vice Dean of School of Management, Guangzhou University (School of Tourism/Sino-French Institute of Tourism). He has presided over more than 10 projects funded by, for example, the National Social Sciences, Humanities and Social Sciences of the Ministry of Education, and the Department of Education of Guangdong Province. He has also presided over and participated in more than 20 planning projects, published two books and teaching materials, and published 40 papers.

ZHENG CHUNHUI

School of Management, Guangzhou University, China

Imagination through time and space: Communicating and managing the value of World Heritage in the digital age

The ongoing outbreak of the coronavirus pandemic has caused significant obstacles to on-site tourism, and the UNWTO has issued 23 recommendations for global tourism recovery, advocating for accelerating the digitalization of tourism. The advantages of digital technology (immersive and immersive experiences that transcend time and space constraints) have led to a surge in demand for digital products (e.g., virtual tours, live streaming) in the travel industry. Digitalization is only the first step – how to deeply explore and interpret the multiple values of heritage, and give new vitality to heritage, is to answer the proposition of the times of creative transformation and innovative development. Focusing on different types of heritage cases such as natural heritage, cultural heritage, and memory heritage, this paper discusses how to carry out the value dissemination and management of World Heritage in the digital era.

BIOGRAPHICAL NOTE

ZHENG CHUNHUI, PhD, Master Supervisor, MTA Professional Master Tutor, and Associate Professor of School of Management, Guangzhou University (School of Tourism/Sino-French Institute of Tourism), mainly engaged in digital technology and tourist behavior, heritage tourism, landscape perception, and cultural identity. She has published more than 30 papers in SSCI/CSSCI journals such as *Journal of Travel Research* and *Tourism Management*. She has presided over two projects of the National Natural Science

Foundation of China and one Humanities and Social Sciences Fund of the Ministry of Education, participated in the National Science and Technology Support Program, scientific research projects commissioned by the United Nations Educational, Scientific and Cultural Organization (UNESCO), many major national social science projects, and participated in many regional tourism planning. She has won the “Second Prize” of National Culture and Tourism Outstanding Achievements, the “Best Paper Award” of the IGU Pre-conference, and other awards.

DING KERONG (ERIC DING)

The Westin Guangzhou, China

Development of China's hospitality industry in the post-pandemic era

Based on the introduction to the development of China's hospitality industry, this lecture discusses the deep impact of the pandemic on the hospitality industry and the new challenges and concepts from the perspective of travelers' consumption attitude. In combination with the characteristics and current situation of China's tourism industry, this lecture also sheds light on the development of China's hospitality industry in the post-pandemic era.

BIOGRAPHICAL NOTE

MR. ERIC DING, graduated from Hotel Management College in Switzerland, he is the current General Manager of The Westin Guangzhou, Chairman of South China Business Council, Guangzhou Sub-Council of Marriott International, and also serves as Vice President of Guangzhou Hotel Industry Associations. Eric has won multiple awards in Marriott International and various media related awards as well, such as “Hotel Opening of the Year Award 2017” and “Best Hotel of The Year – in taking care of the community during COVID-19 in 2020”.

ZHOU GUOZHI

Guangdong Mobile Big Data Application Innovation Center, China

Special application of big data in cultural tourism statistics

From the perspective of cultural and tourism statistics services, take the “night economy” and “coastal tourism” topics as examples, combine the tourism statistics survey system and the construction of key cultural and tourism projects, and share the experience in the construction of big data tourism statistics application programs and application platforms.

BIOGRAPHICAL NOTE

MR. ZHOU GUOZHI, General Manager of Guangdong Mobile Zhuhai Big Data Center, Senior Engineer, Zhuhai Young Talent, PMP Project Management Certification Engineer. Mainly engaged in the research of China Mobile's 5G+ big data to help the development of smart tourism and the exploration and practice of operators' big data to support the innovation and development of the digital economy.

LI WEN

Lifeng Culture Technology Co., Ltd, China

The practice and innovation of immersive formats of cultural tourism

Under the current general environment and background, how to make use of technological innovation, scene innovation and business model innovation to create innovative immersive experience formats in scenic spots, blocks, business districts and parks to help and empower the cultural and tourism industry at the moment of the epidemic.

BIOGRAPHICAL NOTE

LI WEN is the chief planning officer, brand manager, and business type producer of Lifeng Culture in Guangzhou of Reade Group. He is the manager of several innovative business types of cultural tourism. His projects leading the creative planning and production operation include: the planning and production of Guangzhou Yangcheng New Eight Scenes; the “Kecheng Jinxiu” urban night tour business type; Suzhou “Gusu 8:30,” a demonstration section of the new Gusu bustling night economy brand; the promotion of the business form Wenzhou City Business Card Jiangxin Islet; and the live show project of “Garden Dream Seeking · Sound, Painting and Green Wave.” Other projects include the first transnational night tour product in Asia, Guangxi Detian Transnational Great Falls Scenic Area, a wonderful night Detian project; four famous mountains in Guangdong, Luofu Mountain, a Taoist holy land, and the project of Bailian Lake; the largest cultural theme park of Journey to the West (Hua’an) in China, and the closed garden show project of “Journey to the West Grand”.

LIU XIANGJUN

School of Management, Guangzhou University, China

Sharing and discussion

Sharing and discussion about talent training in the convention and exhibition industry.

BIOGRAPHICAL NOTE

LIU XIANGJUN, PhD, is an associate professor at the School of Management of Guangzhou University (School of Tourism/Sino-French Institute of Tourism), and a master tutor of MTA major, mainly engaged in tourism anthropology, community tourism, local knowledge, digital technology and tourism development, exhibitions and festivals, etc. He presided over one National Natural Science Foundation of China and one humanities and social sciences fund of the Ministry of Education. He has participated in many major bidding projects of the National Social Sciences, the National Natural Science Foundation of China, and the National Social Science Foundation, and has participated in tourism planning projects entrusted by local governments for many times.

Concurrent session 10.2

Tourism and post-pandemic resilience

MARKUS PILLMAYER AND KATRIN EBERHARDT

Munich University of Applied Sciences, Department of Tourism, Germany

Drivers for destination resilience and destination recovery: The COVID-19 pandemic in the Bavarian tourism industry

The COVID-19 pandemic has had considerable impacts on the tourism industry in general and destination management in specific. A rapid recovery is not expected. Due to this, the topic of resilience comes into focus and the destination management organizations (DMO) as gateopeners into the destinations need to intensively address issues such as crisis management and the promotion of resilience. It is more and more important for DMOs to have an extensive crisis management and to define resilience factors to be able to counter external crises. Recovery strategies have been developed, but their success is questionable. To examine the situation in the federal state of Bavaria in Germany, a research project is funded by the Bavarian State Ministry of Economic Affairs to analyze the crisis management measure in the tourism industry during and after the COVID-19 pandemic, so different time stages can be integrated. Resilience factors which were determined for a successful crisis management in destinations will be identified. Qualitative and quantitative survey data build the body of the study. The results show the different impacts of the pandemic on employers and employees as well as on destination management organisations.

BIOGRAPHICAL NOTES

PROF. DR. MARKUS PILLMAYER is Professor of Destination Management and Destination Development at the Department of Tourism at Munich University of Applied Sciences. His research focuses on spatial development. In the context of his PhD – funded by the German Research Foundation (DFG) – he dealt with internationalisation processes of the tourism industry in the Arab World. He can draw on many years of experience in the international tourism industry and tourism policy. In addition, he is a member of various scientific associations such as IGU (International Geographical Union) and DGT (German Association for Tourism Research), in which he serves on the board.

KATRIN EBERHARDT is working as a Research Associate at the Department of Tourism at Munich University of Applied Sciences (MUAS) for a research project concerning the COVID-19 pandemic in the tourism industry in Bavaria. The main topics the project is dealing with are the crisis management in the pandemic as well as the definition of resilience factors for individuals, organizations and destinations. Prior she worked as an Assistant Catering Manager at Ratiopharm Arena in Ulm/Neu-Ulm and as a Research Associate at MUAS. She holds a master’s degree in Hospitality Management and a bachelor’s degree in Tourism Management.

GIOVANNI RUGGIERI

University of Palermo, Italy

Tourism dynamics and sustainability: A comparative analysis between Mediterranean islands—evidence for post-Covid-19 strategies

Tourism may not sustainably support territories with limited natural resource stock such as islands. The

volume of visitor arrivals and the industry investments can increase the pressure even beyond sustainable levels. There is an evident and unresolved tension between these two great polarities, sustainability and economic growth driven by tourism. The aim for policymakers is to find an acceptable equilibrium between these two dimensions. This paper investigates tourism evolution between 2007 and 2019 in 15 Mediterranean islands, comparing tourism pressures through statistical indicators. The analysis will compare tourism demand and supply trends in these contexts. The performances will be evaluated to identify the islands' positioning between sustainability needs and tourism development opportunities while considering post-COVID-19 challenges.

Presentation based on article co-authored with Patrizia Calò (Observatory on Tourism in the European Islands—OTIE, Italy).

BIOGRAPHICAL NOTE

GIOVANNI RUGGIERI holds a degree in Economics and a PhD in Tourism Sciences. He is an adjunct professor in Applied Economics at the Department of Business Economics and Statistics at the University of Palermo. He teaches Tourism Economics and Economics of Tourism Industries and Tourism Systems Economics in the international master's degree program associated with Florida International University in Miami. Research interests focus on tourism, the economies of the Mediterranean, transport and hospitality businesses, and regional economies concerning island contexts. He holds the position of president of the Observatory of Tourism for Island Economics (OTIE). He is a member of the International Association of Scientific Experts of Tourism (AIEST), the International Association of Tourism Economists (IATE), the Italian Society of Economics (SIE), and the Italian Society of Economics and Industrial Policy (SIEPI).

PARIKSHAT SINGH MANHAS (1), AND FRANÇOIS BÉDARD (2)

1. *University of Jammu, India and Universidad de La Laguna, Spain;*

2. *Université du Québec à Montréal, Canada*

Building creative industries through tourism and culture synergies

The purpose of this study is to develop strategies for the curation of creative placemaking through tourism and cultural synergies. This research aims to offer useful instruments and collaborative frameworks for stakeholders to cultivate creative industries and foster sustainable development. The methodological framework of this study is based on content analysis focused on actions to enhance tourism and culture synergies and the dynamics of creativity. This analysis aims to understand the features of culture and tourism synergies and their contributions to socio-economic growth and sustainable development in the participating regions. Since not many studies have been done so far on such a vast scale, for data collection we have tried to incorporate diversified stakeholders (private/public organizations and NGOs) involved in cultural and tourism synergies. They were selected from initiatives they have organized, in countries of rich cultural diversity and with the potential to contribute to creative industries. It is a working paper, with data being collected from countries such as India, Argentina, Cameroon, Tunisia, Morocco, Mexico, Portugal, Togo, Spain, and Canada. In terms of outcomes, this study focuses on the creation of creative industries through varied collaborations. This study intends to identify opportunities and challenges for these collaborations and offer outcomes to cater to the future needs and priorities for sustainable socio-economic growth. In this presentation, we focus on the following topics: What are the main features of the tourism and culture initiatives conducted by local and regional destination stakeholders? What is the relation between these initiatives and the UNWTO/UNESCO Declarations on tourism and culture? We

will present our questionnaire development, our data collection method and preliminary results.

BIOGRAPHICAL NOTES

Prof. PARIKSHAT SINGH MANHAS, PhD. Professor, School of Hospitality and Tourism Management (SHTM), The Business School (TBS). Coordinator – Global Understanding Course (GUC). Promoter Director, University of Jammu Special Purpose Vehicle Foundation – A Section 8 Company. Director, University Business Incubation and Innovation Centre. President, Institution Innovation Council, University of Jammu, Jammu, Jammu and Kashmir, India. Former Dean, Faculty of Hospitality and Tourism Management, Maharaja Ranjit Singh Punjab Technical University, Bathinda.

Dr. FRANÇOIS BÉDARD is adjunct professor at the Department of Urban Studies and Tourism, School of Management, University of Quebec at Montreal, Canada. He specializes in tourist destination governance and information technology applied to the tourism industry. Dr. BÉDARD is the founding Director of the World Centre of Excellence for Destinations (CED), a non-for-profit organization created in 2007 with the support of the World Tourism Organization (UNWTO) and the National Geographic Society. He has been a speaker at many international conferences and seminars, and has published numerous articles about tourist destinations, and adaptation to new technology in the travel and tourism sector.

Concurrent session 10.3

The importance of creative and cultural-based experiences within tourism

DANIELA ANGELINA JELINČIĆ (1) AND INGEBORG MATEČIĆ (2)

1. *Institute for Development and International Relations (IRMO), Croatia;*

2. *Faculty of Economics and Business, University of Zagreb, Croatia*

Creative and emotional engagement and well-being in cultural tourism experiences

Well-being has been researched from different tourism aspects (social, wellness, rural, backpacker, senior, wildlife, transformative), but there is a void of research focus on well-being in cultural tourism. Moreover, different facets of well-being (subjective, objective, social) are not addressed equally in the existing research. This paper focuses on the case study of Museum of Broken Relationships (MBR) in Zagreb, Croatia with the assumption that the MBR experiences have a relevant influence on objective local well-being, and tourists' subjective as well as social well-being. Moreover, creative and experiential tourism, offering direct participation in creative experiences, increase the odds for emotional engagement and may positively affect human health. The key pillars of these two concepts are participation and emotional satisfaction and are in direct relation to well-being. Subjective well-being was measured using the Short Warwick-Edinburgh Mental Well-being Scale (SWEMWBS), social well-being used a questionnaire and 11-point Likert Scale metrics, while objective well-being measurement used available statistical data. The research results showed moderate to high subjective well-being for the majority of respondents as well as a rather high sense of trust and belonging revealing social well-being. Along the same line statistical data show a substantial contribution of MBR to the objective local well-being.

BIOGRAPHICAL NOTES

DANIELA ANGELINA JELINČIĆ is a senior research adviser with a primary interest in cultural tourism. She teaches at different Croatian and foreign universities, is the author or editor of relevant books and research articles and served as the Council of Europe expert for cultural tourism.

INGEBORG MATEČIĆ is an Assistant Professor with a primary interest in cultural tourism. She holds a PhD in Cultural Anthropology and double doctoral degree in Economics with a specialization in Tourism Economics. She lectures on tourism destination management and tourism principles and practice.

REGINA BEZERRA, OLGA MATOS, AND ALEXANDRA CORREIA

Instituto Politécnico de Viana do Castelo, Portugal

The potential of olive oil for cultural-based experiences in the North of Portugal

As a product of with strong traditions, recognized by UNESCO as World Intangible Heritage, olive oil is deeply rooted in the south European culture. The increasing demand for this product and based experiences based on it has become particularly important given the irruption and rapid spread of COVID-19. This has affected the mobility of international demand, posing unprecedented challenges to companies and destinations, while creating opportunities that focus on the domestic market and behavioral changes. Based on a literature review, on a content analysis of websites prior to the pandemic, and on evidence from qualitative interviews conducted after the pandemic with suppliers and tourism business, this paper aims to understand the perceptions of owners of tourism-related companies' owners about the potential and use of olive oil. The geographic context is the North of Portugal, in particular the rural region Trás-os-Montes, where the olive oil production has economic and social importance and where the tourism in rural areas has gained increasing interest and demand. It is expected that the results of this paper will contribute to an understanding of the potential of olive oil to develop cultural culture-based experiences to face the current challenges of tourism in rural settings.

BIOGRAPHICAL NOTES

REGINA BEZERRA, Master's student of the Innovative Tourism Development Programme at the Polytechnic Institute of Viana do Castelo, working in research areas with an emphasis on olive oil.

OLGA MATOS holds a PhD in Archaeology, is an Adjunct Professor at Polytechnic Institute of Viana do Castelo, an integrated researcher at Lab2PT, University of Minho (Portugal) and researcher at REMIT, Portucalense University. Works and works in Cultural Heritage, Museology, Interpretation and Cultural and Creative Tourism

ALEXANDRA CORREIA, PhD in Tourism, is an Assistant Professor of Tourism Studies at Polytechnic Institute of Viana do Castelo. She is the Head of the Master in Innovative Tourism Development.

OLGA MATOS (1), PAULA REMOALDO (2), VICTOR RIBEIRO (2), AND JULIANA ALVES (2)

- 1. *Instituto Politécnico de Viana do Castelo and Lab2PT;*
- 2. *Universidade do Minho and Lab2PT*

The contribution of festivals to creative tourism and territorial development: Are small-scale festivals a useful contribution?

Considering the economic potential of festivals for Creative Tourism, this work discusses the potential of

the small-scale ones for rural development. It reviews worldwide small-scale festivals and engages them with creative activities, presenting the results of festivals that occur in Southern Europe. It explores the impacts of a small-scale festival on the development of a medium-sized city or a rural area and the challenges they must face in the future. Furthermore, what kind of new offer can be developed in order to make these territories more sustainable. In this context, Southern Europe plays an important role due to its rich historical heritage that can diversify the offer and the type of experience, being an excellent opportunity to promote the preservation of those at risk of disappearing. The present study uses primary and secondary data collected between 2019 and 2021. A database was created with 164 festivals in Southern Europe. Some examples from Italy, Greece, Slovenia, and Portugal were analyzed. Small-scale festivals play an important role in preserving local culture and history and providing recreation and leisure. Also, they can give a competitive advantage to the territory, targeting special interest markets that can lead to the meeting of social and economic interests. Also, festivals can contribute to revitalizing local communities and reach sustainable environmental outputs.

BIOGRAPHICAL NOTES

OLGA MATOS (orcid.org/0000-0002-4768-5508) is an Adjunct Professor at Polytechnic Institute of Viana do Castelo, and an integrated researcher at Lab2PT, University of Minho.

PAULA REMOALDO (orcid.org/0000-0002-9445-5465) Full Professor at the Department of Geography, University of Minho.

VÍTOR RIBEIRO (orcid.org/0000-0002-5993-3492) Professor at the University of Minho and at Paula Frassinetti's School of Education.

JULIANA ARAÚJO ALVES (orcid.org/0000-0002-9520-7017) Junior researcher at Lab2PT, University of Minho.

BENOIT DUGUAY, FRANÇOIS BÉDARD, DANIELÉ BOULARD, AND AFFOUET ESTELLE KANTÉ

University of Quebec at Montreal, Canada

Linking nature and culture in a sustainable tourism development strategy

This paper uses data from a research mandate from «Rivière-au-Tonnerre», a small municipality on the North Shore of the St. Lawrence River in the province of Quebec (Canada). The mandate aimed to develop strategic orientations for sustainable tourism development calling upon the natural and cultural features of the region.

The COVID-19 pandemic has restricted foreign travel resulting in an increase of the number of inter-regional visitors in many regions of Quebec, particularly the Gaspé Peninsula and the St. Lawrence North Shore. Since summer 2020, the municipality of *Rivière-au-Tonnerre* has recorded a large increase in tourist traffic, particularly in the city's natural areas. This increase has aroused the municipality's interest in a tourism development strategy and plan to take advantage of the influx of tourists in the region. The municipality aims to become a popular tourist destination, using sustainable development strategies, and become a successful actor in regional tourism. This is also in line with the current provincial government priorities. For instance, to develop its region, this government has recently announced that airfare from large cities, such as Montreal and Quebec City, should never exceed 500 CAD.

BIOGRAPHICAL NOTES

BENOIT DUGUAY holds a Bachelor of Commerce degree, Marketing Major, from Sir George Williams

University (1975), a Master of Business Administration from Concordia University (1980), and a PhD in Communication from UQAM University (2000). Professor at ESG UQAM School of Management since 2003, he is also a Researcher at the Chair in Public Relations and Marketing Communication. He previously pursued a career in Marketing and Communications, mainly in the computer industry, in multinational corporations and small and medium businesses. He passes on his knowledge and experience through consulting and coaching, frequent media interventions, teaching and publishing books and articles.

DR. FRANÇOIS BÉDARD is adjunct professor at the Department of Urban Studies and Tourism, School of Management, University of Quebec at Montreal, Canada. He specializes in tourist destination governance and information technology applied to the tourism industry. DR. BÉDARD is the founding Director of the *World Centre of Excellence for Destinations* (CED), a non-for-profit organization created in 2007 with the support of the World Tourism Organization (UNWTO) and the National Geographic Society. He has been a speaker at many international conferences and seminars, and has published numerous articles about tourist destinations, and adaptation to new technology in the travel and tourism sector.

DANIÈLE BOULARD holds a Bachelor of Psychosociology (1997), a Master's degree (2000), and a Doctorate (2012) in Communication from University of Quebec at Montréal. Her master's dissertation focused on the mentor/protégé relationship, and their expectations. Her doctoral thesis presented mentoring as a tool to integrate immigrants. Since 2004, she has worked with Professor BENOIT DUGUAY's research teams and was involved in several surveys performed for the City of Montréal and other organizations. She previously pursued a career with a multinational corporation in the field of vocational training, in positions that include director of student services and branch manager.

AFFOUE ESTELLE KANTÉ graduated with a master's degree in tourism development at UQAM's School of Management (2022); she also holds a Bachelor of Communication and Project Management degree from University of Bourges in France (2019). She was involved in two major research projects, namely the development of a marketing plan and a tourism development plan. Before moving to the tourism sector, she worked in administration and project management in various sectors of activity.

Concurrent session 10.4 [online]

Entangling the margins: Communities, collaboration, and co-creation

ROCIO NOGALES-MURIEL

EMES International Research Network, Belgium, and University of Zaragoza, Spain

Resignifying 'the rural' through art and culture in a context of ecosocial crisis

This paper summarizes the work conducted in the framework of the research initiative *Resignifying the rural through art and culture in a context of ecosocial crisis* (R-Rural), an exploratory action-research project that studies the process of transformation of the referents, contents and practices of the meaning of *the rural* and *the contemporary* through concrete rural cultural practices that incorporate aspects of economic viability, social inclusion and environmental sustainability as a result of such a process. The departing hypothesis of R-Rural is that contemporary art (and culture in general) can favour the transformation

of *the rural* into a significant entity and space with its own referents, agents and practices that defend the general interest and eco-social justice. Four analytical axes helped structure the data: people (flows of people as longer-term temporary residents, newcomers and travellers); planet (principles guiding interaction with nature), production (production practices and relationship to the market) and participation/politics (citizen mobilization mechanisms). Sociopoetics was the method applied in the study, which focuses on two concrete case studies of initiatives based in Spain, one in the South (Beetime in Cadiz) and the other in the Northwest (Agrocuir in Galicia).

BIOGRAPHICAL NOTE

I am director of the EMES International Research Network and associated researcher to the GESES research group at the University of Zaragoza. My research focuses on community culture and cultural and artistic social enterprises (CASE), particularly as the result of processes of social innovation, critical culture and collective action.

ANTONELLA FRESA, PIETRO MASI, AND ELISA DEBERNARDI

Promoter S.r.l., Italy

INCULTUM. Visiting the margins: Innovative cultural tourism in European peripheries

INCULTUM (2021-2024), funded under the Horizon 2020 Programme, addresses challenges and opportunities of cultural tourism growth in a frame of sustainable social, cultural and economic growth. It explores the full potential of marginal and peripheral areas when managed by local communities and stakeholders. Innovative participatory approaches are adopted to transform locals into protagonists committed against the negative impacts of tourism massification, with the aims to deliver positive effects for both residents and visitors. This is achieved by: sharing good practices, learning from the experience of the others, triggering replications in other territories, translating pilot experiments into strategies, proving recommendations to policy makers and fostering intercultural understanding. Local communities and stakeholders are engaged in ten pilot cases throughout Europe, together with action groups and associations, to co-create collaboratively new forms of cultural tourism based on improving social relationships, promoting local culture and preserving landscapes. Training and networking, at local and international levels, are dedicated to build new capacities among communities and stakeholders, providing instruments for data analysis and impact assessment. A teaching programme about community management and strategies for social branding is delivered by INCULTUM to local administrators, to cultural heritage managers and to activists, to support novel initiatives.

BIOGRAPHICAL NOTES

ANTONELLA FRESA is Director of Implementation at Promoter S.r.l. and an ICT expert. She has been working on European collaborative projects since the 1990s as Technical Coordinator and Communication Manager in the domains of digital cultural heritage, citizen science, cultural tourism, smart cities and e-infrastructures. She is Vice-President of PHOTOCONSORTIUM International Association for valuing photographic heritage, Enterprise Fellow at Coventry University and contracted Professor at Pisa University.

PIETRO MASI is Administrator of Promoter S.r.l. and a communication expert. He has managed the organization of numerous events and exhibitions in Italy and abroad, in physical, digital and hybrid formats. He is the designer of the digitalmeetsculture.net online magazine.

ELISA DEBERNARDI is a Partner of Promoter S.r.l., and participates in Promoter's innovation and

development projects, focusing on editorial and marketing activities. She was living in Beijing from 2010 until 2020, where she managed Promoter's representative office in China.

BESARION ZALIKIANI

LTD Tea Country, Georgia

Georgian and EU tea cultural route

The term *European Cultural Route* means a road that crosses one or more countries or regions organized around a community whose historical, artistic or social interests are clearly European. This programme acts as a channel for intercultural dialogue and promotes better knowledge and understanding of EU cultural identity while preserving and enhancing natural and cultural heritage. In our case, by the end of 2020 at the local level with the Ministry of Culture, we have created the route *Georgia Painted with Tea*, which covers all regions of Georgian tea and tells the history of the development of tea culture in Georgia and its importance in both local and international markets. The participants of the route are: Georgian Biographical note tea companies, associations, tea houses and museums, which will tell their stories and offer a variety of services to the visitors: tasting of several types of tea, historical excursion, getting acquainted with the picking and processing process, etc. This initiative involves European and International partners – Protea Academy, Association *Tea grown in Europe*; European Tea Culture Research Circle, Tea Masters Cup, Tea and Coffee Association; FAO and also I am a member of WG ITT (international working group on tea tourism). We are strongly committed to the values and principles of the CoE Cultural Routes Program and we are planning to initiate a EU tea cultural route for its certification, in order to become actively engaged in this program and cooperate with member states.

BIOGRAPHICAL NOTE

BESARION ZALIKIANI is an author of the Georgian tea cultural route and a founder of LTD *Tea Country*.

JOSÉ SOARES DE ALBERGARIA FERREIRA PINTO

University of Macau, Macau

Recoveries and experiences during COVID-19

By interviewing Azores archipelago's hospitality and tourism entrepreneurs, this study proposes an absorptive, adaptive, and transformative framework for the emergence of these resilience traits during the COVID-19 pandemic. The research explores the congruence between the ability to absorb, adapt and transform, and attempts to explain how these abilities influence the recovery process. Data was collected by interviewing eight tourism and hospitality entrepreneurs using semi-structured interviews and a qualitative research design: theoretical, managerial and policy implications are discussed.

BIOGRAPHICAL NOTE

JOSE SOARES DE ALBERGARIA FERREIRA PINTO is a PhD candidate (University of Macau) and a Visiting Lecturer (University of Saint Joseph). His background is in marketing (MBA) and food science and nutrition (MSc). He worked for 18 years in the hospitality industry (public and private sectors). His research interests include destination resilience, SMEs resilience, sustainability, foresight and sense-making methods. ORCID ID: 0000-0001-8168-3816.

PARIKSHAT SINGH MANHAS (1), PRIYANKA SHARMA (1), AND JOANA ALEGRIA QUINTELA (2)

1. University of Jammu, India; 2. Universidade Portucalense, Portugal

Tourism resilience: An assessment of tourist behaviour attributes in the post-pandemic period

The COVID-19 pandemic suddenly disrupted people and places on a global scale, with huge social, psychological, and economic impacts. The consequences have been described as 'catastrophic' and no industries have arguably been as hard-hit as tourism and hospitality. The primary rationale of the study is to empirically explore the impact of perceived risk on tourist behaviour in the context of a tourist destination, i.e., J&K (UT) India. The research was conducted in the months of January and February 2022 with a sample of 326 respondents, through an online questionnaire. The data was gathered from domestic tourists who were contacted at various places like bus terminals, airports, tourists' guest houses and hotels. Various statistical tools were used to analyse the data, and Exploratory Factor Analysis and Confirmatory Factor Analysis were used to identify and confirm the factors respectively. Structural Equation Modeling was used to test the hypotheses. The research findings indicate that the perceived risk (health, destination risks) among domestic tourists affects their tourist behaviour attributes and re-visit intentions post-pandemic. The study also highlights the resilience factors that signify the destination capabilities to overcome the COVID-19 impact. This will help to reduce the risk factor to travel and encourage adherence to COVID-19 appropriate behaviour while also having a good experience while travelling in a destination.

BIOGRAPHICAL NOTE

Prof. PARIKSHAT SINGH MANHAS is Director, School of Hospitality and Tourism Management, and Professor, The Business School, University of Jammu. He is also Promoter Director, University of Jammu Special Purpose Vehicle Foundation – A Section 8 Company, and Director, Business Incubation and Innovation Centre, University of Jammu.

Dr. PRIYANKA SHARMA has been working as a lecturer in the School of Hospitality and Tourism Management, University of Jammu. Her research interests are peace tourism, border tourism, innovation and conflict resolution.

Prof. JOANA ALEGRIA QUINTELA, PhD, is Assistant Professor and Short Master Coordinator at Universidade Portucalense (Porto, Portugal). She is also a Researcher at REMIT – Research on Economics, Management and Information Technologies and at GOVCOPP – Competitiveness, Governance and Public Policies (University of Aveiro, Portugal).

Closing session

Reflections and next steps

CHAIR: ISABEL SOARES DE ALBERGARIA, *University of the Azores, Portugal*

Speakers

DIANNE DREDGE, *The Tourism CoLab, Australia*

GIOVANNI RUGGIERI, *University of Palermo, Palermo, Italy*

NANCY DUXBURY, *Centre of Social Studies at the University of Coimbra, Portugal*

CARLOS SANTOS, *Azores Tourism Observatory, Portugal*

PROFESSOR TANG XUAN, *Director of the International Affairs Office of Guangzhou University*

BIOGRAPHICAL NOTES

DIANNE DREDGE is Director of *The Tourism CoLab*, an Australian-based online tourism education agency that specialises in disrupting tourism education through global cohort learning experiences that challenge and inspire creative and innovative ways of thinking. She is also co-founder of *Designing Tourism*, a social enterprise that delivers experimental projects that shift how destinations, communities and governments plan, manage and engage in the future of tourism. Originally trained as an environmental and urban planner, DIANNE has spent the last 30 years gathering a wealth of experience in Australia, Canada, Mexico, China and Europe and has held guest professorships at Lund University, Sweden and Federation University, Australia since leaving a 20-year career as a professor of tourism planning and policy. She has provided policy analysis and advice on digitalisation and collaborative economy to international organisations such as the OECD and the European Commission. At local levels she has delivered destination management plans and organisational change journeys. She is a creative systems thinker, and her expertise includes planning, policy analysis, organisational design, place activation, design thinking, community engagement, and education.

GIOVANNI RUGGIERI graduated in Economics from the University of Palermo. He studied at the University of Hertfordshire in the UK for a semester. He earned a Doctor of Philosophy (PhD) in Tourism Sciences at the University of Palermo. Adjunct Professor in Applied economics is an adjunct professor of Tourism Economics and Tourism Systems and Hospitality Management. He is the author of several articles on tourism published in international scientific journals concerning the economic impact issues, the birth and development of tourist destinations and the growth of tourism economies in the island territories. He is a UNESCO Management Plan Working Group member for the Sicily UNESCO Foundation. President of the Observatory on Tourism for Islands Economies and chairman of the Scientific Committee are professors and international experts. Research topics, with particular attention to island realities, concern: the tourism economy, innovation, micro-enterprises, and networks.

NANCY DUXBURY, PhD, is a senior researcher at the Centre for Social Studies (CES), University of Coimbra, Portugal, where she is coordinator of the transdisciplinary thematic research line *Urban Cultures, Sociabilities and Participation*. She is a member of the *European Expert Network on Culture* and is an Adjunct Professor at Simon Fraser University and Thompson Rivers University, Canada. Her research has examined cultural mapping, creative tourism development in smaller places, cultural work in non-urban areas, and culture in local sustainable development, among other topics. She is principal investigator of the Horizon Europe project *IN SITU: Place-based innovation of cultural and creative industries in non-urban areas* (<https://insituculture.eu/>, 2022-2026). She was the principal investigator of *CREATOUR: Creative Tourism Destination Development in Small Cities and Rural Areas*, a national research-and-application

project (2016-2020) that catalyzed 40 creative tourism pilot projects in small cities and rural areas across four regions of mainland Portugal. This work continues through the *CREATOUR Observatory – Observatory on culture and tourism for local development* (at CES), an ongoing platform for collaboration with a mandate to link research, practice, and policy-making relating to culture and tourism for local development. She also leads the CES team in the European research project *UNCHARTED: Understanding, Capturing and Fostering the Societal Value of Culture* (2020-2024).

CARLOS SANTOS holds a PhD degree in Regional Science (University of Pennsylvania, U.S.A.). He has been a visiting Professor at Taylors University (Malaysia), a Full Professor in Economics at the University of the Azores (Portugal), a visiting Professor at the Toulouse Capitole University (Toulouse, France), and has lectured at Kedge Business School in Bordeaux (France). He has been the Director of the Master's program (M2) in Management of International Tourism at the University of the Azores. He is currently Professor in charge of block lectures in the course *Economy – Tourism, Hospitality and Food Industries*, within the ISTHIA's Bachelor's degree program in Tourism, Hospitality and Food Studies. He is the Coordinator and a member of the research team of the R&D project on creative tourism, *CREATOUR Azores*, and he has been a member of the research team of the R&D project *Green Gardens Azores*. Carlos Santos also has experience collaborating with NGOs, particularly, Acting for Life/Tourism Development Group and INTA (International Urban Development Association) in the field of sustainable tourism development.

Professor and Doctor TANG XUAN is Director of the International Affairs Office of Guangzhou University. Her scientific research and teaching has focused on technological innovation, industrial economy, financial accounting, and corporate governance. She has undertaken over ten longitudinal scientific research projects to include projects of the NSSF and the Natural Science Fund of Guangdong, and projects on philosophy and social science of Guangdong, and participated in over ten national, provincial, and ministerial projects. She published one work and over 30 papers in important journals at home and abroad to include the *Journal of World Economy*, *Economic Perspectives*, *China Soft Science*, *Academic Research*, and *Financial Economics Research*. She won the first prize at the teaching competition of young teachers of Guangzhou University and used to be a short-term visiting scholar of the University of Alberta and the University of Western Australia.

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