

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

Culture, Sustainability, and Place: Innovative Approaches for Tourism Development

10-14 October 2017

Ponta Delgada, São Miguel Island, Azores, Portugal

DRAFT PROGRAMME (at 6 September 2017)

AT A GLANCE

10 October 2017 – PRE-CONFERENCE ARTIST-LED WORKSHOPS

- 1: Deep Mapping Artist's Books
- 2: Walking towards a Perceptual Mosaic

11-13 October 2017 – CONFERENCE

- Plenary sessions (mornings)
- Parallel sessions (afternoons)
- Special presentations and features

14 October 2017 – POST-CONFERENCE FIELD TRIP TO FURNAS

- Includes guided visit to Lagoa de Furnas (Furnas Lake) and Parque Terra Nostra

LOCATION. The conference will be held at the **University of the Azores**, Rua da Mãe de Deus, in downtown Ponta Delgada, São Miguel Island. The plenary sessions will be held in "Aula Magna."

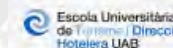
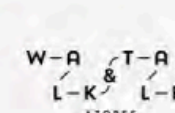
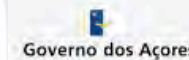
CATERING. Catering for the conference will be provided by Escola de Formação Turística e Hoteleira, Ponta Delgada: <http://www.efth.com.pt/en/index.php>

CONFERENCE WEBSITE. http://www.ces.uc.pt/eventos/culture_sustainability/

Organizing Partners



Supporters and Collaborators



CONFERENCE AT A GLANCE




Tuesday 10 Oct.

Wednesday 11 October

Thursday 12 October

Friday 13 October

14th

9:00 start – 2 pre-conferences:		8h30-9h30 Registration			
Pre-conference Workshop 1: Deep Mapping with Artists' Books Location: Museu Carlos Machado – Núcleo de Santa Bárbara	Pre-conference Workshop 2: Walking towards a Perceptual Mosaic Meeting place: Ponta Delgada City Gates	9h30-12h30 Morning – Plenary Sessions	9h00-12h30 Morning – Plenary Sessions	9h00-12h30 Morning – Plenary Sessions	Post-conference field trip to Furnas
		9h30 – 10h00 Welcomes / Opening Remarks	9h00 – 10h30 Keynote: Dr. Nancy Arsenault , The Tourism Café, Canada – “Raising the bar while making a difference”	9h00 – 9h10 About the Azores II – Dr. Isabel Soares de Albergaria, University of the Azores	
		10h00 – 10h10 About the Azores I		9h10 – 10h40 Keynote: Dr. Greg Richards , NHTV Breda University / Tilburg University, Tilburg, The Netherlands – “Making places through creative tourism?”	
		10h10 – 11h10 Plenary Panel: Azorean perspectives on culture and place: Miguel Brilhante, Municipality of Ponta Delgada; <i>TBC</i> : Museu Carlos Machado, Archipelago, Coliseu Micalense, Teatro Micalense, Conservatorio Regional de Ponta Delgada	10h30 – 11h00 Break	10h40 – 11h10 Break	
		11h10 – 11h30 Break (20 minutes)	11h00 – 12h30 Plenary Panel: “Artists’ perspectives on culture, sustainability, and place”: Jesse James, Marta Wengorovius, Alys Longley, David Diviney/Melinda Spooner	11h10 – 12h30 Plenary Panel: “Creative tourism: Fostering meaningful connections”: Nancy Duxbury, Ana Rita Cruz, Daniela Angelina Jelincic, Kathleen Scherf	
		11h30 – 12h30 Keynote: Casey Vanden Heuvel , Aboriginal Tourism Association of Canada – “Raising our voices: Building economy through Indigenous tourism and community stories”			
		12h30-14h30 Lunch	12h30-14h30 Lunch	12h30-14h30 Lunch	
		Afternoon – Parallel Sessions	Afternoon – Parallel Sessions	Afternoon – Parallel Sessions	
		14h30-16h00 Parallel Sessions (4)	14h30-16h00 Parallel Sessions (4)	14h30-16h00 Parallel Sessions (4)	
		16h00-16h30 Break	16h00-16h30 Break	16h00-16h30 Break	
16h30-18h00 Parallel Sessions (4)	16h30-18h00 Parallel Sessions (4)	16h30-18h00 Parallel Sessions (3)			
19h00 Welcoming Reception (Anfiteatro Lounge, Escola de Formação Turística e Hoteleira, Pavilhão do Mar - Portas do Mar)		18h00-19h00 <i>Meeting of junior scholars</i>	18h00-19h00 - Closing Plenary and Keynote: Dr. Will Garrett-Petts , Thompson Rivers University, Canada – “Culture, Tourism, Sustainability: Toward a Vernacular Rhetoric”		
  	19h30 Welcome Dinner and Concert (Coliseu Micaelense) – Hosted by the Municipality of Ponta Delgada	21h30 Concert: "Trio Origens" (Origins Trio) , featuring the Viola da Terra (Museu Carlos Machado - Igreja do Colégio)	20h00 Closing Dinner (Teatro Micaelense) -- Hosted by Azores Tourism Board, Regional Government of the Azores		

Tuesday, 10 October 2017

Pre-conference Workshop 1: Deep Mapping with Artists' Books

Melinda Spooner, Melinda Spooner Projects / NSCAD University
Kathleen Scherf, Thompson Rivers University, Canada

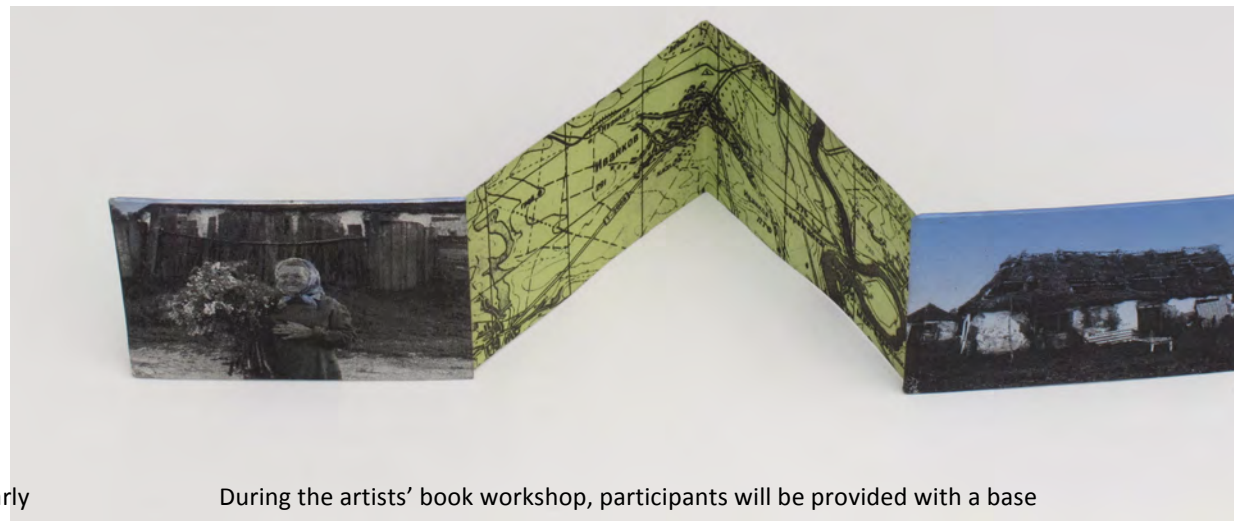
Deep mapping has been pursued as an interdisciplinary area since the early 2000s. Pushing the boundaries of what is understood to be a map, it attempts to provide a sense of place in a way that traditional 2D Cartesian maps cannot do, and do not attempt to do. Deep maps are able to provide both map-makers and map-users not only optic devices (the important visual aspects provided by traditional maps), but also haptic devices (the "feel" of a place that multimedia can convey) to supply a more complete and diverse sense of the location being explored, recorded, communicated, and reproduced.

Deep maps, according to Clifford McLucas (2000),

will not seek the authority and objectivity of conventional cartography. They will be politicized, passionate, and partisan. They will involve negotiation and contestation over who and what is represented and how. They will give rise to debate about the documentation and portrayal of people and places.

In this way, a sumptuous array of information and perspectives (cultural, biological, historical, personal, geographical, marginal, archival, architectural, memorial, archeological, political, official, unofficial, spectral traces, etc.) can be included in the expression of place via video, art text, still photo, and web links. In this new creative space, a union of geography and humanities truly occurs.

In this full-day workshop, deep mapper **Kathleen Scherf** and artist **Melinda Spooner** will collaborate with participants to deep map an area of Ponta Delgada; each participant will make a deep map using found objects and drawing to represent a map of their experience in Ponta Delgada. These maps will be put into books designed and made by participants.



During the artists' book workshop, participants will be provided with a base paper to draw on, collage, do rubbings of surrounding textures in the environment, and paste-up in the form of a fold-out map with covers they construct themselves from colorful book cloth. This work aims to be an expression of a sense of place in the form of a tactile drawing/collage and prototype for a finished artist's book in the future. Participants will use scissors, bone folders, a repositionable glue stick, colored pencils, or grease markers (for rubbings) and are encouraged to bring these items or any other materials they want to use in their deep map expression of Ponta Delgada.

The books will be available to take home as documents and mementos of the participants' local experience.

Start time: 9:00 am

Meeting place: Museu Carlos Machado – Núcleo de Santa Bárbara, Ponta Delgada

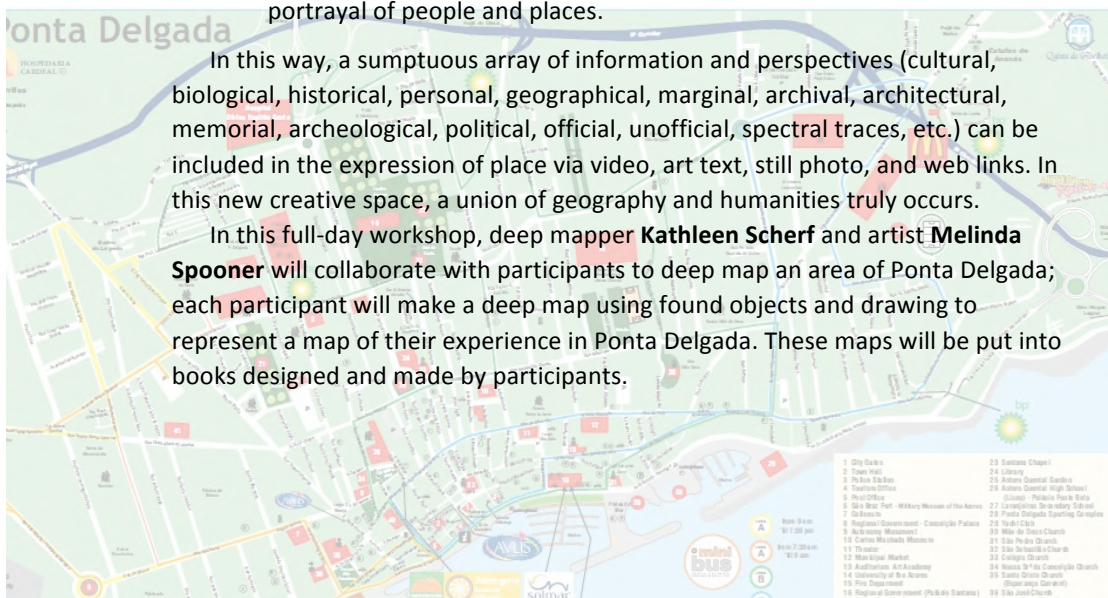
(see map on <http://museucarlosmachado.azores.gov.pt/ajuda/localizacao.aspx>)

Duration: All day (9h00 – 17h00 with a lunch break)

Space at a local restaurant will be reserved for participants. Participants will pay for their own lunches.

Maximum number of participants: 20 (registration required) - €20

**Thank you to Museu Carlos Machado
for supporting this pre-conference!**



Pre-conference Workshop 1: Deep Mapping with Artists' Books

Timeline

9h00 start – Presentations from local co-ordinators in Ponta Delgada; from Kathleen on alternative and cultural mapping; and from Melinda on artistic cultural mapping, artist's books, and an overview of the workshop

10h30 – 12h30 – The walk (guided)

12h30 – 13h30 – Launch of the workshop, materials handed out, work set up

13h30 – 14h30 – Lunch at local restaurant (paid individually by participants)

14h30 – 17h00 – Continue working on artist books, finish up, and cleanup

References

Scherf, Kathleen. "Beyond the brochure: An unmapped journey into deep mapping." In N. Duxbury, W. F. Garrett-Petts, and D. MacLennan (Eds.), *Cultural Mapping as Cultural Inquiry*. New York: Routledge, 2015. Published within the Routledge Advances in Research Methods series.

Kalynka, Darlene. "Reading the Homestead," *Book Arts arts du livre Canada*. Toronto: Canadian Bookbinders and Book Artists Guild, 2016, Volume 7 number 1 p.p. 30-31.

McLucas, C. *Deep maps: for the Three Landscapes Project* [Dorian Llewelyn, Clifford McLucas, Michael Shanks, 2000]. Available: <http://cliffordmclucas.info/deep-mapping.html>

Monumental Ideas in Miniature Books II, international travelling exhibition (with catalogue), coordinated by Hui-Chu Ying, Akron, Ohio. University of Akron, 2011.

Bios of coordinators

Melinda Spooner is a socially engaged artist-researcher and instructor at NSCAD University, Halifax, NS, Canada. She is interested in a holistic approach to the exploration of local histories, natural habitats and cultural heritage. Her work aims to connect people to a sense of place and ecology through a participatory framework centered on ideas of sustainability and community building.

Kathleen Scherf holds a PhD from the University of British Columbia. She after a long spell in university administration, she is now Professor of Communication at Thompson Rivers University in British Columbia, cross-appointed in Journalism, Communication, and New Media and Tourism Management. She has published deep maps of Sun Peaks, British Columbia, and of the cultural impact of the Kamloops Art Gallery. Both maps were made as course assignments. Currently, she is working with master's thesis students in the School of Tourism at the Universitat Autònoma de Barcelona to map the El Raval neighbourhood in Barcelona.



Images: Darlene Kalynka, *Travelling in Ukraine*, artist's book, 2013

Tuesday, 10 October 2017

Pre-conference Workshop 2: Walking towards a Perceptual Mosaic

Doug Buis and Ernie Kroeger, Thompson Rivers University, Canada

This full-day workshop explores and shares with participants our interest in shifting perceptions toward a deeper understanding of place. This will be done through walking, a series of exercises, and artistic interventions.

Doug has explored a number of strategies for shifting perception of place through kinetic sculpture, installation, performance, photography and video. His interest is in artwork that may, for example, depict a landscape in a way that changes or deepens one's perception of it. A mechanism might interface with a place in a way that alters the viewers' interaction, using rhythm as a primary strategy.

Ernie's inspiration for the walking portion of the workshop comes from the walking experiments of the Dadaists in the 1920s and the *dérives* of the Situationists in the 1950s as well as Rebecca Solnit's *Guide to Getting Lost* and Wrights & Sites' *Mis-guide*.

The workshop will take place in the western part of the Island of São Miguel. A bus will be available to transport participants.

The day will begin with the group leaders introducing their interests in walking and artistic intervention as modes of exploration and inquiry. We will then set out on an expedition in which the typical expectations of the guided tour and the role of the guide will be turned upside-down. On the tour, each participant will, in turn, be asked to play the role of guide. Participant-guides will be encouraged to identify something along the way, which they wish to speak to. Depending on their particular interests or specialization, they will be free to speak on whatever topic they choose.



By late morning we will have made our way uphill and stop for lunch at **Sete Cidades**. The afternoon session will be a walk near the town. The route will be spontaneous and improvisatory with the newly minted guides resuming their new vocation. This time participants will engage in site-based artistic interventions, such as "one minute sculptures", simple miniature dioramas, physical, performance-based interactions with the space or place and other forms of artistic activity.

A brochure outlining the activity will be available for participants.

Start time: 9:00 am

Meeting place: Ponta Delgada City Gates

Duration: All day (9h00 – 17h00 with a lunch break)

Please bring comfortable walking shoes, water, etc.

Space at Tea House "O Poejo" in Sete Cidades has been reserved for participants. Participants will pay for their own lunches.

Maximum number of participants: 20 (registration required) - €20

Thank you to the Municipality of Ponta Delgada for supporting this pre-conference!



Pre-conference Workshop 2: Walking towards a Perceptual Mosaic

References

Artists:

Andy Goldsworthy, Hamish Fulton, Richard Long, Elinor Whidden, Charles Simmonds (early work), Little People Projects, Gabriel Orozco, Erwin Wurm

Texts:

Amato, Joseph A. *On Foot – A History of Walking*. 2004. New York University Press

Hodge, Stephen, Simon Persighetti, Phil Smith, Cathy Turner, Tony Weaver (aka 'Wrights & Sites'). *A mis-Guide to Anywhere*. 2006. Self-published. Available: <http://www.mis-guide.com>

Solnit, Rebecca. *A Field Guide to Getting Lost*. 2006. Penguin Books.

Solnit, Rebecca. *Wanderlust: A History of Walking*. 2000. Viking Press.

Bios of coordinators

Doug Buis earned his BFA at the University of Victoria, including one year at the Instituto Allende in Mexico, and an MFA at York University in Toronto. He currently teaches at Thompson Rivers University in Kamloops, with previous posts including at the California State University Long Beach, Evergreen State College in Olympia Washington, University of Saskatchewan, and Bishops University in Québec. His exhibition record includes numerous galleries, some museums and other arts venues across Canada, most notably the Sculpture Garden and the Power Plant in Toronto; exhibitions in Amsterdam and Brussels; participation in a sculpture symposium in Changwon Korea, with a permanent work purchased; exhibitions across the US, including New York, Michigan, Wisconsin, Olympia Washington, and the number of galleries, museums in Los Angeles. Doug curated a number of exhibitions in some of these same locations. His most recent exhibition included participation in Luminocity, presented by the Kamloops Art Gallery. Doug was a tree planter for 18 years. | Over the last number of years

Doug's primary focus has been the malleable perception we have of the landscape, both geographical and social, as explored through sculpture, installation, video, photography, and is assortment of another media. He often employee's technologies such as robotics and mechanical engineering building devices that can create or alter miniature landscapes, plant gardens and perform other actions. With panoramic photography and video, Doug has recently explored areas of catastrophic or monumental landscape transformation, through volcanic or glacial activity. His interest in physical and cultural geography continues.

Ernie Kroeger holds a B.F.A. from the University of Manitoba and an M.F.A. from the University of Calgary. He is an interdisciplinary artist utilizing photography and writing. His artwork has been exhibited widely across Canada and in Europe, and is included in various public collections such as the National Gallery of Canada, Ottawa, and Museo Nazionale della Montagna, Turin, Italy. Kroeger's monograph *The Great Divide*, a collaboration with Alberto Manguel, was published in 2001. *My Morning Walk* was published in 2009. He has taught at the University of Manitoba, University of Calgary, Alberta College of Art & Design, and the Banff Centre, and has lectured on his work across Canada as well as in Mexico. Recent exhibitions include *Midnight Sun Camera Obscura Project at the Helen Christou Gallery, University of Lethbridge* and *Landscapes Reconstructed at the Whyte Museum in Banff, Alberta*. | Over the last ten years Kroeger has been investigating the relationship between art and walking. These experiments have broadened his art practice to include teaching special topics courses, leading the 2007 Banff Centre Visual Arts Residency *Walking + Art*, co-founding an interdisciplinary research group called the Walking Lab in 2009, giving conference presentations, publishing, and leading guided walks. He has been an art educator for over twenty years and is currently Associate Professor in Visual Arts at Thompson Rivers University in Kamloops, British Columbia, Canada.

Images: *Walk Colour* photo 2008 (E. Kroeger), *Moonlight Knutsford* (D. Buis), *Corkscrew Road Walk1* 2011 (E. Kroeger, photo: Bob Needham)

Keynotes and plenary sessions

OCTOBER 11

10h00 – 10h10

About the Azores I: an overview

(information to come)

10h10 – 11h10

Plenary Panel: Azorean perspectives on culture and place

Miguel Brilhante, Municipality of Ponta Delgada

To be confirmed: Museu Carlos Machado, Archipelago, Coliseu Micalense, Teatro Micalense, Conservatorio Regional de Ponta Delgada

11h30 – 12h30

Keynote: Casey Vanden Heuvel, Director – Business Development & Partnerships, Aboriginal Tourism Association of Canada

“Raising our voices: Building economy through Indigenous tourism and community stories”

Indigenous tourism in Canada offers considerable opportunity, challenging realities and important benefits to the Indigenous communities and Indigenous entrepreneurs in Canada. The Aboriginal Tourism Association of Canada focuses on providing leadership in the development and marketing of authentic Aboriginal tourism experiences through innovative partnerships to create a thriving Aboriginal tourism economy sharing authentic, memorable and enriching experiences.

Casey's experience is built from a diverse tourism career which includes organizational strategy and planning, communications, marketing and special events. Career highlights include managing an award-winning Aboriginal

museum and leading the media communications strategy for Tourism Whistler for the 2010 Winter Games. His current work with Aboriginal Tourism Canada concentrates on strategic planning, business development support, partnerships and capacity development.

Introduction: Dr. Kathleen Scherf, Thompson Rivers University, Canada

OCTOBER 12

9h00 – 10h30

Keynote: Dr. Nancy Arsenault, The Tourism Café, Canada **“Raising the bar while making a difference”**

Ever wonder why some tourism businesses and destinations shine brighter in a competitive landscape than others? They share a common commitment to people, place and community. They've become masters at designing travel that raises the bar on visitor value while making a sustainable difference to their business, community and destination. Discover the common threads between a small fishing village, a farmer, a UNESCO world heritage site, a rural eco-lodge, a northern Inuit community, an island, an iconic location and more. Get the inside track on how to design experiences that build on culture, story, community partners combined with the core values and tips of the trade from successful, sustainable operators and destinations. Take away a checklist of the top tips from award winning tourism businesses who shine as champions for sustainable tourism development.

Professionally trained as an educator, instructional designer, evaluator and researcher, Nancy shifted her career into tourism 20 years ago and never looked back. A co-founder of the Tourism Cafe and an expert on experiential travel, she walks the talk when advocating that businesses “Dare to be Different” in a competitive marketplace. Nancy is passionate about the value of small, medium,

and rural business as she works with destinations to diversify their visitor appeal and formulate strategic and destination plans.

Introduction: Dr. Carlos Santos, Azores Tourism Observatory / University of the Azores

11h00 – 12h30

Plenary Panel:

“Artists’ perspectives on culture, sustainability, and place”

Walk and Talk Azores: Our approach

Jesse James, Walk and Talk Azores, Ponta Delgada/Lisbon, Portugal

One, two and many: Exhibiting an island

Marta Wengorovius, artist / University of Coimbra, Lisbon, Portugal

You take the world of a place into your body and then you see anew: Artistic practices and atmospheric attunements

Alys Longley, University of Auckland, New Zealand

LandMarks2017: Art + Places + Perspectives

David Diviney and Melinda Spooner, Art Gallery of Nova Scotia / NSCAD University (Halifax, NS, Canada), Halifax, Canada

OCTOBER 13

9h00 – 9h10

About the Azores II: a culture of gardens

Dr. Isabel Soares de Albergaria, Universidade dos Açores, Centro de História d’Aquém e d’Além Mar - CHAM-A/UNL-UAc, Portugal

9h10 – 10h40

Keynote: Dr. Greg Richards, NHTV Breda University / Tilburg University, Tilburg, The Netherlands

“Making places through creative tourism?”

As places increasingly compete to put themselves on the map and attract resources and talent, they are turning towards creativity as potential spur for growth and development. In the past, the application of creativity to positioning places often took the form of place marketing or branding. But the most successful places are those that improve their reality, rather than just their image. The shift from place marketing to placemaking is marked by a more holistic concern with improving peoples’ lives rather than simply attracting tourists or investors. | Building relationships between people is also one of the central tenets of ‘creative tourism’, which aims to develop more active involvement between tourists and local communities, culture and creativity. The creative tourist wants to ‘live like a local’ and also live the local creative life, learning about the ways in which communities deal creatively with the challenges they face. In this sense, creative tourists, viewed as ‘temporary citizens’ of the places they visit, can become allies of local communities in making their places better to live in. | By taking a creative, relational approach to tourism, places can increase the sustainability of tourism and develop their own creative resources. In particular, creative tourism provides a potential bridge between local and global creativity, which is vital for supporting innovation and community development. This is particularly important for rural communities, which often lack the scale and endogenous creative resources to support the

type of creative industries projects often found in major cities. However, by attracting visitors and harnessing their creativity rural places can also begin to act as creative hubs or ‘creative outposts’ (Brouder, 2012). This effect can be heightened by the development of creative events that help to focus creative energy on relatively small communities for a period of time.

Greg Richards is Professor of Placemaking and Events at NHTV Breda University of Applied Sciences 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 research and education, with previous posts at London Metropolitan University (UK), Universitat Rovira I Virgili, Tarragona (Spain) and the University of the West of England (Bristol, UK). He is the co-ordinator of the creative tourism concept, and has produced a number of studies for bodies such as the OECD and the UNWTO.

Introduction: Miguel Brihant, Municipality of Ponta Delgada

11h10 – 12h30

Plenary Panel: “Creative tourism: Fostering meaningful connections”

Creative tourism destination development in small cities and rural areas: CREATOUR’s approach

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

Territorial creative dynamics development through tourism

Ana Rita Cruz, Pedro Costa, Margarida Perestrelo, Maria Assunção Gato e Maria de Fátima Ferreiro, Lisbon University Institute (ISCTE-IUL), Lisbon, Portugal

Participatory Experience Tourism: A New Creative Tourism Paradigm

Daniela Angelina Jelincic, Institute for Development and International Relations, Zagreb, Croatia

Social Media in Resident-Visitor Co-Place-making

Kathleen Scherf, Maria Abril, Francesc Romagosa, Thompson Rivers University, Canada; Autonomous University of Barcelona, Kamloops; Barcelona, Spain

Special sessions

‘Culture and Place’ In Practice (special thematic stream)

Afternoon of 12 October – During parallel sessions

A series of “In practice” sessions within the conference will feature presentations from “practitioners” about their work linking culture/creators/creative activities with nature-based and sustainable tourism — with an Azorean focus of course.

Early career researchers session

12 October – End of day

Coordinator: **Katarzyna Plebańczyk** (Institute of Culture, Jagiellonian University, Poland)

Graduate students and emerging faculty are invited to a discussion with some senior faculty offering early career scholars tips about participating in international conferences. Conference organizers Nancy Duxbury and Kathleen Scherf will also outline the plans for publications arising out of the conference, the role graduate students and emerging faculty could play in these publications, and note expressions of interest for involvement.

11 October

**Welcome Dinner and
Orchestra Concert**

19h30

Coliseu Micaelense

– Hosted by City of Ponta Delgada – *Thank you!*

** Registration required*



12 October

**Concert:
"Trio Origens" (Origins Trio)**

Carolina Constância - Violino.
César Carvalho - Violão.
Rafael Carvalho - Viola da Terra.

21h30

**Museu Carlos Machado - Igreja do
Colégio**

The basis of our work is to value and promote the Viola da Terra, our traditional instrument of the Azores. We present the instrument, its history and main characteristics, showing some of its most known instrumental traditional music. At the same time we try to bring the instrument to other publics by adding the Guitar and the Violin creating new sounds and captivating new audiences.

Thank you to the Museu Carlos Machado!



13 October

Closing Dinner

20h00

Teatro Micaelense

– Hosted by Azores Tourism Board, Regional Government of the Azores – *Thank you!*

** Registration required*



Governo dos Açores



Participatory artist-led workshop/exhibition integrated into the conference:

Overlay: Tourism as a Perceptual Mosaic

by Doug Buis, Thompson Rivers University, Canada

Tourism affects geography physically, psychologically and perceptually. Physical impacts can range from stretches of mega hotels crowding an oceanfront to the safeguarding of a rain forest to promote ecotourism. We alter our behavior towards our environment as tourists, or as the local population exploiting a landscape or resenting the intrusion. The constant recording and documentation of our environment, from using a scenic vista as a backdrop for selfies to creating “Planet Earth” type documentaries, has created a parallel world of images and soundbites that has indelibly altered our perception of every place we visit.

Overlay is a workshop that will take place over the duration of the conference **Culture, Sustainability, and Place**, in Ponta Delgada, Azores, Portugal. The workshop will commence with a presentation on the thematic and philosophical considerations of the project, images and video clips of similar site-specific video projection work and some practical information on videography. The participants will venture into the landscape in and around Ponta Delgada, as tourists, to record images, video footage and sound, reflecting their perceptions of the local urban, rural, physical and social geography. They may take photographs, interview tourists, record their own thoughts, speak to local citizens, or video places or events that interest them. The videos, sounds and images will be collected and edited into short media segments that form a video mosaic of the physical and social geography. Each day the collected media will be added to the video mosaic. During the last evening, the video will be projected onto surfaces of the university, such as architectural elements and trees, creating a form of temporary graffiti. The segments will be sequenced randomly through cycles to

create a different narrative each time to reflect the changing narrative of tourism. I plan to create a website for the workshop where the videos can be a live-streamed, along with clips of the evenings’ events themselves.

The project *Overlay* addresses the issue of sustainability in both concrete and more abstract or philosophical/long-term ways. In a practical sense, the workshop and project works on a level of high visibility, with a very low environmental impact in regards to resource use and energy consumption. *Overlay* is an activity that can be easily repeated in various forms, and can serve as a model for subsequent events. The nature of the material collected for the projections, and images or videos of the projections themselves, allows the project material to be easily adapted for either a website or live streaming. Viewers in other places can experience the project, and by extension, aspects of Ponta Delgada and the Azores, from a perspective different than that usually found on social media.

In travel and tourism, there is often a gap between visitors and local citizens, in regards to experience of the local area, concern for the proximate environment, the relationship with the land itself and in other aspects of habitation. Often little attention is paid to the thoughts and perceptions of those who live there. The proposed project aims, in part, to creating connections and understanding between tourists and the local population, as they work together in a communal and hopefully a community building activity. The nature of activities within the *Overlay* workshop, an in-depth observation of an environment, and the interaction of a population within that place, will create a more sensitive perception of, and towards, a place and its inhabitants.

As the Azores is a place with a rich, but potentially fragile environment, that depends on tourism for a great deal of its’ income, sensitivity to a physical and cultural environment is essential for the future of the Islands.

PARALLEL SESSIONS (afternoons)

The conference includes 6 groupings (2 per day) with 4 concurrent sessions in each timeslot.

Each concurrent session is 90 minutes in length and in each session 3-4 presentations will be programmed (allowing for 15 minute presentations + discussion time).



October 11

11/A	Cultural mapping I – Layers of “here”	Rural realities and options	People, places, sustainability?	Heritage through a cultural tourism lens (PT)
11/B	Cultural mapping II – Stories of place	Urban change and cultural dynamics	Locally engaged tourism development	Creative entrepreneurship, tourism, and social value

October 12

12/A	Art interventions – natural connections	Marine tourism – at, on, and under the sea	Sustainability practices in a tourism context	‘Culture and place’ in practice I
12/B	Gastronomy, culture and place	Valorizar para criar valor (PT)	Nature tourism and transformative change	‘Culture and place’ in practice II

October 13

13/A	Creative and slow tourism: Impacts and assessments	Creativity, tourism, and local development dynamics (PT)	Motivations, attractions, and branding	Heritage, authenticity, and new dynamics
13/B		Culture, heritage, and sustainable community futures	Tourism partnerships and connections	The value and attraction of cultural and natural heritage

Wednesday, October 11

Concurrent sessions 11/A

CULTURAL MAPPING I - LAYERS OF “HERE”

Chair: TBD

Cultural Ecosystem Mapping, Environmental Sustainability and Placemaking
Graeme Evans and Ozlem Edizel, Middlesex University, London, UK

Cartografia Cultural: O uso da geotecnologia como ferramenta de especialização, análise e representação das manifestações culturais no pantanal mato-grossenses (Brasil)
Zuleika Alves de Arruda (IFMT - Campus Cuiabá), Gilian Evaristo Franca Silva (IFMT - Campus Cuiabá), Rejane Soares Gusmão (IFMT - SEPLAN), Instituto Federal de Educação, Ciência e Tecnologia de Mato Grosso - campus Cuiabá, Cuiabá, Brasil

Small cities and sustainable futures: The “Where is Here?” experiment in deep cultural mapping on Vancouver Island, British Columbia
Nicole Vaugeois, Alanna Williams, Sharon Karsten, Pam Shaw, Vancouver Island University, Nanaimo, Canada

Tourism 2.0 : Narratives of Time and Place
Abby Suckle and Anne Lewison, cultureNOW, New York, USA

RURAL REALITIES AND OPTIONS

Chair: TBD

Low density areas and Sustainable Tourism; an opportunity through cultural heritage
Maria da Graça Moreira, Universidade de Lisboa, Lisboa, Portugal

The Roles of Newcomers in Tourism Development for Sustainable Community: Two Case Studies in Aging and Depopulated Regions in Japan
Hidaka, Mari and Terui, Takao, the University of Tokyo, Tokyo, Japan

'Small' growth: Sustaining Canada's Rural Cultural Heritage Through the Cultural Economy

Philip Evans, Heather Campbell, ERA Architects, Toronto, Canada

Developing sustainable creative tourism in Northern Portugal: Case studies from CREATOUR Project

Paula Remoaldo, Júlia Lourenço, Hélder Lopes, Isabel Freitas, Olga Matos, Miguel Pereira, Vítor Ribeiro, Universidade do Minho, Braga, Portugal

PEOPLE, PLACES, SUSTAINABILITY?

Chair: TBD

Resilient places. Tourists and (un)sustainable development
Mariusz Czepczynski, University of Gdansk, Gdańsk, Poland

Sustainability, Equity, and Community Wellbeing in Hope Valley, Peak District National Park, UK
Jillian Rickly, Elizabeth Vidon, University of Nottingham, Nottingham, UK

Tourism and landscape identity: conceptualizing the dynamics of people and places
Veerle Van Eetvelde, Isabel Loupa Ramos, Fátima Bernardo, IST/University of Lisbon, Lisbon, Portugal

DO PATRIMÓNIO ATRAVÉS DE UMA LENTE DE TURISMO CULTURAL / HERITAGE THROUGH A CULTURAL TOURISM LENS

(session in Portuguese)

Chair: TBD

Os valores do território e os materiais endógenos numa arquitetura ao serviço do turismo cultural e sustentável nos Açores

André Vieira and Isabel S. Albergaria, ISCTE - IUL / Universidade dos Açores, Ponta Delgada

Açores - A maior densidade de fortalezas, ao serviço do novo ciclo de turismo
Sérgio Rezendes, Colégio do Castanheiro / Universidade dos Açores, Ponta Delgada

Usos dos jardins açorianos: um estudo preliminar em Angra do Heroísmo para o Projeto “GreenGardens – Azores”

R. Gabriel, A.M. Arroz, I. R. Amorim, A. F. Sanchez, P. A.V. Borges, J. M. Porteiro, M. J. Trota, C. Santos, and Isabel Soares de Albergaria, Universidade dos Açores, Angra do Heroísmo/Ponta Delgada, Portugal

Concurrent sessions 11/B

CULTURAL MAPPING II - STORIES AND MEANINGS OF PLACE

Chair: TBD

How storytelling influences cultural tourists’ behaviors

Catarina Frias; Carla Silva; Cláudia Seabra, Polytechnic Institute of Viseu, Viseu, Portugal

Natural and Cultural Landscapes: Azorean Art, Literature and Tourism

Rosa Neves Simas and Suzana Nunes Caldeira, University of the Azores, Ponta Delgada, Portugal

Evaluating the Benefits of The Digital Literary Atlas of Wales for Cultural Tourism

Kieron Smith, Jon Anderson, Kirsti Bohata, Jeffrey Morgan, Cardiff University, Cardiff, Wales

URBAN CHANGE AND CULTURAL DYNAMICS

Chair: TBD

Cultural Spatialization of Industrial Heritage as Reterritorialization Space - Focus on Seongsu-dong of Seoul in Republic of Korea -

Sora Kim, Byungmin Lee, Konkuk University, Seoul, Republic of Korea

Cultural Sustainability and Local Development: Rio de Janeiro's tale of a split city

Simone Amorim, UERJ - Universidade do Estado do Rio de Janeiro, Rio de Janeiro, Brasil

Who's the tourist? Whose heritage? The challenge of change on urban development

Adelino Gonçalves; Margarida Relvão Calmeiro, University of Coimbra, Coimbra, Portugal

Innovative Approaches for Tourism: The Impact of Cittaslow

Ruhet Genç, Turkish German University, Istanbul, Turkey

LOCALLY ENGAGED TOURISM DEVELOPMENT

Chair: TBD

Achieving Community Involvement in Tourism Development: The case of Sao Tome

Eugenio van Maanen, NHTV Breda University of Applied Sciences, Breda, The Netherlands

Sustainable tourism as co-creation; dialogue about cultural identity and local development

Astrid Frischknecht and Celiane Camargo-Borges, aeB Schweiz, Zurich, Switzerland

Sustainable Tourism for Social Development in the Amazonas: an educational experience between Brazil and The Netherlands

Celiane Camargo-Borges, NHTV Breda University of Applied Sciences, Breda, The Netherlands

The perceptions of residents and local and regional stakeholders on the development of the tourism industry at the Boticas municipality

Paula Remoaldo, Hélder Lopes, Sara Silva, Maria Dolores Sanchez-Fernández, Vítor Ribeiro, José Cadima Ribeiro, Universidade do Minho, Guimarães, Portugal

CREATIVE ENTREPRENEURSHIP, TOURISM, AND SOCIAL VALUE

Chair: TBD

Creative Entrepreneurs and Crossovers Innovations: Catalysts for Sustainable Tourism Development at the Local Level

Lidia Varbanova, Consultant, Educator and Researcher - Arts, Culture and Creative Industries, Montreal, Canada

The impact beyond the account: Casa Grande Foundation, Nova Olinda, Brazil - local tourism and social value

Inês de Almeida Martins, University of Coimbra, Portugal

Cultural associations, sustainability and tourism: Innovative approaches for local development in Oporto

André Príncipe, University of Porto, Porto, Portugal

Exploring Street Performers' Entrepreneurship: Tourism, Experience Economy and Cultural Sustainability

Marta Polec, Jagiellonian University, Cracow, Poland

Thursday, October 12

Concurrent sessions 12/A

ART INTERVENTIONS - NATURAL CONNECTIONS

Chair: David Diviney, Art Gallery of Nova Scotia, Halifax, Canada

Influence of Setouchi Triennale's contemporary art interventions on the revitalization of island communities in the Seto Inland Sea, Japan - Case study from Shodoshima

Meng Qu (Mo) and Carolin Funck, Hiroshima University, Higashihiroshima city, Japan

Towards a local Landscape Observatory. Understanding place through creative activities?

Maria da Graça Saraiva, Faculdade de Arquitetura, Lisbon University, Lisboa, Portugal

The Open Monuments Crowdsourcing Project - discovering, exploring, and building a civic directory of monuments in Poland

Anna Pluszynska, Jagiellonian University, Cracow, Poland

MARINE TOURISM – AT, ON, AND UNDER THE SEA

Chair: TBD

Reserva natural pescadores e turismo

Carla Almeida, CRIA, Universidade do Algarve / ISCTE, Lisboa, Portugal

Marine Scientific Culture and new touristic activities: win-win situation for the Azorean sea?

Aurora Ribeiro, MARE / IMAR, Horta, Portugal

When Our Ship Comes In: The Cultural Impact of Cruise Tourism on Northern Canadian Communities

M. Sharon Jeannotte, University of Ottawa, Ottawa, Canada

SUSTAINABILITY PRACTICES IN A TOURISM CONTEXT

Chair: TBD

Early Adopters: A Case Study of Sustainable Tourism in the Azores. Preliminary analysis from Quinta do Bom Despacho Sustainable Lodge

Joana Borges Coutinho and Flávio Tiago, Quinta do Bom Despacho | University of the Azores, Ponta Delgada, Portugal

Bicycle tourism on the rise - (cultural) drivers, determinants and trends in C2C tourism

Jana Heimel, Heilbronn University, Heilbronn, Germany

Promoting the Adoption of Sustainability Practices: The Case of Pure Michigan™

Sarah Nicholls, Michigan State University, East Lansing, USA

'CULTURE AND PLACE' IN PRACTICE I

Chair: Jesse James, Walk and Talk Azores

Kitas e Rubén – Yuzin Azores

Sofia Botelho – Sweetheartes

Filipe Mota – CRACA Associação Cultural

Sofia Medeiros – Centro Regional de Apoio ao Artesanato (CRAA)

Concurrent sessions 12/B

GASTRONOMY, CULTURE, AND PLACE

Chair: TBD

Food as a tourism resource: Locals' role in sustaining regional identity

Vera Medeiros, Flávio Tiago, João Pedro Couto, Sandra Dias Faria, and Teresa Tiago, University of the Azores, Ponta Delgada, Portugal

The urban-to-rural migration and newcomer farmers: sustainability, place and identity-making through the lenses of local food

Simona Zollet, Hiroshima University - Graduate School for International Development and Cooperation, Hiroshima, Japan

Gastronomic experiences shared on social networks sites: the case of Minho Region, Portugal

Alexandra I. Correia and Carla Melo, Polytechnic Institute of Viana do Castelo (IPVC), Viana do Castelo, Portugal

PANEL: VALORIZAR PARA CRIAR VALOR

(session in Portuguese)

Chair: TBD

Ao reencontro dos aglomerados vernaculares de Cinfães

Henrique José Vasconcelos Rodrigues Pereira, University of Coimbra, Coimbra, Portugal

Cultura do Mar. Força motriz da coesão de uma cidade costeira: Pólo Museológico e Académico no Centro Histórico de Sines

Soraia Perfeito de Piedade, University of Coimbra, Coimbra, Portugal

Planeamento Urbano Entre Ria e Mar

Sónia Beatriz Moita Vilarinho, University of Coimbra, Coimbra, Portugal

Valorizar para criar valor

Margarida Relvão Calmeiro, Adelino Gonçalves, University of Coimbra, Coimbra, Portugal

NATURE TOURISM AND TRANSFORMATIVE CHANGE

Chair: TBD

Generations of Azoreans and Nature Tourism in the Archipelago: A Comparative Study

Rosa Neves Simas, University of the Azores, Ponta Delgada, Portugal

Revealing the restorers - a different tourism

Sylvia Leighton (a), Moira A.L. Maley (a), Mohammadreza Gohari (a), Keith Bradby (b), The University of Western Australia (a); Gondwana Link Ltd (b), Albany, Western Australia, Australia

Lands of Priolo: 5 years of collaboration towards sustainable tourism

Azucena de la Cruz, Sociedade Portuguesa para o Estudo das Aves / Portuguese Society for the Study of Birds, Açores, Portugal

'CULTURE AND PLACE' IN PRACTICE II

Chair: TBD

Fatima Mota – Galeria de Arte Fonseca Macedo - Arte Contemporânea

The Azores as creative experience and backdrop for artists' workshops

Josef Seigel, Munich, Germany / Nordeste, São Miguel Island, Azores

Visions for an Azores Brand and Identity that engages both community and visitors!

Maria Cadarso, IADE Creative University, Lisbon, Portugal

João Gonçalves, IADE Creative University, Lisbon, Portugal

Kelly Ann Ferreira, IADE Creative University, Lisbon, Portugal

Leonor Santana, IADE Creative University, Lisbon, Portugal

Friday, October 13

Concurrent sessions 13/A

CREATIVE AND SLOW TOURISM: IMPACTS AND ASSESSMENTS

Chair: TBD

Creative tourism projects and territorial sustainable development: a proposal of impacts assessment

Pedro Costa, Ana Rita Cruz, Maria Assunção Gato, Margarida Perestrelo, Maria de Fátima Ferreiro, Instituto Universitário de Lisboa (ISCTE-IUL), Lisboa, Portugal

Methodological issues to assess creative tourism projects: building a proposal for CREATOUR

Maria Assunção Gato, Margarida Perestrelo, Pedro Costa, Ana Rita Cruz, Maria de Fátima Ferreiro, Lisbon University Institute (ISCTE-IUL), Lisbon, Portugal

Cities, tourism and slowness: alternative sustainable development models

Giovanni Tocci, University of Calabria, Rende, Italy

CRIATIVIDADE, TURISMO E DINÂMICA DE DESENVOLVIMENTO LOCAL / CREATIVITY, TOURISM, AND LOCAL DEVELOPMENT DYNAMICS

(session in Portuguese)

Chair: TBD

Place-based creativity: contributos para a inovação territorial de ancoragem cultural

Sónia Moreira Cabeça; Filipe Themudo Barata, CIDEHUS - Centro Interdisciplinar de História, Culturas e Sociedades da Universidade de Évora / Cátedra UNESCO em Património Imaterial e Saber-Fazer Tradicional, Evora, Portugal

As ONGA e turismo criativo nos Açores

Deborah da Cunha Estima, Maria Anunciação Mateus Ventura, Andréa Rabinovici e Filomena Maria Cardoso Pedrosa Ferreira Martins, Universidade de Aveiro / Universidade dos Açores, Aveiro / Ponta Delgada, Portugal

Os sistemas de informação pública como fatores de dinamização turística e cultural

João Vasco Matos NEVES, Fernando MOREIRA DA SILVA, Universidade de Lisboa, Centro de Investigação em Arquitetura Urbanismo e Design, Portugal

MOTIVATIONS, ATTRACTIONS, AND BRANDING

Chair: TBD

Cultural heritage and 'saudade' as motivations to travel to the Azores

Sílvia Rocha, Flávio Tiago, Teresa Tiago, João Pedro Couto, and Sandra Dias Faria, University of the Azores, Ponta Delgada, Portugal

The Dilemma of Place Branding: Transitory Events vs. Sustainable Tourism Development

Evinc Dogan, Okan University, Istanbul, Turkey

The importance of infographics and graphic brand in the mediatization of Natural and Cultural Heritage

Cristina Santos and Maria João Neto, Polytechnic Institute of Beja / Faculty of Architecture, University of Lisbon, Beja / Lisbon, Portugal

Imagens promocionais dos Açores: Conteúdos que suportam a divulgação turística da região

J.M. Porteiro, A.M. Arroz, and I.E. Rego, CIBIO-Açores, Departamento de Biologia, FCT, Universidade dos Açores / cE3c/ABG – Centre for Ecology, Evolution and Environmental Changes/Azorean Biodiversity Group; Departamento de Psicologia, FCSH, Universidade dos Açores, Angra do Heroísmo / IVAR – Instituto de Vulcanologia e Avaliação de Riscos Geológicos - Departamento de Psicologia da FCSH, Universidade dos Açores, Ponta Delgada, Portugal

HERITAGE, AUTHENTICITY AND NEW DYNAMICS

Chair: TBD

Representações da autenticidade Açoriana

Ana Moura Arroiz, Rosalina Gabriel, Isabel R. Amorim e Isabel Estrela Rego, cE3c - Centre for Ecology, Evolution and Environmental Changes / Azorean Biodiversity Group, Angra do Heroísmo, Portugal

Between authenticity of walls and authenticity of tourists' experiences: the tale of three Polish castles

Michał Żemła, Pedagogical University in Cracow, Cracow, Poland

Cultural tourists' authenticity perception of World Heritage Historic Centres

Odete Paiva; Cláudia Seabra, José Luís Abrantes; Fernanda Cravidão, Polytechnic Institute of Viseu, Viseu, Portugal

Concurrent sessions 13/B

CULTURE, HERITAGE, AND SUSTAINABLE COMMUNITY FUTURES

Chair: TBD

Community Engaged Research in an UNESCO World Heritage Site: the Case of Sofia Street in Coimbra (Portugal)

Claudia Pato Carvalho, Centre for Social Studies, University of Coimbra, Coimbra, Portugal

Secrets Unveiled: what small cities can tell us about sustainable creative city-building

Sharon Karsten, Simon Fraser University / Comox Valley Art Gallery, Vancouver / Courtenay, BC, Canada

Co-creation of sustainable futures in museums

Katriina Siivonen, University of Turku, Turku, Finland

Culture and tourism in sustainable development strategies

Elisabete Tomaz, ISCTE-iUL, Lisbon, Portugal

TOURISM PARTNERSHIPS AND CONNECTIONS

Chair: TBD

Analysis of local embeddedness in the Hungarian Hotel Industry

Katalin Juhász-Dóra, Corvinus University of Budapest, Budapest, Hungary

Models for collaboration between tourism enterprises based on London Experience

Marta Drozdowska and Magdalena Duda-Seifert, University of Business in Wroclaw, Poland

Using Agent Based Modelling to Understand and Enhance Tourism Industry Collaboration and Partnerships

Inês Boavida-Portugal and Sarah Nicholls, University of Lisbon, Lisbon, Portugal

THE VALUE AND ATTRACTION OF CULTURAL AND NATURAL HERITAGE

Chair: TBD

Framing creative tourism in relation to territoriality and territorialisation. Case-studies from Italy

Elena Battaglini, Fondazione Di Vittorio, Rome, Italy

The importance of preservation of cultural heritage to manage seasonality in the Azores touristic market

Diana Veríssimo, João Pedro Couto, Flávio Tiago, Sandra Faria, and Maria Teresa Tiago, University of the Azores, Ponta Delgada

The heritage value of Boticas municipality as a sustainable approach to cultural tourism

Olga Matos, Isabel Freitas, Polytechnic Institute of Viana do Castelo, Portugal

Historic Gardens of the Azores as a tourist attraction of the archipelago: a survey carried out by the European Founding research project 'Green Gardens - Azores' (GreenGA)

I. Soares Albergaria, J. Mora Porteiro, M.J. Trota, A.M. Arroiz, R. Gabriel, C. Santos, University of the Azores, Ponta Delgada, Portugal

Post-conference field trip to Furnas – Saturday, 14 October 2017

The town of Furnas is located in the easternmost of three active trachytic volcanoes on the island of São Miguel, in the historically active Volcanic Complex of Furnas. The western of the two calderas is partially filled by a crater lake, Lagoa das Furnas. Several fumaroles and mud pools are located at the northern part of the lake. In the central part of the village, springs and geysers are prevalent – there are thirty springs, each of differing temperatures and chemical compositions, including warm iron-rich streams and mineral-rich warm and cold water. Hydrotherapy installations in Terra Nostra Park were built in the 19th century.

Start time: 9:00 am

Meeting place: Ponta Delgada City Gates

Duration: All day (9h00 – 18h00 with a lunch break)

A buffet lunch has been arranged for participants.
(A small additional charge may apply.)

Maximum number of participants: 46 (registration required) - €25

Bring your bathing suit and towel!

ITINERARY

9h00 Meet bus in Ponta Delgada and depart for Furnas

10h00 Visit to the *caldeiras* of Lagoa de Furnas (Furnas Lake)

11h00 Visit to *caldeiras* in Vila de Furnas

11h40 Guided visit of Parque Terra Nostra

13h00 Lunch at Terra Nostra (heritage) Casino

14h30 Free time in Furnas – swim in the thermal water pool in Terra Nostra Park, visit the active *caldeiras* in downtown Furnas, ...

17h00 Bus leaves Furnas for Ponta Delgada (*time to be confirmed*)

18h00 Bus arrives in Ponta Delgada

Thank you to the Municipality of Ponta Delgada and to Bensuade Hotels for supporting this post-conference field trip!



Post-conference field trip to Furnas – Saturday, 14 October 2017

13h00 – 14h30 Lunch buffet at Terra Nostra (heritage) Casino – Sala III

** A small additional fee may apply.*

Menu

Gaspacho de pepino e menta

Espetadinhos de mozzarella e tomate cherry com molho Pesto

Mini pizzas

Mini sandes de pasta de azeitonas

Mini sandes de queijo fresco com manjeriço

Mini sandes de atum

Mini sandes mista de queijo e fiambre

Salada de massa com vegetais salteados

Salada de batata com peixe dos Açores

Salada de frango com frutos tropicais

Espetadinhos de fruta da época

Vinho branco ou tinto (seleção do Hotel)

ou refrigerante ou cerveja

Água mineral

Serviço de café e chá

**Thank you to the Municipality of Ponta Delgada and to
Bensaude Hotels for supporting this post-conference field trip!**

