



# HINTS

Heritage Inclusive Tourism Symposium

11-12 May 2022 | Ribeiro Conceição Theatre, Lamego, Portugal

PROGRAMME

SHORT BIOS

ABSTRACTS

## Organisation



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## TECHNICAL INFORMATION

Title: Heritage Inclusive Tourism Symposium. Programme | Short Bio | Abstracts

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João Vaz Estêvão (Polytechnic Institute of Viseu, Portugal)  
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## OVERVIEW

Tourism is often seen as an ally of the sustainable use of both the material and immaterial cultural heritage of host communities. The simple renovation of a historical site as part of a tourism-related project, is usually seen, by the public opinion, as a virtuous effect of this sector on the preservation of a community's heritage.

Nonetheless, it might be reasonable to question if some common patterns observed in the reuse of heritage sites within the tourism industry are indeed beneficial to the preservation and interpretation of those reused sites, to the sustainability of the local hospitality sector as well as for host communities.

In the year chosen by the World Tourism Organisation to celebrate tourism as a means to foster the inclusive development of communities, it seems evermore pertinent to discuss the best strategies and practices ensuring that the heritage of a given tourism destination is not harmed or even taken away from local residents for the sake of corporate profit of a few.

The city of Lamego boasts a unique cultural heritage, in both its value and diversity. Spanning from an extensive sacred, military and civil tangible cultural resources to endogenous immaterial ones, such as pagan Celtic and Roman Catholic festivities, as well as wine and gastronomic traditions, Lamego has a vast potential as far as heritage tourism is concerned. Hence, as Lamego and the surrounding Douro Valley becomes increasingly renowned amongst international travelers, the analysis and discussion of the most suitable development models to adopt in its heritage tourism is paramount, so as to ensure that host communities are the main beneficiaries.

In such context, as the main center of applied knowledge in Portugal's Douro region, the Viseu Polytechnic Institute's School of Technologies and Management of Lamego has decided to hold first edition of the Heritage Inclusive Tourism Symposium (HINTS). Given its multidisciplinary record in terms of applied research in the field of heritage tourism, the DINÂMIA'CET-Iscte research unit soon joined HINTS as its coorganiser. Aiming to become a reference international scientific event focusing on heritage tourism, HINTS also intends to foster the debate among different perspectives of both scholars and practitioners in the field as well as to stage a show case of the best practices of inclusive heritage tourism development.

The first HINTS will be held on the 11<sup>th</sup> and 12<sup>th</sup> May 2022 at the monumental Ribeiro Conceição Theatre, located in the heart of the city of Lamego. In addition, technical field trips will seek to further highlight the applied nature of its scientific programme. As should be the case when it comes heritage, everyone interested in HINTS' topics is invited to participate.



## ORGANISING COMMITTEE

**Polytechnic Institute of Viseu  
Lamego's School of Technology and Management**

João Pedro Vaz Pinheiro Estêvão (coordinator)

Ana Teresa Bernardo Guia  
Daniel Ferreira de Azevedo  
Didiana Margarida Fachada Lopes Fernandes  
Isabel Cristina Pereira Vieira  
Isabel Lurdes Pereira do Cabo  
Isabel Maria Soares Pinto de Oliveira  
Manuela Damiana dos Santos Almeida Guedes  
Miguel Ângelo Sousa Dias da Mota  
Paula Alexandra Marques dos Santos

**ISCTE - University Institute of Lisbon  
DinâmiaCET**

Bruno Miguel Neves Dinis Pinto de Vasconcelos  
Maria José Nóbrega Rodrigues  
Rolando Volzone



**Lamego's Higher School of Technology and Management** (Portugal) started its activity in the academic year 2000/2001, with the BA courses of Management and Computer Science and Tourism, Cultural and Heritage Management. Later it widened its offer with the courses of Computer Engineering and Telecommunications, Accounting and Auditing and Social Work, Tourism Information and Secretarial Administration.

The School is an organic unit of the Polytechnic Institute of Viseu with Administrative, Scientific and Pedagogical autonomy. Focused on initial training, in scientific fields that can more directly intervene in the activity of economic and productive sectors of its area of coverage, the training offers in the areas of Tourism, Management, Accounting, Administration, Information Technology, Telecommunications and Social Work, have proved to be interesting bets.

Also in this area, post-graduate courses have been another area of training with growing demand, especially for those who want to improve their qualifications to meet the increasing demands of the labor market. The school has gradually become a focal point in the socio-economic development of the Douro region, particularly in the enhancement of its heritage resources through tourism.

Official website at <http://www.estgl.ipv.pt/>



**DINÂMIA'CET-Iscte, Centre for Socioeconomic and Territorial Studies** (Lisbon, Portugal) is an Iscte Research Unit, evaluated with Very Good by FCT - the Portuguese national funding agency for science, research and technology.

The Centre combines fundamental and applied research on economic, social and cultural topics. It carries out advanced international research systematically grounded on interdisciplinarity.

With the aim of framing a new approach to sustainable development, our research seeks to contribute to the understanding of the contemporary world through the analysis of the contexts, the actors and the consequences of change, with a focus on institutional frameworks, and through extensive recourse to comparative approaches.

Devoting special attention to the dynamics and changes of the Portuguese society, the researchers of DINÂMIA'CET-Iscte are engaged in contributing to the design of the future, and, when considered appropriate (e.g. to promote environmental sustainability, social cohesion and democracy), do not hesitate to expressly endorse a normative approach.

Official website at <https://www.dinamiacet.iscte-iul.pt/>

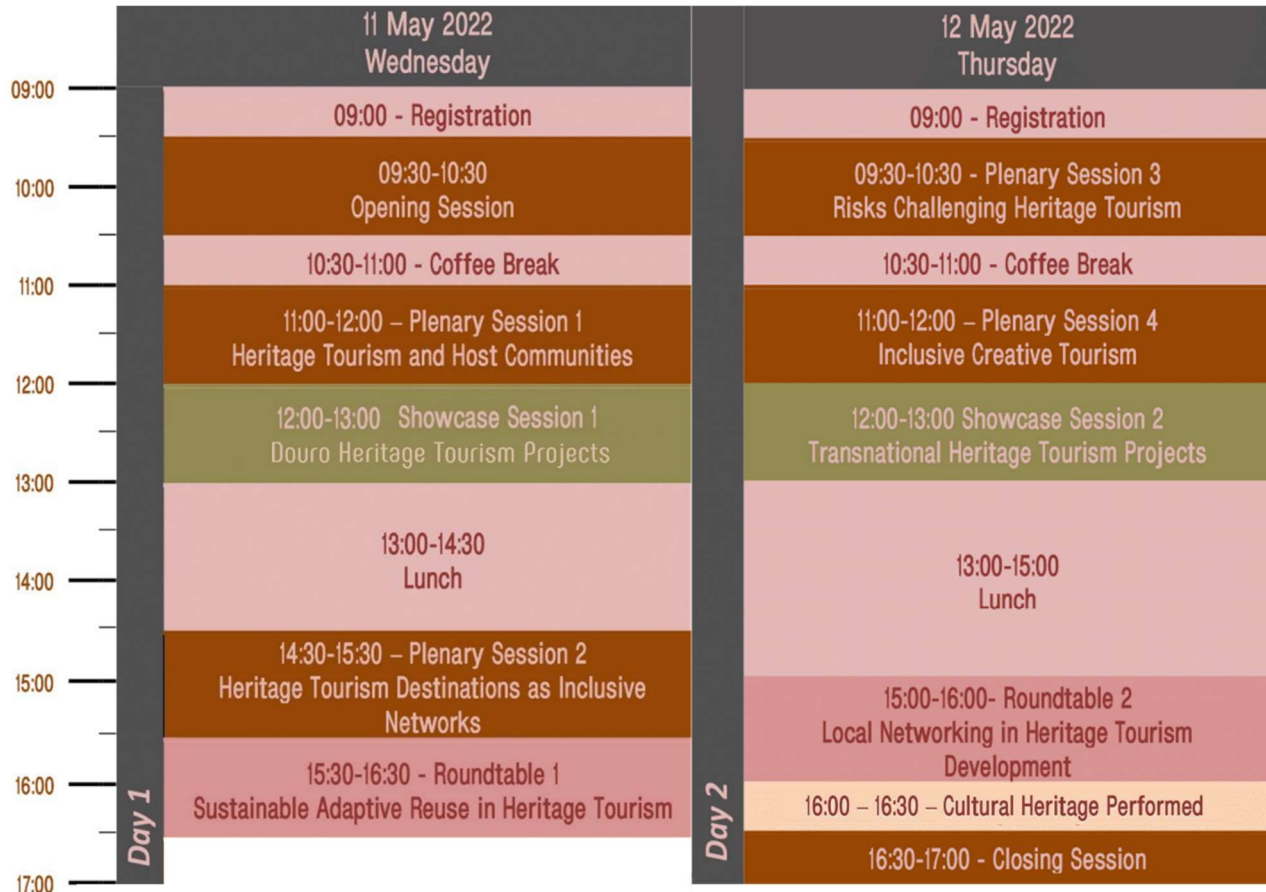


## SCIENTIFIC COMMITTEE

Cláudia Patrícia Almeida Seabra (chair)	University of Coimbra (Portugal)
Ana Branca Soeiro de Carvalho	Polytechnic Institute of Viseu (Portugal)
Aurora da Conceição Parreira Carapinha	University of Évora (Portugal)
Cristina Maria de Jesus Barroco Novais	Polytechnic Institute of Viseu (Portugal)
Cristina Maria Santos Estêvão	Universidade de Beira Interior (Portugal)
Didiana Margarida Fachada Lopes Fernandes	Polytechnic Institute of Viseu (Portugal)
Elisa Alén González	University of Vigo (Spain)
Emese Panyik	Catholic University of Portugal (Portugal)
Emil Juvan	University of Primorska (Slovenia)
Fábia Trentin	Fluminense Federal University (Brazil)
Fabio Carbone	Coventry University (United Kingdom)
Francisco Teixeira Pinto Dias	Polytechnic Institute of Leiria (Portugal)
Freya Higgins-Desbiolles	University of South Australia (Australia)
Gonçalo José Poeta Fernandes	Polytechnic Institute of Guarda (Portugal)
Isabel Cristina Pereira Vieira	Polytechnic Institute of Viseu (Portugal)
Javier Melgosa Arcos	University of Salamanca (Spain)
João Pedro Vaz Pinheiro Estêvão	Polytechnic Institute of Viseu (Portugal)
Joãoquim Gonçalves Antunes	Polytechnic Institute of Viseu (Portugal)
José Antonio Fraiz	University of Vigo (Spain)
Maria de Fátima Ferreira	DINÂMIA' CET – Iscte / Iscte (Portugal)
Maria Gravari-Barbas	Panthéon-Sorbonne University (France)
Maria João Aibéo Carneiro	University of Aveiro (Portugal)
Marianna Sigala	Piraeus University (Greece)
Nancy Duxbury	Universities of Coimbra (Portugal), Simon Fraser & Thompson Rivers (Canada)
Pedro Miguel Alves Felício Seco da Costa	DINÂMIA' CET – Iscte / Iscte (Portugal)
Rodolfo Baggio	Bocconi University (Italy)
Rolando Volzone	DINÂMIA' CET – Iscte (Portugal)
Sofia Borda de Água Almeida	European University (Portugal)
Sofia Costa Macedo	ISCTE - University Institute of Lisbon (Portugal)
Soraya de Fátima Mira Godinho Monteiro Genin	DINÂMIA' CET – Iscte / Iscte (Portugal)
Veronique Nelly Paul Marie Joukes	University of Trás-os-Montes and Alto Douro (Portugal)



## SCHEDULE AT A GLANCE





# HINTS

Heritage Inclusive Tourism Symposium



PROGRAMME





## PROGRAMME

### DAY 1

Wednesday, 11 May 2022

09:00 - Registration

09:30-10:30 - Opening Session

Miguel Mota	President of Lamego's Higher School of Technology and Management
Pedro Costa	Director of DINÂMIA'CET – ISCTE
Cláudia Seabra	Chair of the Scientific Committee   University of Coimbra
Francisco Lopes	Mayor of Lamego
Rita Marques	State Secretary of Tourism, Commerce and Services

10:30-11:00 - Coffee Break

11:00-12:00 – Plenary Session 1

Heritage Tourism and Host Communities

Chairperson: Paula Santos (Polytechnic Institute of Viseu, Portugal)

Speakers:	Presentation Titles:
Freya-Higgins Desbiolles University of South Australia	<i>Bringing Justice to the Fore in Heritage Tourism: Centring the Local Community</i>
Fabio Carbone Coventry University (UK)	<i>Privados do Património: The Eternal Struggle between Public and Private in Cultural Heritage Management</i>

12:00-13:00 - Showcase Session 1

Douro Heritage Tourism Projects

Chairperson: Joaquim Antunes (Polytechnic Institute of Viseu, Portugal)

Speakers:	Projects:
Isabel Vieira	Living Heritage (Portugal)
Alexandra Falcão	Vale do Varosa – Monuments (Portugal)
Aida Carvalho	Côa Parque Foundation (Portugal)

13:00-14:30 - Lunch

14:30-15:30 – Plenary Session 2

Heritage Tourism Destinations as Inclusive Networks

Chairperson: Cristina Barroco (Polytechnic Institute of Viseu, Portugal)

Speakers:	Presentation Title:
Marianna Sigala Piræus University (Greece)	<i>Collaborating in Heritagescapes: The Future of the Past</i>
Rodolfo Baggio Bocconi University of Milan (Italy)	<i>Network Community Engagement in Heritage Tourism</i>

15.30-16:30 - Roundtable 1

Sustainable Adaptive Reuse in Heritage in Tourism

Chairperson: João Vaz Estêvão (Polytechnic Institute of Viseu, Portugal)

Pilar Pérez	University of Valladolid (Spain)
Soraya Genin	ICOMOS Portugal
Susana Macedo	Turismo de Portugal, IP



## PROGRAMME (cont.)

### DAY 2

Thursday, 12 May 2022

09:00 - Registration

09:30-10:30 – Plenary Session 3

**Risks Challenging Heritage Tourism**

Chairperson: Rolando Volzone (DinâmiaCET – ISCTE, Portugal)

Speakers:	Presentation Titles:
Maria Gravari-Barbas Panthéon-Sorbonne Univ. (France)	<i>Myths and Realities of the Tumultuous Relationship between Heritage and Tourism</i>
Cláudia Seabra University of Coimbra (Portugal)	<i>Risks in Tourism – What are Tourists Afraid Of?</i>

10:30-11:00 – Coffee Break

11:00-12:00 – Plenary Session 4

**Inclusive Creative Tourism**

Chairperson: Ana Duque (Polytechnic Institute of Viseu, Portugal)

Speakers:	Presentation Titles:
Nancy Duxbury University of Coimbra (Portugal)	<i>Creative Tourism in Small Cities and Rural Areas: Inclusive Strategies and Development Models</i>
Sofia Almeida European University (Portugal)	<i>Exploring Distinctive Realities to Co-create Inclusive Experiences</i>

12:00-13:00 - Showcase Session 2

**Transnational Heritage Tourism Projects**

Chairperson: Ana Branca Carvalho (Polytechnic Institute of Viseu, Portugal)

Speakers:	Projects:
Rolando Volzone	F-Atlas – Franciscan Landscapes (Italy, Portugal, Spain)
M de Fátima FERREIRO	RurAction (Denmark, Germany, Greece, Ireland, Poland, Portugal)
Dalila Dias	Portuguese Historical Villages Association (Portugal, Spain)

13:00-15:00 - Lunch

15.00-16:00 - Roundtable 2

**Local Networking in Heritage Tourism Development**

Chairperson: Francisco Dias (Polytechnic Institute of Leiria, Portugal)

Rodolfo Baggio	Bocconi University of Milan (Italy)
Sofia Macedo	ISCTE – University Institute of Lisbon (Portugal)
António Duarte Pinheiro	Rota do Românico

16:00 – 16:30 – Cultural Heritage Performed

16:30-17:00 – Closing Session

Luís Pedro Martins	President of Porto & North's Regional Entity of Tourism (Portugal)
José dos Santos Costa	President of the Polytechnic Institute of Viseu (Portugal)
João Vaz Estêvão	Chair of the Organising Committee
Catarina Ribeiro	Vice-Mayor of the Municipality of Lamego



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# PLENARY SESSIONS



## 1. Bringing Justice to the Fore in Heritage Tourism: Centring the Local Community

Heritage has been used as an attraction for certain niches of tourists, following a belief that this delivers multiple benefits including resources for heritage protection, better types of visitors and greater appreciation and even self-esteem for the local custodians of that heritage. One of the best aspects of heritage tourism is capturing the narrative of place and sharing stories that provide meaning, engagement and understanding. Arguably, however, dynamics of commodification and packaging of heritage may undermine the complex webs of connections of people to place through time.

This presentation considers the argument that tourism should be redefined through a focus on the rights, interests and benefits of the local community and positions this in terms of contestations for heritage. In this discussion, "local community" is understood as not only the people associated with a certain place, but also the local ecology and all the generations. This reveals tourism's embeddedness in places but with multiple possible connections to other places and times. Rather than a static heritage product packaged to sell to tourists, in this telling, place is complex, layered, loved, implicated and contested.

Drawing on the example of the demand for the return of colonial treasures from Portugal and other parts of Europe, I will argue that these heritages issue an active call for truth-telling and dialogue and a valuable search for relatedness. Such a conversation opens up ideas of obligations between people, obligations to non-human others and place, as well as wider temporal horizons where the past, present and future are interconnected. In this rendering, heritage cannot be easily packaged but it may breathe life into communities and helps them create their own pathways to shared futures.

### Author: Freya Higgins-Desbiolles - University of South Australia

Freya Higgins-Desbiolles is an Adjunct Senior Lecturer in Tourism Management, Business Unit, University of South Australia and Visiting Professor, the Centre for Research and Innovation in Tourism, Taylor's University of Malaysia. Her work focuses on social justice, human rights and sustainability issues in tourism, hospitality and events.

She has worked with communities, non-governmental organisations and businesses that seek to harness tourism for sustainable and equitable futures. Her recent co-edited books include *Socialising Tourism: Rethinking tourism for social and ecological justice* and *Critical Thinking to Realise Sustainability in Tourism Systems: Reflecting on the 2030 Sustainable Development Goals*.





## 2. *Privados do Património* . The Eternal Struggle Between Public and Private in Cultural Heritage Management

For several years now there has been a collaboration between public and private bodies regarding the activities of use, management and promotion of cultural heritage. Pragmatically speaking, it is even obvious to say that public-private partnership in cultural heritage management is fundamental. The interaction between public administrations and private individuals is achieved through different ways (e.g. patronage, sponsorship, partnership, and the provision of services), and the involvement of private organizations is mostly aimed at improving the cultural offer.

Though, there are still many system criticalities, and our attention is focused on the risk associated with an exasperated economism that increasingly characterizes the public-private collaborations, tending to subtract the heritage and its significance from its authentic owners: the local communities. In a world in which, on the one hand, a post-historical lethargy and disinterest in (past, present and future) history distinguish our western societies; and, on the other hand, someone has already created an alternative world as innovative as conceptually sad (the metaverse) where to live virtually in order to forgive the ugliness of reality, perhaps the relationship between public and private institutions must be reformulated with a different approach, considering private as partners with whom to structure and share a cultural project, even before a set of economic objectives.

### **Author: Fabio Carbone - Coventry University (United Kingdom)**

Fabio Carbone (PhD) is an expert in the relations between cultural heritage management and tourism for the promotion of intercultural dialogue, global understanding and peace. He is author of many scientific papers, book chapters, and co-editor of the book "Role and Impact of Tourism in Peacebuilding and Conflict Transformation", published by IGI Global © 2021. His cutting-edge research (and its impacts) on Peace through Tourism earned him the appointment as a Global Ambassador of the International Institute for Peace through Tourism (IIPT) and IIPT Special Envoy to Iran. He was also recently entrusted to write the entry "Peace through Tourism" (Carbone, 2022) for the Palgrave Encyclopedia of Peace and Conflict Studies, which officially and definitively established the theoretical link between Tourism and Peace and Conflict Studies. His commitment to the topic is not exclusively academic, as he is involved in several projects in the field, namely in Europe and Middle East. He was recently appointed as International Executive Director of the Department of Sustainable Development at the Institute of International Peace Leaders, and he is member of the scientific board of the European Network of Places of Peace. He is currently based in the UK, lecturer of International Tourism Management at Coventry University.





### 3. Collaborating in Heritagescapes: The Future of the Past

Cultural/Heritage routes, roads, paths, itineraries and/or networks represent a popular way to foster collaborations and 'touristify' heritagescapes. This presentation identifies and explains the network heritagization processes that can be used to glue and bring together the various stakeholders of a heritagescape with the purpose to build and operate a network of a shared identity and values. Heritage routes are analysed from a conceptual sense that is broader than the physical meaning of a 'path' and that considers the three features of heritagescape elements: the geographical, historical and technical.

By using examples from different types of routes (i.e. territorial, linear, identity, and combined routes) and themes of routes (i.e. wine roads, gastronomy territories), the presentation explains how the various stakeholders can identify and convert objects, values and knowledge into cultural heritage and then, inventory and re-package them together in order to create the identity of their network/route. Finally, the presentation explains how the stakeholders of heritagescapes can use story-telling and cultural practices in order to act as cultural agents, to shape but also to be shaped by and through their interactions with the elements of their heritagescape.

#### Author: Marianna Sigala - Piræus University (Greece)

**Marianna Sigala** is Professor at the University of Piræus, Greece. Her interests include services and experience management, Information and Communication Technologies (ICT) in tourism and hospitality, as well as wine tourism. She is a widely published and multi-awarded authority: nine books, numerous papers in academic journals, and (keynote) presentations in international conferences. She has a long record of leadership and participation in international research projects funded by various entities such as the E.U., the Council of Europe and the Department of Foreign Affairs and Trade, Australia. She is a past President of EuroCHRIE and a past member of the executive board of ICHRIE and IFITT. She currently serves at the executive board of CAUTHE. She is the co-editor of the *Journal of Service Theory & Practice*, and the Editor-In-Chief of the *Journal of Hospitality & Tourism Management*. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education. Since 2020, Professor Sigala is also appointed as Research Fellow of CAUTHE.





#### 4. Network Community Engagement in Heritage Tourism

Heritage places and artifacts evoke human emotions in a way that nothing else does. Many of these are aesthetic emotions. A beautiful place, mainly then when it has a rich cultural and historical value, is without doubt a powerful engine that increases the satisfaction of both visitors and local communities. Moreover, it is reputed to be an important determinant for favoring creative and innovative practices that can lead, ultimately, to a balanced social and economic development. But beauty alone cannot be sufficient for ensuring this development. A balanced and sustainable development needs to be based on an efficient and effective governance practices that, in turn, is highly dependent on the relationships between the different components of the system at play.

The (strategic) management of a tourism destination itself is based on cooperative planning, involving joint interactions that bring both collective and individual benefits. Moreover, collaboration is regarded as a key aspect for achieving competitive advantages. As Hall (2008) states, “the overarching task of tourism planning [is] to promote human welfare, derived in part from the stock of economic, human, and social capital, and to maintain and enhance ecosystem services (the stock of natural capital)”. In this respect all the public and private components of a destination are called to be significantly involved, and the local population needs to play a central role. These may seem only theoretical consideration, but real cases that embrace most if not all the elements described exist. One of the most successful is in the Neapolitan area and includes the Rione Sanità and the San Gennaro catacombs managed by the Paranza cooperative, and the Piscina Mirabilis in Bacoli run by the first Italian public-private partnership that manages an archeological site.

#### **Author: Rodolfo Baggio - Bocconi University (Italy)**

Rodolfo Baggio holds a degree in Physics (MPhys) and a PhD in Tourism Management. After an extensive experience in the information technology industry, he is currently a professor at Bocconi University (Milan, Italy), where he teaches on Tourism Analytics and Digital Strategies at the Master’s in Economics and Tourism and is a research fellow at the Dondeña Center for Research on Social Dynamics and Public Policy. He is also a professor at the Tomsk Polytechnic University in Tomsk, Russia.



His research activity is focused on the field of information technology and tourism and on the application of complexity theory and network analysis methods for the study of tourism destinations. Rodolfo is a fellow of the Royal Geographical Society, past vice-president of IFITT – International Federation for Information Technology and Travel & Tourism, founding member of the Italian chapter of the Internet Society as well as member of the Italian Physical Society. In 2017, he was awarded the Hannes Werthner Tourism and Technology Lifetime Achievement Award from IFITT.





## 5. Myths and Realities of the Tumultuous Relationship Between Heritage and Tourism

The relationship between tourism and heritage is ambiguous. The existing works focus on the impacts of tourism on heritage, sometimes positive but often negative: tourists 'consume' heritage, visually or physically, in the sense that they wear out, destroy, and in all cases pervert the heritage visited. Researchers focus on the different ways in which tourism takes over heritage that is 'already there', often produced a very long time ago by indigenous populations.

We however need to move beyond the single idea of the impoverishment of local cultures due to globalized tourism. Indeed, tourism has played a role as a *producer* of heritage in the areas in which it originated historically (notably in Europe with the Grand Tour). More than in the past, however, it plays an active role today in the affirmation of heritage. The 'tourist gaze' results in heritage definition and co-production. Moreover, the emotional relationship that tourists, as 'temporary inhabitants', have with heritage often results in real investment on their part (patronage, voluntary work, mobilization for the safeguarding of endangered elements) that extends far beyond the propensity to pay for the heritage visited.

The presentation stresses the ambiguous relationships between heritage and tourism in contemporary, globalized and hyper-mobile society.

### Author: Maria Gravari-Barbas – Paris 1 Panthéon-Sorbonne University (France)

has a degree in Architecture and Urban Design (University of Athens, 1985) and a PhD in Geography and Planning (Paris IV – Sorbonne, 1991). She was Fellow at the Urban Program of Johns Hopkins University, Baltimore, USA (1990). She is the Director of the EIREST, a multidisciplinary research team dedicated to tourism studies, with main focus on cultural heritage, development, and urban-tourism evolutions. Since 2009 she is the director of the UNESCO Chair of Paris 1 Panthéon-Sorbonne University and the coordinator of the UNITWIN network 'Tourism, Culture, Development'. From 2008 to 2017 she was the director of the Institute for Research and High Studies on Tourism (*Institut de Recherches et d'Etudes Supérieures du Tourisme*, IREST) of Paris 1 Panthéon-Sorbonne University, and from 2017 to 2020 Vice Président for International Affairs at Paris 1



Panthéon-Sorbonne. She is the Chair of the Self Steering Committee of Cultural Heritage of Una Europa. Her published works include: A research Agenda for Heritage Tourism, Elgar (2020), *Le patrimoine mondial, Mise en tourisme, mise en images*, L'Harmattan (2020), *Lieux ordinaires, avant et après le tourisme*, PUCA (2018), *Tourism and Gentrification in Contemporary Metropolises. International Perspectives*, Routledge (2017), *World Heritage Sites and Tourism. Global and Local Relations*, Routledge (2017).



## 6. Risks in Tourism – What Are Tourists Afraid Of?

When people travel, they look for fun and relax, they do not want to feel exposed to negative situations (Seabra, Dolnicar, Abrantes, & Kastenholz, 2013). Safety on vacation and leisure is an expected requirement. Therefore, stability is one of the key factors for the development of tourism industry (Almuhri, Scott, & Alroiayami, 2017). However, tourism is one of the most global economic activities and is, therefore, vulnerable to risks that affect any global business (Fennell, 2017). The world has become interdependent and tourism crises in one part of the world can have strong repercussions worldwide (Lanouar & Gaaied, 2019).

If some event disrupts safety and causes a risk perception among tourists, it can have both a powerful and negative impact on demand (Seabra, Reis, & Abrantes, 2020). Tourists are affected in their decisions and behaviors by several sources of risk: amongst the most influential risk types affecting tourism industry in the last 20 years are: social, political, and economic instability, armed conflicts, wars and terrorism, organizational and mechanical accidents, health and hygiene issues with the raising of pandemics and epidemics, natural disasters, crime and violence and cultural distance.

The UN claims that "Tourism is the biggest peaceful movement of people through cultural frontiers." However, tourism is also one of the activities that is most affecting the sustainability of communities and territories either socially, culturally, economically, or environmentally. On one side, tourism brings unwanted attention from criminal organizations and terrorists, causes social conflicts when poorly managed and is a very polluting activity. But on the other side, this activity brings receipts to help countries achieve conditions of safety and stability, can help communities to have a better quality of life and the receipts are invested in countries' development... How to achieve the balance?

### Author: Cláudia Seabra – University of Coimbra (Portugal)

Cláudia Seabra is a Professor at the Faculty of Arts & Humanities in the University of Coimbra where she coordinates the PhD in Tourism, Heritage and Territory. She was a Professor at the Polytechnic Institute of Viseu since March 2001. Cláudia Seabra has a Post-PhD in Economic and Social Geography from the Nova School of Business and Economics, having developed the project "Influence of Terrorism on citizens and organizations in Europe of 28". She holds a PhD in Tourism, a Master's in Social Sciences and a degree in Social Communication. She published several papers and chapters in international scientific journals and books. She is the head editor of the book *Pandemics and Travel: COVID-19 Impacts in the Tourism Industry* (Emerald). She is Theme Editor on Terrorism at the *International Journal of Tourism Cities*. She is a guest reviewer for several international scientific journals. She is a member of CEGOT - Centre of Studies on Geography and Spatial Planning and collaborates with NOVASBE - Nova School of Business and Economics and CISED - Research Centre in Digital Services.



## 7. Creative tourism in small cities and rural areas: inclusive strategies and development models

At its heart, creative tourism focuses on processes of creation, making, and other types of embodied creative practices linked to the place where they occur. Four key dimensions form a framework for designing creative tourism initiatives: active participation, learning, creative self-expression, and links to the local community. Underlying, inspiring, informing, and interconnecting these elements is the place in which activities occur – defined by both tangible and intangible elements. The CREATOUR research-and-application project (2016-2020) catalyzed and networked 40 creative tourism pilot projects across four regions of mainland Portugal – Norte, Centro, Alentejo and Algarve – with researchers (from 5 research centres) and practitioners learning together through ideation, design, and development processes, and discussing challenges faced in launching and implementing creative tourism in small cities and rural areas.

The project discovered that creative tourism is a feasible approach for smaller places, inspires new ideas and avenues of activity, and can incorporate intentionally inclusive strategies. Five development models emerged in the project that provide avenues for creative tourism development in concert with other activities. More generally, at a community level, creative tourism initiatives can contribute to cultural vitality and potential regeneration dynamics through reinforcing distinctive elements of local identity, instigating flows and connections between the locale and the external, and serving as platforms for local collaboration, exchange, and development.

This presentation will explain these various aspects of creative tourism development in small cities and rural areas through an array of pilot projects within the CREATOUR project.

### **Nancy Duxbury - Centre for Social Studies of the University of Coimbra (Portugal)**

Nancy Duxbury, PhD, is a senior researcher at the Centre for Social Studies (CES), University of Coimbra, Portugal. 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 catalysed creative tourism pilot projects in small cities and rural areas across four regions of mainland Portugal. Among her current projects, she is the principal coordinator of the CREATOUR Observatory at CES and leads the CES team in the European research project "UNCHARTED: Understanding, Capturing and Fostering the Societal Value of Culture." She lives in São Miguel Island, Azores.





## 8. Exploring distinctive Realities to co-create Inclusive experiences

Augmented and virtual reality can assist in the production of inclusive tourism experiences, more precisely, addressing disabled people's needs. This presentation intends to present examples of good practices using digital tools in the context of inclusive tourism.

Virtual reality (VR) and augmented reality (AR) are no longer science fiction. However, the adoption of these alternative realities, though limited, is growing rapidly. Their potential for applications is nearly endless: gaming and entertainment, healthcare, tourism, architecture, construction, among others. These realities have quickly moved from being a pipedream to enter the realm of reality. In tourism, it is possible to find a few examples of VR application: (i) building VR advertising experiences that promote a particular product; (ii) allowing potential customers to 'try before they buy'; or (iii) serving as a new storytelling medium for digital creatives. Concerning Augment Reality, the potential is also endless, as examples: (iv) AR enables enhancing the physical environments and encouraging customers to visit local sights; (v) travel tends to be heavily researched, as customers require lots of information, so AR ensures much of destination information is available to customers, 24/7; and (vi) AR has a strong link to the world of gaming, and the travel industry is starting to take advantage from this, through apps that improve the customer experience. Advocates of virtual and augmented reality argue that these technologies are offering people new worlds and experiences, including for people with disabilities willing to take part in tourism experiences.

Inclusive tourism is about driving people first and recognizing that each individual is unique. Tourists around the world are looking for activity-based travel experiences, food and wine experiences, just to mention a few. After this pandemic and in the next decade, people will want to travel, as they desire socialization and are in search of local experiences. Subsequently the aim of this presentation is to explore the way how these distinctive realities will help to co-create inclusive experiences. VR and AR technologies ought to help creating a more inclusive world and provide experience's access to everyone, without exception.

### Sofia Almeida - European University (Portugal)

Sofia Almeida holds a PhD in Tourism from IGOT at the University of Lisbon, and a degree in Business Communication. Currently, she is Assistant Professor at the European University where she is the Coordinator of the Digital Marketing Master. Her research focuses on the areas of hotel management, networks, hotel marketing *consortia*, tourism marketing, hotel branding, digital marketing. Sofia is author of several international research articles, book chapters, participation in dictionaries and encyclopedias in the tourism and hospitality management sector. She is also speaker and event organizer in the tourism area. Likewise, she is training, consultant, and part of numerous international projects in the tourism sector. Sofia is a research member of the Centre for Geographical Studies, CEG/IGOT, University of Lisbon.





# SHOWCASE SESSIONS

## 1. "Living Heritage Routes" Project - Creation of Memory Itineraries for the City of Lamego

The image of a city results from its inhabitants, their experience and external emotions. It is a process. The city compiles the relationships between community members and residents perceive different stimuli.

The living heritage routes project intends to interpret a certain geographical area for tourism - the city of Lamego - based on the visual/oral perceptions and memories of the residents, so that it is possible to create tourist proposals that involve the local community and cultural agents through contemporary interpretation.

The main objectives of this study are to involve students/teachers in innovative cultural heritage itineraries development; Involve local population in cultural heritage sustainability; Create learning/teaching dynamics that bridge the gap between theoretical knowledge and practice; Involve local agents in the promotion of Cultural Heritage.

The methodology of this project involved the implementation of a qualitative methodology, using mental maps as a survey method, to understand the local community's perception of their urban space.

The project comprises three distinct phases: a) Application of mental maps to the residents of the city of Lamego; b) Creation of new itineraries; c) Phase historical recreation.

### **Speaker: Isabel Vieira - Higher School of Technology and Management – Polytechnic Institute of Viseu (Portugal)**

Isabel Vieira has a PhD in Management from the University of Trás-os-Montes e Alto Douro, a Master in Heritage and Tourism from the University of Minho and a degree in Tourism from the University of Algarve. Since 2020 she is a PhD student in tourism at the University of Vigo. She is a full researcher at CIGDEI (Centre for Studies in Education and Innovation). Her current research areas are related to heritage interpretation, Tourism, management and sustainability of cultural heritage and cultural marketing. She has several publications on Interpretation of heritage, sustainable management of cultural heritage, historical reading of space and cultural volunteering. She has organised several events related to the dissemination and promotion of cultural heritage and is involved in several studies/research project in this area.





## 2. Monuments of the Varosa Valley: Educational and Cultural Mediation Practices

The network of Monuments of the Varosa Valley comprises a remarkable architectural ensemble, linked to the process of slow formation of the nationality and the repopulation of the territory, which took place from the 11th century onwards.

Of singular heritage importance, the network includes the chapel of São Pedro de Balsemão (10th - 11th century), the Cistercian monasteries of São João de Tarouca and Santa Maria de Salzedas (12th century), the fortified bridge of Ucanha (15th century) and the Franciscan convent of Santo António de Ferreirim (16th century).

The recognition of the enormous potential of these monuments, as a factor of attraction to a sparsely populated territory, located south of the Douro, is at the origin of the development of a communicational approach to strengthen the identity of the monuments (and surrounding communities), based on projects of education, artistic creation and cultural mediation, which are based on the relationship heritage-school-community, and on participation and co-creation in dialogue with heritage, in favour of an active, participative and inclusive education, connecting the individual to the world in a complete way: sensory, full and enchanting.

### **Speaker: Alexandra Falcão - Lamego Museum & Monuments of the Varosa Valley (Portugal)**

Born in Lamego in 1972, Alexandra Falcão directs both the of the Lamego Museum and of Monuments of the Varosa Valley.

With an academic background in Art History and Museology, she has participated in conferences and publications related to art, museums and cultural and educational mediation. Among her most pressing reflections, the possibility of building new narratives for the historical and cultural heritage, in the framework of a participatory museology, based on the relationship of the public with the objects (and their biographies), which contributes to their enhancement and, simultaneously, to the development of knowledge and society.





### 3. Côa Valley Sub-destination: Marks with Past, Present and Future

In late 1994, the discovery of an extraordinary set of Rock Art was made public in the Côa Valley; extraordinary because most of those engravings were attributed to the Upper Palaeolithic, that is, at least 12,000 years old, having been executed by the communities of hunter-gatherers who lived in the region during the last glacial period. Until the discovery of the Côa art, it was thought that most Palaeolithic art had been created inside caves and shelters and that the few cases of representations attributed to this period, which had been known in the open air until then, were only exceptions. The discovery of the Côa demonstrated that the ancestors also produced images outside the caves and most probably even in greater numbers than inside them. Simply put, in the open air, art deteriorates much more easily unless it was created in the special geological and climatic conditions of the Côa Valley. This discovery led to the creation of the first Portuguese archaeological park, in 1996 - the Parque Arqueológico Vale do Côa, and later, to the classification by UNESCO, on the 2nd of December 1998, of the Art of the Côa Valley. This classification was the fastest in the history of UNESCO.

After its classification, the Côa Museum was built. It is a site museum designed by the architects Camilo Rebelo and Tiago Pimentel, who, inspired by "Land art", integrated this magnificent building into the surrounding landscape through a game of colours and luminosity. It is located on the top of the hill that rises from the confluence of the Côa and the Douro, as if celebrating the encounter of rock art with the other World Heritage of the region: the Alto Douro Wine Region. Its visit does not replace the visit to the Vale do Côa Archaeological Park, since the real museum is the valley in its various dimensions.

#### Speaker: Aida Carvalho - Côa Parque Foundation (Portugal)

PhD in Cultural Science, Master's in History of Populations, post-graduate in Tourism and Religious Heritage and post-graduate in Cultural Management. Graduated in European Studies. She is President of the Board of Directors of Côa Parque Foundation, since March 2021.

In addition, Aida Carvalho is a lecturer at the Polytechnic Institute of Bragança, since September 2001, where she coordinates the Department of Arts and Humanities and is member of the Scientific Committee of the Tourism Marketing master's degree. She has published several articles in specialized scientific journals in heritage enhancement and cultural tourism.

She is a researcher at the Research, Development and Innovation in Tourism Centre (CITUR) and a member of the National Council for Science, Technology, and Innovation (CINCTI). She is also a member of the Strategic Council of Tourism Porto e Norte as well as of ART&TUR Festival, International Tourism Film Festival, 2020 and 2021 editions.







## 4. F-ATLAS | Franciscan Landscapes between Italy, Portugal and Spain

The international project F-ATLAS seeks to assess the present state of the Italian-Portuguese-Spanish Observance Franciscan network, to define an "Atlas" and to develop new strategies for layered experiences through ICT and innovative methods.

Several conventual complexes – including both the architecture and the surrounding landscape – have lost their original function and, most of them, are completely abandoned. The poor conditions of some buildings require the definition of strategies for the conservation, protection, and management of this vulnerable heritage.

An interdisciplinary approach between history, architecture, and computing science, is carried out.

The cataloguing of these buildings combines traditional and innovative techniques to develop risk assessment methodologies, protocols, and tools, and to create user-friendly interfaces for the management and the enhancement of Cultural Heritage.

The focus is specifically on the peripheral and remote areas and needs particular attention to protect and conserve historical features and demo-ethno-anthropological testimony, which are an integral part of the European culture.

The development of a network of cultural and sustainable tourism will connect the dispersed heritage, as per UNESCO CHR guidelines, by designing hiking and cycling routes, digital and virtual tools, and can stimulate awareness by local communities and administrations, and other stakeholders.

### Speaker: Rolando Volzone - ISCTE-IUL (Portugal)

Rolando Volzone is a Postdoctoral researcher at ISCTE-IUL (Lisbon), focusing his work on a multidisciplinary approach on the religious heritage sites heritage, by combining History, Architecture, Landscape Architecture, Cultural Heritage, Computer Sciences. This research line has been delved deeper since the PhD project "Architectures of the soul. Legacy of the Eremitical Congregation of São Paulo da Serra de Ossa (Portugal)", defended in 2020. He currently integrates the JPI Cultural Heritage project "F-ATLAS – Franciscan Landscapes: the Observance between Italy, Portugal and Spain" (2020-2023). He is coordinator of the Seminars *Architectures of the soul* (2017, 2018 and 2020) and member of PRERICO-ICOMOS.





**Co-Author: Soraya Genin (ICOMOS Portugal; Dinâmia'CET - Iscte)**

Soraya Genin is graduated in Architecture at the FAUL, has a master's degree in Science in Architecture, Specialization Conservation of Historic Towns and Buildings and a Ph.D. in Engineering at the KULeuven.

Assistant Professor and Vice-Director of the Department of Architecture and Urban Planning of ISCTE-Lisbon University Institute. She teaches Architectural Technology and Conservation. Researcher at ISTAR-IUL and DINÂMIA'CET-IUL.

President of ICOMOS-Portugal. Expert member in the International Scientific Committees for Stone, Theory and Philosophy of Conservation and Restoration, Sites of Religion and Rituals and Formation. Founder member of the Portuguese Society for the Study of History and Construction.

She authored diverse Architecture and Conservation projects, developed in her studio, and publications, particularly in Cultural Heritage Conservation and History of Construction.





## 5. RurAction - Social Entrepreneurship in Structurally Weak Rural Regions: Analysing Innovative Troubleshooters in Action <sup>1</sup>

The project Ruraction was funded by the H2020 programme and involved the participation of seven European countries: Germany (coordination), Austria, Denmark, Greece, Ireland, Poland and Portugal. The research was developed within the scope of 10 PhD projects and involved the participation of social enterprises from different regions that hosted the PhD students' internships. In Portugal, the region chosen was Baixo Alentejo and the social enterprise ADCMoura. The partnership with social enterprises resulted in transdisciplinary knowledge about social innovation and social entrepreneurship in rural territories. The project identified cases of social innovation in different countries and tried to understand how they emerged and developed. Some of the project's results include:

- The diversity of rural territories in the different Countries of the consortium;
- The central role of public policies, namely Leader, for the development dynamics of these territories;
- The importance of developing cooperation networks between social enterprises in a national and international context;
- The importance of lightening the bureaucratic load of some rural development programmes (e.g. CAP);
- The crucial role of digitalization in this process;
- The urgency of the visibility of rural territories.

### Speaker: Maria de Fátima Ferreiro - ISCTE-IUL (Portugal)

Maria de Fátima Ferreiro, Associate Professor with Aggregation at the Department of Political Economy of Iscte-IUL. Integrated researcher in Dinâmia'CET. Lecturer in licentiate, master, and doctoral degrees in the areas of political economy, history of economic ideas, rural territories and sustainability. Recent research developed within national and international projects on the themes of rural development, social innovation, and transitions of the food system. She is currently Director of the School of Social Sciences and Humanities (2019-); she was Director of the Department of Political Economy (2016-2019). Member of the Portuguese Association of Political Economy. In 2022 she has assumed the position of Vice-Rector for Teaching and Accreditation of Iscte-IUL.



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<sup>1</sup> Co-authored by Professors Maria de Fátima Ferreiro and Cristina Sousa, both researchers at Dinâmia'CET – Iscte (Portugal).



## 6. Portuguese Historical Villages Network

The Portuguese Historical Villages of is a private and non-profit Association for Tourism Development. Created in 2007, it aims to promote the tourism development of the Historical Villages of Portugal Network, which includes twelve villages located in the central interior of Portugal.

The Portuguese Historical Villages - Association of Tourism Development is the managing entity of the tourism brand, with public and private partners. This mixed approach allows a better communication between all the stakeholders of the territory and the development of actions oriented to meet the existing needs and perceived by the local agents. Based in Belmonte, the association allows a fairer centrality and a concrete recognition of each specificity of each village.

In addition to addressing the association's inclusive heritage tourism development process, the presentation at HINTS will also address a transnational strategy currently underway with partner entities in Spain, along with its framework of action anchored in sustainability, considering its three-dimensionality, and in innovation.

### Speaker: Dalila Dias - Portuguese Historical Villages Network

Dalila Dias is the Coordinator of the Programme for the Economic Enhancement of Endogenous Resources (PROVERE) of the multi-awarded Portuguese Historical Villages Network. She graduated in Marketing Management at the Portuguese Institute of Marketing Administration in Aveiro and, in 2006, she concluded the Urban Centre Managers Course.

In 2004 he concluded the Post-Graduation "Quality Inspection in Tourism" at the Higher Institute of New Professions (INP, Lisbon). In 2010 she took the Master's exams in Management and Development in Tourism at the University of Aveiro and, in 2015 and 2016, she completed the curricular component of the PhD in the area of Management at the University Beira Interior, with a research area in Territorial Innovation and Low Density Territories.



She is author and co-author of articles related to low density territories and their development process. She has 10 years of experience in the field of regional/local development and is a researcher in this field.



# ROUNDTABLES



## **António Pinheiro – Rota do Românico (Portugal)**

António Pinheiro completed his degree in Tourism, in 2002, at ISCET – Higher Institute of Business and Tourism Sciences. In 2013, he completed a master's degree in Cultural Heritage and Tourism at the University of Minho. He has been part of the Rota do Românico team for the Tourism area since 2007.



## **Francisco Dias - Polytechnic Institute of Leiria (Portugal)**

Francisco Dias holds a PhD in Tourism Sciences by the University of Perpignan, France, and is a Full Professor at the Polytechnic of Leiria (Portugal), and a researcher at the CITUR – Centre for Research, Development and Innovation in Tourism.

He founded in 2008 the ART&TUR - International Tourism Film Festival, and directed the 14 annuals editions. Since 2016, he has been Vice-President of the Centro de Portugal Film Commission. He is also the coordinator of the Sustainable Tourism Observatory of Centro de Portugal.



From 2010 to 2014 he was editor-in-chief of the European Journal of Tourism, Hospitality and Recreation (EJTHR) and director of the CITUR – Centre for Research, Development and Innovation in Tourism.

In 2015 he mastermind and leading founder of the Euro-Asia Tourism Studies Association (EATSA), holding the position of the President of its Direction Board during the first term (2015 - 2018).

His research concerns and publications are focused on the attractiveness of tourism destinations, and are published in high impact journals, namely Annals of Tourism Research, British Food Journal, Community Development and European Journal of Tourism Research.

## **Pilar Pérez – University of Valladolid (Spain)**

Geographer, she is currently a consultant in territorial planning, heritage management, tourism and local development. She also teaches Urban Geography and Spatial Planning at the University of Valladolid. As an entrepreneur, she has developed an extensive career as a drafter of urban planning and land management instruments. In the field of heritage management, she has collaborated with companies and local agents (public administrations, wine routes, development agents) to define territorial development strategies in rural territories, promoting social innovation actions in initiatives such as "Duero Douro, Heritage for Development" or the European projects "Ruritage", "Flumen Durius", "Wine&Senses".





## Rodolfo Baggio - Bocconi University (Italy)

Short bio on page 16.



## Soraya Genin (ICOMOS Portugal; Dinamia'CET - Iscte)

Short bio on page 26.



## Sofia Macedo - Iscte - IUL (Portugal)

Sofia Macedo holds a PhD in Modern and Contemporary History from ISCTE-IUL, with a Thesis entitled "The Defence and Safeguarding of Heritage in Portugal: the Associations for the Defence of Heritage (1974-1997)". She has a degree in History, variant of Archaeology from the University of Lisbon. She is currently an Invited Assistant Professor at ISCTE, an Integrated Researcher at CIES-Iscte and a Collaborating Researcher at IHC. Research areas: governance of cultural heritage; heritage defence associations. Since 2003 she has been involved with Heritage Defence Associations, first in the Portuguese Association of Friends of Castles, then in the governing bodies of the Portuguese Association of Industrial Archaeology. She is also a member of the Organizing Committee of the Heritage Forum, an entity that brings together fifty heritage defence associations in Portugal, always based on the conviction that Heritage is Us.



## Susana Macedo - Turismo de Portugal, IP (Portugal)

Born in Lisbon. Law graduate from the Law School of the Lisbon University (1994-1999) and postgraduate in Political Science and International Relations from the Institute of Political Studies of the Portuguese Catholic University of Lisbon (2012-2014).

Works in the tourism sector since 2007, having served as legal advisor to the Secretaries of State for Tourism of the 17th, 18th and 21st Constitutional Governments (2007-2011 and 2015-2018), and as a jurist at Turismo de Portugal. Since 2018, has assumed the coordination of projects, namely of REVIVE Program, as Head of the Multidisciplinary Team for Crosscutting Projects of the Tourist Offer in Turismo de Portugal.





# HINTS

Heritage Inclusive Tourism Symposium



THE VENUE





## THE MUNICIPALITY OF LAMEGO

Lamego is one of the most important urban centers in the Douro region, located in the North of Portugal. Long before the founding of the Portuguese nation, the lands of Lamego were already populated and were an important point of passage in trade flows and exchanges.

From these lands come the tastiest apples and cherries, and the olives that are used to make a quality olive oil that is recognized throughout the country. But it is the vineyard that dominates the landscape and it was from wine that the people derived their main sustenance for centuries.

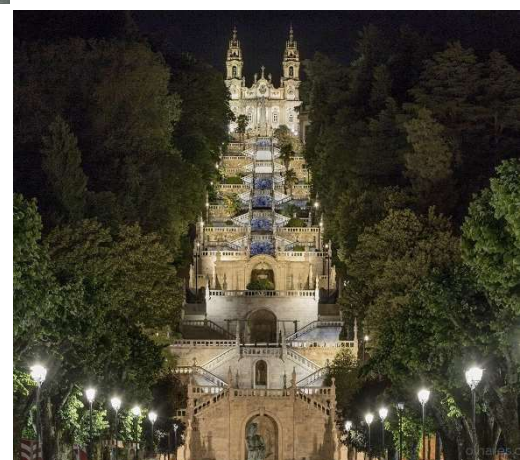
Lamego is located in the heart of the Alto Douro Wine Region, proclaimed a UNESCO World Heritage Site in 2000. The region produces the famous Port wine, representing the main vector of dynamization of technology, culture, traditions and local economy. The great human investment in this landscape of unique beauty has made possible the settlement of populations since the distant Roman occupation, and from it has resulted a living and evolving reality, both a testimony of the past and the engine of the future, solidly anchored in the optimization of natural resources and the preservation of the environment.



The religious architecture has a unique expression in Lamego, because it is one of the oldest dioceses in the country. Lamego's Cathedral was born before the foundation of the nation, but the building as we know it today is the result of a later construction, in the 12th century. The various reconstructions and additions have given it a variety of styles that come together, making it one of the most beautiful monuments in the region.

The Sanctuary of *Nossa Senhora dos Remédios* and the staircase, built in the eighteenth century on top of the Monte de Saint Stephan, in honor of *Senhora dos Remédios*, are the ex-libris of Lamego. The staircase, which rises from the city center to the top of the Mount, is full of sacred places and surprising corners.

It is probably the greatest symbol of devotion to *Nossa Senhora dos Remédios*. In September, day and night, Lamego lives intensely the celebration of the *Romaria* to its patron saint. The city boils with emotions, cultural and religious events: processions, parades, folklore and much, much fireworks, and music bands, that every day take the party to the city streets.





The entire municipality is full of churches and chapels, pillories, crosses, historic villages, medieval bridges and a number of archaeological remains from the early days of settlement of these lands.

The Shrovetide of the town of Lazarim is considered one of the most traditional in Portugal and its festivities have such an ancient history that few dare guess its origins. Demons, grotesque figures with zoomorphic physiognomies or witches, preferably with pointed horns and unpainted, are the typical masks of the *Entrudo* of Lazarim. Masks made of alder wood (a riparian tree that grows on the banks of the river Varosa) carved by artisans of the parish that register symbolically, in their masks, their imaginary and cultural universe.



The countless visitors to Lamego will find history, tradition and a strong cultural heritage, but also a wide range of leisure and outdoor sports programs, thanks to the excellent natural conditions for sports, radical and river activities such as fishing and canoeing in the clear waters of the Douro, Varosa and Balsemão rivers.

## HINTS' VENUE – RIBEIRO CONCEIÇÃO THEATRE



Dating from the year 1727, this theatre was initially built with the purpose of being a hospital which operated here until 1892. On July 31, 1897, a serious fire left this building reduced to rubble. In 1924, Comendador José Ribeiro Conceição bought the ruined building at a public auction, for ten thousand and one escudos (forty-nine euros and eighty-eight cents) and transformed it into an important and prestigious performance hall that would be a reference in the cultural life of the interior of the country for several decades.

With pomp and circumstance, the theatre was inaugurated on February 2, 1929, maintaining its cultural activity until 1987, when it was already in an advanced state of degradation. Finally, the City Hall of Lamego decided to go ahead with the acquisition of this eighteenth-century monument and in 1993 works were carried out to renovate and consolidate the building. At the end of 2005, the rehabilitation works are carried out and on February 23rd, 2008, the most beautiful show room of the Douro region is reinaugurated: the Ribeiro Conceição Theatre.



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